

Transmission of Knowledge to Estonian Children

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Kunming, July 29, 2009

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1. Estonia and Internet
2. Social networks and exchange of knowledge in youth forums
3. Most popular forums, informal learning versus formal learning.
4. Conclusions

Research grant

„Internet. Processes of construction, reproduction and transformation of narratives, values and identities” -

My area of research has been children horror stories + emotions, and on-line medicine communities.

Liisa Vesik – communities of pet owners, and SF.

Rahel Laura Vesik – our expert for youth forums.

Communication strategies and key values characteristic of the community, communication opportunities, narratives.

This research – analyzis of 2006-2007 schoollore competition

1. Estonia and Internet

Population: Out of the 1.5 million people living in Estonia 1,1 million Estonians, 0,4 minorities, mostly Russophone, with knowlegde of Estonian.

For Estonians all education in Estonian language, incl. university and PhD level

Internet environment in Estonian language. Internet spread rapidly 1993 and onwards, first users very end of 1980s.

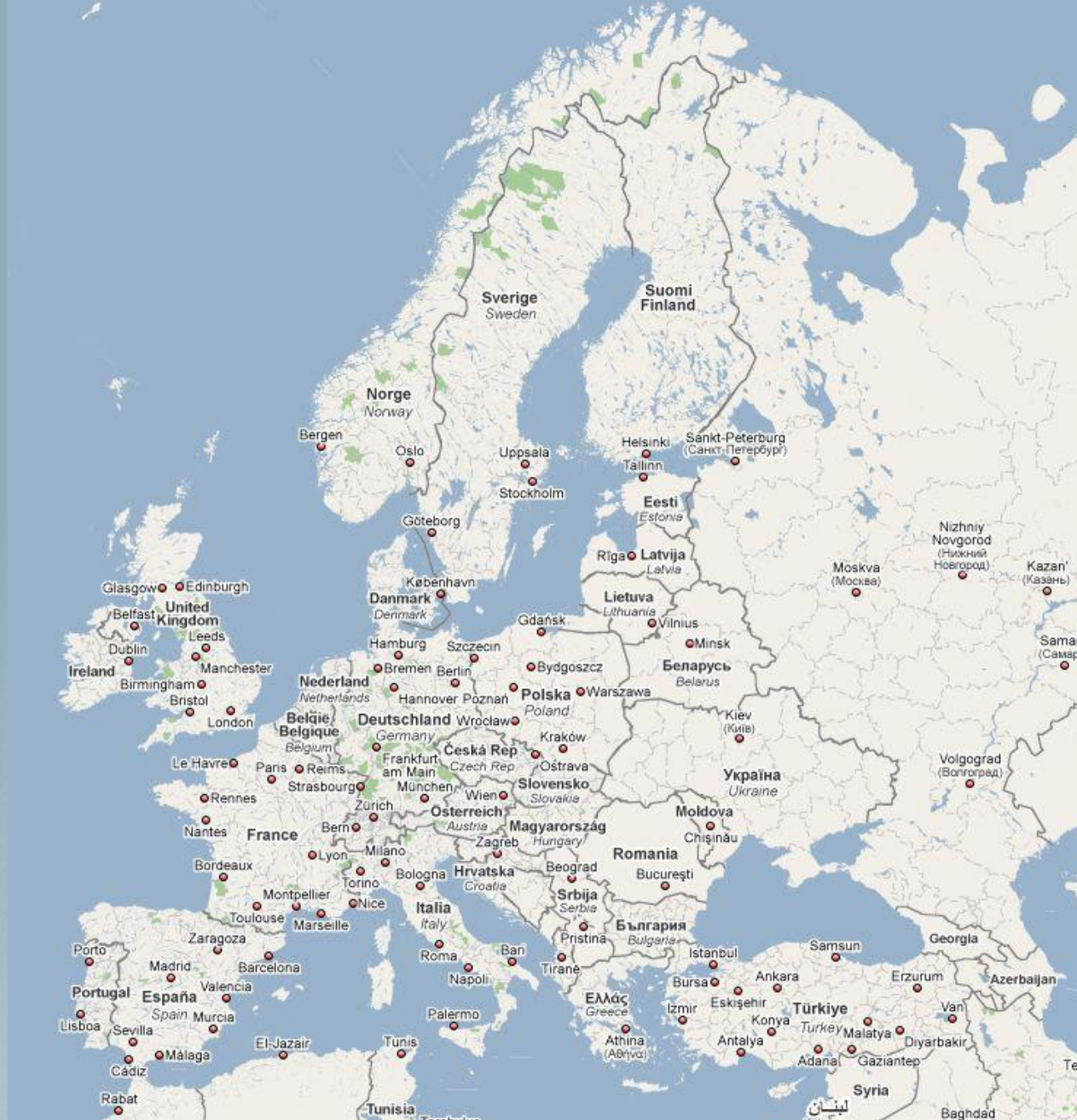
Internet forums and social networks as bases for social and cognitive learning + construction of self identity.

