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Web: http://www.maseltov.eu/

Facebook: http://www.facebook.com/MASELTOV.EU

Twitter: http://twitter.com/MASELTOV_EU

MASELTOV Video: http://youtu.be/u4W3wDt52K0

MASELTOV app: http://www.maseltov.eu/app

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MASELTOV

**MOBILE ASSISTANCE FOR SOCIAL INCLUSION
& EMPOWERMENT OF IMMIGRANTS
WITH PERSUASIVE LEARNING TECHNOLOGIES
& SOCIAL NETWORK SERVICES**

Vision

MASELTOV researches and develops innovative information technologies to facilitate bidirectional integration via local community building and to empower cultural diversity.

User Centered Design

- To review issues and needs of immigrants of the defined target group.

- To gain a broad knowledge base about how ICT can support the integration into the host country and how social exclusion of immigrants can be avoided.

- To perform an extensive user research by accessing related projects and NGOs experience but also involving immigrants directly in the requirements analysis (qualitatively and quantitatively).

- To apply user-centred iteration to make sure that the services of MASELTOV for immigrants meet their needs and reduce their concerns.

- To analyse the different functions necessary for fulfilling the requirements and to revise the services already defined in this proposal.

- To prevent to design an offensive user interface for some groups of immigrants, cultural particularities in this area will be investigated in this work package.

- To design and implement the interactive behaviour and the user interface of the MASELTOV system including participatory design sessions to benefit from the ideas and the cultural diversity of the immigrants.

The Objectives

- MASELTOV – recognises the major risks for social exclusion of immigrants from the European information society and identifies the huge **potential of mobile services for promoting integration and cultural diversity in Europe**. Mobile – everywhere / everytime – persuasive assistance is crucial for more efficient and sustainable support of immigrants. MASELTOV researches and develops novel ICT instruments in an interdisciplinary consortium with the key objective to facilitate and foster local community building, raising consciousness and knowledge for the bridging of cultural differences.

- MASELTOV realises this project goal via the development of **innovative social computing services** that motivate and support informal learning for the appropriation of highly relevant daily skills. A mobile assistant embeds these novel services that address activities towards the social inclusion of immigrants in a persuasive and most intuitive manner which is highlighted in MASELTOV with a representative application of most essential / beneficial information and learning services – such as ubiquitous language translation, navigation, administrative and emergency health services.

- MASELTOV researches for and develops **enabling technologies** with the industrial potential to easily exploit and scale up the prototypical user shares within the embedment of already existing successful services with worldwide user coverage. The project with its scientifically, technically and socially relevant results will enable a massive social impact on the future with respect to more cooperative – more successful – integration of millions of immigrants living together with hundreds of millions cohabitating European citizens.

- MASELTOV intends to motivate immigrants with **persuasive learning services** for the appropriation of the local second language, playful learning of cultural understanding and basic literacy. MASELTOV takes advantage of the interplay between learning and social computing in order to apply learning (i) through communication as well as (ii) in the situated context, i.e., right at the spot where it matters, therefore jointly reinforcing the learning effect and the fostering of social inclusion.