

Applications for further funding & public project events in 2016

“Generation Europe”, March 8

Application for additional funding (50.000 Euro) to extend the project to other cities in Europe. Call “Advocate Europe” by MitOst and Liquid Democracy, funded by Stiftung Mercator, www.advocate-europe.eu

“Teaching Back home in Ukraine”, March 8

Application (49.520 Euro) for additional funding to fight the brain drain of young people in Ukraine. Call “Advocate Europe” by MitOst and Liquid Democracy, funded by Stiftung Mercator, www.advocate-europe.eu

“Strengthening disability rights and public awareness for an inclusive society in Ukraine”, March 18

Application for the funding (5.000 Euro) of a spin-off pilot project on disability in Ukraine. Call “Tandem Cultural Managers Exchange Ukraine—European Union/Moldova/Russia/Belarus” by Mitost, www.tandemexchange.eu

“Ars Docendi Award 2016”, April 6

Nomination of the project by the rectorate of SFU and the Austrian Students’ Association at SFU for the by the Austria Federal Ministry of Science, Research and Economy, www.bmwf.gv.at

“Long Night of Research” (Lange Nacht der Forschung), April 22

Participation in the public awareness event by the Austria Federal Ministry of Science, Research and Economy, www.bmwf.gv.at, 12.000 visitors at project venue Vienna Heldenplatz, 180.000 visitors across Austria. http://www.langenachtderforschung.at/index.php?option=com_jumi&fileid=21&Itemid=161&group_id=7379&page=stationen&filter=none

“Cultural fit of young job applicants”, May 16

Application for the Innovation Award for funding applied research for small and medium enterprises (10.000 Euro) by the Austrian Research Promotion Agency (FFG), www.ffg.at

“Qualitative Research on Internet Piracy in the Context of Changing Audience Practices in the Czech Republic and Austria”, May 30

Application by Stefan Hampl (SFU Vienna) Pavel Zahrádka (Palacký University Olomouc) for the programme “Scientific and Technological Cooperation between Austria and the Czech republic”, issued by the OeAD (www.oead.at), the Austrian Ministry (www.bmwf.gv.at) and the Czech Centre for International Cooperation in Education (DZS) (www.dzs.cz)



