



Mapping of media literacy practices and actions in the EU-28

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#obsrespl



The animation video presenting the report




www.youtube.com/watch?v=9S1qfEzrV_Q



Overview

1. The mapping
2. The methodology
3. The key findings
4. Conclusion

1 | The mapping



“ “ Media Literacy is understood as an umbrella expression that includes all the technical, cognitive, social, civic and creative capacities that allow a citizen to access, have a critical understanding of the media and interact with it. ” ”

- EU Media Literacy Expert Group

1. The mapping

What is the purpose of this mapping?

- To identify trends at regional, national and European levels
- To inspire the development of new projects and collaborations

What does it focus on?

- Audiovisual content
- Non-curricular education

1. The mapping



A main report providing a general analysis of the

547 featured projects

at a European level



Summaries of the **145**
most significant
projects across Europe



28 national 'fact sheets'

providing a general analysis of the 20 highlighted projects in each country



2 | The methodology



Methodological considerations

- Finding a common understanding of media literacy
- Creating a common framework for comparison
- Understanding 'significant' in this context

2. The methodology



Media literacy experts

For each of the EU 28

Collection of data for the elaboration of a **comparative report**

Questionnaire to each national expert:

- Identify the **20 most significant ML projects** since 2010
- Give a **detailed description of the 5 most significant ones**

2. The methodology



A questionnaire

For each national expert

- The **main stakeholders** engaged in media literacy projects, and their sector of activity:
 - Academia
 - Audiovisual content providers
 - Online platforms
 - Public authorities
 - Media regulatory authorities
 - Civil society
- The **nature of the engagement**: statutory or non-statutory interest/engagement

2. The methodology



A questionnaire

For each national expert

- **Project** type: research, resources, campaigns, provision of funding, networking platforms, policy development and end-user engagement
- **Sector**: academia, audiovisual content providers, public authorities, online platforms, civil society and cross-sector collaboration

2. The methodology



A questionnaire

For each national expert

- Media literacy **skills**:
 - Creativity
 - Critical thinking
 - Intercultural dialogue
 - Media use
 - Participation and interaction
 - Other

2. The methodology



A questionnaire

For each national expert

- The **scale of the project**: local, national, European
- The **time period of activity**

2. The methodology



Reason for significance

- The **size of the target audience**
- The **total budget or cost of the project**
- The **success of the project (outcomes/impact compared to objectives)**
- The **level of public awareness of the project**
- The **level of engagement by the target audience**



3 | The key findings

3 | The key findings

- 1. The stakeholders**
- 2. The networks**
- 3. The project types**
- 4. The skills**
- 5. The sectors**
- 6. The geographic reach**
- 7. The audience groups**

