



Addressing  
**hate speech**  
**in the media:**  
the role of regulatory  
authorities and  
the judiciary

INTERNATIONAL  
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**Media literacy in a Danish context**

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# POINT OF DEPARTURE

Kultur  
STYRELSEN

MEDIERÅDET  
FOR BØRN & UNGE

IT-UNIVERSITETET I KØBENHAVN

MEDIERNES UDVIKLING  
I DANMARK 2015

## SPECIALRAPPORT Media Literacy i en dansk kontekst



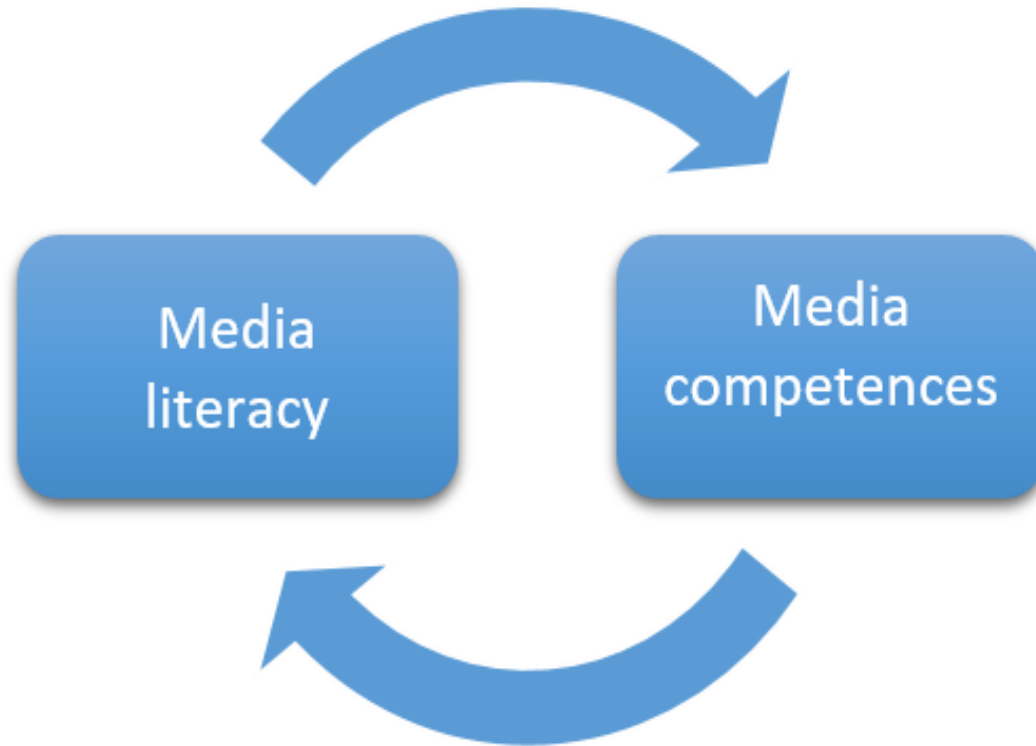
# CHANGING FOCI & PARADIGMS

- All aspects of media and communication are digitized
- The underlying logics are changing
- Relevant for all citizens
- Neverending proces – (we study a moving target)
- Denmark is a digital society by law and digital literacy is developing
- We understand the challenges of digital literacy in retrospective
- Multilayered complexity is a major challenge
- Cross-sector collaboration
- Funding??

