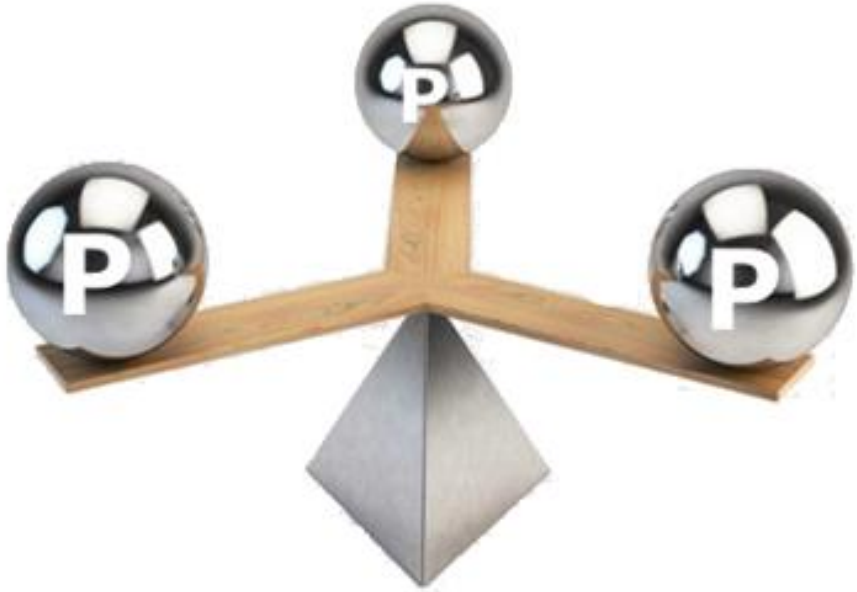

Can Media Literacy help balance the P's?

Conference: Protection of children's rights online & offline

15/11/2018 Budapest

mediawijs
KENNISCENTRUM MEDIAWIJSHEID

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Vlaanderen
verbeelding werkt

- Andy.Demeulenaere@mediawijs.be, coordinator @

- 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

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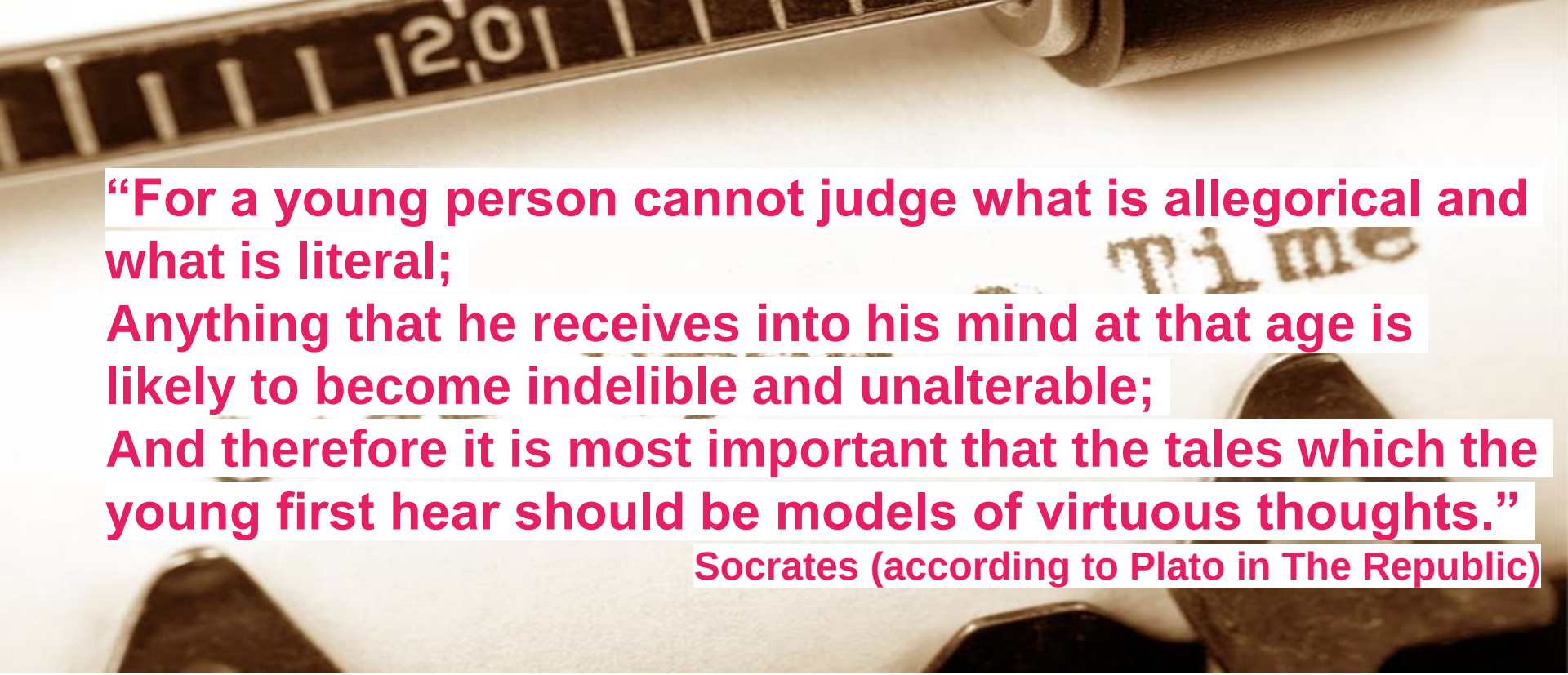

“For a young person cannot judge what is allegorical and what is literal;
Anything that he receives into his mind at that age is likely to become indelible and unalterable;
And therefore it is most important that the tales which the young first hear should be models of virtuous thoughts.”