Dr. Stefan Hampl
Vice Rector for Teaching

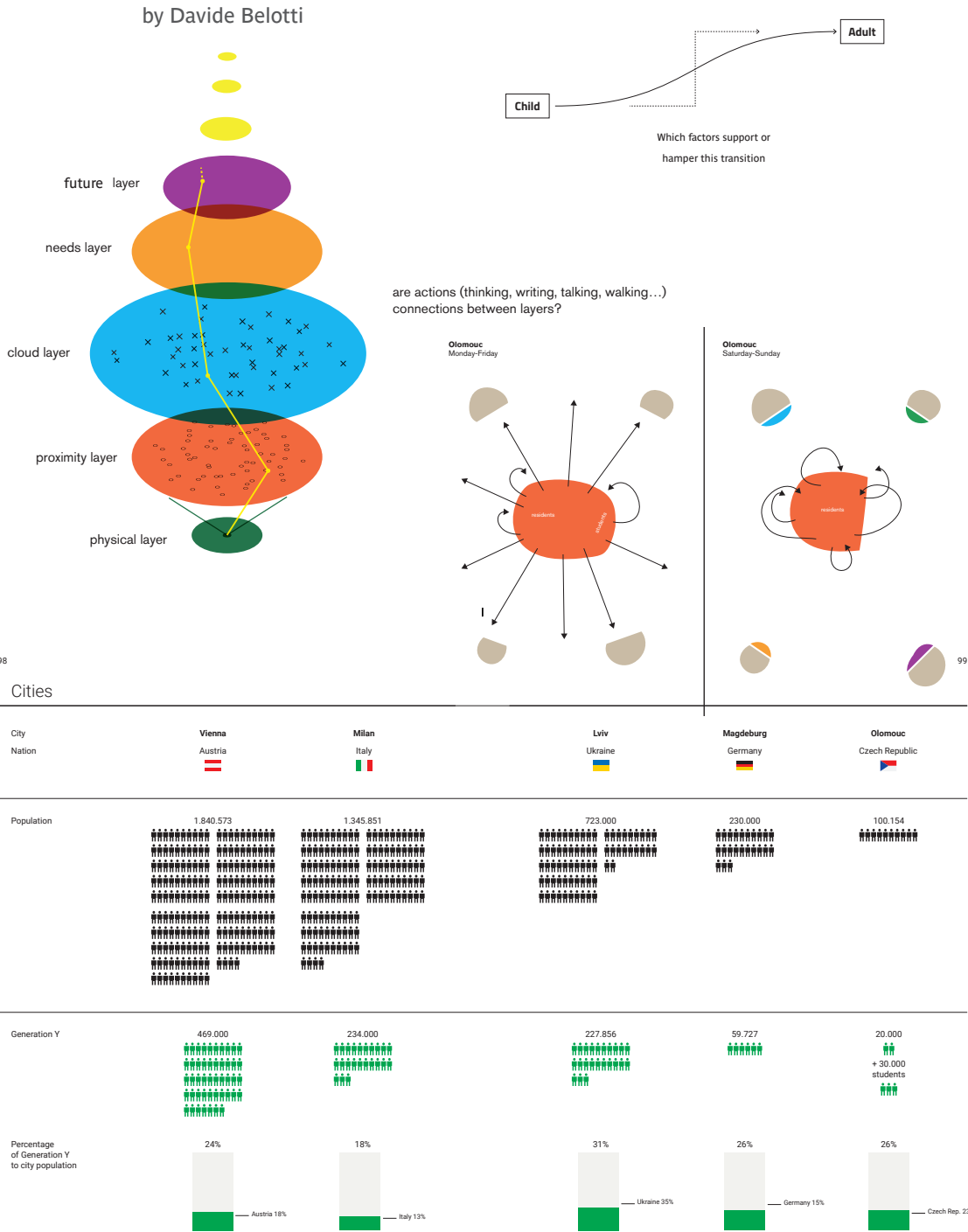
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H www.sfu.ac.at

my generation.eu
Innovation across Europe



Data & Outlook



Preface

Gerhard Benetka
Dean of the Faculty of Psychology,
Sigmund Freud Private University Vienna

What makes a generation? What differentiates it from a mere group of peers of the same age? In my opinion there are three aspects that are relevant: Firstly—as particularly stressed by Mannheim—a shared experience of life, a joint space of experience (Erfahrungsraum); secondly, also the possibility to jointly reflect upon the shared life experiences; specific media are necessary to facilitate the formation of a collective language, that enables individual experiences to crystalize in the shape of collective experiences. Thirdly, there is the need for external attributions: a generation begins to understand itself as being particular or special if others perceive it as such.

These attributions—e.g. the attributes that are said to differentiate members of the generation X from millennials (while we cannot decide yet if those terms really qualify for “generations” in the aforementioned sense)—are promoted by empirical youth research. The questions which it addresses towards young people reflect the interest of youth researchers—hence, in a certain sense they already imply the answers: the answers from the perspective of older people on what could be problematic, interesting, somewhat important for younger ones. Thus, I believe that a considerable part of insights of developmental psychology on young age are nothing else than the result of a prolonged monologue of scientifically educated adults on youth. Consistently, the focus of research is decided by what is relevant to adults. This common practice is neither bad nor basically wrong: however, it requires amendments. We can amend or perhaps correct it if we enable young people to investigate themselves; if we allow young people to a notable degree to ask themselves what is important to them, e.g. how they are dealing with the future, how they are perceiving future within their own frame of experiences. Ideological critique must not stop in front of one’s own thinking: Let us see, what will be the outcome of confronting the knowledge of our “generation” with the experience and knowledge of the following “generations”.

Generation Innovation across Europe

Stefan Hampl

Vice-Rector for Teaching,

Sigmund Freud Private University Vienna

THE IDEA IN BRIEF: YOUTH IS INVESTIGATING YOUTH!

