

“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: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: EYCAcademy – Qualitative Youth Research Using Focus Groups

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

Aim:

Training and education of focus groups moderators and trainers in the 36 EYCA member countries, with the purpose of having a permanent multiplication of the system on the national levels, is the goal of the EYCAcademy. An infrastructure for future comparative qualitative youth research in various European countries will be created simultaneously.

These trainings are carried out by a team of two highly qualified and experienced people: a scientific trainer and a social trainer. The education takes place on three different levels. As it involves a theoretical education but also a practical part, it will be three years before the trainees graduate and are able to train their own focus group moderators in their home country. The focus group method itself, which can be considered as a specific form of group discussion, consists of the moderator, an assistant and +/- ten young people that fulfil certain criteria regarding age, geography, gender, etc.

Summary:

- Starting in 2003, the first experiences in the organisation and coordination of the education of young people training to execute qualitative research were collected under the project named “Youth builds Europe”. As the results were very positive, the decision was taken to continue the training in 2004.
- According to the strong interest of the EYCA member countries that could not yet take part in the whole project, the need for an even better framework emerged so that standards of high quality could be guaranteed. This led to the concept of the EYCAcademy.
- Within a few years, each of the 36 EYCA members should have trained moderators at hand who are able to execute the work with focus groups on the same level in all countries, with the result that a research instrument for Europe is built up that can be used to consult young people on a continuous basis. Opportunities for the participation of young people are provided, all using the same methodology with changing research subjects, including any current interests that are defined during the training, or within EYCA or any other entity.
- After the two first years of the EYCAcademy (2005 and 2006), a considerable panel of young youth researchers (in up to 17 countries) will be available to hold these discussion groups and report on them in order to bridge the gap between the young people of Europe and decision-makers of any kind.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative :**

This is:

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



<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 type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>For the first time quality standards are established for explorative youth research throughout Europe</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Glockengasse 4c, A-5020 Salzburg</p> <p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Gabi Haslinger E-mail Address: g.haslinger@euro26.at</p>
<p>6. Who Participated in This Initiative ?</p> <p>EYCA member countries can send two persons each year to the training</p>
<p>7. What Was the Scope of This Initiative?</p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input checked="" type="checkbox"/></p>
<p>8. When Was This Initiative Undertaken (<i>please state the date when the activity was started, when it finished, or if it is still continuing</i>):</p> <p>Starting in winter 2003 in the framework of the pilot project "Youth builds Europe", the whole idea finally turned into an E.U. project in 2005 and is ongoing.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Qualitative: national and international reports on subjects like "youth participation", "youth media and information", "White Book on Youth", "image of Europe", etc.</p> <p>Quantitative: the result of this action will be that in future the European Youth Card Association will have at least two Focus Group moderators (or trainers) per country who are able to carry out focus groups on any subject at any time with great professionalism.</p>
<p>10. Report – Publication – Other Product (<i>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</i>):</p> <p>The following material is available concerning this initiative: Report <input checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) ... <input type="checkbox"/> Title: "Youth Builds Europe" Report on 2003, and on 2004 Language(s): English Can be obtained from: pr-communication@eyca.org</p>

11. Additional Information:

EYCAcademy is an EYCA initiative supported by the Council of Europe and the European Commission.

This description form has been completed by:

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QualSemInfo_EYCAcademy.doc

May 2005