

Activity 1: SWOT analysis, University of Potsdam (UP)

		Topic assessed: cooperation between practitioners and researchers at new media and ICT in ULLL in University of Potsdam (Germany)	
		Helpful in achieving the objective	Harmful in achieving the objective
Internal Factors	Strengths	Weaknesses	
	<ul style="list-style-type: none"> • direct and active dialogue between technology and education, agenda negotiated together • concrete place and time for dialogue • open, concrete and self-structured dialogue • concrete development task • academic discussion established on purpose • impact on all participants (for example, rethinking learning methods) • concrete outcomes (a new e-journal) 	<ul style="list-style-type: none"> • discussion forums based mainly on one active person • difficulty to adjust technology into learning and teaching theories • different power positions cause friction between different actors (researchers vs. practitioners) • different aims and needs • discussions serve different purposes (no need for researchers, but useful for practitioners) • learning research skills is a long process 	
External Factors	Opportunities	Threats	
	<ul style="list-style-type: none"> • potential to distribute responsibilities and to share key roles • potential to create institutional structures for dialogue • “dialogue coordinator” • Appreciation at management level to promote dialogue (award, salary...) • Concrete personal cooperation 	<ul style="list-style-type: none"> • key persons lose interest or possibility to promote dialogue • lack of time and different priorities (researcher want to develop new knowledge, practitioner want to develop solutions) • depends on (strong) personal relations 	