



## EYCAdeMy –

*Development of a permanent European Youth panel for comparable qualitative youth research in Europe on the basis of Focus Groups.*

*A Project of the European Youth Card Association supported by the European Commission and the Council of Europe.*



### QUALITATIVE YOUTH RESEARCH PROGRAM

EYCAdeMy is a qualitative youth research program that is combined with a Train-the-Trainer strategy in order to educate high level Focus Group experts in a maximum number of European countries (38 EYCA member countries) within a sustainable and dense network.

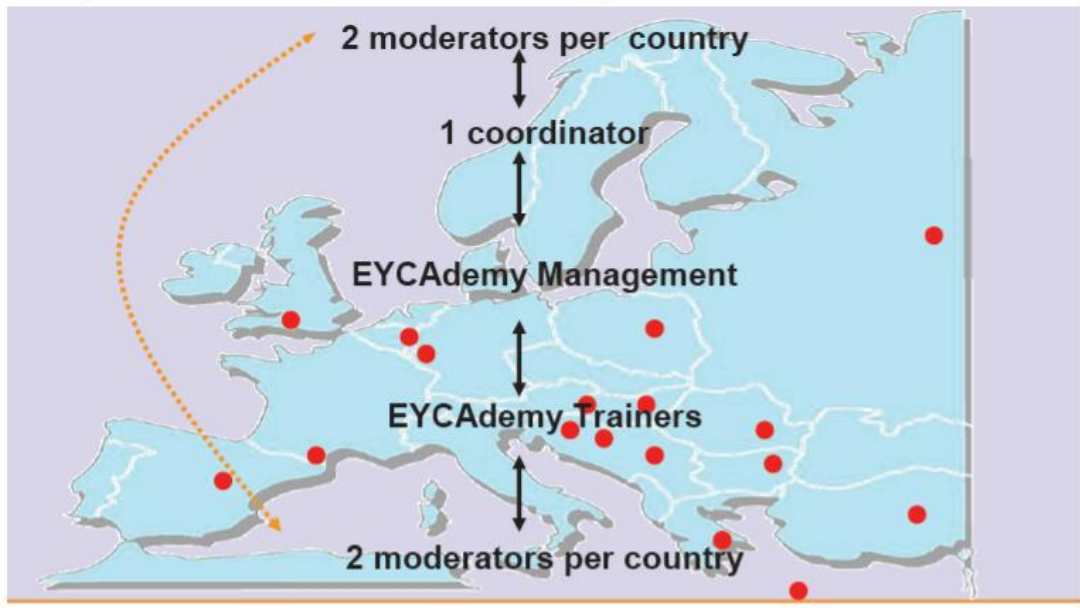
The whole training program lasts three years and consists of three levels that are interlinked and provide space for training of Focus Group moderation skills, social research basics and trainer skills.

EYCA as an association creates a new training system, the EYCAdeMy, that supports youth research for the EYCA members (by 2007 in 17 countries) and invites all EYCA members to develop Focus Group moderating skills within their own organisation.

## EYCADEMY HISTORY - NETWORK'S ENLARGEMENT

- § Starting off in 2003 the first experiences towards the education of young peoples' training to execute qualitative research were collected under the project named "Youth builds Europe".
- § Reacting to the strong interest of the EYCA member countries that could not yet take part in the project, the need for an even better framework emerged so that the high quality standard can be guaranteed. This led to the concept of EYCAdeMy, securing also the expansion of the numbers of young people trained.
- § After the two first years of the EYCAdeMy (2005 and 2006) a considerable panel of young youth researchers (in up to 17 countries) is available to hold Focus Groups and deliver national reports and a comparative international report on the same research issue.

### Structure of "EYCAdeMy"



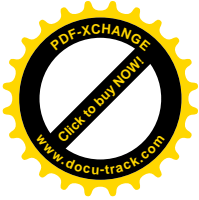
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## FOCUS GROUP MODERATION

The methods used to exchange examples of good practice and to disseminate the results.