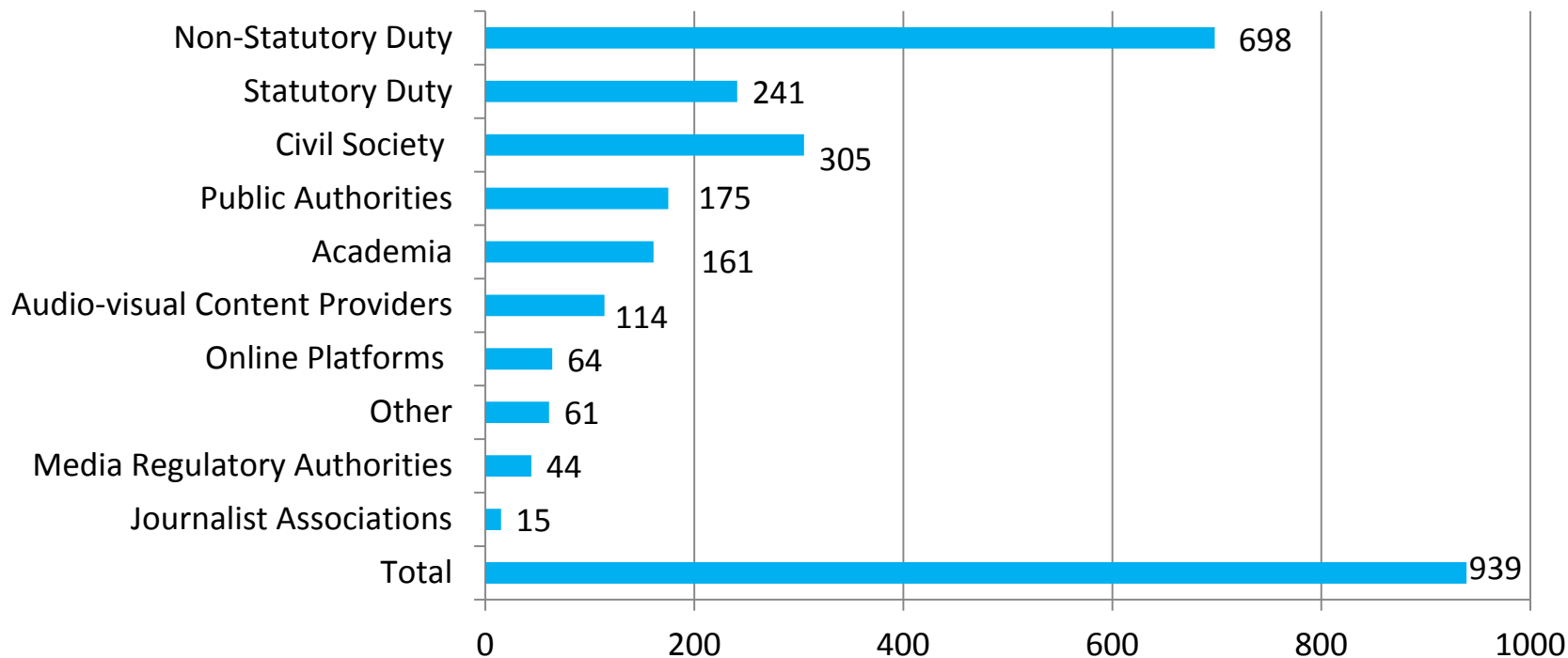


3.1. | The stakeholders



3. The key findings - Stakeholders

Main media literacy stakeholders across 28 EU countries and the sectors represented