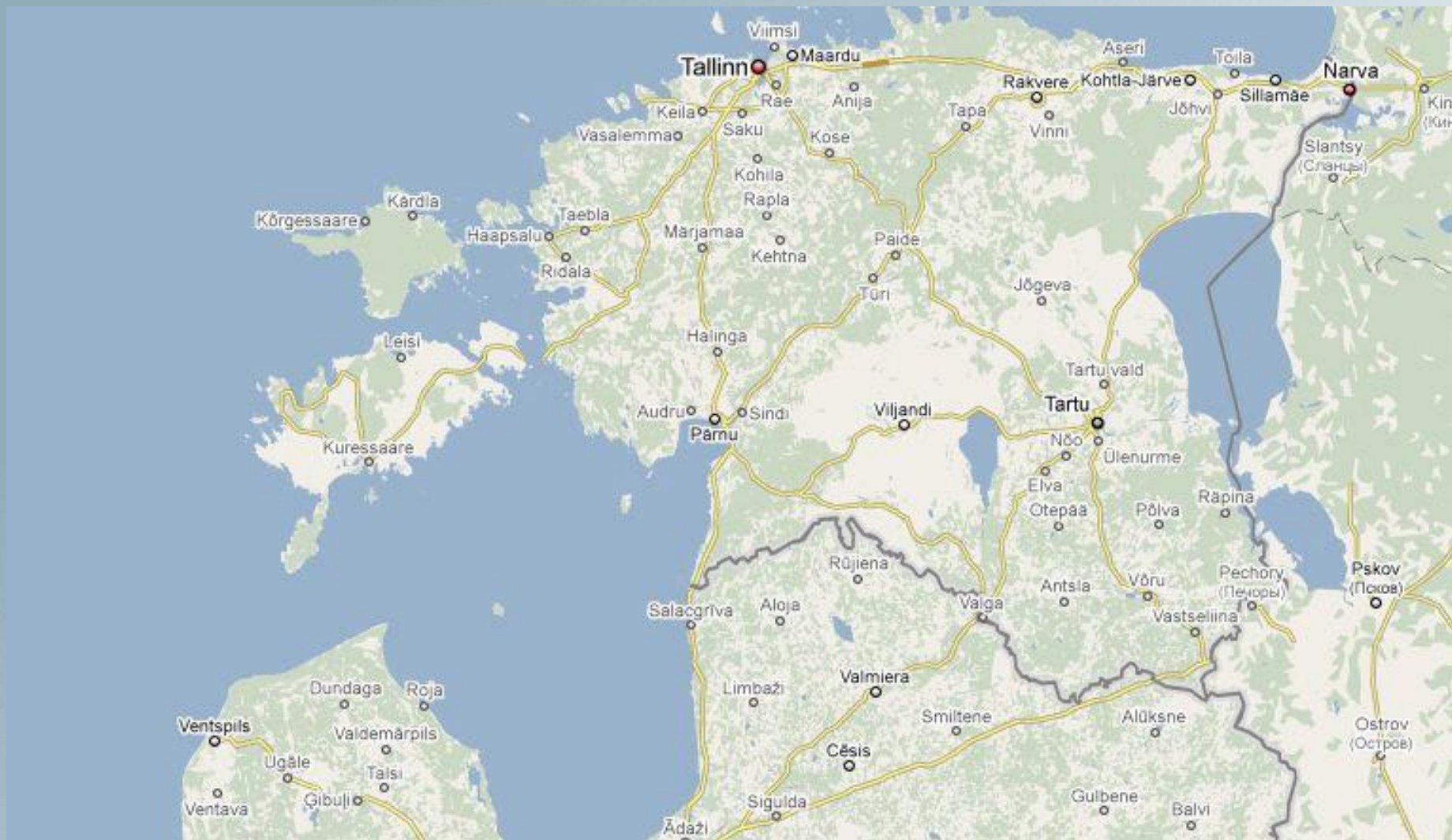
We can follow the personal growth and interpersonal relationships.

