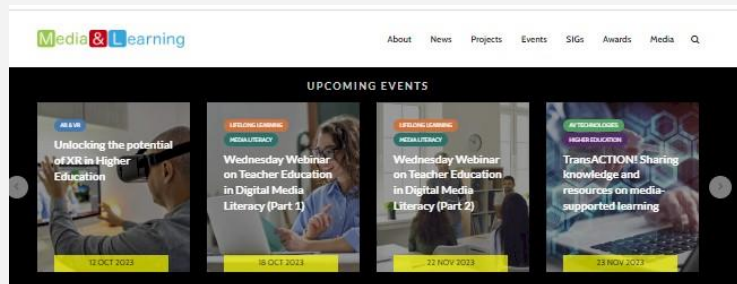


# Meeting the Challenge of Embedding Media Literacy in European Schools

Sally Reynolds

Media & Learning Association/EDMOeu

# Media & Learning Association



Founded in 2012 as a European not-for-profit (iVZW), to *promote and stimulate the use of media as a way to enhance innovation and creativity in teaching and learning across all levels of education in Europe*

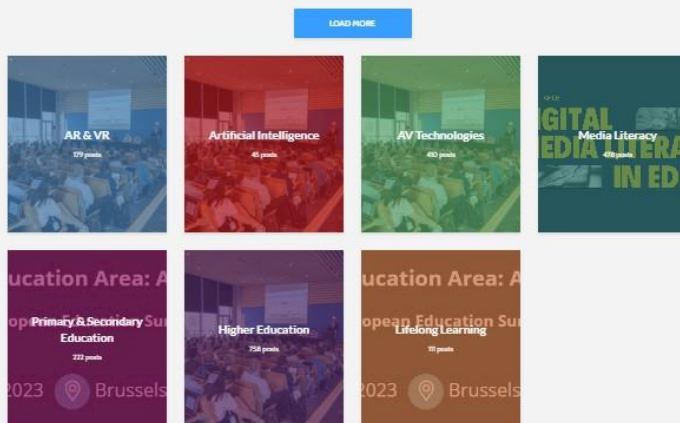
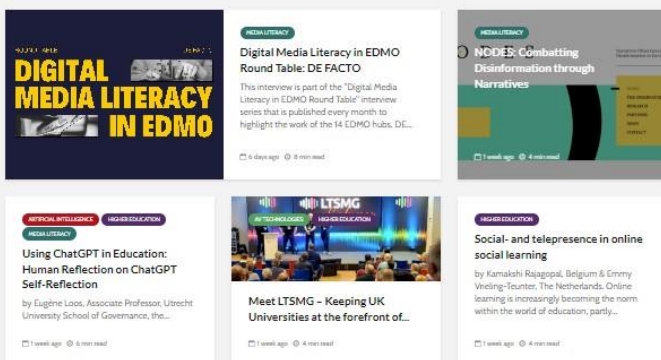
## Membership:

- 60 Organisational members
  - 10 Networking members
  - 7 Sponsoring members
- 20 countries including US, Australia, China