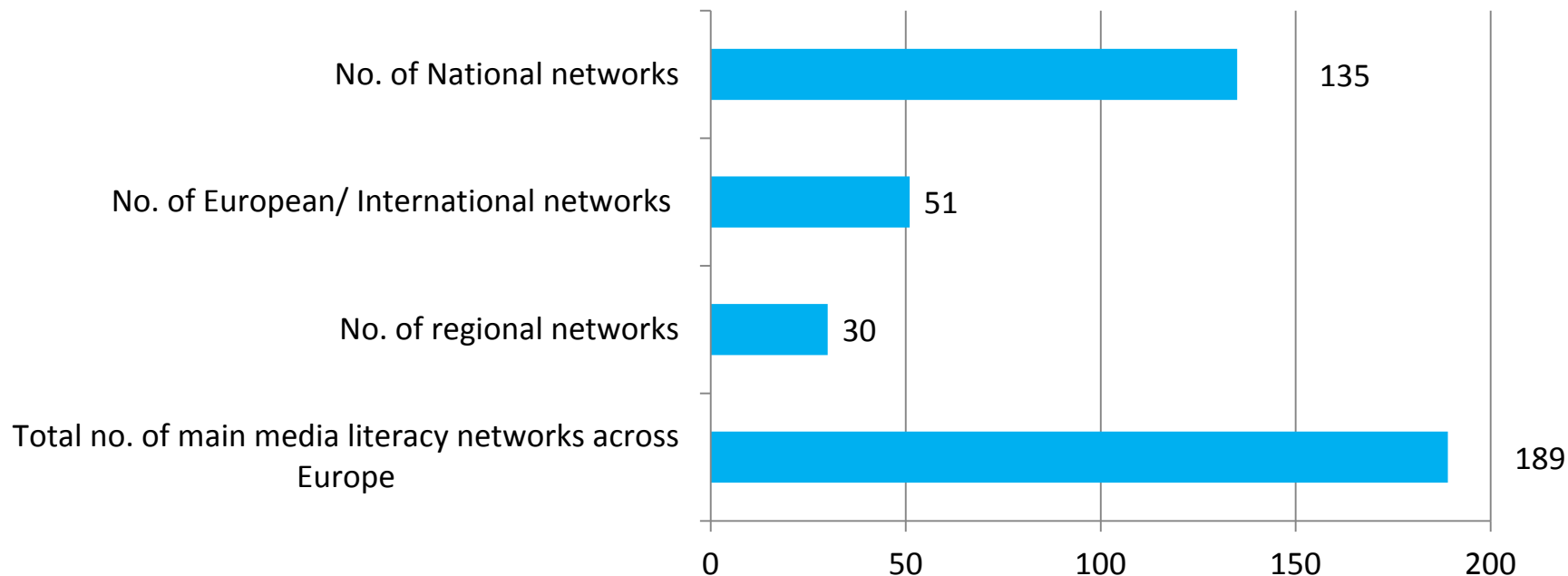


3.2. | The networks



3. The key findings - Networks

Main media literacy **networks** across 28 EU countries.



