

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”

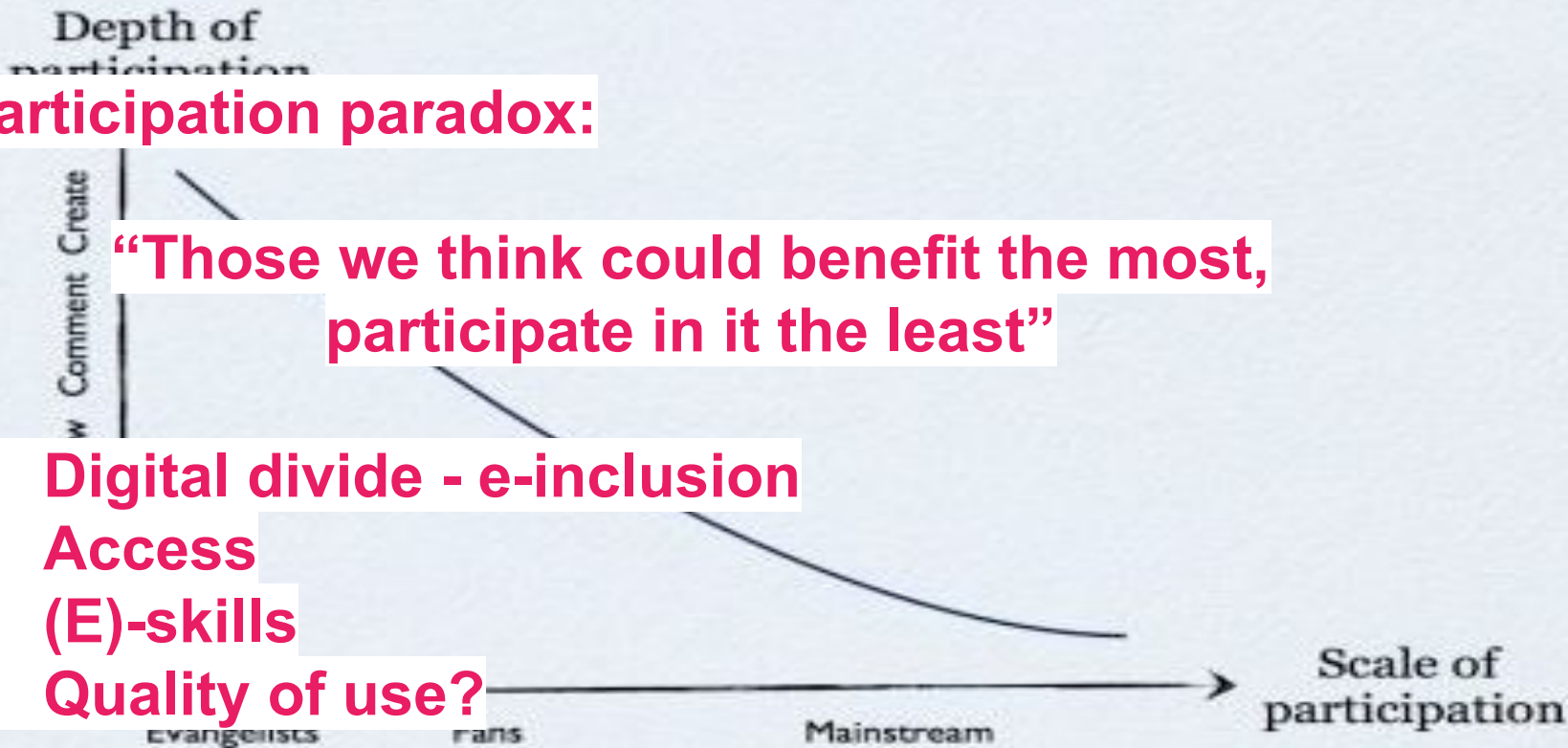
(Sonia Livingstone)

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

## Participation paradox:

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

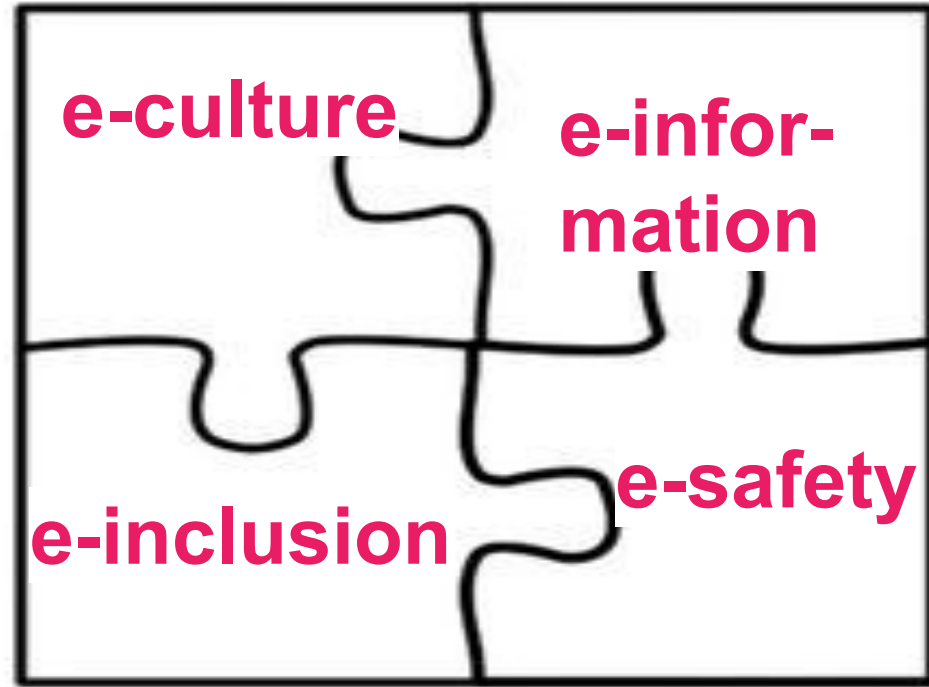
- Digital divide - e-inclusion
- Access
- (E)-skills
- Quality of use?





