

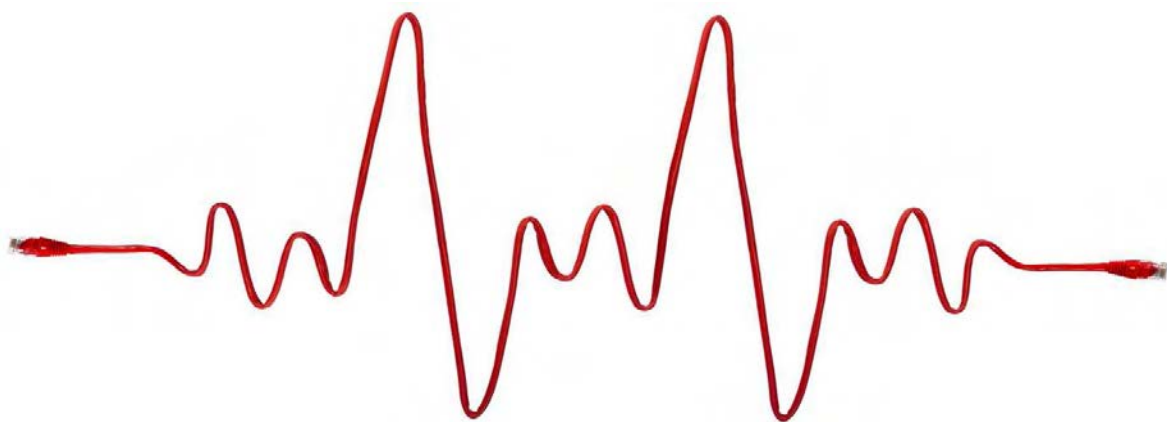
oeAD,

OeAD (Österreichische Austauschdienst-
Gesellschaft mit beschränkter Haftung)
Austrian Agency for International Cooperation
in Education and Research (OeAD-GmbH)

IMPULSE

**The New Cooperation
Programme for
Higher Education**

Application Form



B. Abstract

The project “Gender in a Changing Society” will have the following objectives: i) Forming a framework for a sustainable cooperation model between the participating universities, ii) testing an innovative research design in the field of identity (gender) and migration studies, and iii) developing an innovative multicultural and inter-disciplinary data analysis approach based on each of the departments’ strengths. The research will focus on young people from migrant families with Balkan background (in Croatia, Serbia, and Bosnia and Herzegovina respectively) and their perception of gender roles, citizenship and feeling of belonging. The research will be conducted in Austria and transmitted via Skype call to a second moderator from each cultural-language unit (Bosnia and Herzegovina, Croatia, Serbia). The raw data (protocols, pictures, videos, recordings) will be analysed by each of the universities according to their scientific approach (qualitative data analysis, content analysis, narrative analysis, media analysis). After the joint inter-disciplinary interpretation of the data the results will be disseminated in various ways (study paper, print/e-print publication, conference, audio-visual exhibition, presentations for students/public, www). Parallel to the research a series of interactive and inter-disciplinary joint seminars for improving the scientific exchange between the participating universities will be developed, thus enabling trans-disciplinary approaches in teaching. In each of the four participating universities one of the trans-disciplinary seminars will be held. Their content will range from developing the research plan, to methods of data analysis, always involving input from the participating scholars’ fields and researchers’ fields (communication sciences, sociology, philosophy, psychology, political science). Furthermore, relevant knowledge exchange accompanies the process. This combined form of joint research on the one hand and joint knowledge exchange/teaching on the other hand, establish the cooperation structure for further networking. Expected result: innovative knowledge exchange as well as the research model for further use for university teaching. The network is established for future joint projects and expanding.

C. Specific Project Information

C.1. Concept and quality of the strategic partnership

C.1.1. Objectives and project description

The overall objective of the project is starting and building-up a partnership between University of Continuing Education Krems (Danube University Krems), Krems, Austria and partner Universities from the Balkan region: University of Rijeka, Rijeka, Croatia; Singidunum University, Faculty of Media and Communication, Belgrade, Serbia; and University of Sarajevo, Faculty of Political Science, Sarajevo, BiH

Specific objectives: 1. Forming a structure for a sustainable cooperation model between the listed universities, including exchange of scholars and expertise; and research and teaching process development and exchange. 2. Testing an innovative research design in the field of identity (gender) and migration studies. 3. Testing an innovative multicultural and inter-disciplinary data analysis approach that is to emphasize each of the departments’ strengths in terms of an exchange and provide for a more

dynamic transfer of abilities and knowledge between different fields studying the same social constructs.
Quality assessment tool: internal project evaluation.