Social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling. In the Internet environment children can teach each other + help parents.

Two types of feedback: - comes in the form of the application of consequences from the environment or social group. In social network-system children can form and select their group.

- important is the internal feedback.





Tiigrihüpe (Estonian for *Tiger's Leap*)

was a project undertaken by Republic of Estonia in late 1990s to heavily invest in development and expansion of computer and network infrastructure in Estonia, with a particular emphasis on education. An important primary effect of the project was rollout of Internet access to all Estonian schools, which effectively ended UUCP usage in Estonia, combined with installing computer labs in most schools, and replacing those that already existed with IBM PC based parks.

The setting up of computer labs was followed by curriculum lessons on computer usage for pupils, and after that, for teachers, to help them be on par with their students. Another aim was to introduce web-based and interactive teaching tools.

Today, most families have a computer at home, not to mention internet connection, and children often have their own personal computer. Our school lore surveys indicate that most respondents had their own computers or could use their parents' computer while they were working.

17600 respondents – own computer 16 000

Starting the communication

E-school and e-mails

Neopets

msn
















Rate.ee

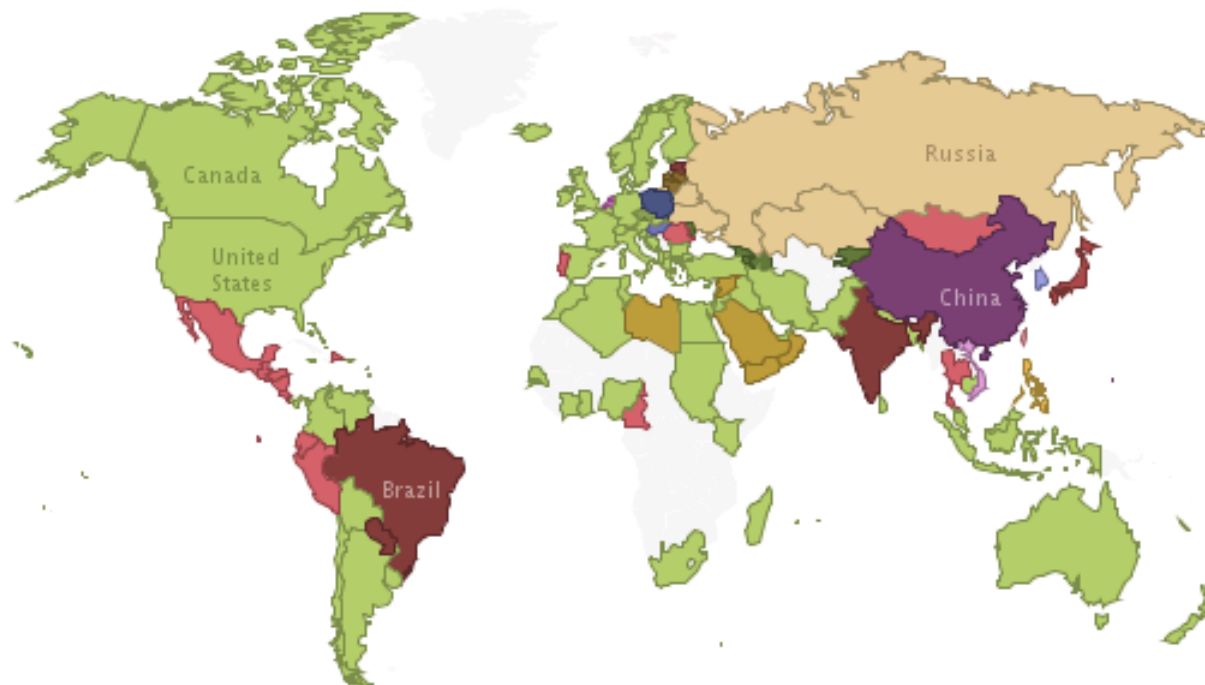
Orkut

Forums in the WWW

World Map of Social Networks (June 2009)

Social Network

-  Cyworld
-  Facebook
-  Friendster
-  Hi5
-  Hyves
-  Iwiw
-  Lidé
-  Maktoob
-  Mixi
-  MySpace
-  Nasza-kl...
-  Odnokla...
-  One
-  Orkut
-  QQ



Map data © 2007 ESRI

 many eyes

[IBM legal](#) | [view data](#) | [13 comments](#)

Social Networks Around the World

Italian PR professional and former Microsoft Italy marketer Vincenzo Cosenza made an interesting social network map.

