Can Europe foster Digital and Media Literacy?

CALLING EUROPE!
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- Mediawijs, Flemish Knowledge Centre on Digital and Media Literacy since 2013
  - Flemish: north half of Belgium, government funded
  - Knowledge Centre: research and best practice based supporting the field in reaching the public
  - Digital and Media Literacy: two sides of the same coin
“For a young person cannot judge what is allegorical and what is literal; Anything that he receives into his mind at that age is likely to become indelible and unalterable; And therefore it is most important that the tales which the young first hear should be models of virtuous thoughts.”

Socrates (according to Plato in The Republic)
Televisitis

- watching entertainment instead of studying, sleeping ...
- learning swear words
- it’s easy, it’s there, it keeps them of the streets
Classical Media studies / education

- self expression - culture/art education
- intercultural actions
- quality/canon - film education
- news - Kranten in de Klas
- harmful content: violence / advertising / body image - prevention / youth information
- 1997: Nicholas Negroponte, MIT: Internet will bring world peace by breaking down national borders.

“Twenty years from now children (who are used to finding out about other countries through the click of a mouse) are not going to know what nationalism is.”

- 2015: Zuckerberg to UN: Internet access can help bring world peace
Risks or moral panic?

“If the offline were like the online, it would be like knowing, only, how many children report crossing a road”

(Sonia Livingstone)

- Harmful/hateful content, cyberbullying, sextortion, cybercrime, grooming, digibesitas ...
Participation paradox:

“Those we think could benefit the most, participate in it the least”

- Digital divide - e-inclusion
- Access
- (E)-skills
- Quality of use?
Desinformation

- User generated content
- Online Youth Information? Big discussions …
- Native advertising / big data / filter bubble
- Propaganda (cf. radicalisation, Cambridge analytica)
- Fake news
- Fast & faulty news and misrepresentation
e-culture  e-information  e-safety  e-inclusion

Media wisdom
Media Literacy
‘(...) the whole of knowledge, skills and attitudes that allows citizens to deal with the complex, changing and mediatised world in a conscious and critical way. It is the ability to use media in an active and creative way, aimed at societal participation’ (Lieten & Smet, 2012).

- Modern & open vision on media literacy
  - Focus on active and creative use
  - Aimed at participation in society
  - All media - classic and new
  - Attention to, but not focus on risks
Mediawijsheid is een een competentie, waarbij je kennis, vaardigheden en attitudes inzet om actief, creatief, kritisch en bewust te ageren in onze gedeeltelijk digitale samenleving. Je hebt die competentie dan ook op veel terreinen in de samenleving nodig. Vandaar dat we de Mediawijs thema's, doelgroepen en contexten waarop we werken een held uitgebreide lijst kunnen worden. Hier een eerste aanzet.
Objective of Flemish Minister of Media:

Stimulate Digital and Media Literacy in Flanders

- with the public = campaigns
- through intermediaries (education, culture, welfare …) = training, tools and creating networks
- with mediasector if possible = info, network, check list
- from research and practical expertise
- supporting policy.
- Online (class) contest for 10-12-YO
- Together with public broadcaster children’s channel
- 5 webisodes of children’s soap
- At least 10 000 children every year
- Inspired by Mediamasters organised by Mediawijzer.net
- Training for
  - teachers
  - librarians
  - youth workers ...
- 90 participants, 3 locations, 3x9 sessies, project every year
- Video-MOOC
- Partnership: Linc, Cultuurconnect, Mediaraven
- Derivatives:
  - Adult literacy eduction
  - Heritage workers
  - People with disabilities
Nieuws in de klas

- Samenwerking Vlaamse Nieuwsmedia, Media21, Metro, PPress, VRT, VIAA …
- Jaarlijks min. 7000 klassen
- Partnership with e-inclusion organisations ABCentrum, Digidak, Vorming-plus ...
- Inspiration day
- Inspiratie booklets for campaigns
- Digital basic skills teaching material online
Medianest.be

- Website for parents about mediaparenting
- +20 academic and non-profit partners
208 young people with a migrant background have a dialogue with journalists about how they access news and how they think they are represented in it.

→ Video’s with 8 tips for editorial boards + training
No Hate Speech

- Coordinating Flemish platform for action Council of Europe
- Meer than 110 organisations, youth movements, Royal Belgian Football league, educational umbrella’s, universities ...
- Weetewa Vlogging contest with YouTube, MNM, De Ambrassade en Mediaraven
- Alternarrative: education about how to tackle hate speech without polarising more
B-BICO: Belgian Better Internet Consortium

Belgian network for main awareness initiatives, with ao FOD Economy, Privacy Commission, Unia, CCB, dept. Education ...

Safer Internet Day, joint actions supported by European Commission
Media literacy includes all the digital, cognitive, social, civic and creative capacities that allow citizens to access, interact and have a critical understanding of the media. These capacities allow citizens to participate in the economic, social and cultural aspects of society as well as to play an active role in the democratic process.

Media literacy addresses all age groups and covers any media or channels (radio, tv, press, internet, social media, ...). It is a dynamic concept that evolves together with technology and society.
But join forces
Keep it open and complete

Media Literacy in all aspects
It’s not a shouting match

Bad Media Literacy reinforces polarisation and bias.
It’s more than individual responsibility

It can only work when authorities / policy and industry (re)inforce trust
Digital skills are more than coding

In all policies (AVMSD, GDPR, Creative, Connect, Copyright, youth work, education, innovation, justice ...
Policy
Research
Strategy
Implementation
Local context
Support
Start-up
Scale-up
Structural
Budget it like innovation
Thank you