



**HanisauLand.de / HipharpigLand.de**

**An online children's project of the  
Federal Agency for Civic Education**

**A practical example of Web 2.0**



## What is HanisauLand?

- **www.HanisauLand.de launched 2002**
- **for children aged 8 to 14**
- **information and entertainment to do with politics**
- **140.000 visitors and 900.000 page impressions per month (ivw)**
- **printed offsprings with a total of some 600.000 copies**



## What is HanisauLand?

- **two main focuses:**
  - Flash animated comic strip
  - lexicon with some 700 entries
- **Plus:**
  - calendar with about 500 entries
  - book and film reviews
  - games
  - tips for teachers
  - English: [www.HipharpigLand.de](http://www.HipharpigLand.de)



What is HanisauLand?



- **HanisauLand = HipHarPigLand:  
Land of the Hippos, Hares and Pigs**



What is the purpose of HanisauLand?

- **entertaining and not too obviously didactic**
- **live in a democratic society**
- **get children interested in politics**
- **teach basic political concepts and democratic values**



## Who uses HanisauLand?

- the target group - children 8-14
- plus
  - adults
    - as parents and teachers
  - teenagers



## Our concept

- **combination of information, education and entertainment**
- **using formats, popular with children:**
  - internet
  - comics
  - games



## Interaction with the children – Web 2.0

- **proposals for entries in the lexicon**
- **comments on books and films**
- **mail box for all kinds of messages**
- **questions in the lexicon**
  - peaked at +2.000 questions per month
  - now limited to 50 questions per day
  - answered within 2 days
  - => used to improve articles
- **safe chat**



## Summary

- **communication with and between children on the website demands great personnel resources**
- **content requires expert competence**
- **quality assurance needs competent supervision at any time**





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