Below is a map of the world, showing the most popular social networks by country. The map was built using Alexa and Google Trends for Website traffic data in June 2009 and it shows some interesting trends.

Patterns:

- Facebook has almost colonized Europe and it's extending its domination with more than 200 millions users
- QQ, leader in China, is the largest social network of the world (300 million active accounts)
- MySpace lost its leadership everywhere (except in Guam)
- V Kontakte is the most popular in Russian territories (looks a lot like Facebook)
- Orkut is strong in India and Brazil. In Europe, Estonia is exception in its love of Orkut
- Hi5 is still leading in Peru, Colombia, Ecuador and other scattered countries such as Portugal, Mongolia, Romania

- Odnoklassniki is strong in some former territories of the Soviet Union
- Maktoob is the most important Arab community/portal

Top 3 Social Networking Sites by Country:

Australia: Facebook, MySpace, Twitter

Canada: Facebook, MySpace, Flickr

India: Facebook, Orkut, Hi5 (Twitter is a close fourth)

France: Facebook, Skyrock, MySpace,

China: QQ, Xiaonei, 51

Germany: Facebook, StudiVZ, MySpace

Italy: Facebook, Netlog, Badoo

Russia: V Kontakte, Odnoklassniki, LiveJournal

Spain: Facebook, Tuenti, Fotolog

United Kingdom: Facebook, Bebo, MySpace

United States: Facebook, MySpace, Twitter

In the case of many communities' members it is possible to follow the creation of personal and group identity.

R. Jenkins (1996) notes that "Self image is 'an ongoing, and in practice simultaneous, synthesis of (internal) self-definition and the (external) definitions of oneself offered by others' and this conception of selfhood gives rise to a model of identity construction containing two distinct threads."

For example, Kavanaugh, Reese, Carroll & Rosson (2003) have maintained that people who act as bridges between various web-groups are usually also more active in the local community, the internet being for them a tool for maintaining and managing their involvement.

According to Karau and Williams (2001), one motivator could be collective success in case this supports also a person's individual success.

Prior research by project participants and empirical observations have shown that both global and local virtual communities develop multi-layered communication inbetween several channels and mediators, but also meet in real life.

The process of identity-forming and categorization presumes collective cohesion, integration and separation from another group, all understandable in certain historical context and situation. Communicating via the internet, two people can be joined by interpersonal ties, or they can be members of two or more groups. Such participation forms intergroup ties making all members of different groups connected, helping the flow of information and heritage between groups. Similar intergroup bridging, improved by intragroup relations creates an important social capital.

Neopets (originally **NeoPets**) is a virtual pet website launched by Adam Powell and Donna Williams on 15 November 1999.

Neopets is based around the virtual pets that inhabit the virtual world of Neopia. Visitors can create an account and take care of up to four virtual pets, buying them food, toys, clothes, and other accessories using a virtual currency called Neopoints. Neopoints can be earned through playing games, investing in the game's stock market, trading, and winning contests. Users can explore the world of Neopia with their Neopets and interact with each other through the Neoboards, NeoMail, guilds, and Key Quest.

Nüüd siis lõpuks uus osa , Roheline näpp+kommentaar.Punane näpp+põhjus.....
hinne: 632»

Laura . 4.#

Ma ei tea suht paha oli vaadata eelmistest kommentaaridest kriitikat aganoh.....
hinne: 487»

[Vaata kõiki päevikuid »](#)

Küsitlus [vaata kõiki »](#)

Kuhu lähed vaatama ansambli Meie Mees, Smilers ja Traffic "Sõprade tuuri"?

