

Meeting the Challenge of Embedding Media Literacy in European Schools

Sally Reynolds

Media & Learning Association/EDMOeu



Media & Learning Association





Digital Media Literacy in EDMO Round Table: DE FACTO This interview is part of the "Disital Media

teracy in EDMO Round Table" interview

eries that is published every month to ghlight the work of the 14 EDMO hubs. DE...

Meet LTSMG - Keeping UK

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Universities at the forefront of

Social- and telepresence in online

by Kamakshi Rajagopal, Belgium & Emr

within the world of education, partly...

vireling-Teunter, The Netherlands. Online earning is increasingly becoming the norm

social learning

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Latest Articles

Using ChatGPT in Education:

Self-Reflection

El tweek age @ 6 mm read

Human Reflection on ChatGPT

by Eurene Loos, Associate Professor, Utrei

University School of Governance, the

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

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Membership:

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

Secretariate near Leuven, Belgium

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



disinformation



Who's involved?

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

BEST OF FACT-CHECKING MAP Check out the best fact-checking content of the month produced by EDMO and the Hubs Latest News

Twitter Feed 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



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



Media & Learning

CEDMO Special Brief on the Slovak Parliamentary Elections

lovaks will decide the future direction of their country on Saturday 30







EDMOeu #MedDMO #FactChecking #Factcheck Newshttps://t.co/QDrshGqqN2

Fact-Check by MedDMO @MEDDMOhub • 3 days and

HDMO - Hungarian hub agai... HamoHub • 3 days ago

In this #postseries we are happy to introduce you our Advisory Board members (in alphabetical order) - Dr. Kiril Avramov @avramovok. welcome or

About EDMO



Role within Better Internet for Kids

Better Internet for Kids

Discover • Policy • Practice • Resources Guide to apps

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:

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

Children and young people

Parents and carers

Subscribe here

Teachers and educators

Organisations and industry

Research and policy

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



Media & Learning



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



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t helps studients and itsections frimit inficially about images and videos	Camero-per pedagogi can be used for different purposes, also to spot disinformation.	Developmentary is one of the many topics covered. Educatory use practical exemption to improve their competence in recognizing	In this module participants are required to create, deliver and unitcally reflect upon a media rich tearring experience for a group of	We focused on deep faile	The resource provide teachers with definitions, explanations and leases plans to address the disinformation problem in the classroom and equi-	
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It halps fanchars to denafop their over ML skille.	The padlegogy strengthens visual- based bacturg and learning	It is an impring practice because the is one of the basic courses where follow educators acquire the media competencies they will need.	The course is inspiring because it focuses on assisting leaders in developing their capecity to exploit the potential of digital media	fra well-done and clear.	The practice is importing because it, presents concepts and practices of critical media literally in a simple and engaging view it emproves teacher.	
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The Challenge of Definition



Media Literacy Media & Information literacy Digital Literacy News literacy

Information Literacy

Digital & Media Literacy

Digital Media Literacy

Algoliteracy

Media & Learning

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





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



The Challenge of Measuring Impact

- Lack of baseline measures
- Multiple and interconnecting causal factors
- Vagueness regarding the goals of media literacy initiatives – E-safety? Escaping the filter bubble? Not falling for disinformation?
- Lack of specificity about target audience
- Lack of clear and accountable language with which to explain what an intervention does
- Weak outcome measures, e.g. self-reporting of 'liking' or 'learning something', by measures taken 5 minutes later, rarely 5 months later.
- Scale of the outcome
- Experimental design





Ref: Prof Sonia Livingstone, LSE <u>https://edmo.eu/2022/07/05/the-vital-</u> <u>role-of-measuring-impact-in-media-</u> <u>literacy-initiatives/</u>

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
- Copying 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

About TeaMLit project

media-and-learning.eu/project/teamlit/

About Media Literacy Matters Conference

Medialiteracymatters.eu

Contact: Sally.Reynolds@media-and-learning.eu

