

# Evaluation

Find your undiscovered social network

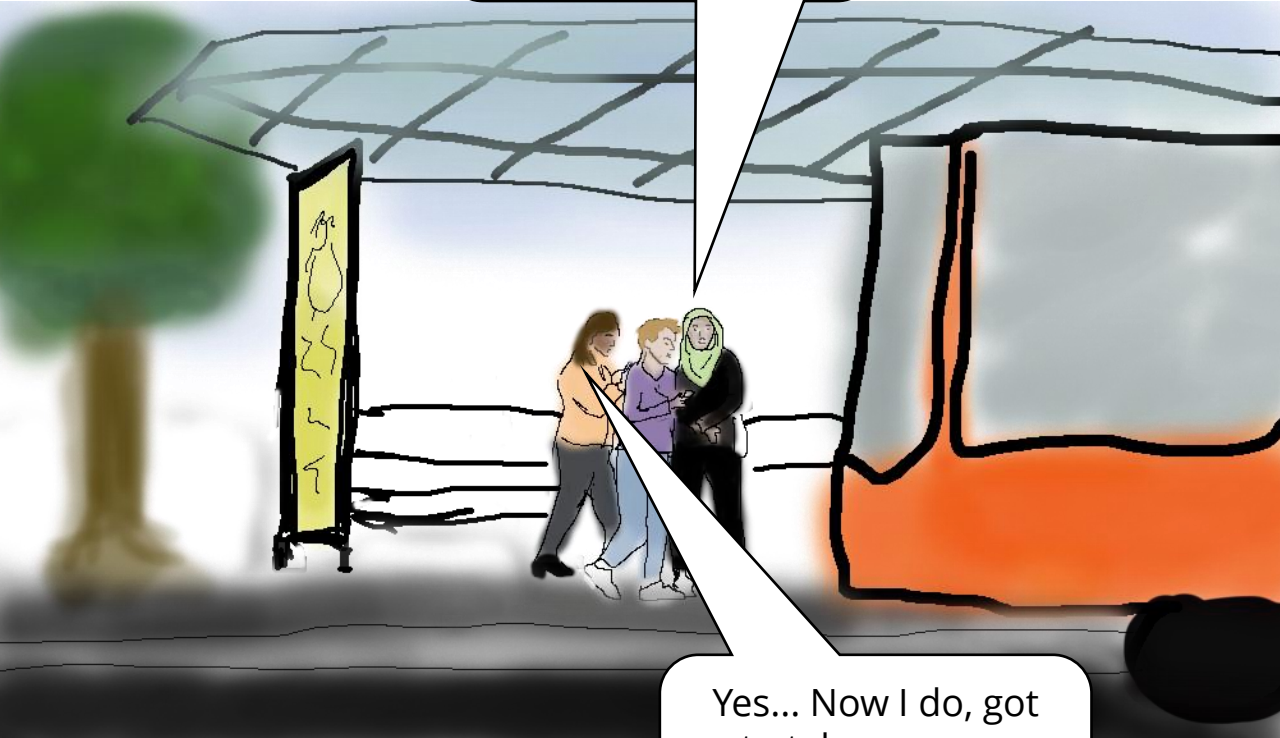


# Why?

Involuntary loneliness is increasing in society and it is increasing among young adults. Promotion and preventive measures make a difference for us to feel included, find relationships and contexts that create belonging.

The start of school, when students come to a new city and new education, is important and sometimes crucial for the study period. Here, meetings, relationships and groupings are created that can give friends and create well-being during the study period and for life. Studies also show that students drop out of their studies because they do not find social contexts, activities and relationships that create well-being.

Hi, Anna was it huh?  
Do you also travel  
with this bus?



Yes... Now I do, got  
to take over my  
sister's apartment in  
town...

But how  
smooth! How do  
you like it there?