Socrates (according to Plato in The Republic)

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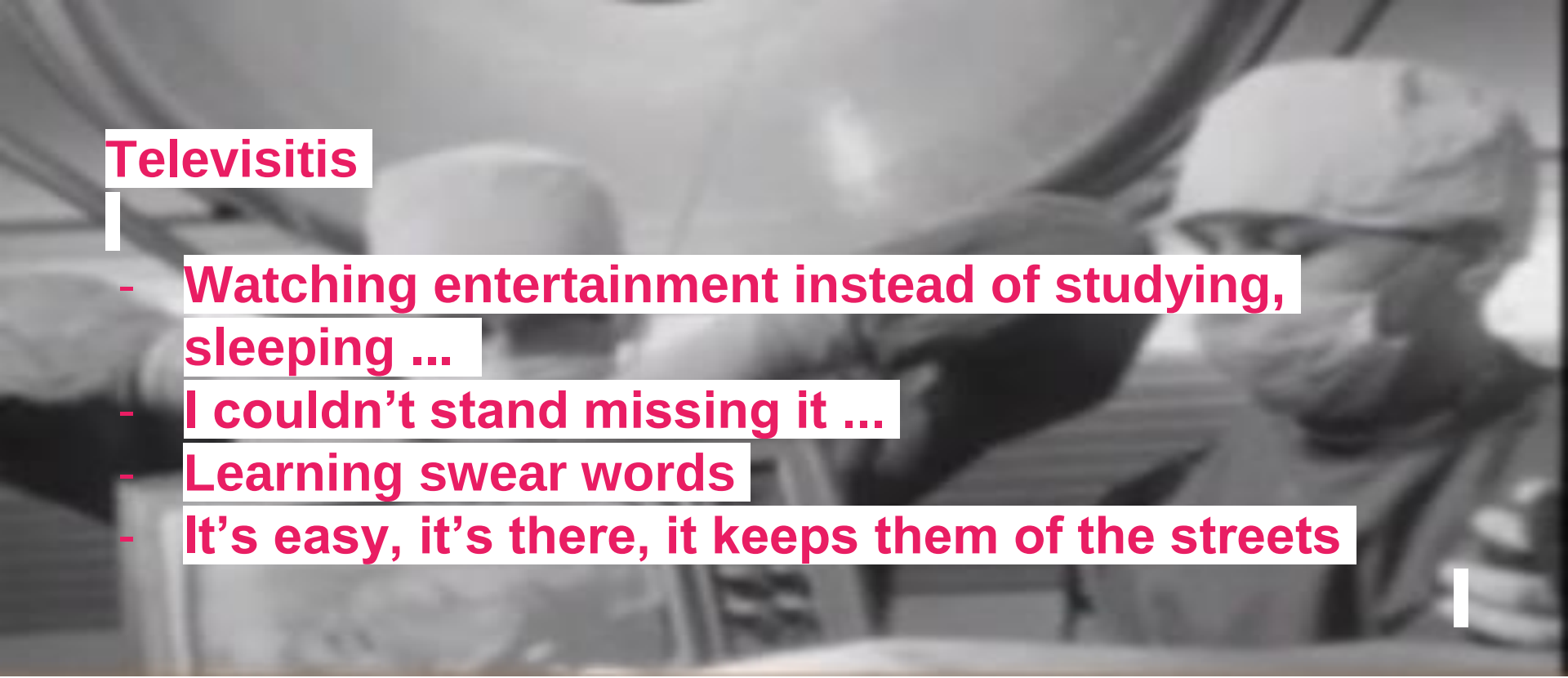
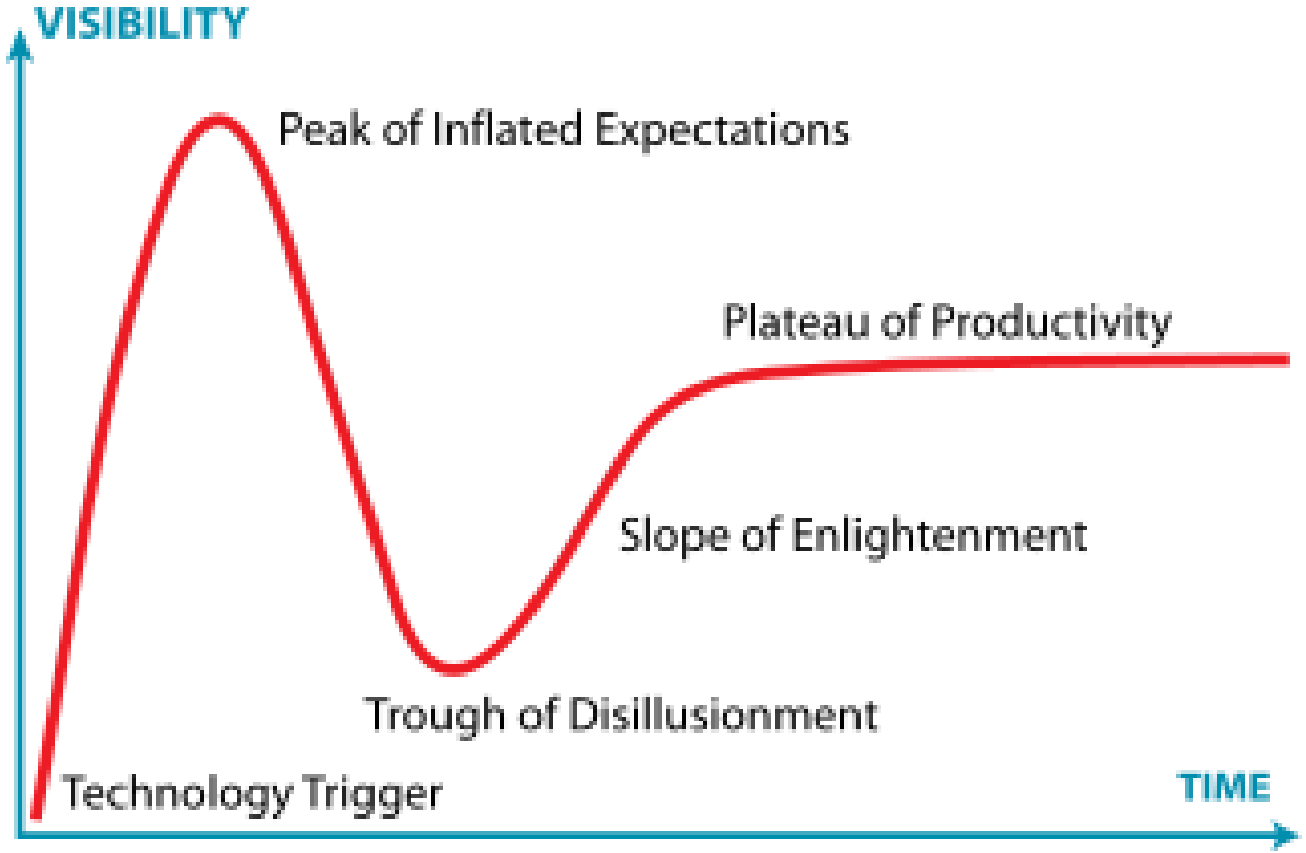

Televisitis
- Watching entertainment instead of studying, sleeping ...
- I couldn’t stand missing it ...
- Learning swear words
- It’s easy, it’s there, it keeps them of the streets