Young researchers from different places in Europe jointly investigate their own generation! In a uniquely participatory approach, students from diverse universities (Lviv, Magdeburg, Olomouc, Vienna, ...) will create a solid basis of data for European and local decision makers. The project itself creates social cohesion in Europe as young people are enabled to experience life through the eyes of others and build personal bridges with colleagues from other places in Europe.

WHAT IS THE CHALLENGE WE ARE ADDRESSING?

Europe's future relies on the next generation of citizens. Will those who are young today be able to tackle the challenges of European Integration and develop a European identity? Stakeholders put many hopes into this, but what do we actually know about young Europeans today? We would like to answer this question systematically and empirically, in order to create detailed information for decision makers on various levels (European, national, regional, municipal, ...).

WHAT ARE WE AIMING FOR?

At the end of our project we will be able to compare and differentiate the life situations of young people in at least four places in Europe (Lviv, Magdeburg, Olomouc, Vienna, ...). This will enable us to see which issues of young people are commonly shared across Europe and which issues are regional or local. Speaking the "local languages" of young people is a crucial prerequisite if you want European policy making to be "heard" across Europe.

HOW DO WE PLAN TO GET THERE?

Our research approach is innovative and participative. This means we are supporting the one's concerned to conduct the research themselves, thus enabling young researchers to voice what is important to them. The general approach is to have young researchers from different disciplines and cities (Lviv, Magdeburg, Olomouc, Vienna, ...) physically meet in these cities and investigate their generation there. They receive instructions on empirical methods (how to conduct interviews or group discussions, take documentary pictures) and on the public presentation of their findings. From city to city (i.e. from workshop to workshop) participants broaden their (and our) understanding of the diversity and communalities of young people living in Europe.

WHO ARE WE DOING IT FOR?

The main beneficiaries of the project will be political decision makers all across the continent. They will receive sound empirical information on the life situations and issues (motivations, problems etc.) of young people in Europe. Society will benefit from the innovative potential set free by young people that are 1) better educated, 2) culturally sensitive, and 3) capable of jointly working together within international & interdisciplinary projects. The scientific community will profit from the research results.

WHO IS PART OF OUR PROJECT TEAM?

The interdisciplinary team of experts and students consists of psychologists, sociologists, educational researchers, historians, designers, media communicators, etc. from the participating cities and universities across Europe. Stefan Hampl, the project coordinator is a senior social researcher that has conducted various national and EU projects in the past.

HOW WILL OUR PROJECT IDEA STRENGTHEN CONNECTION AND COHESION IN EUROPE?

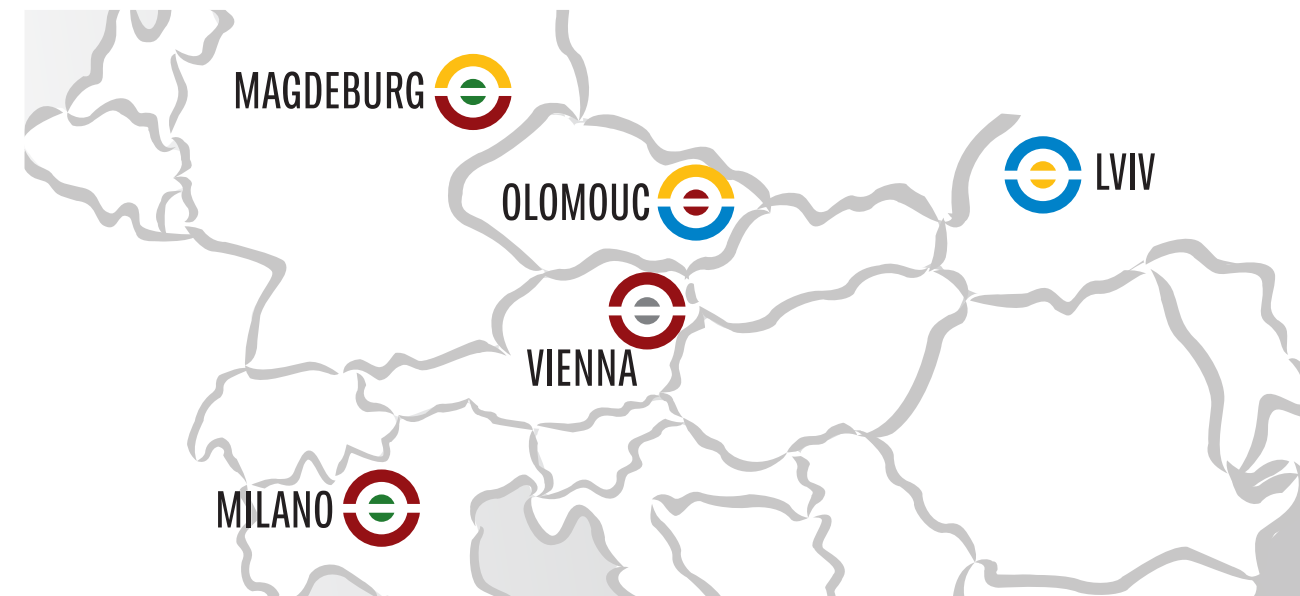
1) The question of cohesion in Europe is our very research focus. In an unconventionally participative approach we investigate, what young people from diverse backgrounds have in common. 2) The project creates real life situations that enable young people to build personal relationships with others from different cities across Europe. 3) We give young people a stage to voice what is important to them. 4) Thus, the project is sustainable by creating local multipliers for the European idea.

