



10. INTERACTIVITY

How to form a connection with listeners/watchers

CONTEXT

Whether in a virtual or face-to-face setting, the meeting between the public (of a media library) and a craftsman/writer, etc. usually follows a formal pattern where interactivity is reduced to a few questions from the audience at the end of the session, and only a few participants feel comfortable to intervene. Forming a connection with participants can be harder for the mediator in distance interaction because there is no one-to-one informal interaction as in face-to-face encounters.

THEORETICAL BASIS

To lower the level of anxiety between unknown participants, the moderator can use a warm-up activity to start a new session. This can also enhance the readiness to become familiar and interact with each other. To remedy situations of anxiety, we propose a method to actively include the audience from the beginning of the session and offer them the possibility of directing the meeting according to their interests.

ACTIVITY IN A NUTSHELL

This activity can be organised during a meeting with a guest (e.g. an artisan, a writer, a specialist in local heritage restoration, a specialist in ecological innovations specific to the region, etc.). However, the presence of a distinguished guest can be replaced (or complemented) by the projection of a short video of 5–10 minutes on cultural topics.

Activity/Solutions

CONTACT TYPE

Online/contact

TIME NEEDED

1 hour

NUMBER OF PARTICIPANTS

6-15

ACTIVITY TYPE

Group work

TARGET GROUP

- All target groups

VARIATION OF THE ACTIVITY

Other professionals can be invited, and new topics can be discussed apart from craft making. For example, the installation of a new renewable energy source in the region, the reconstruction or restoration of an old building in the community, an interview with a local writer, etc.

Goal

- To facilitate interaction between participants and a guest (craftsman/facilitator/ expert in the cultural field, etc.).
- To establish links between participants.
- To promote non-formal adult learning.
- To increase active participation and involvement of participants.

How to prepare

- Organise a guest visit and/or select a short video on a subject related to the local culture or heritage (e.g. if a cabinetmaker is invited, a video on the restoration of traditional Breton furniture).
- Decide on the themes to be proposed to small working groups.
- Find short documents (book extracts, photos, articles, testimonies, etc.) in the area of the proposed themes.

Activity step by step

1. Inform the participants who they are going to attend a meeting with (e.g. a cabinetmaker) and that you will also watch a short video about the theme (e.g. the cabinetmaker's working methods)
 - In the absence of a guest, prepare the audience to only watch the video.
2. Before listening to the lecture and watching the recording, assign or instruct the participants to form small groups.
 - Each group should be given a different theme, according to which they should watch the video. For example, "the history of the technique presented", "the training of a craftsman for the technique presented", "tools used in the film", "materials used", "traditional patterns", etc.
3. Present the video.
4. After watching the film, invite the participants to formulate questions in small groups about the topic – questions that were not answered in the film but about which the participants would be interested in learning more.
5. Instruct each group to share one of their questions.
 - Optional step: if the nature of the question allows it, the participants can try to answer the question or try to formulate hypotheses. (For example, for the question of how long it takes to train a cabinetmaker, the participants can come up with several suggestions: 2/4/7 years and possibly provide arguments for their proposal.)
 - If there is a guest present at the session, they can provide the answer to the question presented.
 - If there is no guest from the field, distribute documentation (articles, photos, etc., max. 1-2 pages) for each group to read separately and then share with the others.