7-16. august
2009

1. 7. august Viljandi Laululava
■ 5% (1227 häält)
2. 8. august Pärnu Vallikaär
■ 4% (1086 häält)
3. 9. august Võru Kubija Laululava
■ 3% (849 häält)
4. 11. august Rakvere Laululava
■ 5% (1233 häält)
5. 12. august Tartu Laululava
■ 7% (1672 häält)
6. 13. august Tallinna Lauluväljak
■ 4% (1100 häält)
7. 14. august Rapla Lauluväljak
■ 3% (825 häält)
8. ei saa seekord minna
■ 56% (13929 häält)
9. lähen mujale - vaata toimumiskohti klikates bannerile
■ 12% (2911 häält)

Vastajaid: 24832
■ - mehed ■ - naised
Kommentaariid (192) »

[Paku uut küsitlust »](#)



--ilona--

jim6

veel üks 10 sle 🤔 - 14:26



k2skaloom

exxel13

FEIMIME 200+!!!! FEIMIME 200+!!!! FEIMIME 200+!!!!
FEIMIME 200+!!!! FEIMIME 200+!!!! FEIMIME 200+!!!!
FEIMIME 200+!!!! FEIMIME 200+!!!! FEIMIME 200+!!!!
FEIMIME 200+!!!! - 14:22



romet1010

romet1010

Feimin 0+!!! 🤔 uusi tutvusi 7p vahetust 🤔 emm
tüdrukud lisage:hull265@hotmail.com emm
MARTIN1010 FEIMIB 300+! ja 2elari2 feimib 400+!
🤔 - 14:22



--ilona--

jim6

nuuh kas on igav we? 🤔 - 14:19

enno
Eesti, Tallinn



brigitta
Eesti, -- muu linn --



susi79
Eesti, Jõhvi



Minksu
Eesti, Turba



Shadow25
Eesti, Tartu

Liiter

Liiter autondus

www.liiter.org

[Reklaam](#)

Rate.ee, colloquially often referred to as “reit”, is an Estonian original social network portal. The portal was initiated (and is still partly owned) by Andrei Korobeinik, who opened the page on May 1, 2002. Since then, a number of clones have been opened in other countries: Alfa.fi, Face.lv, Limpa.ru, Ifame.co.uk, etc. In 2008, the portal earned ca 1 million EUR in profit.

As of July 2009, the portal has 367,728 registered users (30% of all Estonian speaking residents).

Users can improve to their profiles with a self-description, upload photos and look at other people's photos, give them grades and comment. In addition, users can send each other messages, there is a forum and chatroom. In addition to these free features there are some paid services (for example, to give someone 10 points you need to send an SMS worth 10 EEK or 0.65 EUR).

7. 14. august Rapla Lauuluvaajak

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Vastajaid: 24832

■ - mehed ■ - naised

Kommentaariid (192) »

Paku uut küsitlust »

Kui tahad küsimusele vastata, pead sisse logima.

Sünnipäevalapsed

vaata kõiki »



Mängivad tutvumismängu

vaata kõiki »

Hetkel keegi ei mängi - astu sisse » ja oota natuke!

Parim paar

vaata kõiki »

6.39

Päevi koos: 1444



Renka26



Merkka55

Vaata kõiki paare »



--ilona--



jim6

nuuh kas on igav we? 🤪 - 14:19

Vaata kõiki 10 punkti saanud »

Liiter

Liiter autondus

www.liiter.org

Reklaam

Kingitused

vaata kõiki »



ScreamToDeath



cwuuerniibe

Kallis, ma armastan sind:***** 126 päeva + 1 päev(L) Igatsen - 14:19

Vaata kõiki kingitusi »

Reklaami siin

Kuumad lennupakkumised

Soodsalt! Kuumad lennupakkumised - Kliki siia ja uuri lähemalt.

www.bookinghouse.ee

Võta Suvest Maksimum!

Üle-Eestiline tagatiseta soodne kirilaen! Vaata laenuitingimusi:

www.SMSMoney.ee

Reklaami hinnad alla

1. juuli kuni 1. september bannerite hinnad -40%!

www.perekool.ee

Peokohad, Pildid, ürituse

Parim peoinfo ja ürituste pildid! Kliki siia!

www.party.ee

Reklaami siin

Alati rohkem võimalusi kui 1



linn - Sydney alates 12539 EEK

Stockholm - Sydney alates 7006 EEK

Tallinn -

Siseneni!

Tahad registreeruda? Unustasid oma parooli?