WHAT MAKES OUR IDEA DIFFERENT FROM OTHERS?

A major strength of the project is the interdisciplinary and international approach to it. Scholars and students, psychologists and designers etc. from different cities/countries team up to investigate young people in Europe. Together they create a valuable data base for the development of European actions. Thus, they become a European resource themselves! The project is supported by a unique network of stakeholders (universities, policy makers, funding organisations and even private supporters).

WHAT IS THE PRACTICAL RELEVANCE OF OUR IDEA TO THE EVERYDAY LIVES OF PEOPLE IN EUROPE?

Our project changes the face of Europe! In a unique way, we are providing young people the opportunity of experiencing life in other contexts and places and at the same time generate data for European decision making processes! Hence the everyday lives of people in Europe will be effected in 2 ways: a) bottom-up: through the young participants of the project that will serve as multipliers, b) top-down: through policies and measures that better fit the relevant issues of people living in Europe.



Universities across Europe



Sigmund Freud
PrivateUniversity
Vienna Paris Berlin
Milan Linz Ljubljana

Sigmund Freud
Private University Vienna (SFU)

www.sfu.ac.at, funded in 2005

SFU is the biggest private university in Austria with an European network of branches. It currently hosts over 3.000 students and over 100 teaching staff. It offers study programmes in psychology, psychotherapy science, medicine and law with a special emphasis on cultural understanding and diversity in the use of research methodologies.

Team:
Stefan Hampl, psychology (vice dean)
Martin Foessleitner, information design
Lisa-Marie Koch, psychology
Irina Zamfirescu, psychology



Ukrainian Catholic University Lviv
(UCU)

www.ucu.edu.ua, funded in 1929, re-established in 1994

UCU is one of the most successful and renowned private universities of Ukraine. Besides theology and philosophy it has a pronounced profile in psychology and media communication.

Team:
Halyna Katolyk, psychology faculty (dean)
Maksym Kolyada, psychology
Iryna Semkiv, psychology

Workshop Team:
Katya Ilchuk, psychology
Jaryna Kendsjor, German philology
Oksana Khimka, Social pedagogy
Anna-Mariya Kotlyarova, philosophy
Yaroslava Savosh, media communication
Valentina Semenikhina, media communication
Alexandra Simmul, media communication
Anton Udovenko, media communication



Palacký University
Olomouc (PU)

www.upol.cz, funded in 1573

Palacký University is the second oldest university of the Czech Republic and currently hosts about 24.000 students and over 1800 teaching staff. Within the humanities it has a special emphasis on philosophy, sociology and cultural anthropology.

Team:
Pavel Zahrádka, sociology and philosophy (ass. prof.)
Hana Tulinská, adult education, sociology
Jana Kadlecová, social and cultural anthropology
Monika Abrahámová, social and cultural anthropology



Otto-von-Guericke University
Magdeburg (OvGU)

www.ovgu.de, funded in 1993

The University of Magdeburg is one of the youngest universities in Germany. It currently hosts about 15.000 students and over 2000 teaching staff. It is particularly renowned for its academic profile in the fields of European history and social sciences.