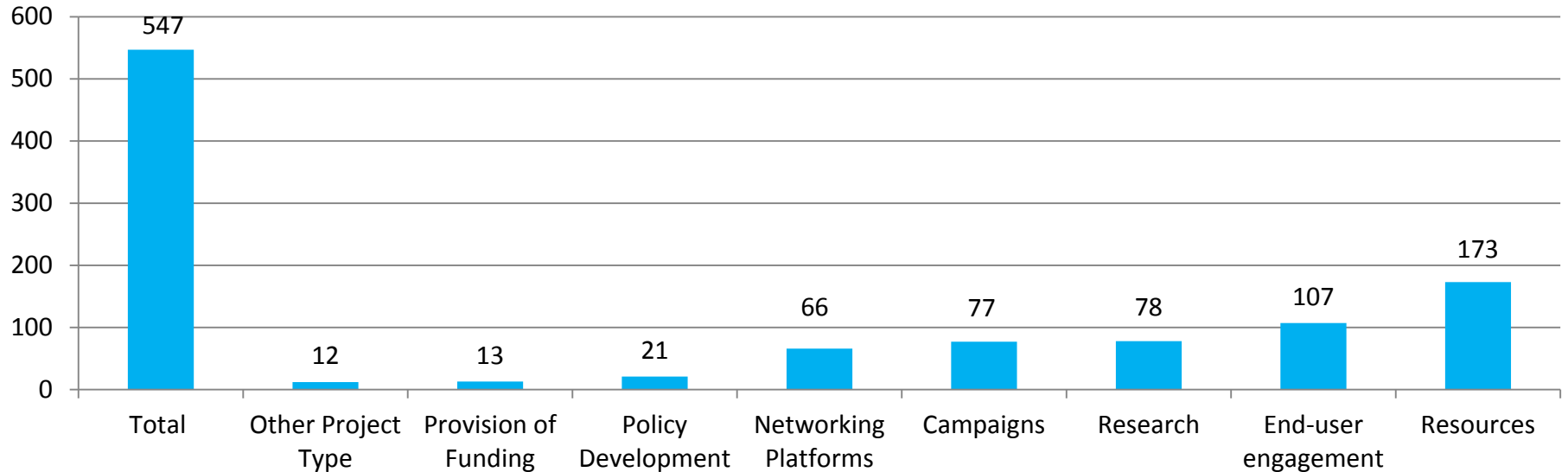


3.3. | The project types



3. The key findings – Project types

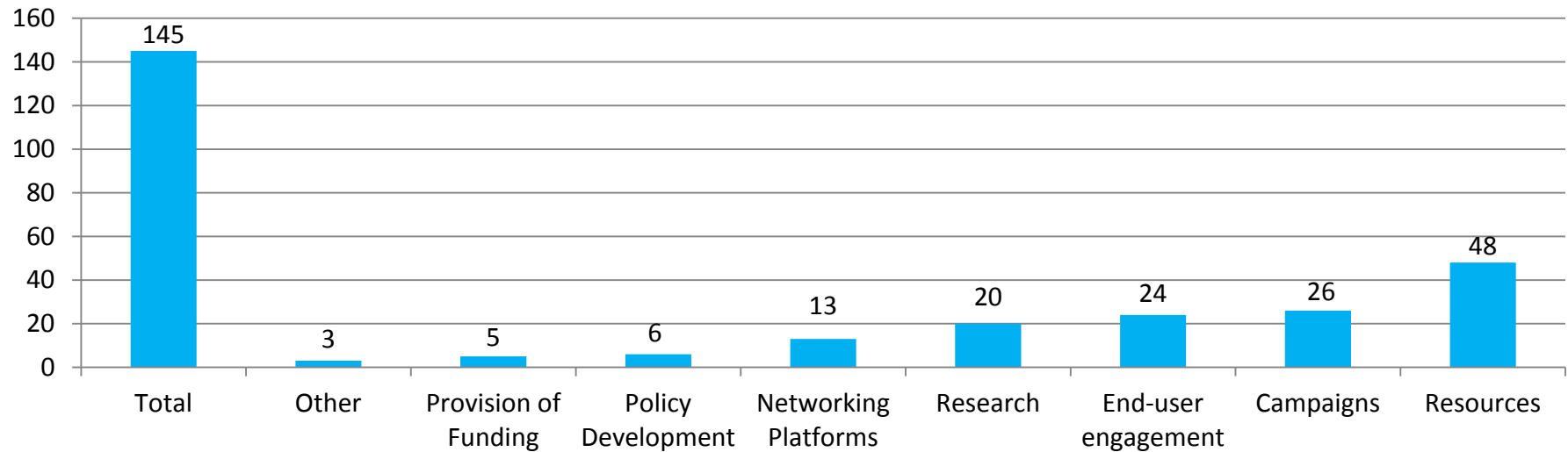
Media literacy **‘project types’** across all featured projects from 28 EU countries.