Secretariate near Leuven, Belgium



## Latest Articles



## Activities:

- Online and F2F events
- Community building
- Projects and productions

## Funding:

- Membership
- Events and services
- Projects and Initiatives

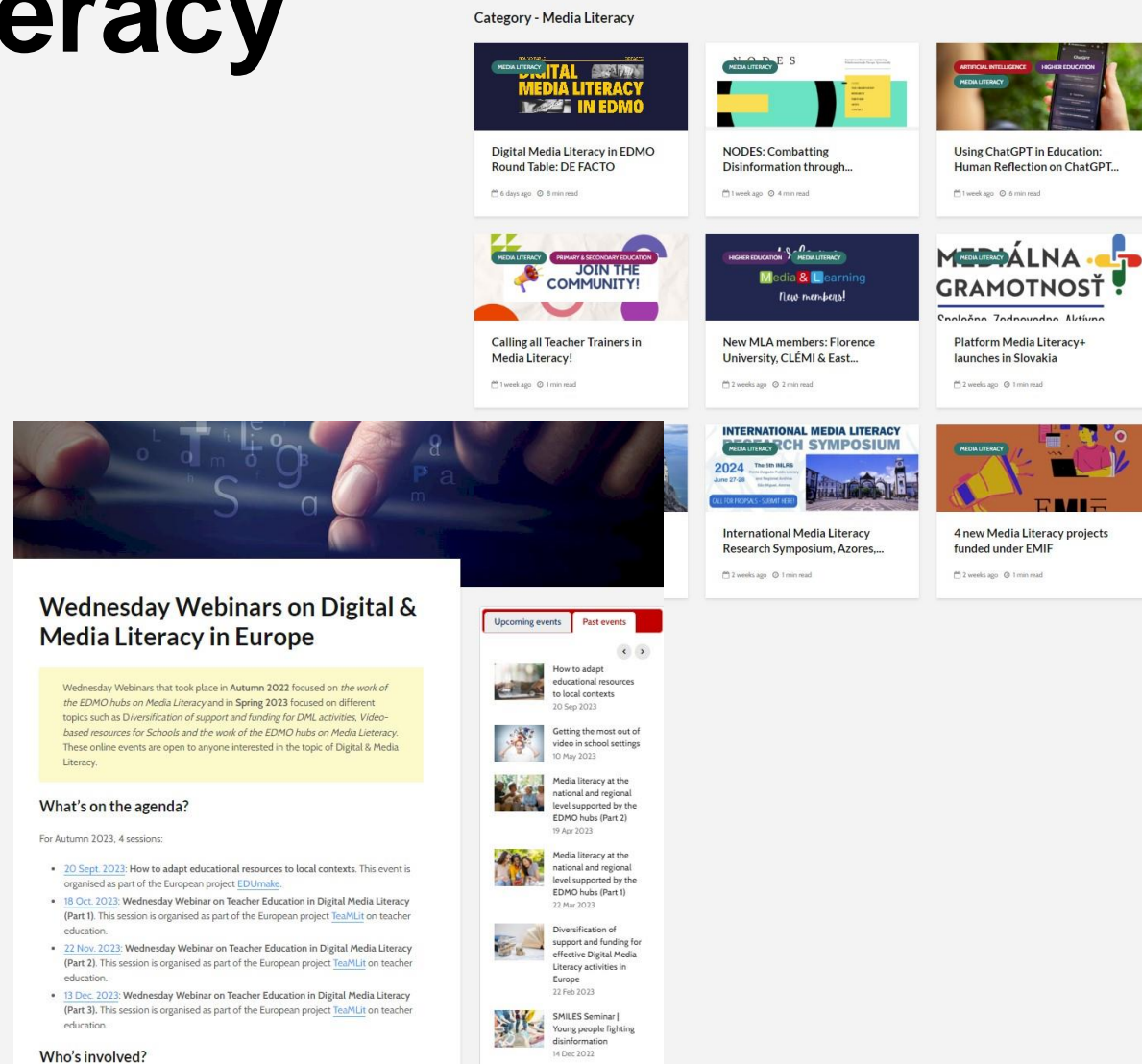
# Focus on Media Literacy

**Members include:** Mediawijs (BE), KAVI (FI), CLEMI (FR), Min Ed (LU), others: Education group (AT), Uni Florence (IT), Lusófona University (PT), teacher training depts of universities

**Special Interest Group** and project development activities

**Newsletter and social media** channels with a focus on ML

**Webinars and online events** open to all



Category - Media Literacy

- Digital Media Literacy in EDMO Round Table: DE FACTO (6 days ago, 8 min read)
- NODES: Combatting Disinformation through... (1 week ago, 4 min read)
- Using ChatGPT in Education: Human Reflection on ChatGPT... (1 week ago, 8 min read)
- Calling all Teacher Trainers in Media Literacy! (1 week ago, 1 min read)
- New MLA members: Florence University, CLEMI & East... (2 weeks ago, 2 min read)
- Platform Media Literacy+ launches in Slovakia (2 weeks ago, 1 min read)
- International Media Literacy Research Symposium, Azores... (2 weeks ago, 1 min read)
- 4 new Media Literacy projects funded under EMIF (2 weeks ago, 1 min read)