- **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**



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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 ...**

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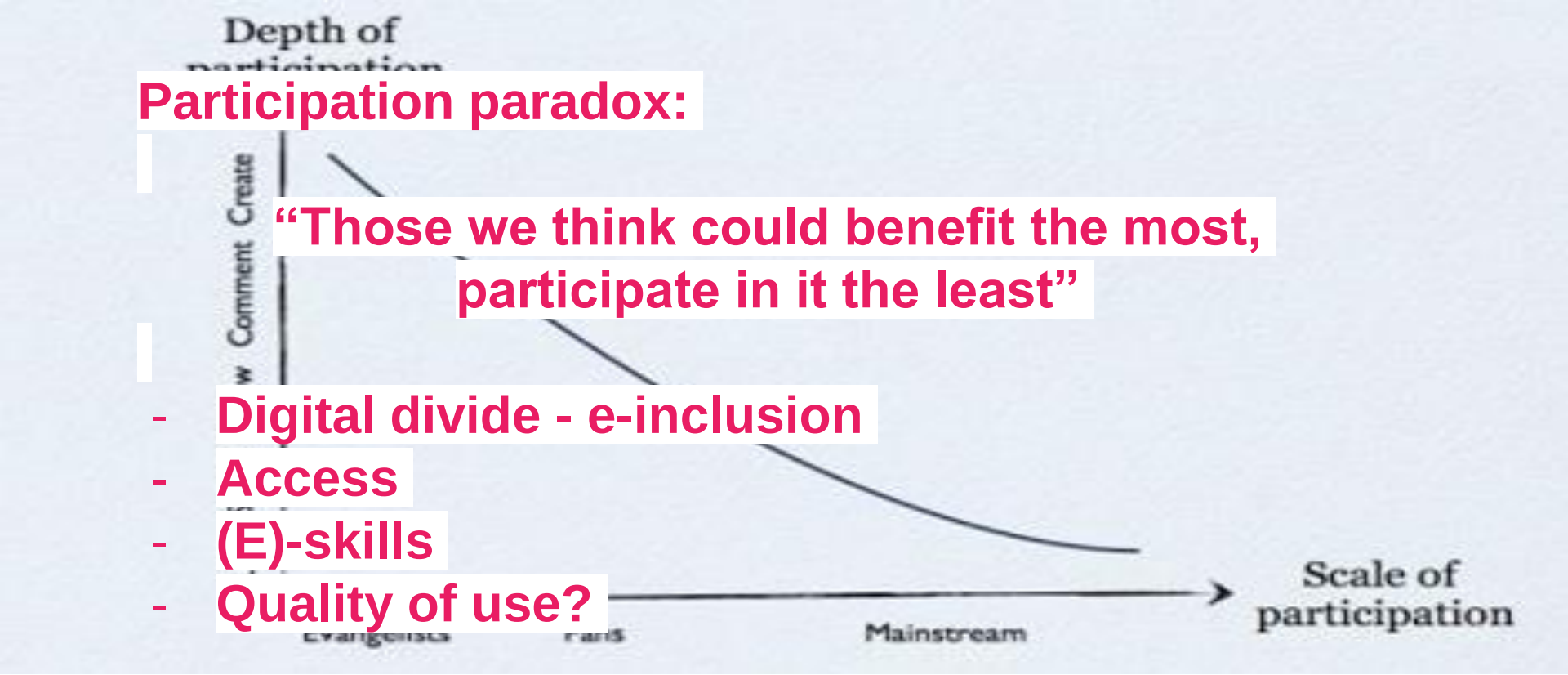

Participation paradox:

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

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

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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

Creation (or lack thereof)

- Spread of cheaper media-making possibilities
- Potential for user generated content
- Questions about amount and quality
- Educational programmes
- Youth editorial boards, vloggers, online radio, digital storytelling, contests
- Maker spaces & STEAM & coding

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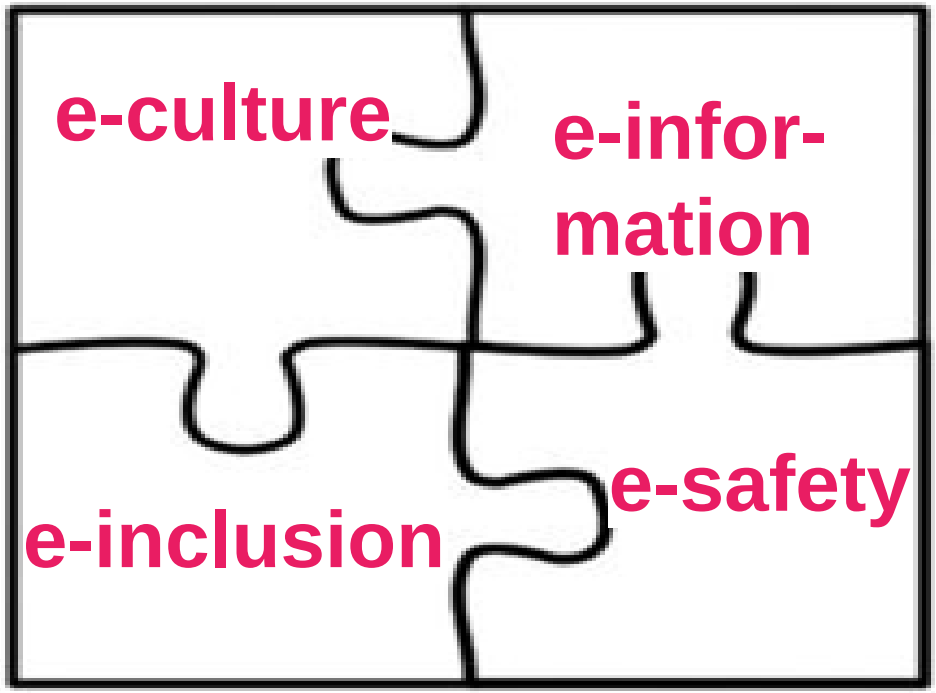