3. The key findings – Project types

Media literacy **project types** across **case-study** projects from 28 EU countries.



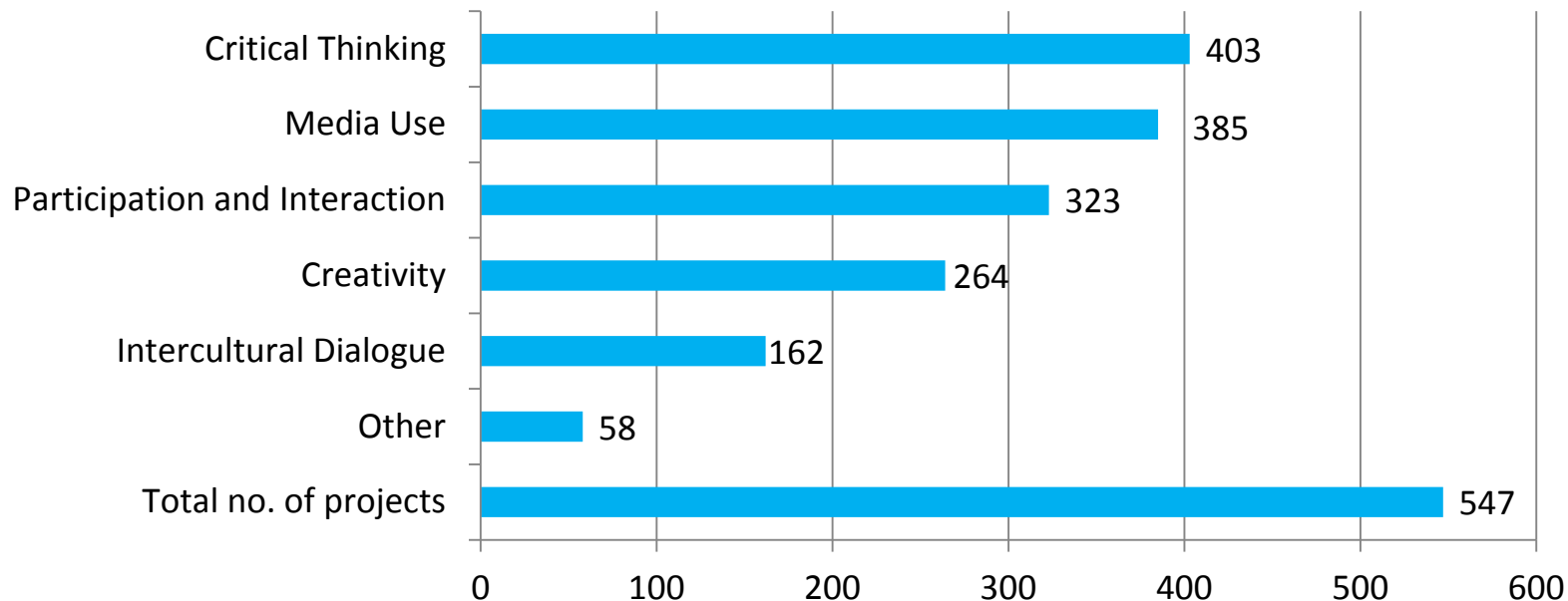


3.4. | The skills



3. The key findings - Skills

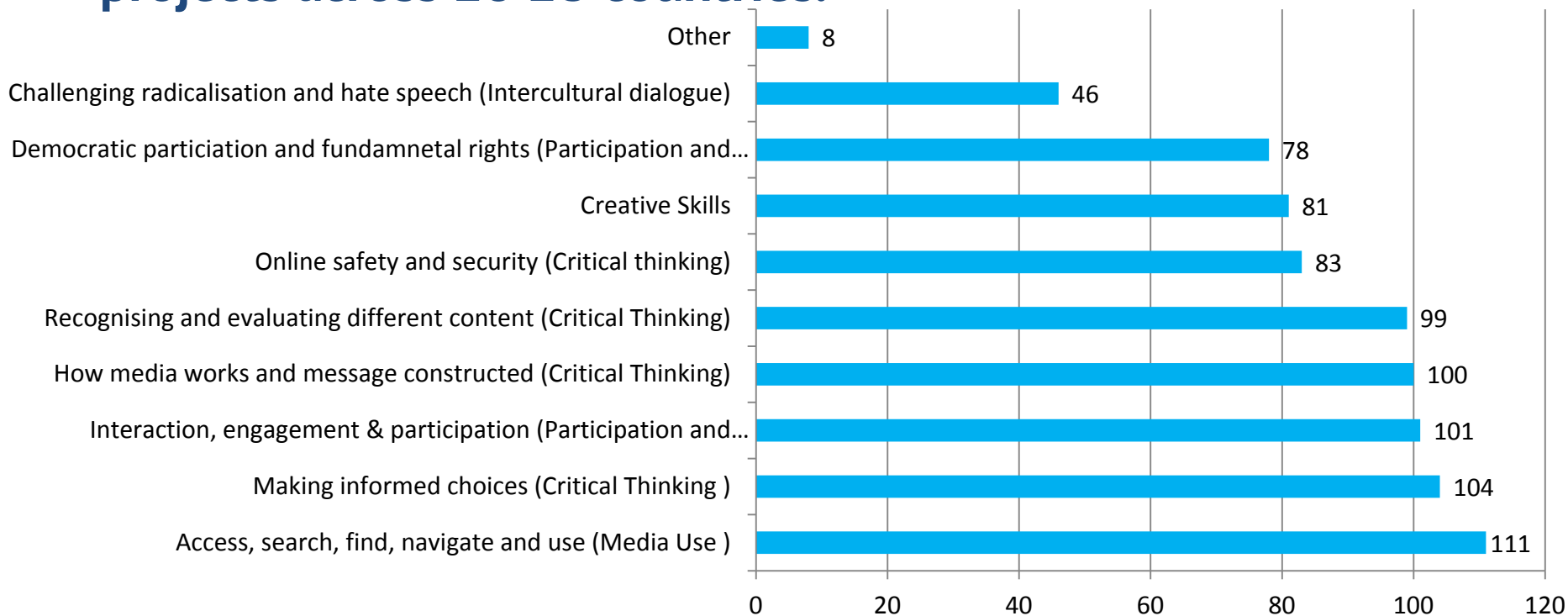
Types of media literacy **skills** addressed by all the featured projects across 28 EU countries.





3. The key findings - Skills

Types of media literacy **skills** addressed by the 'case-study' projects across 28 EU countries.