C.1.2. Background information

A strategic partnership between an Austrian university, particularly the Department Migration and Globalization, and research institutes in the Balkan region is of high relevance since the topic of integration of migrants from the South-East of Europe is one of the main challenges of today. The trans-disciplinary and international approach to identity and gender research enables all partners to develop strategies to promote integration and to foster economic and political co-operation as well as mobility of both, scientific staff and students.

In post-modern societies, young people are asked to develop their identities on based on various influences and models coming from socialisation instances like friends, families, schools, profession, clubs, or media. In a time characterised by globalisation supporting the fostered and nourished process of individualisation, by different and even contradictory sources. Young people create and invent their identity in the framework of a media society, an information society, in a network society but also in very traditional settings like families, and extended family groups in more collectivistic societies. Especially for young people with migrant background the influences might be conflicting and thus at the same time enabling and obstructing a harmonic integration in the host country. Particularly the feeling of belonging, the personal ethnic/national attribution independent of actual citizenship especially of descendants from "new" states with common history but different recent developments is an important for evidence based integration/migration policies.

When dealing with the topic of identities a close look at gender perspectives is of high importance. Gender is one of the most influencing categories on identities; in the individual perception, people strongly linking gender to other cultural categories. Meaning, in research we can reflect that gender aspects are far more likely influenced by media or socialisation groups, like friends or family, than some other identity aspects. The consequences of voluntary or forced migration of the parental generation from Bosnia and Herzegovina, Croatia, or Serbia, and the gender interpretations in those societies in the ambivalent relation to the Austrian host society create a mixture of gender roles interpretations.

Especially the research results on migration-influenced gender role perceptions and understanding might have impact on family and education policies. The research project will provide information on migration and integration patterns that will be of growing importance for the European integration in a society facing more and more challenges by migration, both voluntary and forced. Yugoslavia and its successor countries were the regional origin of many migrant families in Austria. The children in these families grew up in the Austrian education system and in an open society, with Austrian colleagues and at the same time in a family, which very often still was rooted in a more traditional value system. To understand the influence of both, the Austrian and the Balkan culture socialisation systems helps to understand models of integration and enables to develop support measures for integration.

C.1.3. Innovative approach

(in terms of theoretical, inter-disciplinary, methodological and educational aspects)

Dynamically developed program using trans-disciplinary competences

The improvement in cooperation strategy derives from two lines of innovation: i) innovation in teaching and seminar building strategy and ii) the innovative application of the research method. The teaching strategy is oriented on an ongoing research project, requiring an inter-disciplinary exchange in order to be completed. Thus, the seminars (teaching input) are developed in an active running process. The multi-disciplinary expertise and abilities of the participants can be utilised in the most effective manner – the dynamic setting of the process allows for each of the researchers and scholars involved to exchange their own knowledge and expand it by learning from the other team members and utilising their own approach to learn from the research. Special competences of the team members are necessary for the development of the research project: scholars and researchers coming from the fields of humanities and social sciences – sociology, political science, philosophy, psychology, and research praxis of each of the previous. The result of this exchange is the development of a seminar encompassing time and adaptability dimensions making it more competitive in the fast changing teaching environments. Trans-disciplinary teaching is the added value of the process, making knowledge more understandable and easier to adapt for application models.

Social-environment sensitive participatory research approach

The basis of the innovation in the research method is the biographical method in social research, brought in line with the reality of the target group, young people of multiple national origins. Taking into consideration gender, age, migration background (including multiple languages in the family of origin, cultural influences – the experienced culture of the parents and culture of the social surroundings outside the nuclear family) the research team needs to nominate three person teams for the interviews. The moderators who will work jointly should match the interview partner by gender, languages and the cultural context including Austria and the country of origin of the family. By constructing such a research model, we aim to create an approximation to the social environment, in which the young person lives and develops her/his social identity. This social environment allows cultural choices for the creation of multiple identities – and we are especially interested to analyse the influences constructing gender identity and those influencing political decision-making, again from the gender perspective.

C.1.4. Expected results, planned activities, time table (work schedule)

(Alignment of the expected results with the objectives and the planned activities.)

Timeline:

I Preparation

Time: October 2015.