Media wisdom
Media Literacy

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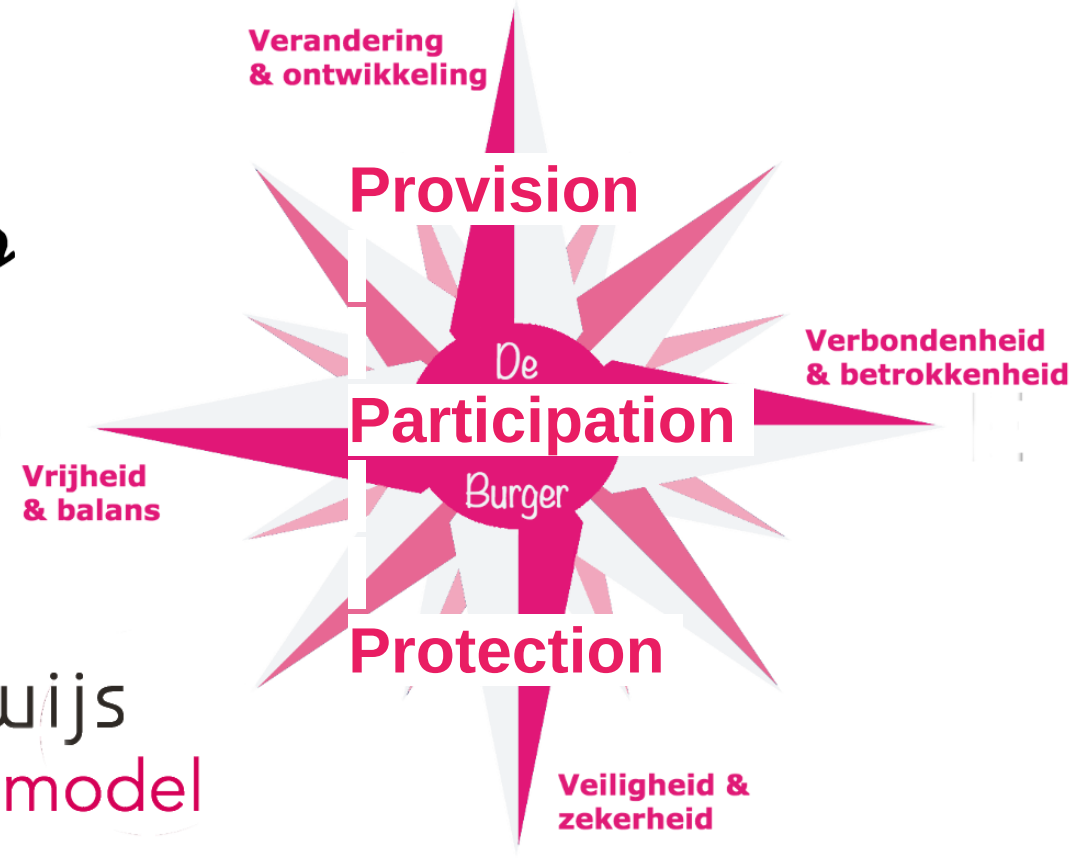
Media Literacy Concept paper Flemish Government (2012)

'(…) 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
  - All media - classic and new
  - Attention to, but not focus on risks
  - Focus on active and creative use as well as critical and conscious understanding
  - Aimed at participation in society → Is this too functional?

Why?
To strive for happy citizens!



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Competentiemodel

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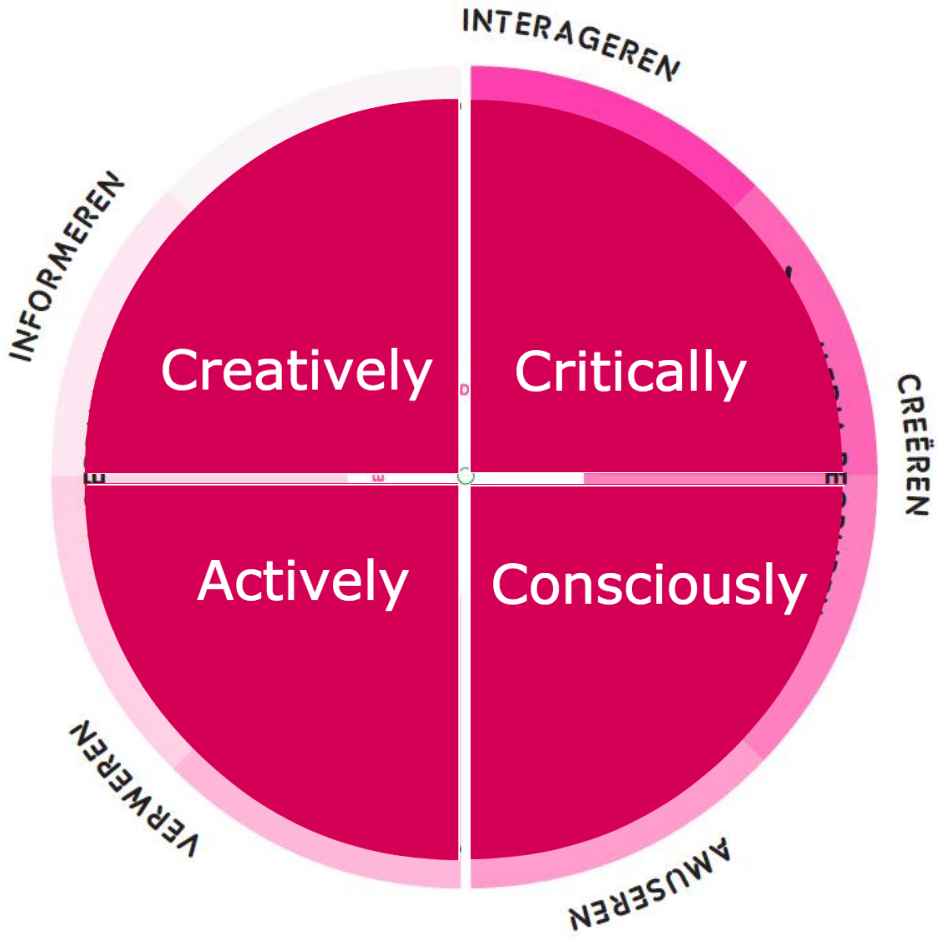
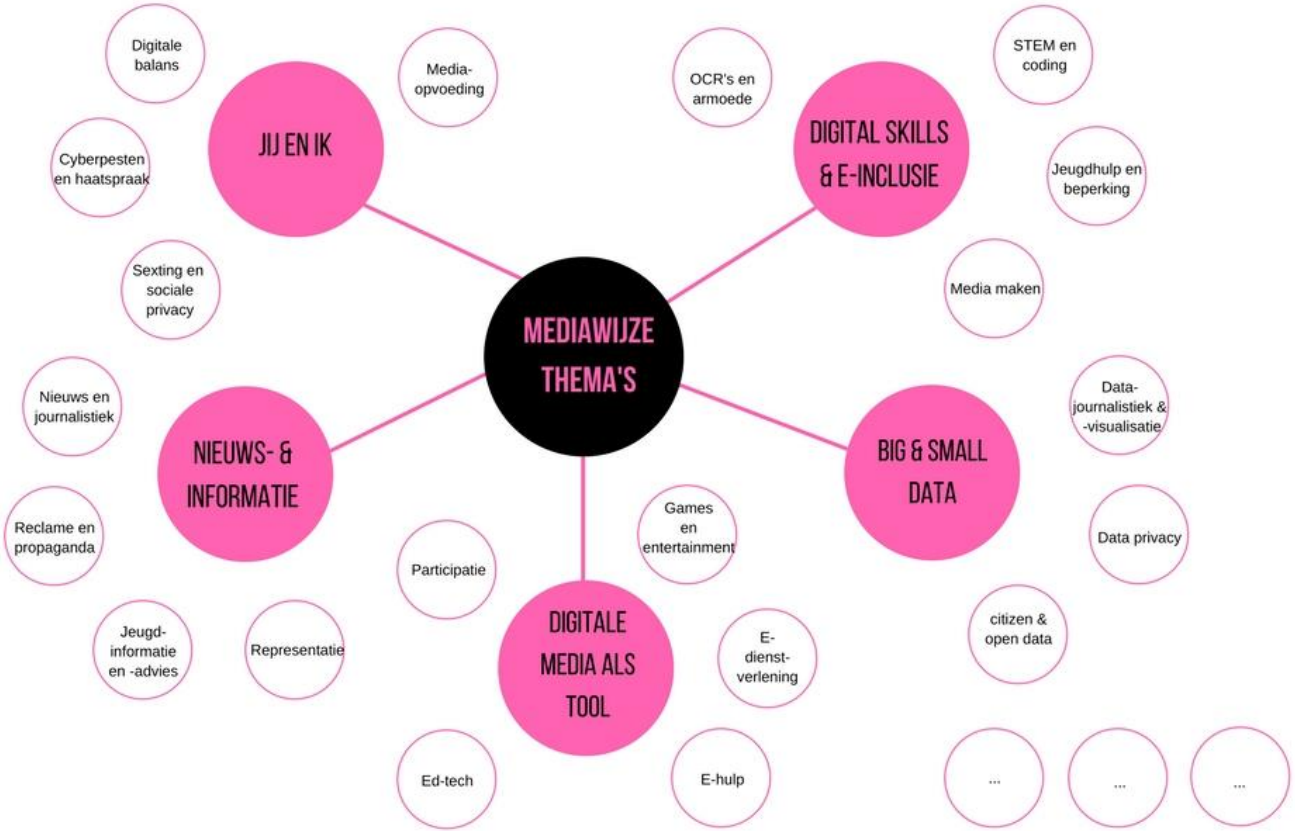
verbeelding werkt