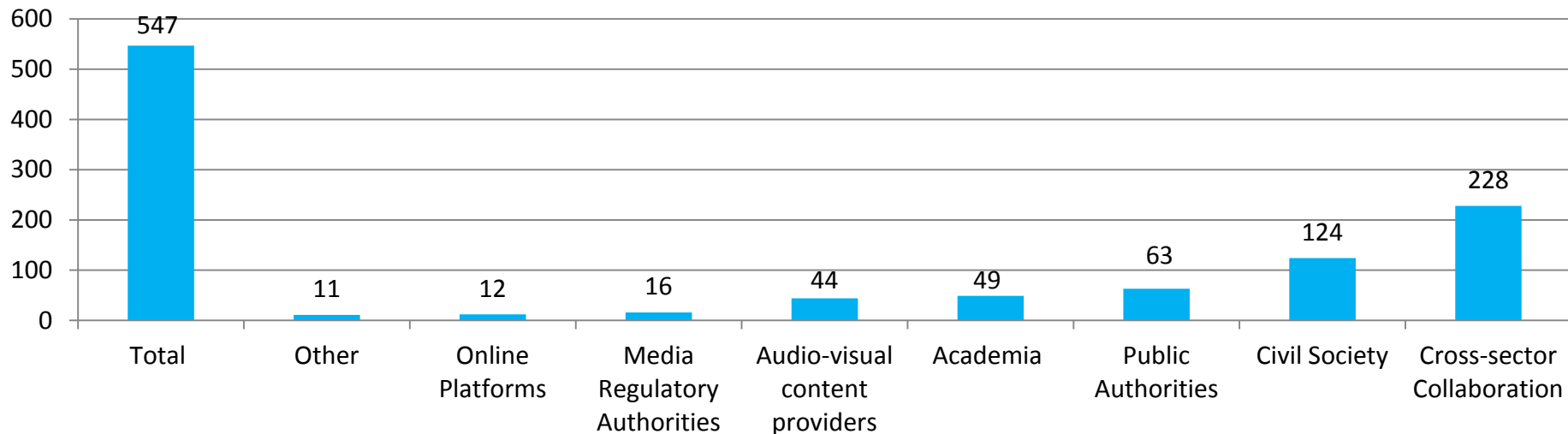


3.5. | The sectors



3. The key findings - Sectors

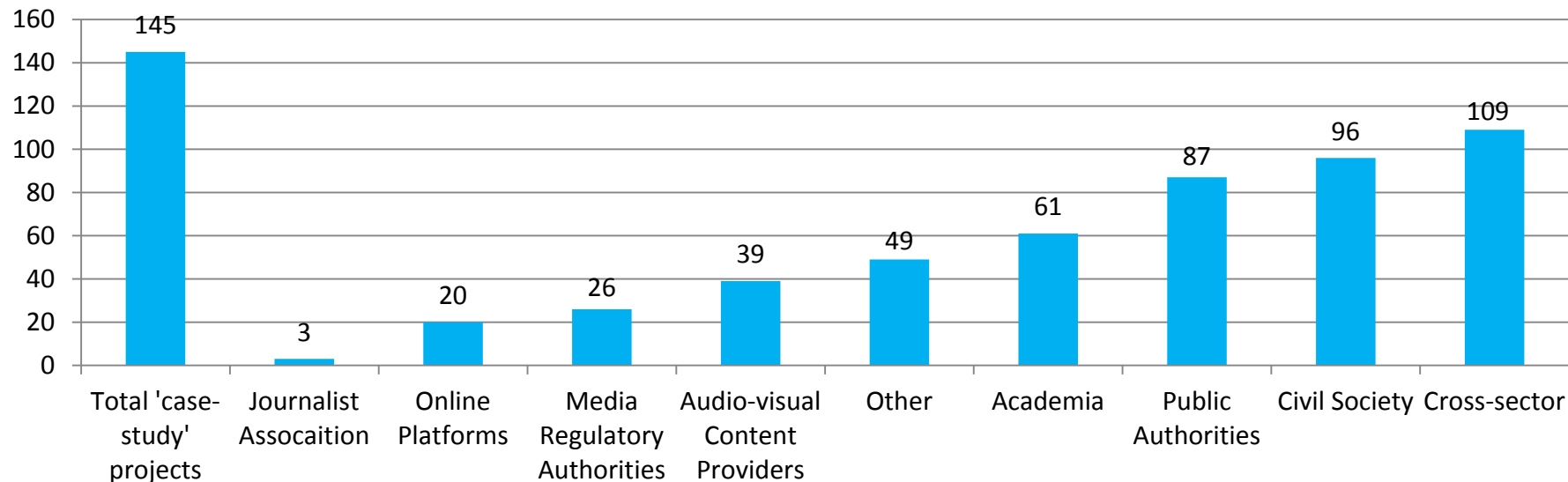
Engagement of different 'sectors' in all featured media literacy projects across 28 EU countries.





3. The key findings - Sectors

Engagement of different 'sectors' in 'case-study' media literacy projects across 28 EU countries.