**Wednesday Webinars on Digital & Media Literacy in Europe**

Wednesday Webinars that took place in Autumn 2022 focused on the work of the EDMO hubs on Media Literacy and in Spring 2023 focused on different topics such as Diversification of support and funding for DML activities, Video-based resources for Schools and the work of the EDMO hubs on Media Literacy. These online events are open to anyone interested in the topic of Digital & Media Literacy.

**What's on the agenda?**

For Autumn 2023, 4 sessions:

- 20 Sept. 2023: How to adapt educational resources to local contexts. This event is organised as part of the European project EDUmake.
- 18 Oct. 2023: Wednesday Webinar on Teacher Education in Digital Media Literacy (Part 1). This session is organised as part of the European project TeamLit on teacher education.
- 22 Nov. 2023: Wednesday Webinar on Teacher Education in Digital Media Literacy (Part 2). This session is organised as part of the European project TeamLit on teacher education.
- 13 Dec. 2023: Wednesday Webinar on Teacher Education in Digital Media Literacy (Part 3). This session is organised as part of the European project TeamLit on teacher education.

**Who's involved?**

Upcoming events: Past events

- How to adapt educational resources to local contexts (20 Sep 2023)
- Getting the most out of video in school settings (10 May 2023)
- Media literacy at the national and regional level supported by the EDMO hubs (Part 2) (19 Apr 2023)
- Media literacy at the national and regional level supported by the EDMO hubs (Part 1) (22 Mar 2023)
- Diversification of support and funding for effective Digital Media Literacy activities in Europe (22 Feb 2023)
- SMILES Seminar | Young people fighting disinformation (14 Dec 2022)

# Role within EDMOeu

Partner in EDMOeu since December 2022  
– member of Executive Board and Director of Media Literacy - previously Advisory Council member

Responsible for Coordinating the Media Literacy work of the Hubs

Working group on Standards and Best Practice in Media Literacy

Leading EDMO working group on Media Literacy

Country profiles, training and external collaboration in relation to Media Literacy  
– one of the 4 EDMO pillars



## Latest News



The first pilot measurement of Structural Indicators published: lessons learnt, steps ahead  
[Read more!](#)



Assessing the Impact of Media Literacy Interventions: Best Practices and Insights  
In today's digital age, the effectiveness of media literacy interventions is more critical than ever.

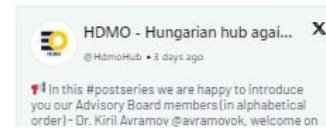


Digital Media Literacy in EDMO Round Table: DE FACTO  
Read the new interview on Digital Media Literacy in EDMO Round Table- DE FACTO.



CEDMO Special Brief on the Slovak Parliamentary Elections  
Slovaks will decide the future direction of their country on Saturday 30 September.

## Twitter Feed



## About EDMO






# Role within Better Internet for Kids

**Better Internet for Kids** Discover Policy Practice Resources Guide to apps Ev

Creating a safer and better internet for children and young people

The Better Internet for Kids portal provides information, guidance and resources on better internet issues from the joint Insafe-INHOPE network of Safer Internet Centres in Europe, and other key stakeholders.



Tell us who you are and discover interesting content for you:

- Children and young people
- Parents and carers
- Teachers and educators
- Organisations and industry
- Research and policy

Don't miss out on the latest updates – get the quarterly Better Internet for Kids bulletin

[Subscribe here](#)

BIK plan 2023-2024 – Media Literacy campaign led by EUN with input from MLA

Working through the Safer Internet Centres (SIC) network

Major Media Literacy campaign piloting spring 2024 – roll-out 2024

Majority of SICS identify Media Literacy as a significant challenge

# Current Projects and Initiatives

**TeaMLit:** Teacher education in digital and media literacy - providing guidance, resources and support for teacher trainers in Europe.