Team:
Silke Satjukow, European history (chair)
Sopie Hubbe, European history



Lisa Koch / Vienna



Sigmund Freud University

Februray

Feb, 22 Presentation of the results of the Lviv project workshop at team meeting (Faculty of Psychology, Sigmund Freud Private University), www.sfu.ac.at

Feb, 25 Cooperation meeting with Stefan Blachfellner (Managing director of Bertalanffy Center for the Study of Systems Science, BCSSS): discussion of project contribution to upcoming EMSCR conference on systems theory in Vienna, www.bcsss.org

Feb, 25 Cooperation meeting with Maria Schreiber (executive chairwoman of ikus—Institute for cultural psychology and qualitative social research, Vienna), www.ikus.cc

March

March, 1 Presentation of the results of the Lviv project workshop to the rectorate of Sigmund Freud Private University, www.sfu.ac.at

March, 8 Project application “Generation Europe” for additional funding (50.000 Euro) to extend the project to other cities in Europe. Call “Advocate Europe” by MitOst and Liquid Democracy, funded by Stiftung Mercator, www.advocate-europe.eu

March, 8 Project application “Teaching Back home in Ukraine” (49.520 Euro) for additional funding to fight the brain drain of young people in Ukraine. Call “Advocate Europe” by MitOst and Liquid Democracy, funded by Stiftung Mercator, www.advocate-europe.eu

March, 15 Coordination meeting of teachers and students at Sigmund Freud Private University Vienna and Linz working on the project

March, 17 Group Discussions with young people in Lviv

March, 18 Project application “Strengthening disability rights and public awareness for an inclusive society in Ukraine” for the funding (5.000 Euro) of a spin-off pilot project on disability in Ukraine. Call “Tandem Cultural Managers Exchange Ukraine—European Union/Moldova/Russia/Belarus” by Mitost, www.tandemexchange.eu

March, 23 Group Discussion with young people in Olomouc (students of humanities and social sciences between 22-25 years)

March, 24 Group Discussions with young people in Lviv
March, 26 Interviews with young people in Olomouc (randomly encountered young people, students of natural sciences)

March, 28 Interviews with young people in Olomouc (students of humanities and arts)



March, 30-April, 1 Project presentation by Stefan Hampl at emcsr-Meeting “Avant Garde” (European Meeting on Cybernetics and Systems Research) at SFU Vienna, www.emcsr.net March, 31-April 1 Project presentation by Lisa Koch at the SMS-Conference (Third International Student Media Symposium) “Conflicts through Media: Challenges and Changes”

April

April, 6 Nomination of the project by the rectorate of SFU and the Austrian Students’ Association at SFU for the “Ars Docendi Award 2016” by the Austria Federal Ministry of Science, Research and Economy, www.bmfwf.gv.at

April, 14 Project presentation at the workshop “Critical Participatory Action Research” together with Maria Elena Torre and Michelle Fine (both Graduate Center of the City University of New York, CUNY, www.gc.cuny.edu and co-founders of The Public Science Project, www.publicscienceproject.org)

April, 15 Coordination meeting of teachers and students at Sigmund Freud Private University Vienna and Linz working on the project April, 15-16 Youth Leadership Camp in Gorodok, Ukraine (Ukrainian Academy of Leadership)

April, 22 Public Awareness Event of the project at the “Long Night of Research” (Lange Nacht der Forschung) by the Austria Federal Ministry of Science, Research and Economy, www.bmfwf.gv.at), 12.000 visitors at the event venue at Vienna Heldenplatz, 180.000 visitors across Austria.