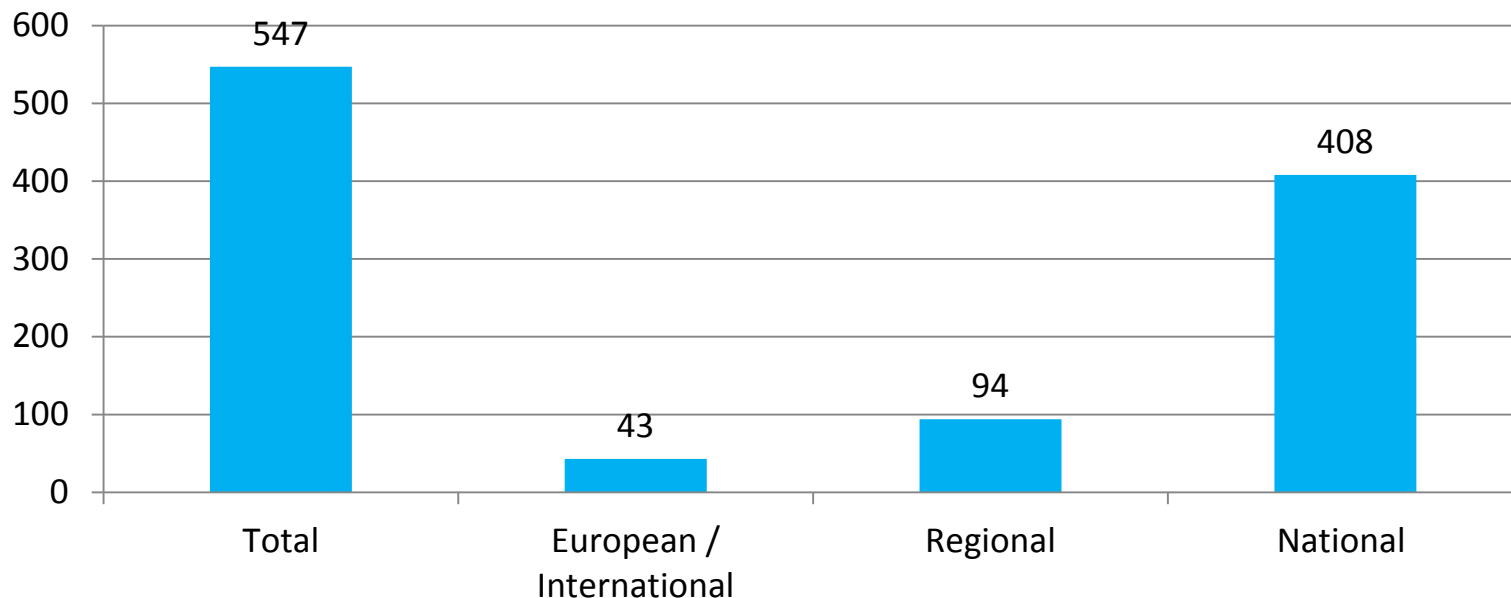


3.6. | The geographic reach



3. The key findings - Reach

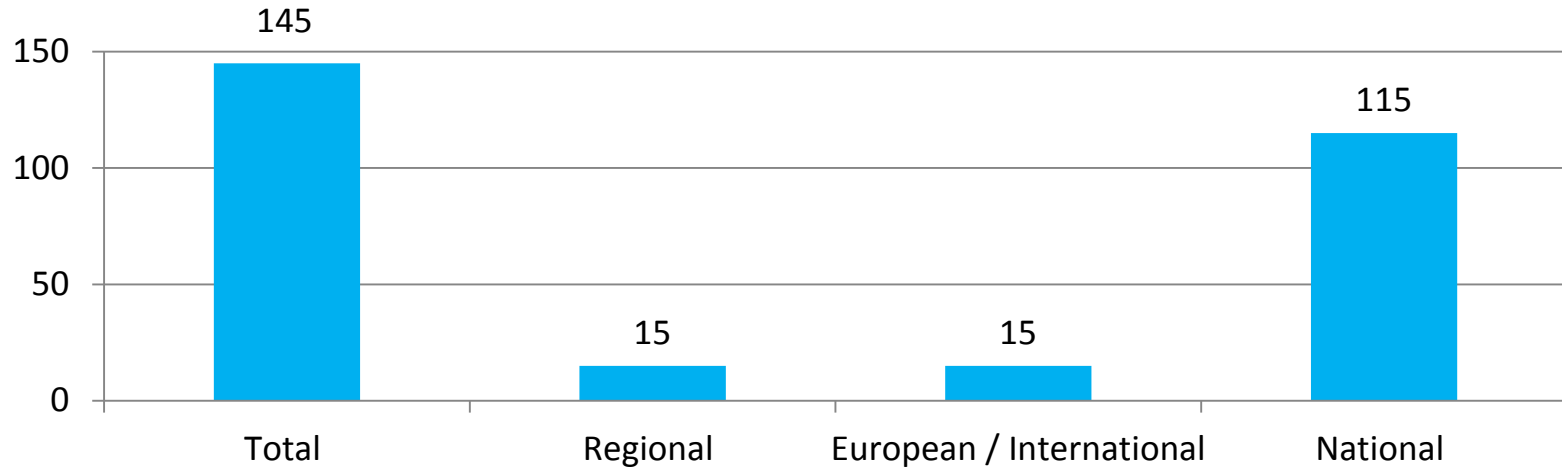
Regional/national/international reach of all the featured projects across EU28 countries.





3. The key findings - Reach

Regional/national/international reach of the 'case-study' projects across EU28 countries.