Location: Each team in the respective country (Austria, Bosnia and Herzegovina, Croatia, Serbia)

Communication type: Skype conferences for all of the team members and within the research/ lecture input groups

Activities:

1. Each of the country teams decides on the members of the “core group” responsible for the research process. The core group can have maximal four members from each country.
2. One representative of each team prepares to present their institution for the first joint meeting.

3. Each of the country teams prepares a presentation on cultural and gender identity of people in their respective countries.
4. The Serbian team chooses two members for performing internal evaluation of the project (communication quality, results applicability for each of the partners, teachings models efficiency, possibility of further development, etc.)

II Seminar I “Cultures and Structures”

Time: Beginning of November 2015.

Host/ location: Singidunum University, Faculty of Media and Communication, Belgrade, Serbia

Communication type: Face2face meeting of all of the country teams' members.

Activities: four-day seminar:

1. Presentation of the partner Universities, departments, and institutes. Tour of the facilities.
2. Exchanging knowledge on cultural, gender, and migration identity from the perspective of each of the partner countries by lecturing followed by discussion rounds on forming elements of cultural and gender identities and specific manifestations of gender identity with young people. Lectures will be open for students.
3. Entire team meeting: Elaborating the research objectives and preparing for fieldwork.
4. Core group meeting, the rest of the team invited: Development of the research methodology, structure the interpretation schedule.
5. Core group meeting, with the rest of the team invited: Defining three-moderator-groups for conducting the interviews on the self-collected biographical data with the interview partners. The moderators in each group need to match to the interviewee by cultural, languages, and gender contexts for the main interviewer.

Seminar “Cultures and Structures” output: All members of the teams are acquainted with the partner Universities, the full research structure is prepared for the application in the field.

III Field research

Time: December 2015 – May 2016.

Host and field work location: Danube University Krems, Austria

Communication type: Researchers from the core groups, all from their respective countries via Skype.

Activities:

1. Recruitment and training of the interview partners for collecting the biographical data on themselves.
2. Sample: N=16, 18-24 y.o. 50%:50% gender split in each of the subsamples $N_{(Austria)}=4$, youth without migration background (both parents being Austrian), $N_{(BiH)}=4$, youth with BiH migration background (grown up in Austria, with parents coming from Bosnia and Herzegovina), $N_{(Croatia)}=4$, youth with Croatian migration background, $N_{(Serbia)}=4$, youth with Serbian migration background
3. Young people should collect biographical material (on themselves and their self-perception and self-expression) for a pre-defined amount of time (pictures, videos, fan material of a football club, music and visual youth culture, sayings and proverbs from home in the languages they are using...etc.). In the interview they talk about their perception of themselves through discussing the collected material with the moderators. The interviews will be Skype-supported. Moderator-participants of each interview are going to speak German, and the language of the migration background of the interviewee (Croatian, Bosnian, or Serbian). The moderators are going to have

support from a team member speaking both languages – for interpretation purposes.

Output of the field research stage:

1. Structured raw data for the analysis – recordings, transcripts, visual material, and photographs of the objects collected for the interviews.
2. Method reports – strong and weak points of the used methods gathered by the researchers involved in the preparation and in the fieldwork. Opportunities of the method for future research.

IV Seminar II: “Methodology and Development”

Host/ location: University of Sarajevo, Faculty of Political Science, Sarajevo, Bosnia and Herzegovina

Time: July 2016

Communication type: Face2face meeting of the members of the core groups responsible for the research.

Activities: four-day seminar

1. Learning the structure and facilities of the host institution.
2. Presenting the structured raw findings to the other members of the core groups.
3. Combining interest groups for analysing and reporting (e.g. group dealing with gender aspects of the identity, group dealing with the political aspects, group analysing the research structure, group analysing the cooperation structure, media analysis group).
4. Workshops on raw data – building structures for the analysis.
5. Developing the structures for the research method exchange and application.
6. Developing inputs for building a joint university course based on the tested participatory model.

Ongoing activity from this point until the project finalisation: searching for opportunities for large-scale research funding.

Output of the seminar II, Methodology and Development: Structural frameworks for the data analysis.

Prepared communication plan for the analytical phase (setting meeting schedules of the interest groups with results timelines). Concept proposal for a joint university course.