- § At the EYCAcademy a long-term educational system for qualitative youth researchers, Focus Group Moderators, has been developed. The young trainees get as a second step the opportunity to become national EYCAcademy Trainers themselves in their own country. This secures a widespread panel of youth researchers throughout Europe.
- § Focus group method involves people assembled in a series of different groups that possess certain characteristics. The Focus Group discussion provides valuable data of qualitative nature but must be lead by a certified moderator and an assistant.
- § The major difference to quantitative research being, that by using Focus Groups the reason 'why' young people hold a certain opinion about a given subject versus 'how many' becomes transparent.
- § Only when equal moderation and reporting strategies are used for the different groups in different countries, the results can be valid for international comparison. This is essential for the success of the EYCAcademy.
- § Annual Research results (national/international) on youth matters are published within the EYCA countries that are part of this project but also to all EYCA members, participants and via elaborate dissemination strategies to the general public.
- § The similarities and differences of the local and national circumstances are visible in the final international report.



## EYCADEMY RESEARCH SUBJECTS

- § 2003 – White Book of Youth
- § 2004 – Preferences in Youth Information and Media Perception
- § 2005 – Youth Participation versus Leisure Time
- § 2006 – Diversity of Society on Local Level

The active participants of the Focus Groups are recruited from national youth organisations or other youth institutions like schools, youth clubs, youth service networks, student forums, etc. that also show interest in the research subjects. Their experience in Focus Groups is that they are taken seriously no matter what personal point of view they have – there is no right or wrong in Focus Group discussions, there is only noticing and reporting.

Comprehensive national and international research reports of the years 2003 – 05 are available on demand at the EYCA office (pr-communication@eyca.org).

## THE PROJECT'S CONTRIBUTION TO OTHER COMMUNITY POLICIES

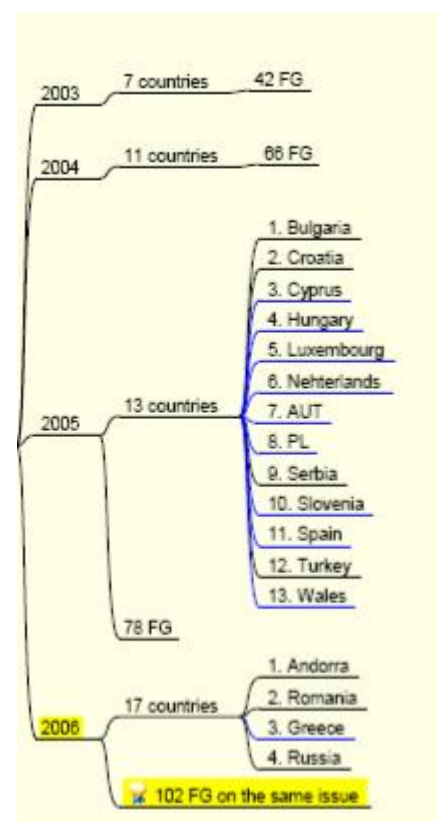
Depending on the research subject, this method of qualitative research may contribute to design new or other ways of participation, creativity, networking than it is the case now.

And certainly the results of the group discussions that are presented in the reports are a valuable contribution to getting young people more involved in politics.



## PARTICIPATING EYCA MEMBER ORGANISATIONS

Andorra	Carnet Jove Andorra, Centre Cultural La Llacuna, C/ Mossèn Cinto Verdaguer, 4-6, 2n pis , Andorra la Vella
Austria	EURO<26 Austria, Glockengasse 4d, A-5020 Salzburg
Bulgaria	EURO<26, 2, Ruen street, 5300 Gabrovo
Croatia	EURO<26 Hrvatska, Savska 5, 10 000 Zagreb
Cyprus	Karta Neon EURO<26, 90E, Archbishop Makarios III Avenue, 1077 Nicosia
Greece	Institute for Youth, 417 Acharnon Str. 11143 Athens
Hungary	EURO<26 Kht., Hárfu u 2/a, 1046 Budapest
Luxembourg	Centre Information Jeunes, Galerie Kons, 26, Place de la Gare, L-1616 Luxembourg
Netherlands	CJP Netherlands, Marnixstraat 317, 1016 TB Amsterdam
Poland	EURO<26 Poland, Dlugi Targ 11/13, 80-828 Gdansk
Romania	Association EURO<26 Romania, Valter Maracineanu Str , nr 1-3, Intrarea 5, Etaj 4, Camera 337, 010155 Bucharest 1
Russia	Russian Union of Youth, 3/13 Maroseyka, 101990, Moscow
Serbia	EURO<26 Serbia, Beogradska 23/I, 11000 Belgrade
Slovenia	Movit, Gregorciceva 3, 1000 Ljubljana
Spain	Madrides Jovem, José Ortega y Gasset, 71, 28006 Madrid
Turkey	Youth for Habitat, Fulya Mahallesi, Mevlut Pehlivan Sokak, Ali Sami Yen Apt. 8A/2, Mecidiyekoy-39394- Istanbul
Wales	Canllaw Online, Caerphilly Business Park, Suite 5, The Octagon, Van Court, Van Road, CF83 3ED Caerphilly