18 mths funded under EMIF



**EDUmake:** localising EDUbox format from VRT + dedicated EDUbox on European policy in prep for EU24  
2 yrs funded under EC Creative Europe



**PRoMS:** Promoting Media Literacy and Youth Citizen Journalism through Mobile Stories  
2 yrs funded under EC Creative Europe Media Literacy





**Project Description:** TeaMLit is establishing a **value added and sustainable network** providing guidance, resources and support for **European teacher educators and trainers in ML**.

TeaMLit partners are gathering and sharing knowledge, pilot promising approaches, developing training materials and conducting a large-scale multiplier campaign.

Duration: January 2023 – June 2024

**Outputs:** Research, Review and Analysis report, TeaMLit’s Teacher Trainers Community Network + Practice Scenarios, Training Resources & Repository, External Advisory Board

Round 1: Belgium (Flanders +German Region), Ireland, Germany, Portugal

Round 2: Croatia, Finland, France, Belgium Wallonie, Bulgaria, Poland, Spain (Catalunya), Luxembourg

Round 3: Greece, Cyprus, Upper Austria, Spain, Lithuania, The Netherlands, Austria

# TeaMLit main activities and status

Research, Review and Analysis reporting – first report available, round two underway

Network Development and Practice Scenarios – operational network, meeting every 2 months and working to identify practice scenarios that can be shared

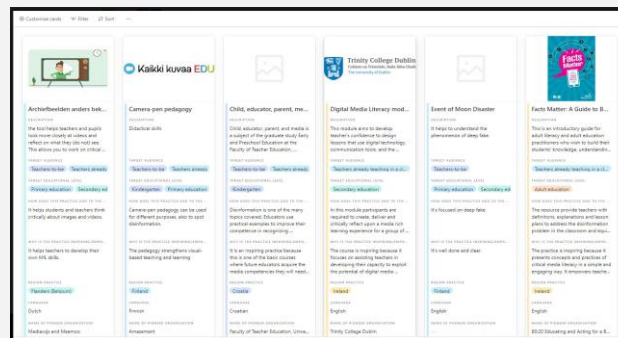
Resources and Repository – draft version available, target 100 resources and 5 learning modules



**Wednesday Webinar on Teacher Education in Digital Media Literacy (Part 1)**  
18 Oct 2023, 14:00 – 15:15  
Part of series: [Wednesday Webinars on Digital & Media Literacy in Europe](#)

Description

Our Autumn 23 Wednesday Webinar series will be dedicated to Teacher Education in Digital Media Literacy and organised as part of the [TeaMLit](#) project (providing guidance,



