



Global Junior Challenge

Projects to share the future

Published on *Global Junior Challenge* (<https://www.gjc.it>)

[Home](#) > On-line Communities: 1.5 Million Italians Participate in Social Networks

07/18/2008 - 07:34



Nearly one and a half million people participate in social networking communities such as YouTube, Myspace and Facebook, according to the [Italians and Relationship Marketing](#) [1] survey commissioned by [AssoComunicazione](#) [2]. This is almost 9% of the Italian population that has used the Internet at least once in the last three months. The majority (83.4%) wants to meet new people and attributes specific functions to this instrument (nearly three per person). Reasons for using the networks include presenting a personal or professional profile and sharing videos and/or photos with others.

Nonetheless, the survey does not reveal the presence of social networking tools in didactics, a phenomenon that is qualitative rather than quantitative. During the Fifth Thematic Week organised by the Fondazione Mondo Digitale at the [Città Educativa](#) [3] of Rome and dedicated to cooperative learning, schools proposed several initiatives for the use of the new social networking tools. The De Filippo School in Guidonia illustrated the [Cooperative growing](#) [4] Project, an excellent case study that has been inserted in the Fondazione Mondo Digitale's [On-line Learning](#) [5] environment.

Tools such as *instant messaging*, *blogs* and *forums*, if used responsibly, are extraordinary working tools to create learning and cooperation communities. This has also been experimented in developing countries. Amongst the winners of the fourth edition of the [Global Junior Challenge](#) [6], the [Digital Inclusion for Social Inclusion](#) [7] Project created by the Cdi [8] of Montevideo in Uruguay, provided new arenas for socialising and learning on-line. Thirty schools have already joined this virtual citizenship working on-line to create unconventional cooperative learning and training experiences where pupils become trainers.

[« back \[9\]](#)

Fondazione Mondo Digitale
Via del Quadraro, 102 / 00174 - Roma (Italia)

Copyright © 2000-2010 · Tutti i diritti riservati.

Organizzazione con sistema di gestione certificato UNI EN ISO 9001:2008 / CERMET n.6482
del 26/04/2007.

[Privacy Policy](#)

Source URL: <https://www.gjc.it/en/news/line-communities-15-million-italians-participate-social-networks>

Links

[1]

http://www.assocomunicazione.it/media/documenti/Ricerche/Gli_Italiani_e_il_MKT_di_relazione_2008.zip

[2] <http://www.assocomunicazione.it/ITA/>

[3] <http://www.mondodigitale.org/cosa-facciamo/ict-educazione-scolastica-secolo-XXI/citta-educativa>

[4] <http://www.mondodigitale.org/node/615>

[5] <http://www.mondodigitale.org/linnovazione-scuole-roma/introduzione>

[6] <http://www.mondodigitale.org/cosa-facciamo/ict-istruzione-globale-e-inclusion/sviluppo-small-fund-award/gjc-2007>

[7] http://www.mondodigitale.org/files/GJC_progetto_401.pdf

[8] <http://www.cdi.org.uy/>

[9] <https://www.gjc.it/en/javascript%3Ahistory.go%28-1%29>