INTERAGEREN
CREËREN
AMUSEREN
VERWEREN
INFORMEREN
Creatively
Critically
Actively
Consciously

MEDIAWIJZE THEMA'S

Mediawijsheid is een een competentie, waarbij je kennis, vaardigheden en attitudes inzet om actief, creatief, krtitisch en bewust te ageren in onze gedeialiseerde 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 media sector if possible = info, network, checklist
- from research and practical expertise
- supporting policy.

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Vlaanderen verbeelding werkt

Recommendation Rights of the Child in the Digital Environment (2018)

Fundamental principles and rights

- Best interests of the child: balance protection, participation and provision
- Evolving capacities of the child
- Right to non-discrimination: all children and targeted measures
- Right to be heard
- Duty to engage other stakeholders

Recommendation Rights of the Child in the Digital Environment (2018)

Operational principles and measures

- Provide access to the digital environment
- Right to freedom of expression and information
- Participation, right to engage in play and right to assembly and association
- Privacy and data protection
- Right to education: digital literacy / educational programmes & resources
- The right to protection and safety
- Remedies
- Cooperation and coordination at national and international level

Recommendation Rights of the Child in the Digital Environment (2018)

Caveat: watch out for stress on protection!

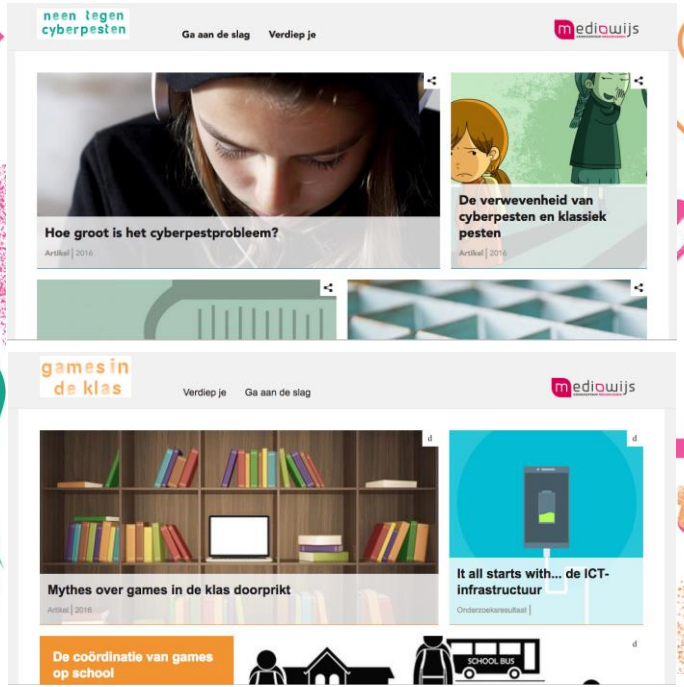
- sexual exploitation and abuse, solicitation for sexual purposes (grooming), child sexual abuse material,
- online recruitment of children for the commission of criminal offences, for participation in extremist political or religious movements or for trafficking purposes
- the degrading and stereotyped portrayal and over-sexualisation of women and children in particular;
- the portrayal and glorification of violence and self-harm, in particular suicides;
- demeaning, discriminatory or racist expressions or apologia for such conduct; hate speech
- advertising, adult content;
- bullying, stalking and other forms of harassment,
- non-consensual dissemination of sexual images, extortion,
- hacking,
- gambling,
- unlawful processing of personal data,
- illegal downloading or other intellectual property infringements,
- commercial exploitation;
- excessive use, sleep deprivation and physical harm