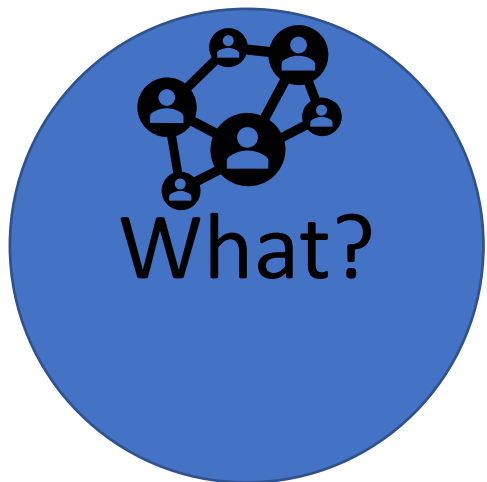


Well, school  
hasn't really  
started yet. So  
it's a bit lonely...

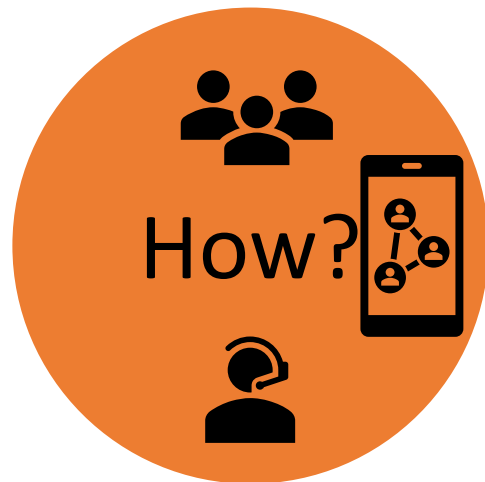
# Goal

To create space for students to meet other students and opportunities to find different forms of contexts to thrive in.

That more students complete their studies and have a positive experience of their studies at Karlstad University.



Meeting place: "Find your undiscovered social network" with the purpose of making new contacts.



Physical meetings that include and identify different students' needs and interests. Activities are co-created based on them.



Four meetings during the spring semester 2023.



FOR students BY students, with support from actors.

# Rollercoaster

## Vad är det?

Uppvärmningsövning och/ eller incheckningsövning för att känna av stämningen i gruppen

## Användning

Denna metod kan användas under alla typer av möten för att skapa gemensam bild över deltagarnas sinnesstämning/ känslor inför mötet.

## Förväntat resultat

Metoden ger en överblick av deltagarnas andra påverkande faktorer för måendet



Tidsåtgång: 5-15 min

Warm-up exercise

# Common denominator

## Vad är det?

Lära-känna övning

## Användning

Denna metod kan användas under alla typer av möten för att lära känna varandra.

## Förväntat resultat

Alla deltagare i gruppen har fått reda på varandra genom att hitta som många gemensamma nämnare som möjligt.



Tidsåtgång: 5-20 min

Get to know-exercise

## Genomförande

1. Dela in i grupper (ca. 4-5 st/grupp)
2. Gruppen ska under 5 min hitta så många gemensamma nämnare som möjligt

Tidsåtgång: 5-20 min

Idea generation/ brainstorming

# Create a persona

## Vad är det?

Idéövning som syftar till att samskapa idéer utifrån deltagarnas behov och intressen.

## Användning

Denna metod kan användas under alla typer av möten för att lära känna varandra. Det kan ibland vara lättare att utgå från en persona. "Det är inte du och inte jag."

## Förväntat resultat

Gruppen har tagit fram en persona som är en beskrivning av gruppens gemensamma nämnare.

## Genomförande

1. Slå tärningen för att namnge er persona.
2. Applicera era gemensamma nämnare på pappret med personen på
3. Diskutera i gruppen hur personen vill träffa nya människor. Introvert/Extrovert, på en lugn promenad, en livlig restaurang. Det som skulle passa dem i gruppen bäst.