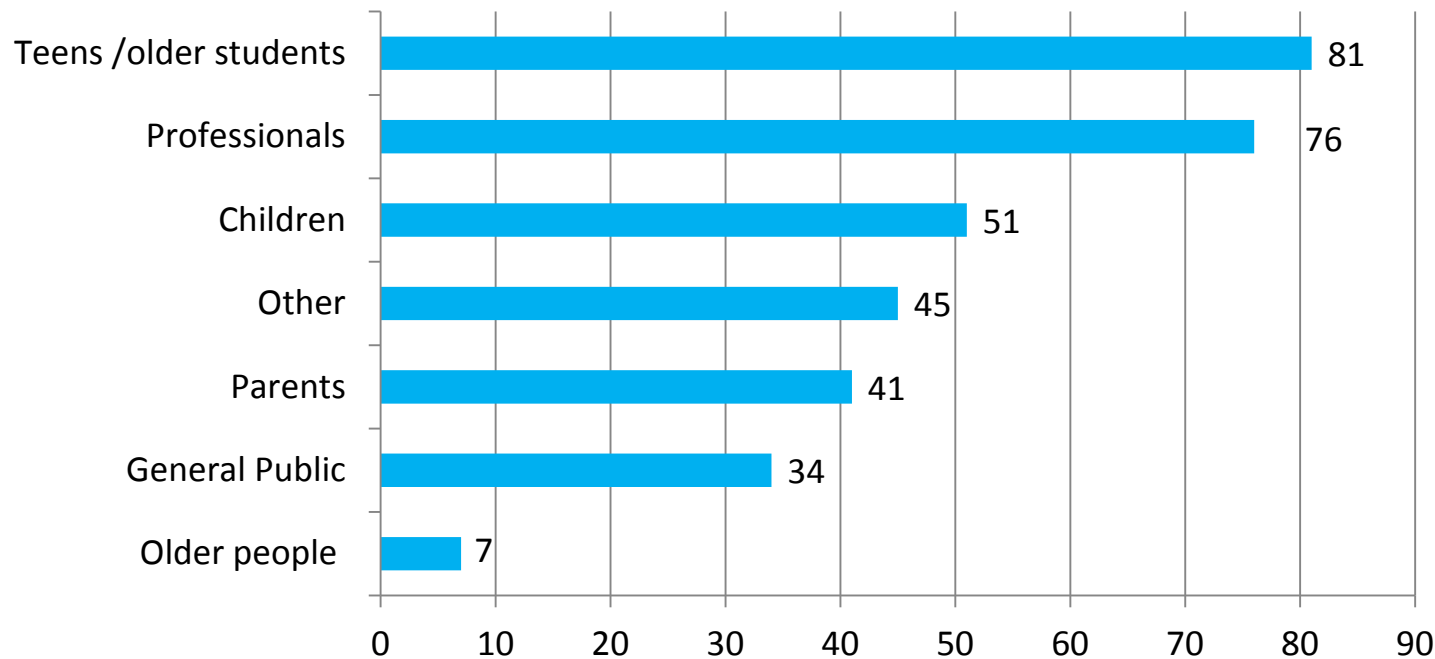


3.7. | The audience groups



3. The key findings – Audience groups

Audience groups targeted by the ‘case-study’ projects across EU28 countries.



4 | Conclusion

4. Conclusion

What are the common features of significant projects? *(What can regulators do to nurture the development of media literacy projects?)*

→ Work in Partnership

→ Provide, or secure access to Funding

→ Facilitate Networking

Thank you!

For any queries:
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Observatoire européen de l'audiovisuel
European Audiovisual Observatory
Europäische Audiovisuelle Informationsstelle

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

14.15 – 15.20

Introductory session

Over to you!

Q&A with the audience

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15.20 - 15.30

Short technical break



Panel discussion: Media Literacy Initiatives in Europe

15.30 – 16.45

Moderation: Martina Chapman,
Mercury Insights (UK)

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15.30 – 16.45

Panel Discussion – media literacy initiatives in Europe

Leo Pekkala, Head of Unit, MEKU (Finland)

György Ocskó, International Legal Advisor, NMHH (Hungary)

Jamal Eddine Naji, Director General, HACA (Morocco)

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14.30 – 16.45

Panel discussion – media literacy initiatives in Europe

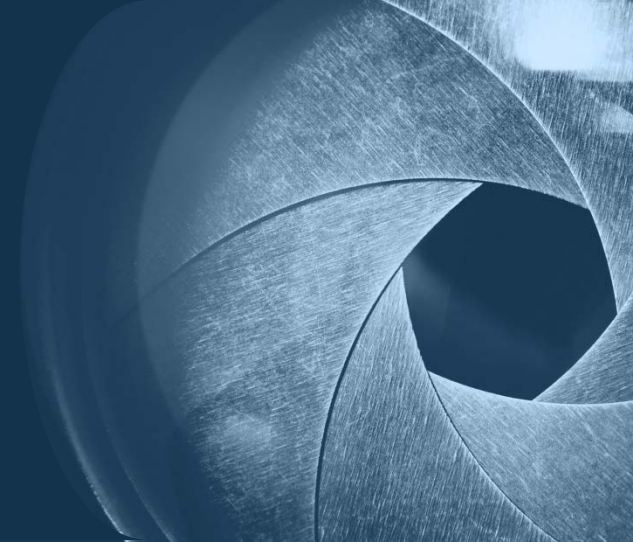
Over to you!

Q&A with the audience

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Conclusions



16.45 – 17.00

**Anni Hellman, Deputy Head of Unit
Media Convergence and Social Media
DG Connect, European Commission**

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Closing of the meeting

17.00

Halina Rostek, Chair of the Polish Presidency



KRAJOWA RADA
RADIOFONII I TELEWIZJI



Thank you for coming!