Pealeht **Pildid** Klubid Albumid Päevikud Videod Veel Otsing

Hinda pilte Top Uued Kommenteeritud Erilised Keelatud Minu pildid

Hindan **kõiki** vanuses alates -- kuni --

ei hinda
 1 ei meeldi
 2 suva
 3 norm
 4 lähe
 5 meeldib
 7 lemmik



Kingi kingitus



Pilt mobiilile



Promo pilt



1 / 2 / 3 / 4 / 5 / 6 / 7

=>

Pildi info

1 kiisuprofiisus

viimane viisit: 28.07.2009 - 13:20

pilt on lisatud: 06.06.2009 - 00:41

püsilink: www.rate.ee/show.php?id=15281201

Liiter

Liiter autondus

www.liiter.org

Reklaam

Kommenteerida saavad ainult registreeritud ja sisse loginud kasutajad, kelle ankeet on avalik.

lehed: 1



hästi armas pilt

#2, 16.07.2009 - 08:55, **gik**



väga armas jaa:D

PUBLIX



Ülle Lichtfeldt tunnen



Jüri Mõis saab vilendat korda



Karl Madise poeg kaalub



FOTOD: Kiiemis valiti märia

[Loe lisaks](#)

Uued virtuaalsed kingitused!
Vaata kõiki kingitusi!

Sisene! Tahad registreeruda? Unustasid oma parooli?

1kiisuprofiisu

viimati külastas:	28.07.2009 - 13:20
redigeeris profiili	12.09.2008 - 15:54
registreerus saidil:	28.10.2003 - 21:19
pärinimi	küsi kui tahad teada
sugu	naine
sünniaeg	29. juuli
asukoht	Eesti, Tartu
asukoht lähemal	ei ütle:P
telefon	nähtav ainult sõbralisti liikmetele
keeled	Inglise***, Eesti***, Saksa**, Jaapani*, Vene*

kontaktid

- kasutaja ei ole sinu sõbralists | [lisa sõbralisti](#) »
- kasutaja pole sind oma sõbralisti lisanud
- tähelepanu-listi memoga
- blokeeri kasutaja »

Kõiki oma liste saad vaadata ja redigeerida rubriigis [kontaktid](#).

tegevused

- tema kommenteeris »
- teda kommenteeriti »
- tema postitused klubides »
- teda märgistati »
- sellel kasutajal pole ühtegi testi.

Sõprade ahelad näidatakse ainult sisseloginud kasutajatele.

kingitused

- vaata kõiki tema kingitusi »
- kingi kasutajale **kingitus** »

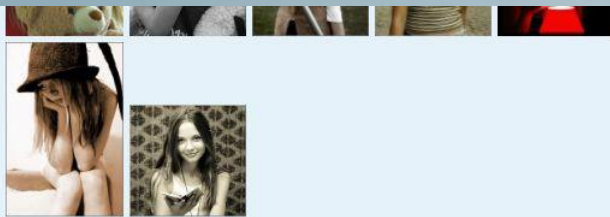
pildid



Teistel pildidel



[kõik pildid](#) »



[kõik pildid >](#)

[teda iseloomustati](#) | [tema iseloomustas](#)



Klassiõde***
PeacefulDeath 24.12.2008 - 12:38

Rahel, häästi armas, hooliv, aus ja üli sõbralik klassiõde(KI)
-**MooniRull**- 07.10.2008 - 17:10

[näita kõiki iseloomustusi >](#)

kes on 1kiisuprofiisuu?



Tema perekonnaseis on **vaba**.



Tema hindamistüüp on: **aus pessimist**.
Vaatamata oma pessimismile, hindab suhteliselt objektiivselt.



Temal puudub õnnestunud väljavalitu
kõik õnnestunud paarid >



KOHTUNIK (domineeriv introvertne realistlik mõistuseinimene)
(rohkem>)

tagasiside kasutajaga 1kiisuprofiisuu

[saada kiri](#) | [saada SMS](#)

[teie kirjavahetus >](#)

Kirjade saatmiseks pead sa sisse logima.

Reklaami süm	<p>Kuumad lennupakkumised</p> <p>Soodsalt! Kuumad lennupakkumised - Kliki siia ja uuri lähemalt.</p> <p>www.bookinghouse.ee</p>	<p>Võta Suvest Maksimum!</p> <p>Üle-Eestiline tagatiseta soodne kiirlaen! Vaata laenuitingimusi:</p> <p>www.SMSMoney.ee</p>	<p>Eesti Muusikute Triumf</p> <p>V Tallinna Kammermuusika Festival 26-30 augustil 2009</p> <p>www.plmf.ee</p>	Reklaami süm
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For children living in dispersed rural households this is a replacement for social environment, especially in villages where there are children only in 1-2 families.

