

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

<p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **CIG, Torino**

European Affiliation: **ERYICA**

<p>1. Name of Initiative (project, activity, service or product):</p> <p style="text-align: center;">ITALY: Research on “Giovani e Informazione” (Youngsters and Information)</p>
<p>2. Description of Initiative or Project (<i>please give a short but complete description, including the aim of the initiative or project</i>):</p> <p>The aim of the research is to get elements to orient our policy of youth information and communication. In particular:</p> <ol style="list-style-type: none">1. To get elements of knowledge about information needs of young people, how and where they search information, communications tools and the ways they use / prefer2. To know the communication impact on young citizens of Turin about the actions/ services/projects that the City Hall (in particular our “Settore Politiche Giovanili”) organise in the field of youth policies.3. Knowledge about users of our youth information centre, what they look for, which tools they use, their evaluation of the service, of the operators, of tools we produce. <p>The actions are:</p> <ul style="list-style-type: none">? Questionnaire, twice a month, inside our centre for customers from October 2004 to September 2005. Interview and focus (to be done) with customers? 16 focus groups (12 – 18 youngsters each, aged 16 to 22/25) made in: 6 different kinds of schools (4 meetings for each group), 1 in University, 9 in associations.? e-mail interview to referents of more than 50 organisations in city (still continuing)? survey by telephone of a representative sample of Turin young people (1.000) made by a specialised agency.
<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative : <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>a) an initiative that identifies one or more quality factors as a basis for analysing / evaluating the quality / impact of a youth information activity or service <input type="checkbox"/></p> <p>b) an initiative or project that assesses the quality of the information provided <input checked="" type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/></p> <p>.....</p>

4. Name and Address of Organisation Responsible for This Initiative:			
Name:	Centro InformaGiovani (Città di Torino)		
Address:	Via delle Orfane 20, 10122 Torino, Italy		
5. Name and E-mail Address of Person to Contact (for information about this initiative):			
Name:	Claudio Ardito		
E-mail Address:	claudio.ardito@comune.torino.it		
6. Who Participated in This Initiative ?			
Our Youth Department, Turin University (in the scientific committee), schools and organizations involved for focus groups action.			
7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)			
Local <input checked="" type="checkbox"/>	Regional <input type="checkbox"/>	National <input type="checkbox"/>	European <input type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):			
The project started the autumn of 2004. It's going to be finished at the end of 2005.			
9. What Were the Results Obtained by This Initiative?			
Research not yet finished. The final report will be published in January 2006.			
10. Report – Publication – Other Product (if there is a report, publication or other “product” relating to this initiative, please state where it can be obtained or consulted, and in which language):			
The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)			
Report <input type="checkbox"/>	Publication <input type="checkbox"/>	Other Product (specify) <input type="checkbox"/>	
Title:			
Language(s):			
Can be consulted / downloaded at this web-site:			
11. Additional Information:			
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This description form has been completed by:

Name of Person: Claudio Ardito
E-mail Address: claudio.ardito@comune.torino.it
Name of Organisation: Centro InformaGiovani (Città di Torino - Settore Politiche Giovanili)