**teaMLit**  
Providing guidance, resources and support to teacher trainers on Media Literacy

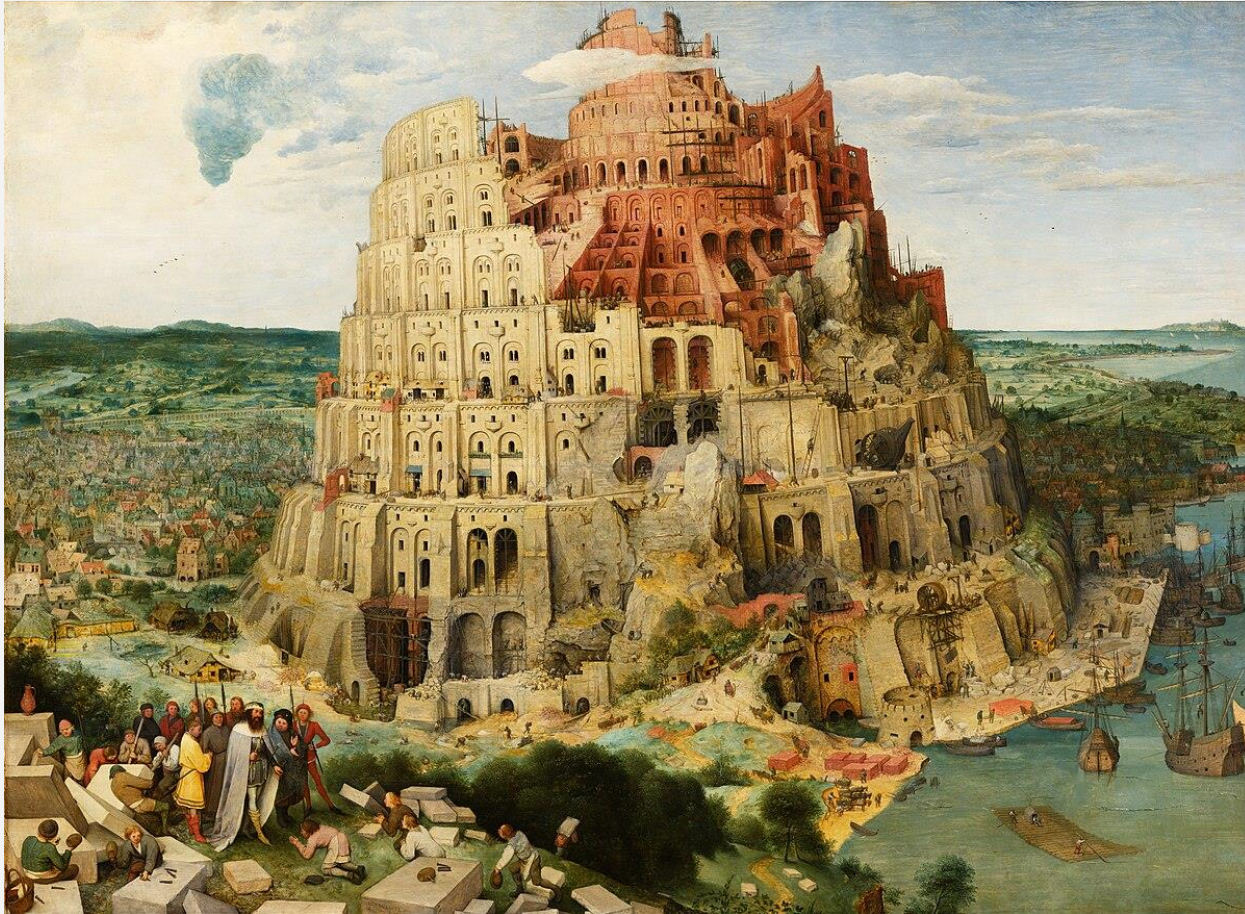
**D2.1 Report on Research, Review and Analysis (WP2)**

European **MEDIA AND INFORMATION FUND**  
Managed by Calouste Gulbenkian Foundation

The sole responsibility for any content supported by the European Media and Information Fund lies with the author(s) and it may not necessarily reflect the positions of the EMIF and the Fund Partners, the Calouste Gulbenkian Foundation and the European University Institute.