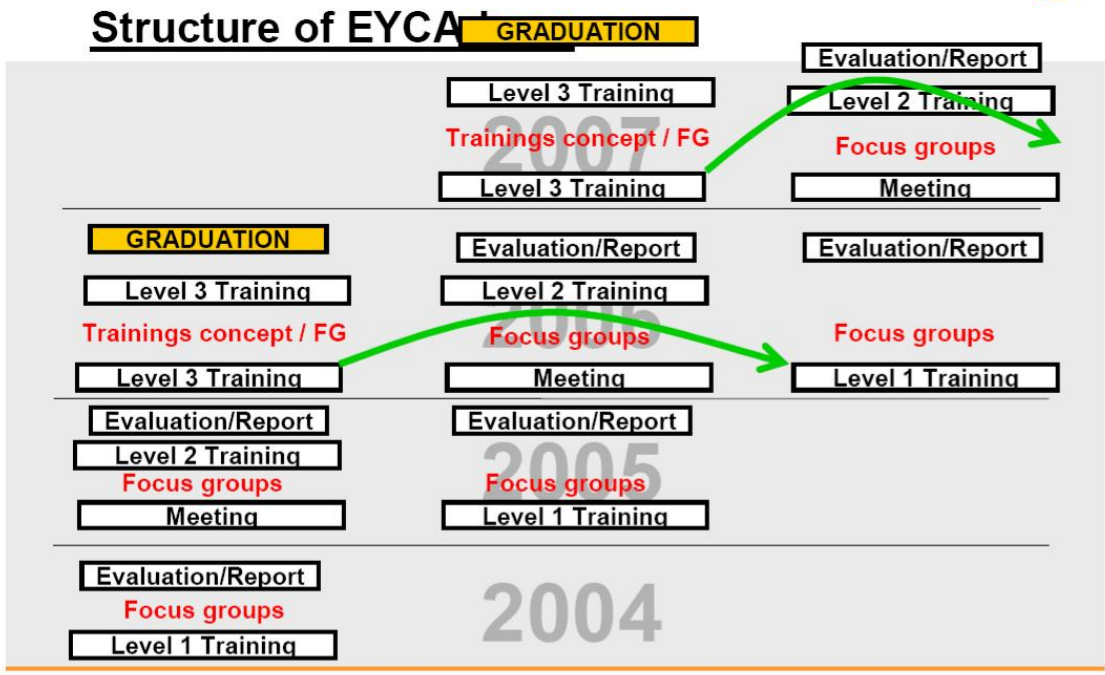
## Structure of EYCAdeMy

Trainer	2007	Level 2
Level 3	2006	Level 1
Level 2	2005	
Level 1	2004	

European Youth Card Association

The goal of the EYCAdeMy project is the training and education of focus groups moderators and to build in the development towards a network of highly professional trainers in the 38 EYCA member countries with the purpose of having a permanent multiplication of the system on the national levels.

An infrastructure for future comparative qualitative youth research in various European countries is simultaneously created.



European Youth Card Association

With using this method EYCA wants to be on the pulse of young people's interest and opinion's.

It is deeply linked to our existence as youth cards to address young people's need, give them access to information that is useful for their personal development etc.

With this method we extract on all levels (regional, national and international) the necessary information to provide a reliable basis for youth policies and to be a valuable partner for European institutions about youth issues in future.