In Estonia, the most popular social network is rate.ee which has no age limitations.

Children are from 8 years upwards. Sometimes both parents and children have an account in Rate.ee.

What does Rate.ee give the children?

1. special skills – making digital photographs or scanning photographs, and adding them to the online gallery. Posting comments develops their skills in self-expression and giving points to photos makes them discerning in value gradation.

Photo editing (and taking) tips are shared among peers.

Choosing which photos to expose is a creative process since composition is an important factor – background, poses, portrait or action-centered photos, suitable light, etc. About a third of photos displayed in Rate.ee are obviously posed, not spontaneous. The most popular part of Rate.ee is personal profiles with photos that can be commented and graded by other registered users.

There are several environments for artistic creation, blogs, forums. Usually users need to make a choice: to communicate in their private room with chosen friends or in the public communication space.

Usually people browse the most popular public photos and post comments about the photos of people they know.

2. Every social web group has its own **etiquette and rules**. This is easy to see in photo grades – by giving low points, you keep the other person from moving up in the popularity ranking, which makes that person block you. If you keep giving only low points, you are banned from the portal.

The same goes for the content of comments – if you go against good tone, being impolite, using harsh language, you end up banned. This is an exercise in social rules that applies to real life as well.

Example – *I had a really big row with my friend, we were calling each other names and we were both thrown off the website. Girl, 14 yrs*

3. Internet skills give you **a better position**

Example: *In addition I have made about 3-5 home pages for my class, some with forums. The last one was quite popular, there was a lot of activity in the forum and the webpage was updated sometimes. The site gave information about my class, our activities, opinions and attitudes.*

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4. Communication in different environments

Example: *I made a web page for my class, I take part in Estonian and Russian web. I have very cool penfriend from Israel. Girl, 13 yrs.*

Example: *Gamecave – there you can play, use e-mail, make a home page, talk to classmates and friends – and imagine – it is all free of charge. Boy, 9 yrs.*

A place for constant exchange of information and talking is the class's web page. Usually there are also friends from outside, they are usually communicated to via MSN Messenger and other environments.

5. Good opportunity to practice foreign languages:

6. Be a bit older

In Orkut I take part in the communities of my class and school. Active interaction takes place through personal scrapbooks, on any topic at all.

Boy, 16 yrs.

[About orkut](#)[Demographics](#)[User testimonials](#)[Tell us your story](#)[Keep orkut beautiful](#)[Safety and security](#)

orkut

orkut is an online community designed to make your social life more active and stimulating. **orkut**'s social network can help you maintain existing relationships with pictures and messages and establish new ones by reaching out to people that you have never met before.

orkut makes it easy to find people who share your hobbies and interests, look for romantic connections or establish new business contacts. You can also create and join a wide variety of online communities to discuss current events, reconnect with old school mates or even exchange your favourite recipes.

Who you interact with is entirely up to you. Before getting to know an **orkut** member, you can read his/her profile and even see how he/she is connected to you through the friends network.

To join **orkut**, simply sign in with your Google Account and you can begin to create your own profile right away. If you do not have a Google Account yet, we will help you create one in minutes.

It is our mission to help you create a closer, more intimate network of friends. We hope to put you on the path to social bliss soon.

Enjoy (=

Email:

Password:

Remember me on this computer.

Do not use on public computers.
[?]

[Can't access your account?](#)



Connect with friends and family using scraps and instant messaging

Discover new people through friends of friends and communities

Share your videos, pictures, and passions all in one place



Age

18-25	<div style="width: 54.65%;"></div>	54.65%
26-30	<div style="width: 13.55%;"></div>	13.55%
31-35	<div style="width: 6.02%;"></div>	6.02%
36-40	<div style="width: 3.79%;"></div>	3.79%
41-50	<div style="width: 3.79%;"></div>	3.79%
50+	<div style="width: 3.02%;"></div>	3.02%