# The Challenge of Definition



Media Literacy

Media & Information literacy

Digital Literacy

News literacy

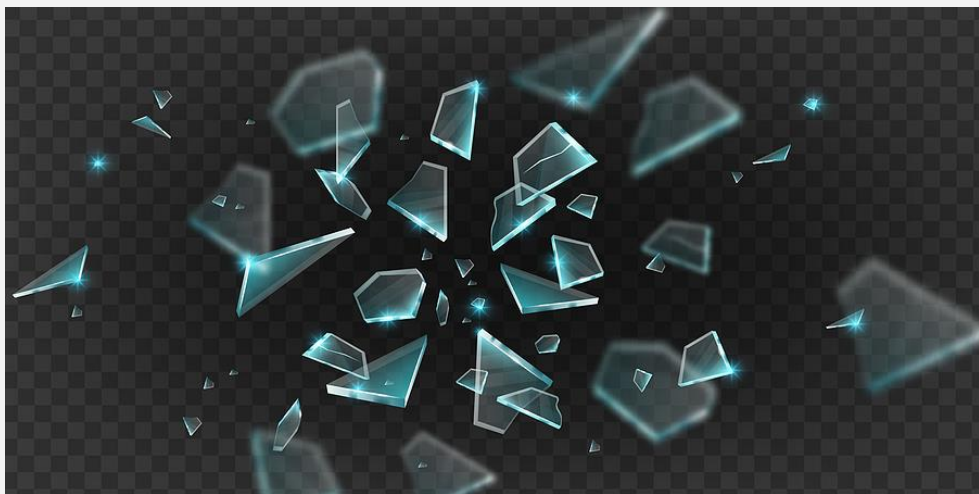
Information Literacy

Digital & Media Literacy

Digital Media Literacy

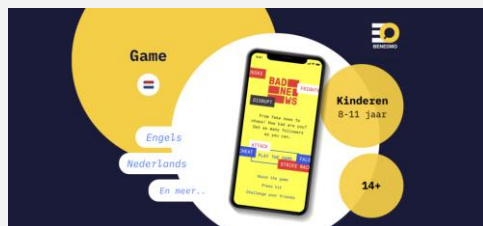
Algotiteracy

# The Challenge of Fragmentation



**Multiple players** in many countries,  
large scale agencies to small NGOs

**National organisations** in some but  
not all countries or regions



University of  
Zagreb



# The Challenge of Ownership

**Policy –makers**

**Practitioners**

**Researchers**

..... different communities, meeting places, drivers....what about schools and the role of education, platforms, civil society.....



**Who is responsible for raising Media Literacy standards of citizens in our societies?**

# The Challenge of Resources



Resources to carry out **large-scale** coordinated actions

**Scarce resources** works against coordinated efforts

Continuity and sustainability continue to be a challenge

**Current funding opportunities at European level: Highly competitive, short term**  
**Funding from platforms and private sources: lack transparency**





# Media Literacy in the compulsory educational sector

- The scale of the challenge – over **5 Million Teachers in Europe** – but few training opportunities in either Pre- or In- Service
- Teachers need **training, resources AND opportunities**
- **Specific subject vs cross-curriculum** argument – the pros and cons
- **Few countries have dedicated policies** or agencies to support the roll-out of Media Literacy in the educational sector
- Importance of starting early

# Teachers and Media Literacy

- Dealing with the unknown and the fears this brings
- Overcoming your own limitations and skill gaps
- Coping with an already over-burdened curriculum
- Negotiating with parents, school leaders and colleagues

## **Guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training**

Ref: <https://op.europa.eu/en/publication-detail/-/publication/a224c235-4843-11ed-92ed-01aa75ed71a1/language-en>

# Some Tips and suggestions

- Engaging students – giving them responsibilities
- Engaging parents and school stakeholders
- Get to know the media literacy playing field
- Use students as allies in terms of skill acquisition
- Addressing controversial issues slowly
- Show empathy, the belief vs belonging discussion
- Establish principles of engagement in teaching generally
- Debrief always – gauge students experiences and attitudes



# Media Literacy Matters Conference



*When?* 28 Feb – 1 March 2024 in Brussels - part of European Digital and Media Literacy Conference week

*Aim?* put the many faces of digital and media literacy in the European spotlight during the Belgian EU presidency.

*Content?* focus on showcasing & exchanging Media Literacy initiatives, tools, projects & practices

Mediawijs - The Flemish Digital and Media Literacy Knowledge Centre; Dept. CJM - The Flemish Ministry Department of Culture, Youth and Media; CSEM - Le Conseil Supérieur de L'éducation aux Médias de la Fédération Wallonie-Bruxelles; Media and Learning Association; Porticus Foundation; Threatpie – University of Antwerp

# For more information on what we do

About Media & Learning Association

[media-and-learning.eu](http://media-and-learning.eu)

About TeaMLit project

[media-and-learning.eu/project/teamlit/](http://media-and-learning.eu/project/teamlit/)

About Media Literacy Matters Conference

[Medialiteracymatters.eu](http://Medialiteracymatters.eu)

Contact: [Sally.Reynolds@media-and-learning.eu](mailto:Sally.Reynolds@media-and-learning.eu)