# DEFINITIONS

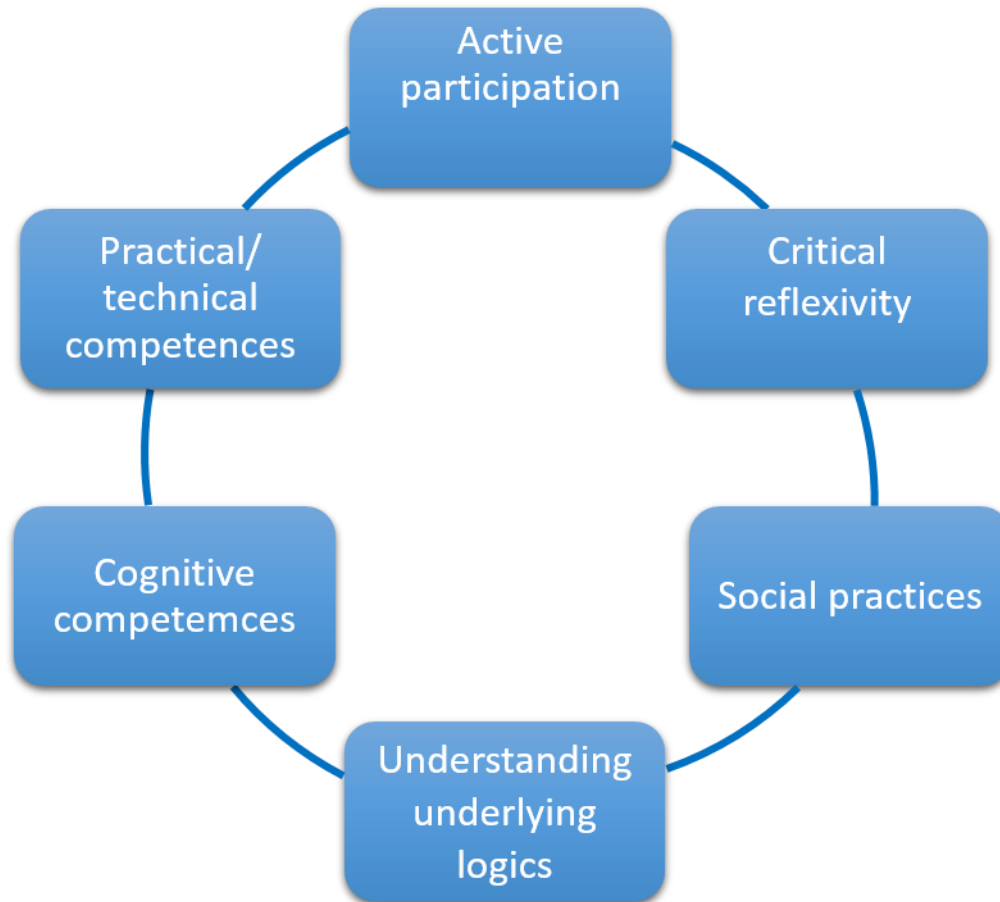
In the short version, we define media literacy as:

The ability to use and understand media and critically reflect on their meaning



*Figur 1. The relation between media literacy and media competences in practice*

# FOCUS



*Figure 2. Connected domains in development of media literacy  
– foci for study*