June

June, 4 - Ars Docendi Award 2016 for Excellent Teaching: Nomination of the project for the „Atlas of Proper Teaching“ (Atlas guter Lehre) by the Austrian Ministry June, 4 Project presentation by Maksym Kolyada at the International Scientific and Practical Conference “Personality. Relationship. Development. The Interdisciplinary Aspect” dedicated to Children’s Day, Lviv

June, 13 Coordination Meeting with Silke Satjukow (Otto von Guericke University Magdeburg) and Rainer Gries (Franz Vranitzky Chair for European Studies) for organising joint research activities and the project workshops in Magdeburg and Vienna

June, 14 Research Workshop with Jaan Valsiner (Nils Bohr Professor for Cultural Psychology at Aalborg University, Denmark) at SFU Vienna, www.en.aau.dk

June, 20 Research Presentation by bachelor students of SFU Linz, Course of Media Psychology

June, 23 Meeting with Information Designer Martin Foessleitner and Graphic Designer Davide Belotti (ISIA Urbino, www.isiaurbino.net) for visualizing the preliminary project results

June, 24 Assignment of a bachelor thesis on the young generation in the United Kingdom after the BREXIT vote

June, 28 Editorial meeting on interim report (Stefan Hampl and Martin Foessleitner)

Projects (Stefan Hampl)

a) Master Course on Qualitative Research Methods

Faculty of Psychology, Sigmund Freud Private University Vienna

The aim of the master course was to get students acquainted with qualitative research methods, enable them to conduct their own research projects in practice and take a position as future psychologists in society. For a complete academic year, 36 students have been working in 13 empirical sub-projects on issues relevant to their generation. The topics and the research design were chosen by the students themselves. They have conducted qualitative interviews and group discussions with their peers or analysed the content of popular media (e.g. TV series).

Topics of students’ seminar papers (2016)

Relationships

- Contemporary gender roles (Jerabek, Cvjetkovic, Pell)
- Female relationship patterns (Schock, Part)
- Founding a family and assuming the role of parents (Kartmann, Bussmann, Mohadjeri)
- Finding a partner by internet (Brünner, Grabmayer, Pokieser)
- Planning pregnancy and preparing for motherhood (Gantschacher, Himmelbauer, Schüttengruber)

Jobs

- Reasons for social entrepreneurship (Bauer, Freitag, Stacke)
- How to prepare for the working world? (Hagen, Straker)
- Life-work balance (Dasch, Mair)

Life

- Smartphone use (Gross von Trockau, Huber)
- How do we relate to the food we eat? (von Christen, Mensdorff-Pouilly, Marchart)
- Political engagement and interest (Kloss, Landertinger, Meckfessel, Praniess)
- Living in a multi-optional society (Tuncyürek, Bösch)
- Deciding what and where to study: A comparison of Viennese and Bratislava students (Meric, Reiner, Schlüter)

b) Bachelor and Master Theses (Stefan Hampl)

Three students of Sigmund Freud Private University Vienna have completed their bachelor and master theses within the frame of the project, by conducting empirical research on their peers.

Koch, Lisa-Marie (2016): Millennials: Criticism of definition and empirical reconstruction of the future expectations of young adults in Vienna.

Bachelor Thesis (SFU-Vienna) Korallus, Tillmann (2016): Future expectations of bank employees. Between private and professional realization.

Bachelor Thesis (SFU-Vienna) Stacke, Benedikt (2016): “I won’t wind up this way”—a case study of millennial recruitment consultants torn between job and vocation. Master Thesis (SFU-Vienna)

Project

Course in Media Psychology
(Martin Foessleitner)

Love on first swipe

Cindy Chen, Elise
Reußner, Marcia
Koppatsch

About usage and habits
of dating platforms like
tinder, badoo and lovoo.



Superheroes

Candan Balci, Elisa
Kaminski, Christina
Pongratz, Richard
Köttstorfer

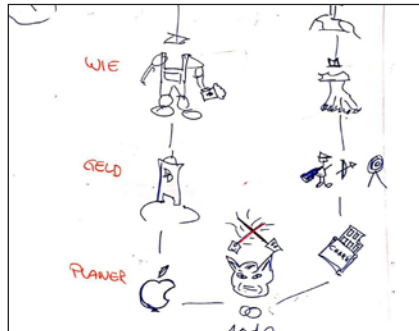
How to identify
Superheroes in daily life
next to you, and make
them talk.