V Analysis and preparation of presentations

Host/ location: each team in the respective country (Austria, BiH, Croatia, Serbia)

Time: August 2016 – October 2016

Communication type: online communication (Skype, e-mail, document exchange) of all teams’ members

Activity: data analysis, preparing presentation and dissemination materials.

Output: presentable results of the research. Further developing of the joint course proposal.

VI Seminar III: “Gender and Results”

Host/ Location: University of Rijeka, Center for Advanced Studies Southeast Europe, Rijeka, Croatia

Time: October-November 2016

Communication type: Face2face meeting of the country teams

Activities: four-day seminar

1. Discussing the research results
2. Discussing dissemination models for each of the countries
3. Bringing together groups for the preparation of the publication
4. Lectures and workshops: Reflections on Gender in migration settings. Lectures and discussions are open for students.
5. Workshop on joint university course
6. Internal evaluation of the project: Selected team members from Serbia* via in-depth interviews

with all other members. (* team members specialised in on- and off-line communication)

Output: Structure for working on the publication. Structure of the joint university course.

VII Publication preparation

Time: December 2016 – August 2017

Location: All four countries for the team work on line and off line. All countries www.

Communication type: Preparation work groups via Skype, and personal meetings.

Activities:

1. Preparing research results for a joint publication and an e-publication
2. Preparing research results for media dissemination

Output: The book of cooperation and research results based texts.

VIII Seminar IV

Time: September 2017

Host/ location: University of Continuing Education Krems (Danube University Krems)

Communication type: Seminar and conference open to public

Activities: three day conference

1. Presentation of the book project – presentation of the research results
2. The interactive exhibition of the results of the research and the visual material
3. Presentation of the cooperation model established during of the project
4. Discussing further cooperation

Output: media coverage and dissemination. Structure for further cooperation.

C.2. Contribution to and additional benefit for the university's internationalization

C.2.1. Relevance of the proposed activities for the internationalization of the university

The Danube University gains the possibility of lasting cooperation and, furthermore, from the development of the new research model a new the combined research-teaching-learning model, (in this case regarding identity building of the people with migration origin – which is the department interested in the partnership – the Department for Migration and Globalisation). The research-teaching-learning model is adequate for adult education and further education – made to be a flexible schedule of seminars in order to complete educational and research tasks.

The Faculty for Media and Communication from Belgrade, FMK recognises the significance of this project in acquiring valuable training measures for academic staff, assurance of quality standards in teaching, methodology and research and improvement of academic management capacities. Also, this project would help FMK improve different fields within our educational structure such as: development of curricula and learning material, common research projects, joint study programs and degrees and training partnerships. The team members from FMK bring media and new communication forms into the project equation, including the long research experience in topics of youth, media, cultural identities, and understanding youth cultures of Serbia, also including the online youth identities. Improvement of the research methodology useable in intercultural and inter-disciplinary context should accompany the previous exchanges in order to create a sustainable networking model that could support multiple generations of scholars and practitioners in their scientific development.

The “Gender in the Changing Society” project stands in accordance with the vision, mission and goals of

each of the partners in encouraging and stimulating critical, open and creative thinking. The University of Rijeka (UNIRI) has many years of experience in project management, with over 70 successfully realized international and EU projects in a diversity of EU R&D programs, and the activities of the Center for Advanced Studies in Southeastern Europe (CAS SEE – as its organizational unit specialized in scientific research in the social sciences and humanities). One of the CAS SEE Programs with umbrella title “Bodies, Gender and Sexualities” represents the basic ground for this project anchoring in gender and identity studies, critical theory and minorities’ research. Therefore, establishing this new project will strengthen existing regional and international networks and collaboration, and make Center for Advanced Studies influential in the region of Southeast Europe.

The Centre for Refugee and IDP Studies, from the University of Sarajevo, brings in the expertise on forced migration, socio-political transition and mental health in the Balkan region. Their interest in migrant origin youth coming from Balkan and growing up in Austria links to CESI research – in terms of effects of war trauma to the next generation not even living in the country where the trauma occurred.

C.2.2. Correlation between the university’s strategy and the respective project

The Danube University is interested to promote and foster networks with other universities in the Danube Region and in the South East and East of Europe, thus cooperation with universities in the Balkan region is of high priority for the DUK. An exchange of experience not only in the field of research but also in the area of teaching and knowledge transfer in this project enables the Danube University to create further sustainable connections to tertiary education institutes and research centers in the SEE.