Medianest.be

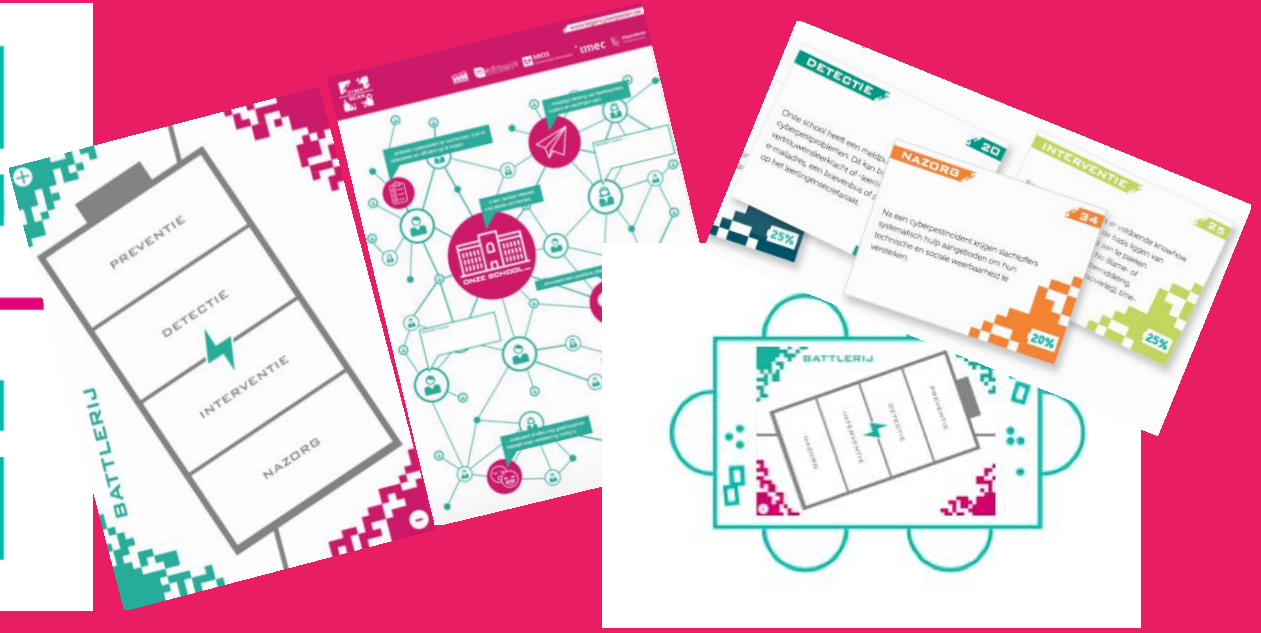
- Website for parents about mediaparenting
- +20 academic and non-profitpartners
- Training for professionals and parents wit organisations

Mediaopvoeding.nl
Commonsensemedia.org
Mediasmarts.ca

Cyberbullying and gaming



CYBER SCAN



The toolkit for the anti-cyberbullying-policy in your school

RAANSTOKERIJ vorming via spel
mediawijs KENNISCENTRUM MEDIAWIJSHEID
MIOS Universiteit Antwerpen
imec
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He, het is oke!

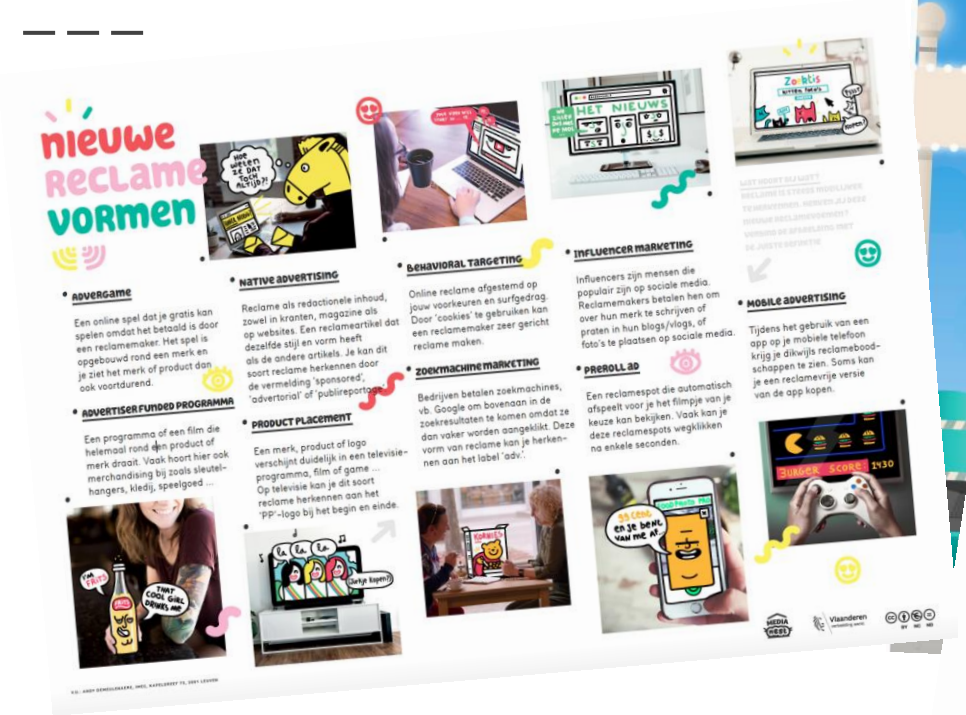
Situaties over online relaties en seksualiteit toegepast op het Sensoa Vlaggensysteem

Meer weten?

START

Vlaams expertisecentrum voor seksuele gezondheid SENSOA
sensoa vlaggensysteem
mediawijs KENNISCENTRUM MEDIAWIJSHEID imec
Vlaanderen
Medegefinancierd door de Europese Unie
De financieringsfaciliteit voor Europese verbindingen