Pimp my wedding

Julia Wiesinger, Manuel
Pinter, Jana Stögmüller,
Denise Zich

Is marriage threatened
by extinction? Will
the fairytale wedding
become a myth or will it
survive?



Colours of Love

Denise Girard &
Isabella Kern, SFU Linz

Parships answer
independently a couple
of relation-based
questions



Job of one's dream

Niklas Braun, Ben Giese
Morid Ayobi

What are our the
favourite jobs, and why
or why not we are doing
them.

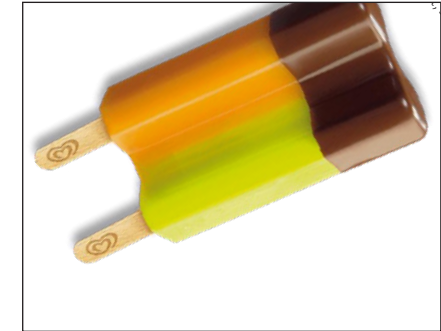


Happiness

Paul geba, Julia Bach,
Julia Luncer

What makes us happy?

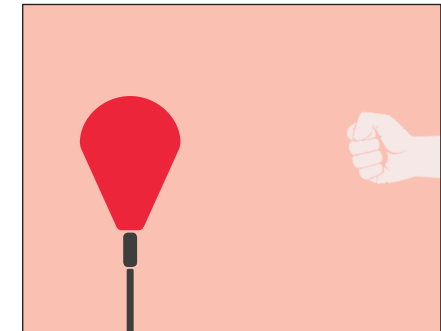
Finally:
Eating with friends



Violence is a solution

Tim Jahn, Astrid
Schifferl, Emelie M Rack
Friederike Bellmann
Sophie Urban

How to talk about
violence and exercise
practically with a
punching ball.



Cheating in long-distance relationships

Sarah Jandl, Tin Kos,
David Ratajczak,
Luis Riz, Christoph
Moosburger

Why can we stay
faithful, and why not
when the partner is far
away.





Ira Semkiv / Lviv



Ukrainian Catholic University

Feb, 9-12 Kick-Off Workshop in Lviv (Ukainian Catholic University, UCU), www.ucu.edu.ua

Feb, 11 Project Presentation in the Town Hall of Lviv— participants: local stakeholders, political decision makers (e.g. Czech Consul Fülerová) and journalists. Reportage on local TV

Feb, 16 Follow-up methodology Meeting with Lviv Students on interview techniques at UCU

Feb, 17 Cooperation meeting with Halyna Katolyk (Dean of the Faculty of Psychology, UCU)

Feb, 17 Research meeting with Yurko Prochasko (renowned Ukrainian writer and translator; laureate of the German Academy for Language and Literature) and Luda Prochasko (German-Ukrainian translator of children's books)

Cooperation meeting with Ihor Savchak (Co-Coordinator at Exchange Platform Ukraine, chairman at Centre for Cultural Management, Lviv) on funding of further project activities in Ukraine and Europe

Feb, 18 TV interview on the project: morning show of the local TV station (TRK Lviv), www.lviv.tv

Feb, 18 Cooperation Meeting with Taras Dobko (Senior Vice Rector of UCU) on exchange of students and teachers (Erasmus+) and funding of further project activities

Feb, 19 Follow-up methodology meeting with Lviv Students on interview techniques at UCU

Feb, 19 Interview on the project: Radio Skovoroda, one of the most popular online radio stations for young people in Ukraine, www.radioskovoroda.com

Feb, 19 Cooperation meeting with Oleksandr Kobzarev (Head of the Lviv City Institute): discussion of strategic questions regarding Ukrainian brain drain of young people to Europe and attraction of foreign investors, www.city-institute.org



Topics of Lviv Workshop

Job

- How to choose your professional career? (Maksym Kolyada)

Life

- How to waste your time/not to waste your time?
(Iryna Semkiv, Sophie Hubbe, Anna-Mariya Kotlyarova, Anton Udovenko)
- How to be an opportunity for others?
(Hana Tulinská, Maksym Kolyada, Oksana Khimka, Jaryna Kendsjor)
- How to lead a fulfilling life? (Lisa-Marie Koch, Katya Ilchuk, Yaroslava Savosh, Valentina Semenkina, Alexandra Simmul)

Topics that were missing

and have become topics after joint reflection (intervention)

- Socially accepted behaviour towards disabled people
- Absence of war, family, environment, ...