Methods/  
exercises

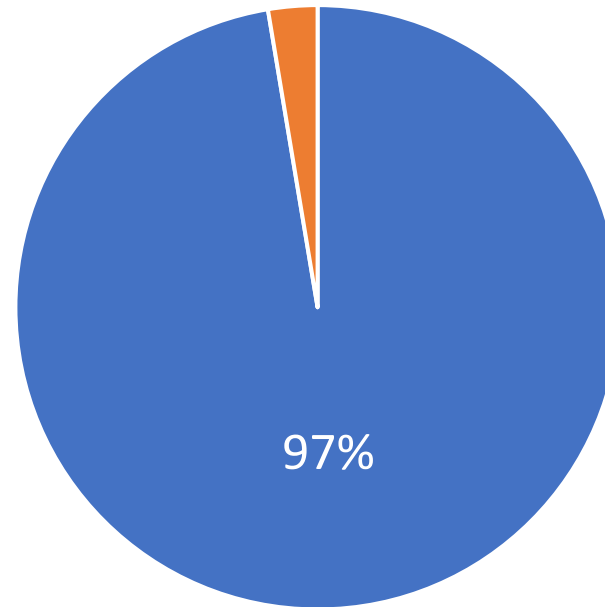


# Activity evaluation

After each session, the students were asked about their experience of the meeting place "Find your undiscovered social network".



Was the activity a good way to meet other students?



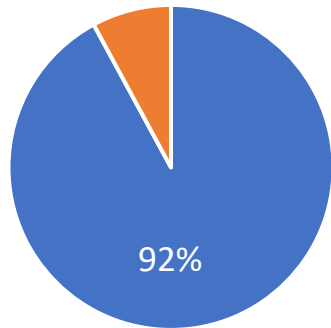
■ Yes ■ No

“Great initiative,  
important and  
important for  
students”



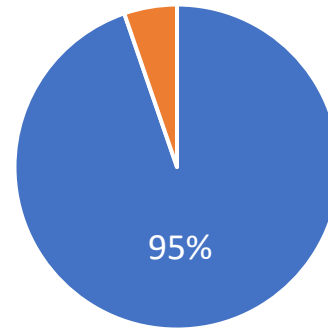
# Place, time and duration

Was it enough time to see each other for one hour?



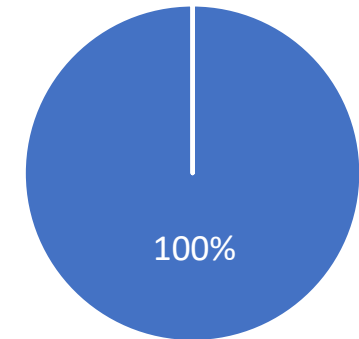
■ Yes ■ No

Was it good to meet over lunch?



■ Yes ■ I prefer fika

Was the place Solsta Inn a good place to be seen?



■ Yes

n=38

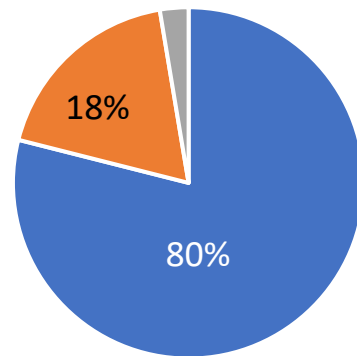
"A little longer would be needed"

Vi gör detta ihop!

"Would have preferred coffee as I think it's hard to eat a lot with people I don't know. But good food!"

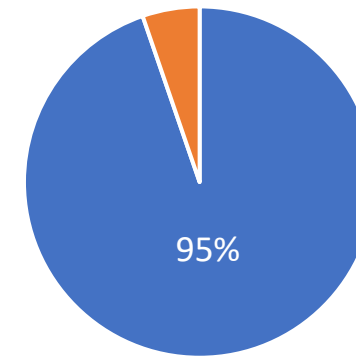
# Value creation, development and contact

Did it create value for you to participate today?



■ Yes, absolutely ■ Don't know yet ■ No

Did the exercises help you get to know the other person around the table?