## 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

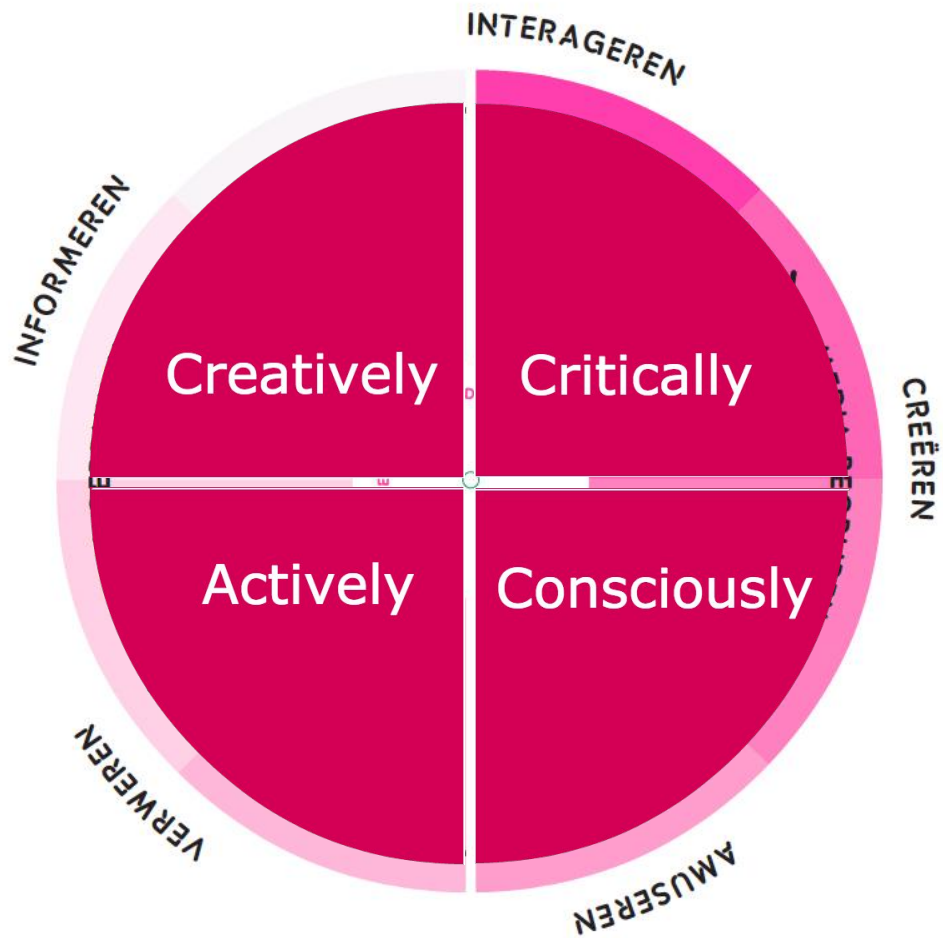


**Media wisdom**  
**Media Literacy**

# Media Literacy Concept paper Flemish Government (2012)

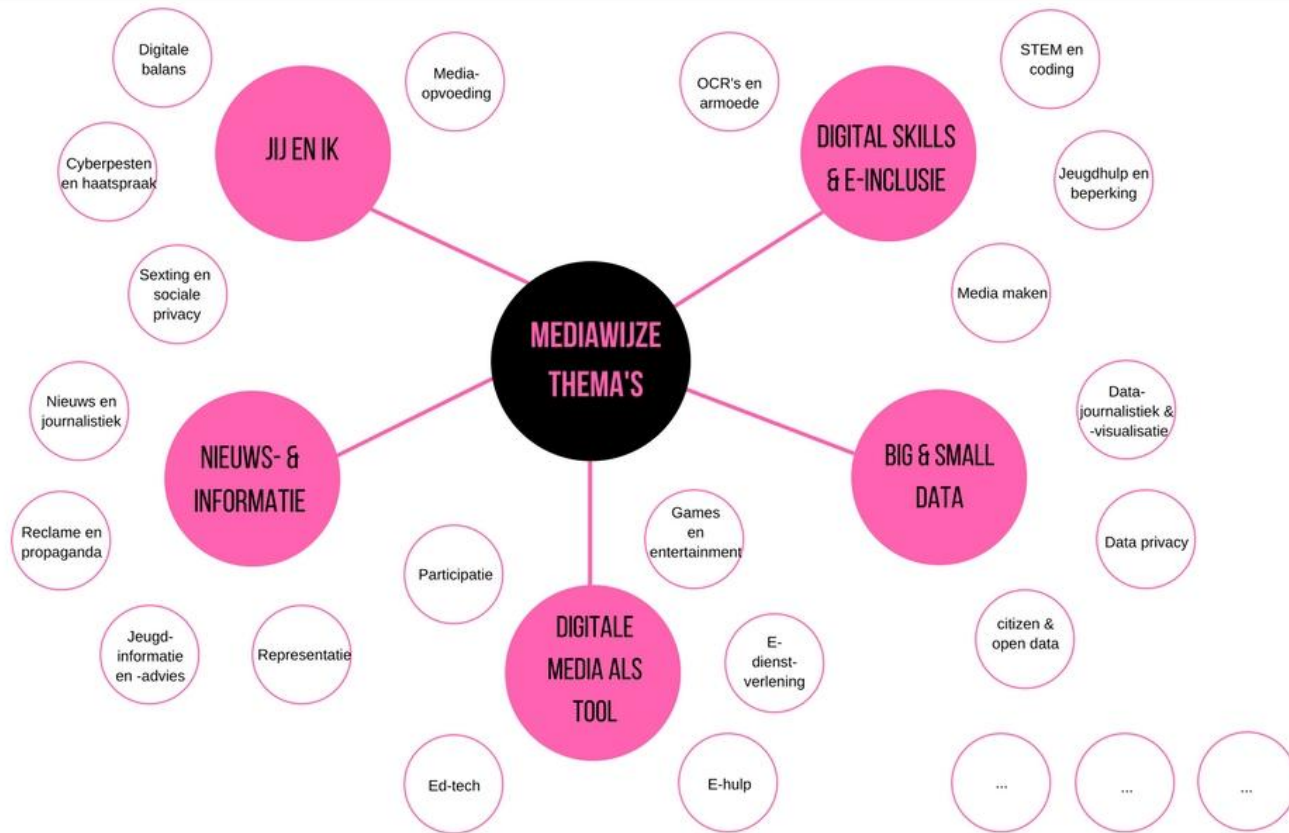
*'(...) the whole of knowledge, skills and attitudes that allows citizens to deal with the complex, changing and mediatised world in a conscious and critical way. It is the ability to use media in an active and creative way, aimed at societal participation' (Lieten & Smet, 2012).*

- 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



# MEDIAWIJZE THEMA'S

Mediawijsheid is een een competentie, waarbij je kennis, vaardigheden en attitudes inzet om actief, creatief, kritisch en bewust te ageren in onze gedeeliseerde samenleving. Je hebt die competentie dan ook op veel terreinen in de samenleving nodig. Vandaar dat we de Mediawijze thema's, doelgroepen en contexten waaraan we werken een heel 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 education
  - Heritage workers
  - People with disabilities



# Nieuws in de klas

- Samenwerking Vlaamse  
Nieuwsmedia, Media21, Metro,  
PPress, VRT, VIAA ...
- Jaarlijks min. 7000 klassen



# E-inclusie.be

- Partnership with e-inclusion organisations ABCentrum, Digidak, Vorming-plus ...
- Inspiration day
- Inspiratie booklets for campaigns
- Digital basic skills teaching material online



**De Krook: Aanbod op maat van elke Gentenaar - Pieter Duysburgh (Digitaal.Talent@Gent)**

# Medianest.be

- Website for parents about mediaparenting
- +20 academic and non-profitpartners



# rePresent

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





Co-financed by the Connecting Europe  
Facility of the European Union

# 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



CONSEIL SUPÉRIEUR  
de l'éducation aux médias



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.

# Media Literacy Expert Group

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## a good start

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**But join  
forces**



**GAPMIL**  
GLOBAL ALLIANCE FOR PARTNERSHIPS  
ON MEDIA AND INFORMATION LITERACY

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

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**Keep it open  
and complete**

**Media  
Literacy in all  
aspects**

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**It's not a  
shouting  
match**

**Bad Media  
Literacy  
reinforces  
polarisation  
and bias.**

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**It's more than  
individual  
responsibility**

**It can only  
work when  
authorities /  
policy and  
industry  
(re)inforce  
--- trust**

**In all policies  
(AVMSD, GDPR,  
Creative,  
Connect,  
Copyright, youth  
work, education,  
innovation,  
justice ...)**

**Digital skills  
are more  
than coding**

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european youth information  
and counselling agency



**Policy  
Research  
Strategy  
Implementation  
Local context**

**Support  
Start-up  
Scale-up  
Structural**

**Budget  
it like  
innovation**



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# Thank you

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