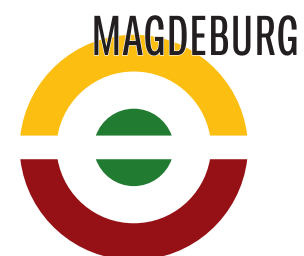


City Hall / Lviv





Sophie Hubbe / Magdeburg



Otto-von-Guericke University

March-June, Student projects on key topics in Magdeburg
Guiding topics for the interviews:

- Identity: Do you consider yourself a German, European or citizen of the world?
- European Union (EU) & Europe: metaphors and future development
- Freedom of Speech: The case of Boehmermann & Erdogan
- Responsibility, security, democracy in Germany and Europe
- 2016 federal elections in Sachsen-Anhalt and the success of AFD party

21. April first group-meeting with students of the study programmes: "European Culture History" and "European Studies"

May, 2 presentation of the project, report of the researches of the other groups from Lviv and Olomouc, first thematic containment for the researches of the students from Magdeburg (altogether: 18 students, divided in 6 small groups)

until May, 31 interviews, transcriptions, presentations of intermediary results

until June, 24 meeting at 16th of June: presentation of results, planning workshop-meeting in Magdeburg, planning of final reports

July, 4 delivery of final analysis-reports of the students, compilation of results for the final presentation

July, 7 Methodology Meeting with Ralf Bohnsack (FU Berlin) on the challenges of participatory research

July, 8-10 Project Workshop in Magdeburg with Silke Satjukow (chair for modern history, OvGU)

Magdeburg Groups:

#1 Simon Zielke, Emine Ademi,
Marie Reinhold

#2: Jennifer S. Apel, Johanna Barton,
Tra-My Le

#3: Joana Mau, Cindy Meyer

#4: Gesine Schröder, Olivia Alphons,
Lisa Marie Porsch

#5: Corinna Kratzke, Laura Reinisch,
Diandra Hillebrand

#6: Antonia Fuchs, Margarita Schreiner





Jana Kadlecová / Olomouc



Palacký University

April, 25-27 Project Workshop in Olomouc (Palacký University), www.upol.cz

Mai, 11 Meeting with Information Designer Martin Foessleitner and Graphic Designer Davide Belotti (ISIA Urbino, www.isiaurbino.net) for visualizing the preliminary project results

Mai, 13 Project presentation for the students at Sigmund Freud Private University Milano, Italy

Mai, 13 Cooperation meeting with the director of SFU Milano for adding Milano as a fifth project location to the project

Mai, 16 Application for the Innovation Award for funding applied research for small and medium enterprises (10.000 Euro) by the Austrian Research Promotion Agency (FFG)

Mai, 20 Coordination meeting of teachers and students at Sigmund Freud Private University Vienna and Linz working on the project

Mai, 30 Application "Qualitative Research on Internet Piracy in the Context of Changing Audience Practices in the Czech Republic and Austria" by Stefan Hampl (SFU Vienna) Pavel Zahrádka (Palacký University Olomouc) for the programme "Scientific and Technological Cooperation between Austria and the Czech republic", issued by the OeAD (www.oead.at) and the Austrian Ministry (www.bmwfw.gv.at)

May-June Self-employment and entrepreneurship training programmes by Maksym Kolyada (UCU Lviv) for Students in Ukraine (in cooperation with the Lviv City Council)

Topic:	Youth in Olomouc
Projectleader:	Mgr. Pavel Zahrádka, Ph.D.
Participants:	students, 22–25 years old, studying either humanities or natural sciences
When:	4-6/2016
Where:	Olomouc, Czech Republic
Method:	qualitative research – interviews, focus group

Outcome:
Based on first round of interviews and focus group we decided to concentrate on different expectations from future between students of humanities and natural sciences, which came out as most significant factor in this regard. We are forming two separated focus groups and comparing most important facts mentioned searching for similarities and differences between conversely oriented students.