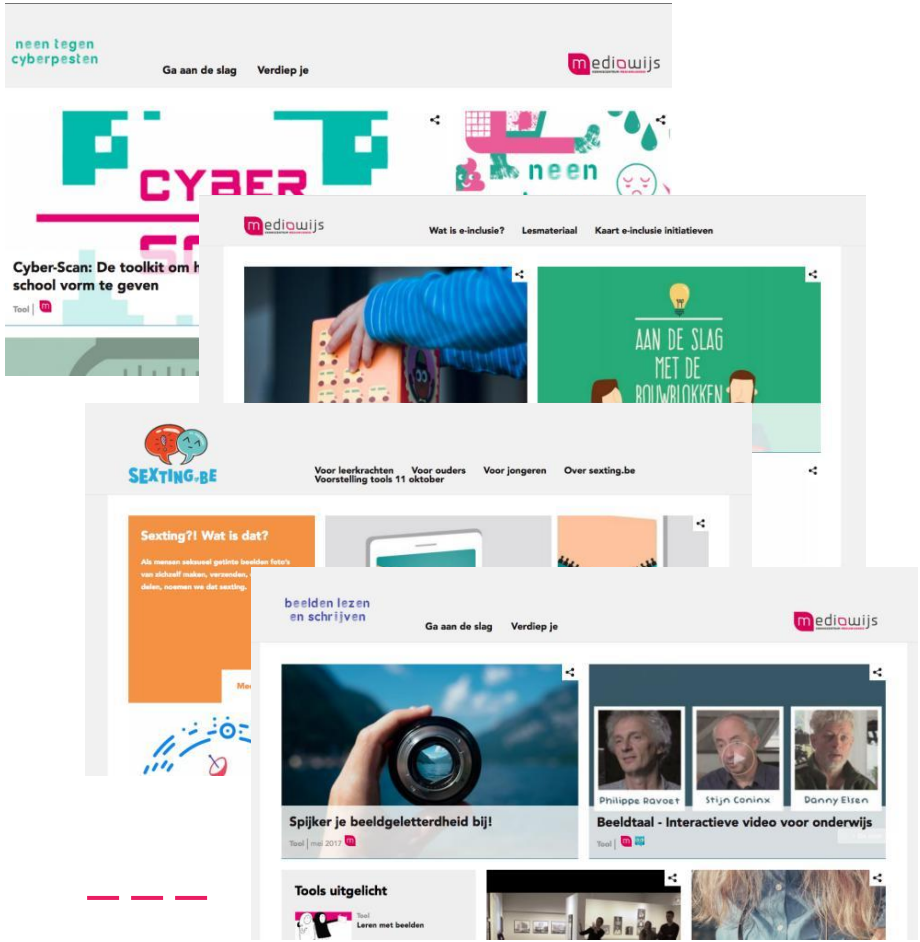
Advertisement literacy



Data literacy
Big data
GDPR / AVG
Privacy

Mediawijs.be

- Website, subsites, databases
  - tools
  - practice
  - information
  - organisations
  - research
- Sinds 2013 > 1 000 000 hits



- 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

Media literacy 4 all abilities

- Onbeperktmediawijs.be: material for (intermediairies who work with) people with disabilities
- Mediacoach for duos
- Partnership Konekt & Digipolis Gent, Digitaal Talent @ Gent

E-inclusie.be

- Partnership with e-inclusion organisations ABCentrum, Digidak, Vorming-plus ...
- White paper E-inclusion in Flander, +40 organisations supported
- Inspiration day
- Inspiration booklets for campaigns
- Digital basic skills teaching material online
- Mediaprofile test

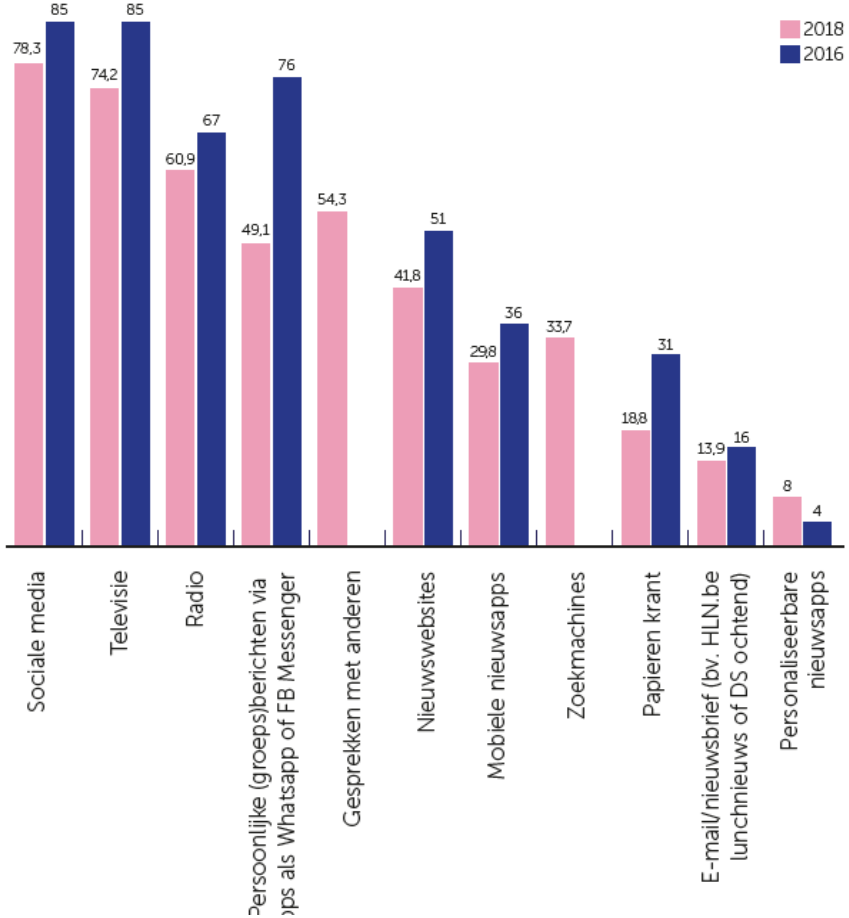
De Krook: Aanbod op maat van elke Gentenaar - Pieter Duysburgh (Digitaal.Talent@Gent)

- 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

www.deschaalvanm.be

Weekly news use 12-18yo

- News use and frequency decline
- Social media score the highest
- Young people are not critical of news quality on social media
- If they talk about news to other people (54,3%), it's mostly to friends and parents, not to teachers.



News in the classroom

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

www.nieuwsindeklas.be

How are we being influenced?

- European pilot project Media Literacy for all
- American tool to analyse propaganda in the classroom

MIND OVER MEDIA

ANALYZING CONTEMPORARY PROPAGANDA

media education lab

BURGERKABINET

Hoe word je graag geïnformeerd?

- Stearing committee
- Mini-Burgerkabinetten
- Facilitators at main event
- ...