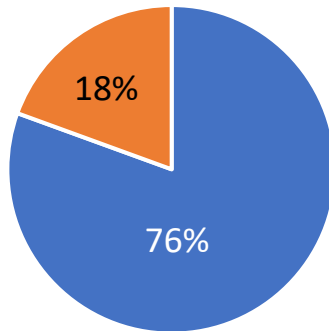


■ Yes, absolutely ■ No

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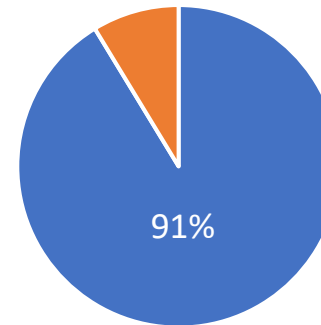
# Interest in participating

Would you be interested in attending a similar meeting?



■ Yes, absolutely ■ Maybe

Can you recommend other students to participate?

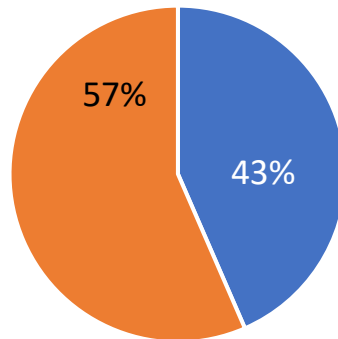


■ Yes, absolutely ■ Maybe

n=38

# Recurring and further contact

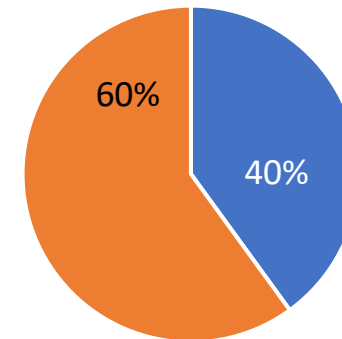
The meeting "Find your undiscovered social network" has been arranged before. Did you participate then?



■ Yes ■ No

n=23

Have you had continued contact with someone you met for the first time at a previous meeting?



■ Yes ■ No, but it would have been fun

n=10

# Impact evaluation

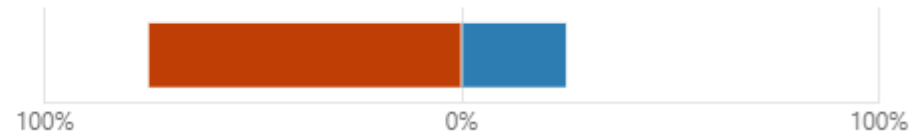
Everyone who participated in the meeting place "Find your undiscovered social network" has received follow-up questions about the need to meet new contacts, whether the meeting place has created value and about any effects of the activity in the longer term.

# Need for contact/ feeling of loneliness

I am happy with my friendships and relationships

■ Stämmer helt ■ Stämmer ganska bra ■ Stämmer delvis inte ■ Stämmer inte alls

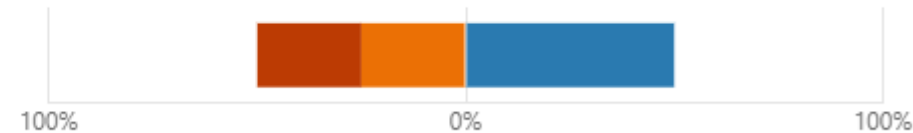
Gradera



I want to meet new friends

■ Stämmer helt ■ Stämmer ganska bra ■ Stämmer delvis inte ■ Stämmer inte alls

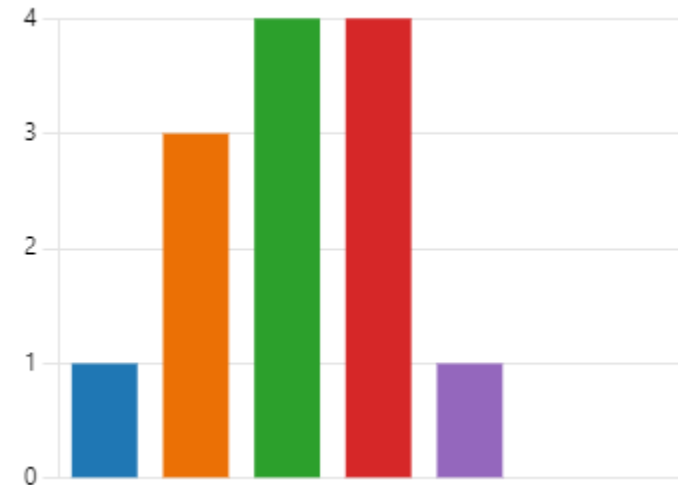
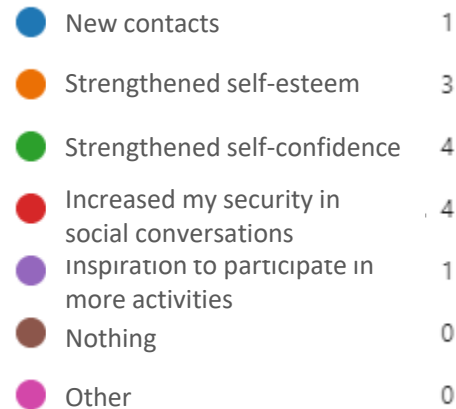
Gradera