# FOCUS

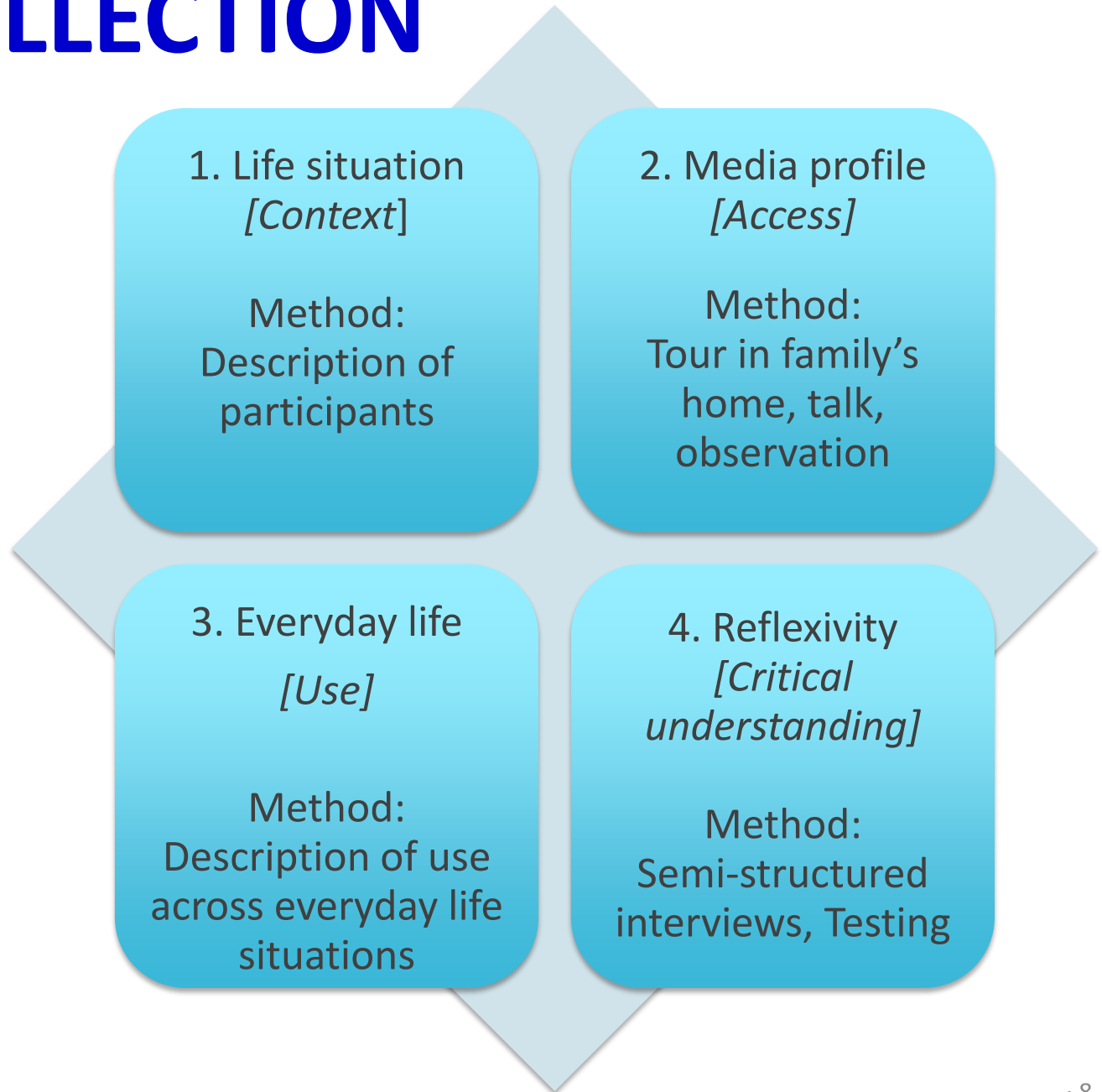


- Media competences
- Digital competences
- Media literacy
- Digital literacy
- All groups
- 2½ months
- 5 regions in DK
- Visiting 20 families
- Ca. 40 individuals
- Visit at daycare, workplace, school, library, citizen centre etc.

# SAMPLING

<b>1. Life situation:</b>	<b>2. Family profile:</b>
Life circle situation of family and family members? Age, gender? Does the family or family members meet any specific challenges regarding being an active citizen and/or in relation to media use?	Which family members? Which (civil) status, which relationships? Which networks outside of family?
<b>3. Social status:</b>	<b>4. Cultural background:</b>
Occupation of family? Educational background and occupational situation?	Home and local rooting (or not) Cultural identity / belonging? Cultural characteristics and values. Affiliation to (belonging to) groups and localities?

# DATA COLLECTION





# DATA: Case 2 – too much information



Single woman, 50 years old, suffers from mild aphasia after blood clot in brain some years ago

Works flextime in a youth activity centre

The separation of various media forms helps Lise to navigate in the ongoing stream of information, that various media provide.

# DATA: Case 2 – too much information



## Issues

Too much information

Advanced information

Multiple channels

Communication speed

Logics behind systems

It is difficult for her to read – she doesn't have a newspaper any more as she doesn't get to read it. Due to difficulties with getting the contexts and overview she has chosen SMS as her favorite and main way of communicating. This way she is in control over when she communicates and she can take the necessary time. She distinguishes clearly between the various media forms on her mobile.

*I don't know what it is called when all the media are converged [about SMS and Facebook's Messenger].... What I clicked is not what I want. But now I have separated the services. So I'll text with my sister, my children and close friends. But I'll use Messenger and Facebook to talk to work colleagues and old friends.*

# DATA: Case 4 – Just enough to manage



## **The Flintstones**

Mom, dad, 8 year old son

Do not spend much time on media (any kind)

Manage their citizen lives as necessary

Have very old stationary computer, have ipad & smart phones but slow at adapting

iPad is mainly used by son who is more media savvy

# DATA: Case 4 – Just enough to manage



## Issues

No motivation to “do more”

Just enough competent

Local rooting

Pride and self-respect

Characterize themselves as old-fashioned: seldom watches television, do not read the newspaper, son uses iPad.

Allan gets up very early (for work) every day. He uses Text television every morning to get an overview of the daily news.

*I believe it is an old habit, something you've always done. It is so nice and easy ... And wellm then, we do have an iPad you could get and use but I am probably quite oldfashioned in this specific context.*

- Everyday life focus
- Attitudes
- Orientation important
- Son's mediated future

# FINDINGS

Small country, big differences (is homogenization possible?)

What is the good life for the individual / citizen?

What are the motivations for individuals / citizens / groups to explore options, deal with challenges, engage and reflect and act?

Changing relations between the individual and the collective in terms of agency?

Further studies have proved digital literacy on the rise – in some groups, at some level – follow the lead