The Rijeka University’s strategy covers funding schemes related to higher education and science but nonetheless, projects like “Gender in a Changing Society”, aiming at establishing tighter relations with external stakeholders and essentially policy oriented are prioritized in a total number of projects that the University is engaged into. The members of the CAS SEE UNIRI team are all deeply involved into the gender topic on different levels (from professors to activists and doctoral students) and their areas of research cover feminist epistemology, affect theory, migration studies and social ontology. Parallel to capacity of conducting the research and analysing the data, they are proactive in trans-disciplinary exchange of knowledge and are willing to share their teaching and research experiences with other partners in the project.

The Faculty of Media and Communications, University of Singidunum, was established in 2006 as a unique higher education institution in Serbia that brings together progressive thinkers, teachers and media and communication practitioners in the region. The mission of the Faculty of Media and Communications is to provide its students with quality education according to the highest European and international standards and to empower them to understand, participate and promote positive changes in Serbia. One of the Faculty’s main goals is the academic exchange of knowledge on social identity, migration and gender formation with different international institutions. The Faculty offers over 60 different courses in fields such as broadcast and print media, critical thinking, gender studies, culture police, social studies, theories of globalization, media management, narrative journalism, investigative journalism, media theories, media communications, public relations, advertising, political marketing, philosophy, psychology, communication theories, etc. The FMK would also like to emphasise that its approach to acquiring knowledge is in alignment with the general project objectives such as participation, gender sensitivity and culturally open-minded knowledge.

The CESI, University of Sarajevo is working on research and education programs in line with the “Gender in the Changing Society” objectives, and provides education, research, and training in the field of forced migration thus being both involved and interested in furthering and expanding their research and training capacities. CESI aims to expand their own research capacity by establishing cooperation with the partner that can provide for greater encompassing of the target group and deeper understanding of the process. Understanding of the generation coming after the trauma survivors and their identity building between the cultures is fully in terms with research, educational, and development strategy of of CESI.

C.2.3. Support and strengthening of institutional capacity of the partner university

The partners in this network will mutually support each other by providing access to existing networks and co-operations.

The DUK educational and research capacities, as well as the national and international partnerships include over 200 education and research institutions, and the DUK student body comes from over 90 countries. The Department for Migration and Globalization is experienced in international research and cooperation, and organizer of many international exchange conferences, for example: the Dialogforum, marking 2015 already its seventh year. With universities from Slovakia, Hungary, Germany, and Great Britain, an MSc course in Migrant Health was developed. The DUK is ready and capable to provide for further contacts and cooperation opportunities for all of the partners.

The Faculty of Media and Communications has organized many international researches, conferences and educational projects (United Nations projects: “Reconnect”, “Wake up! Move on!” “Whose rights is human rights”; “PR week”, Regional Research Promotion Programme project “Representation of Gender Minority Groups in Media”; conference: “The Urgency of Thought”, “Beyond the crisis in the humanities trans-disciplinary transformations of contemporary discourses on art and culture”, Summer school in comparative conflict studies, Summer School for Sexualities, Cultures and Politics etc.) and has the necessary know-how and capacities for financial as well as for technical project management. With the knowledge and experience of our researchers and students, Faculty of Media and Communications will contribute to the realization of this project in:

- investing its own scientific resources by including researchers with experience in gender studies, media and communication, and other related social sciences;
- preparing papers for related conferences in country and abroad;
- organizing the events of the project;
- promoting the events of the project, ideas of the project and researchers on the project

The vision of the CAS SEE UNIRI is to promote freedom of research and to ensure the prerequisites for innovative, intellectual and scientific development, by strengthening the transnational and regional scientific cooperation on social issues such as human rights, democracy and public policy, encompassing topics of more just and human coexistence. We are strongly determined to support the partner universities in operative and most concrete manner. We are ready to share the collegial responsibilities and clearly define our rights in undertaken assignments. Our administrative machinery is efficient and transparent and as our team has already worked together on other similar projects, we are flexible in sharing tasks. As we are experiencing smooth communication in preparation process and are open to continue such practice with our new partners and fellow colleagues.

CESI co-operates with the University of Washington on a Study Abroad Programme. Other partners

include: DAAD Germany and Hamburg University, SERSCIDA PROJECT Establishment of National Data Service for Social Sciences. CESI has cooperation with Human Rights Centre, University of Sarajevo, Essex University, UK, Gothenburg University, Sweden, Belgrade University, Serbia, University of Ljubljana, Slovenia, University of Zagreb, Croatia. Also participating in the initiative of Women's International League for Peace and Freedom (WILPF), on a project CESI with 'women organising for change in Bosnia and Syria'.