n=8

# Value creation, development and contact

The "Find your undiscovered social network" community has contributed to the following for me:



n=8



# Summery

In the development of a social meeting place for university students, 42 (unique) students have been involved in the development and participation.

Based on the tool "Campaign to End Loneliness", we have conducted both surveys and interviews with the target group and seen that:

- 97% said that this type of event can create social connections
- 95% said that the exercises helped to get to know others
- 93% felt included, 7% partially included
- 94% are willing to participate again
- 91% can recommend others to participate at the meeting place
- 79% stated that it was valuable

# Sammanfattning

- In qualitative expressions, the students believe that the meeting place has above all contributed to strengthened self-esteem and self-confidence and increased security in social contexts, but also new contacts and inspiration to participate in more social activities.
- The project adopted a promotion prevention perspective to prevent or reduce loneliness and isolation before it became a major problem. Everyone who participated in the meeting place has therefore been curious and in need of meeting new friends. About 50% state that:
  - they are satisfied with their friendships and relationships,
  - have enough people that they feel comfortable asking for help
  - their relationships are as satisfying as they want

# Expressions from co-creators

The people involved say that it has been a fun, challenging and developing process to participate in. They describe it like this:

"It has been a completely new way of working to work more creatively and co-creatively. Enriching and rewarding, as we have used different skills and made different perspectives visible. Working co-creation together with students has been incredibly valuable. Prototyping and testing has led us to put down ideas that have not created value and improved the ideas that better meet the needs that exist. New concepts and guiding principles have been created – strongest that what is designed should create value!"

# Expressions from co-creators

"It's unusual to work without knowing what to design. However, we have dared to trust the process, that each step has provided new insights and taken us forward."

"It has been great to see how we have been able to engage and mobilize many actors and work together in a short time. Lack of time is sometimes good for getting started and DOING and testing, which creates learning on the journey. During the project, it has created space for us to experiment and it gives us more security to continue doing it going forward. The corona pandemic has made it easier to rethink, think new and start from needs."

# Expressions from co-creators

"Karlstad University will implement and further develop the meeting place together with the students with design as a work process and tool. The inclusion design creates in the co-creative processes supports both engagement, implementation and loneliness in itself. The process, tools and exercises that the project has packaged provide good support for further development. The university also has a couple of internal departments that can support and coordinate innovation-driven work."

# Summery

- The social meeting place for students has been developed by the target group and supporting actors. It has been based on the students' different needs regarding how they want to make new friends. Conscious choices from an inclusive perspective for accessibility have characterized the design of time, place and structure.
- To make it understandable and meaningful, we have tried out how image and text material needs to be shaped to communicate in the right way and attract the target group. Reaching the "right" and most needy target group is difficult. An important part of communication and design is that it should not be perceived as stigmatizing. The message needs to be accurate and used in channels that reach the target group.

# Summery

- We have also deliberately shaped the AV students FOR students with driven, supportive actors back office. It was important for the students who was the sender if the service was to feel attractive, reliable and safe.
- Content and structure have also been designed through conversation and collaboration exercises where visualizations and creativity have been in focus. The arrangement has supported the conversation to get to know each other in a prestigeless and fun way.