Vertel het via
www.burgerkabinet.be

Vlaanderen
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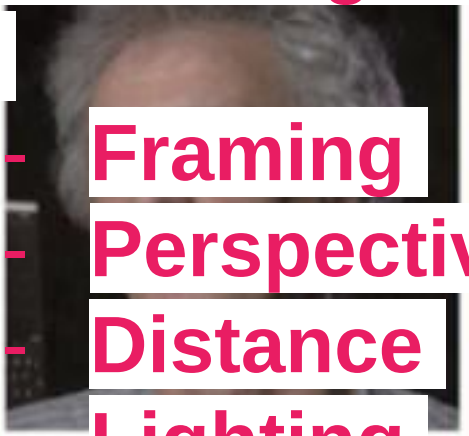
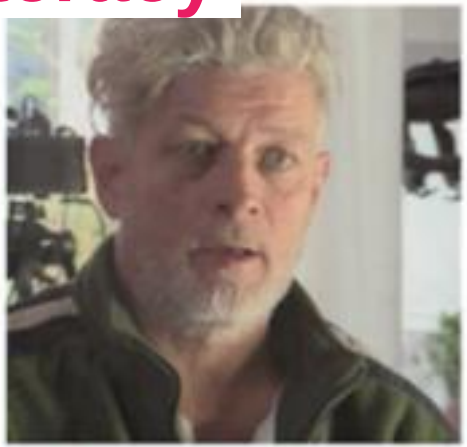
6 building blocks of visual literacy



Stijn Coninx



Danny Elsen

- Framing
- Perspective
- Distance
- Lighting
- Editing
- Special effects

> Sla over

WORLD PRESS
FREEDOM DAY

DIFFERENCEDAY.COM

Les van de Eeuw
Living Library
Met Mediaprofessionals
Over verzet en
Fake news
Voor 3de graad
Secundair onderwijs

3 mei 2018 – BOZAR

No Hate Speech

- Coordinating Flemish platform for action Council of Europe
- More than 110 organisations, youth movements, Royal Belgian Football league, educational umbrella’s, universities ...

No Hate Speech

- Weetewa Vlogging contest with YouTube, MNM, De Ambrassade en Mediaraven

No Hate Speech

- **Alternarrative: education about how to tackle hate speech without polarising more**

- Chatbot MISO
- Workshop
- Steps
- Social sector

rePresent

208 young people with a migrant background have a dialogue with journaliststs about how they access news and how they think they are represented in it.

→ Video’s with 8 tips for editorial boards + training

Turning perception of refugees around for the better through Media Literacy Education

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Home / DE TECHPEDITIE

DE TECHPEDITIE

Bezoek de interactieve pop-up expo van imec en sta oog in oog met jouw toekomst!

↓ Scroll

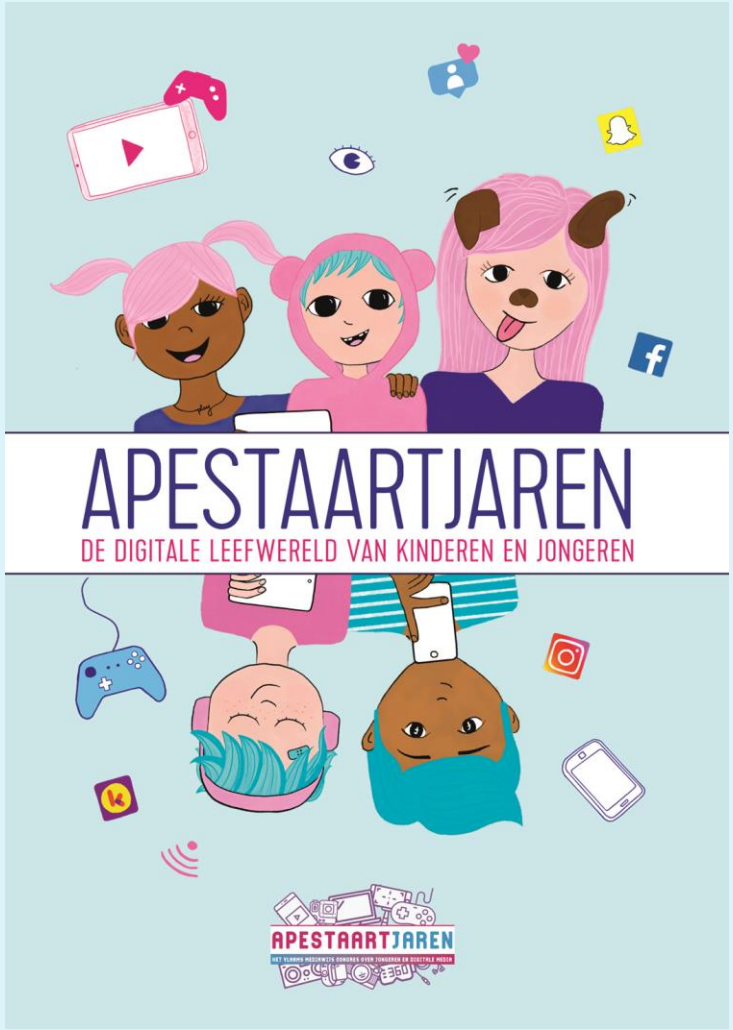
B-Bico

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

Child Focus 116000 · MEDIA animation · FÉDÉRATION WALLONIE-BRUXELLES · CSEM CONSEIL SUPÉRIEUR de l'éducation aux médias · mediawijs · CERT.be The Federal Cyber Emergency Team


APESTAARTJAREN
DE DIGITALE LEEFWERELD VAN KINDEREN EN JONGEREN
APESTAARTJAREN

IMPACT
WIZARD

Emels.eu

- European Media Literacy Standard for Youth Workers

See also:

- milpeer.eu

Co-funded by the Erasmus+ Programme of the European Union

FOR YOUTH

EMELS

WORKERS

ENHANCING
DIGITAL SKILLS
ACROSS EUROPE
ALL DIGITAL

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES
INHOPE
ins@fe

IFLA

MEDIA & LEARNING
ASSOCIATION

GAPMIL
GLOBAL ALLIANCE FOR PARTNERSHIPS
ON MEDIA AND INFORMATION LITERACY

European
Schoolnet
Transforming education in Europe

I A
M E
International Association
for Media Education

MILEN
Media and Information
Literacy Expert Network
Global innovators in media literacy

y
eryica

european youth information
and counselling agency

eavi
MEDIA LITERACY
for CITIZENSHIP

Join forces
-
a good start

The Internet Roundtable on Child Protection
A Gyermekvédelmi Internet-kerekasztal

Keep it open and complete

Digital and Media Literacy in all aspects

It’s not a shouting match

Bad Digital and Media Literacy reinforces polarisation and bias.

It’s more than individual responsibility

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

In all policies

(audio-visual, privacy, culture and media, telecom, copyright, youth work, education, innovation, justice …)

Digital skills are more than coding

Budget it like innovation

Andy.demeulenaere@mediawijs.be

www.mediawijs.be
www.medianest.be

@andydakpandy

Thank you