C.2.4. Increase in integration in international scientific networks

The DUK nurtures and supports various research fields, out of which the relevant ones for this cooperation include: continuing education, European integration, image science: digitalization and European iconography, information and knowledge engineering, knowledge and communication management.

The Faculty of Media and Communications has employed over 100 regular and visiting professors and teaching associates, including visiting professors from Columbia University (USA), University College London (UK), University of Maine (USA), Universität Wien, University of Ljubljana, etc. In its network, FMK closely collaborates with some of the leading Serbian thinkers, philosophers, writers and sociologists and organizations like Belgrade Circle, Centre for Women Studies, Institute for Philosophy and Social Theory, etc. The Faculty also has a broad collaboration with renowned editors, journalists and marketing experts in different media sectors and marketing and PR agencies.

The integration in international scientific network is not only an abstract expression here but also a very concrete experience that the CAS SEE UNIRI is already dealing with. The perspective according to which we will be able to analyse and give an original output on the data, will allow us highly sophisticated and responsible research position free of any authority not based on intellectual fairness, objectiveness, and political neutrality. The data are for the purposes of method development and testing on a limited sample collected in Austria – protocols, pictures, videos, recordings of the young people from migrant families with Balkan background – and we are participating online in the data collection and in seminars and country teams in the analysis. As the perception of gender roles, citizenship and feeling of belonging covers an extremely complex and vulnerable domain of research, our knowledge and expertise can only gain in its quality through such interaction and processes of integration. Fully motivated to disseminate our findings at conferences and workshops, we are ready to actively participate in its organisation.

CESI University of Sarajevo was established with the support of UNHCR, Faculty of Political Sciences and University of Sarajevo. CESI is cooperating with number of governmental, nongovernmental, international and research organizations and with respected individuals from academic community. And previously mentioned SERSCIDA PROJECT Establishment of National Data Service for Social Sciences.

C.3. Results and sustainability

C.3.1. Potential impact for the beneficiaries

i) Building up a strategic partnership as a core-group of university partnerships for applying for EU funded research programs. Each of the four partners has a chance to increase their opportunities for conducting research and scholar exchange.

ii) The benefit on the national level for Austria is the ability for deeper understanding of the identity formation process within one of the largest migration groups (if observed as countries of former

Yugoslavia). For Bosnia and Herzegovina, Croatia, and Serbia, the exchange creates significant resources to understand migration itself (the “brain drain” is a great issue in each of the three countries) and to find ways of dealing with this challenge.

iii) All partner universities can develop seminars and lectures structured as multi-disciplinary courses based on the trans-disciplinary research approach. Each of the scholar groups (psychologists, philosophers, political scientists, sociologists, communication scientists) brings in their research and interpretation approaches of the social phenomena.

iv) Benefits for the students of each of the partners: having an opportunity for a training using a trans-disciplinary teaching method, and an opportunity for expanding their expertise in a wider European context.

v) Pilot-testing a new methodological approach to fill the technological gap in researching millennial and later generations, and understanding the media interactions impact for the older generations. Developing a model for data collection and analysis of transnational identity. Developing a multilingual research model for off line and on line settings.

C.3.2. Sustainability beyond the funding period

The aim of the strategic partnership is the development of a sustainable network of universities based on mutual understanding, which is provided through this experience of the common research project. This network can be driver for further joint research and teaching activities, not only between those four partner universities but also in a broader context.

i) Efficient teams for further joint research applications

The specific political situation and economic situations of the four countries allow for sustainable possibility for joint application for research funds – including Horizon2020 and similar funding opportunities.

Another possibility that opens with this cooperation is a joint application for scholars’ exchange programmes.

ii) Socio-political context within the countries – Serbia, and Bosnia and Herzegovina have a very limited research budget coming from the state, so forming a mutually beneficial network with EU member state’s universities increases chances for applying for larger international research funds, also aimed at EU enlargement strategies. The two EU universities acquire partners for applying for research funds at institutions supporting European non-EU partners. The same applies to scholars exchange funds.

iii) The partners plan to develop joint courses on the topic of sociological research methodologies, as well as on gender construction. The partners might be interested to develop joint courses on different key aspects of gender formation (migration, media, and trauma survivors) depending on the research results.