

Developing an intergroup communication intervention curriculum: Enhancing workforce skills across generations

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This chapter describes a community-based participatory research project that embraces opportunities to augment the skills necessary to excel in an increasingly diverse workforce, especially in terms of proficiency in communication, social interaction, and technology. The Intergroup Communication Intervention (ICI) provides needed technology skills training to older adults in a community setting to improve intergroup relationships, foster positive civic attitudes and skills, and reduce ageist attitudes of younger adults. Participants build workforce skills necessary for future success as the project advances group and interpersonal communication skills across generations using technology pedagogy to bridge the divide. The ICI approach is systematic and grounded in theory. Analyses across the project's last three years demonstrate how communication processes ignite the powerful bonding that can occur over technology. This chapter encourages future research with similar goals of using longitudinal, communication studies to enhance community, competencies, and the future workforce.

Full chapter available on Scholarworks - <http://bit.ly/ICI-Workforce>



More information on this project:

Community Works Journal

Digital Native, Meet Digital Immigrant: Building Intergenerational Relationships Through a Technology Literacy Project by Dr. Kate Magsamen-Conrad

http://bit.ly/ICI_CWJ

YouTube videos of ICI Tablet Project

<http://bit.ly/ICIchannel>

Local NBC 24 news coverage of ICI Graduation

<http://bit.ly/NBC24Coverage>

BGNews Feature on ICI Tablet Project

http://bit.ly/ICI_PublicAffairs

ICI Tablet Facebook Page

<http://bit.ly/ICI-FB>



A student photographs participants with their graduation certificates and with student instructors from the Spring 2015 tablet workshops at the Bowling Green Senior Center.