Here for

friends	<div style="width: 48.60%;"></div>	48.60%
activity partners	<div style="width: 14.93%;"></div>	14.93%
business networking	<div style="width: 14.45%;"></div>	14.45%
dating	<div style="width: 16.03%;"></div>	16.03%

Relationship status

no answer	<div style="width: 56.16%;"></div>	56.16%
single	<div style="width: 27.08%;"></div>	27.08%
married	<div style="width: 8.96%;"></div>	8.96%
committed	<div style="width: 5.74%;"></div>	5.74%
open marriage	<div style="width: 0.21%;"></div>	0.21%
open relationship	<div style="width: 1.83%;"></div>	1.83%

Country

	Brazil	<div style="width: 49.66%;"></div>	49.66%
	United States	<div style="width: 20.48%;"></div>	20.48%
	India	<div style="width: 18.10%;"></div>	18.10%
	Pakistan	<div style="width: 0.90%;"></div>	0.90%
	Paraguay	<div style="width: 0.40%;"></div>	0.40%
	United Kingdom	<div style="width: 0.40%;"></div>	0.40%
	Afghanistan	<div style="width: 0.38%;"></div>	0.38%
	Japan	<div style="width: 0.36%;"></div>	0.36%
	Portugal	<div style="width: 0.36%;"></div>	0.36%
	Australia	<div style="width: 0.34%;"></div>	0.34%



Liisa Vesik available

female, single Tartu, Estonia

- profile edit
- scrapbook
- photos
- videos
- testimonials
- events
- promote

Apps edit

- add apps
- lists
- messages
- updates
- settings
- spam

invite friends

email address

[add](#) [more >>](#)

Welcome, Liisa

Set your status here [edit](#)

scrapbooks 32 photos 0 photos of me 0 fans 13 messages 7

Profile views: Since Feb '06: 857, Last week: 3

Recent visitors: Indrek Salumets, Joel Lindlom, CAIO BREGONDI, Martin K., Rando Koks, Hille Ring, Helger Lipmaa, Martin Kärner, Kaili Valdna, Evelyn Krosing

Today's fortune: What we think, we become (please don't think you are a superhero and try to fly).

Security tip: Protect your account: avoid posting sensitive personal data in public places.

Last login: 4 May 2009 12:55

upcoming birthdays



Triin Today!
leave a scrap



J
9 August

friend suggestions by orkut



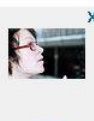
Anni Oja

add as friend



valdo valper

add as friend



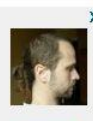
Teele Kurekesed

add as friend



daysleeper

add as friend



Lasse Luht

add as friend

my friends (82)

search friends



Maarika



Helina



Ainika



Aet



Lii



Kristjan-Jaak



Laura



Lennart



Kaarel

[view all >>](#) [manage](#) [find more friends >>](#)

my communities (8)



Whippet (31)



ELF (551)



Rats (248)



Estonia (44,757)



Rats (352)



Italian Greyhounds (46)

[view all >>](#) [manage](#)

Updates from my friends My updates

Triin Hannust added a new photo to the album Kassid, koerad ja muud loomad



Triin Hannust added 2 new photos to the album noppeid



Maarika Muuli added 2 new photos to the album Cati uuldi



Communities - Conclusion

Active writers and narrators

The number of readers, lurkers, stalkers, observers is minimal.

The passive portion of the community is much bigger on the class or school environment.

The bridging person is the (un)official head of the union, who is actively involved in discussion and creation, whose announcements are always read.

From the motivational point of view, the forum also offers the opportunity to take on the role of an expert, to feel valued, needed and competent on a topic

In the most popular forums the range of ages reaches from teenagers to middle aged, and even retired members. Exists the family sites, although women are more active in organizing get-togethers, more active in discussions about cultural events, accessories, decorations - just as in real life.

The community has a strong I- and us-identity. Supportive group, friends (the closes relatives are often a long way away).

Discussion groups are used as a replacement for the role once played by the extended family or geographical community - discussing important questions, emotions and looking for solutions in the discourse.

Since the postmodern lifestyle and interpretations find a different set of knowledge acceptable, and is largely oriented to subjectivity, the multitude of opinions expressed in an online discussion group conforms well with the modern style.

The online communities can be seen as a the writing communities, which use more and more audiovisual possibilities.

Such groups are based on information, the shared experience and values.

Individuals, personal identity, training and sharing of skills