



Media literacy mapping in the EU-28

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“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

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

The mapping



A main report providing
a general analysis of the

547 featured
projects

at a European level



28 national
'fact sheets'

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



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



Media literacy experts

For each of the EU 28

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

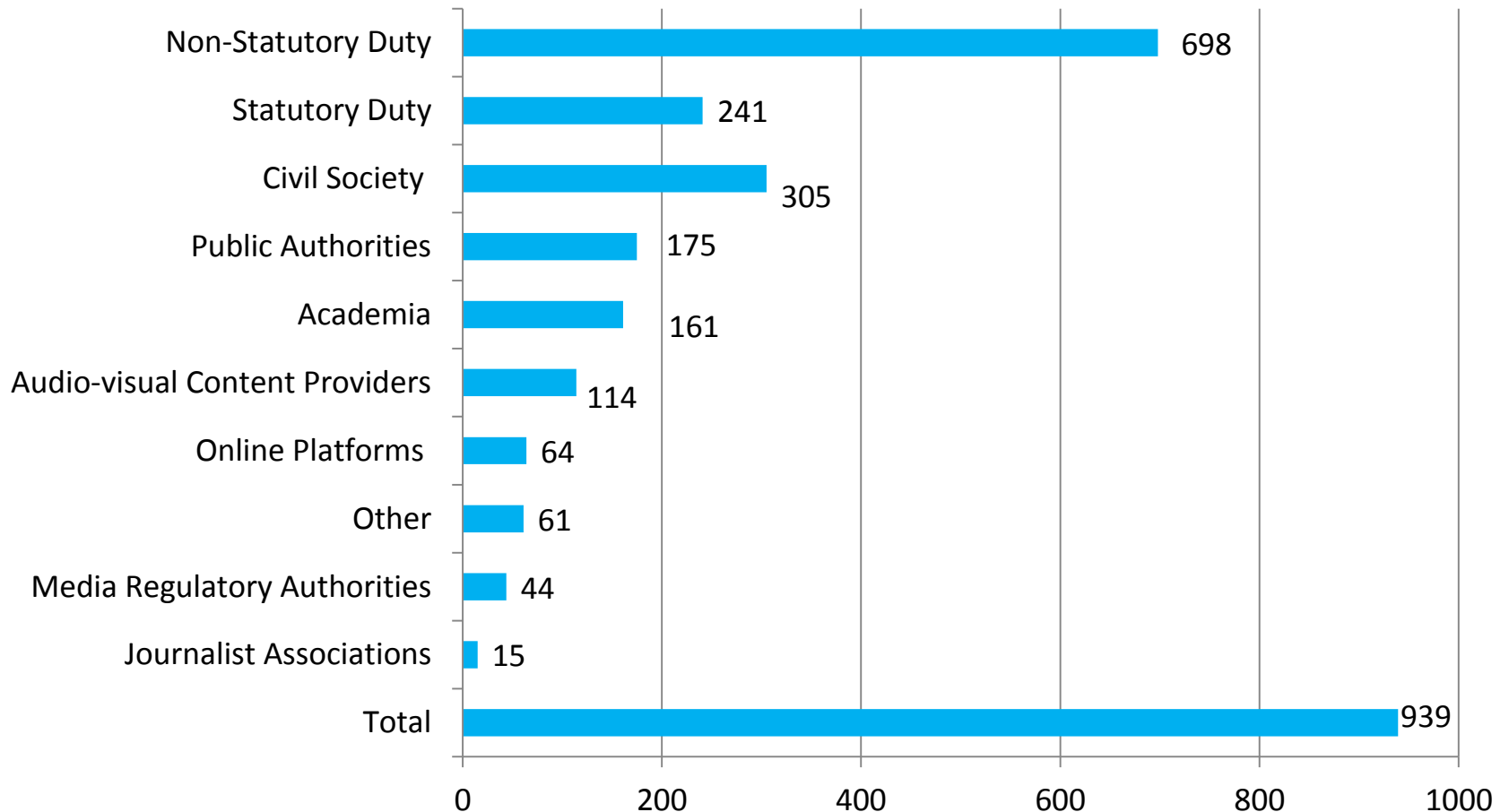
1. Questionnaire to each national expert:

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

2. Cross-check through EU ML expert group

The key findings – Stakeholders

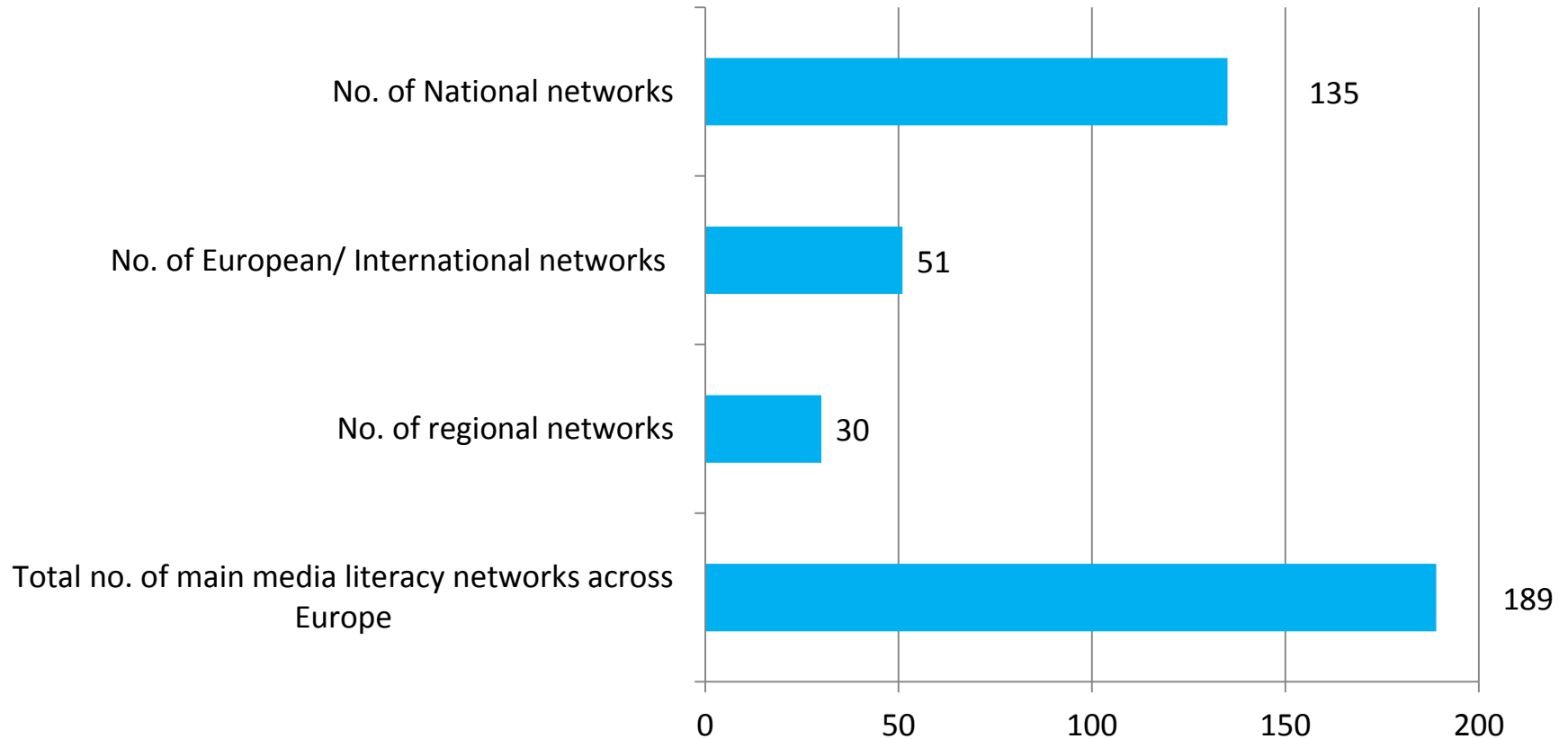
Main media literacy **stakeholders** across 28 EU countries and the sectors represented



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings - Networks

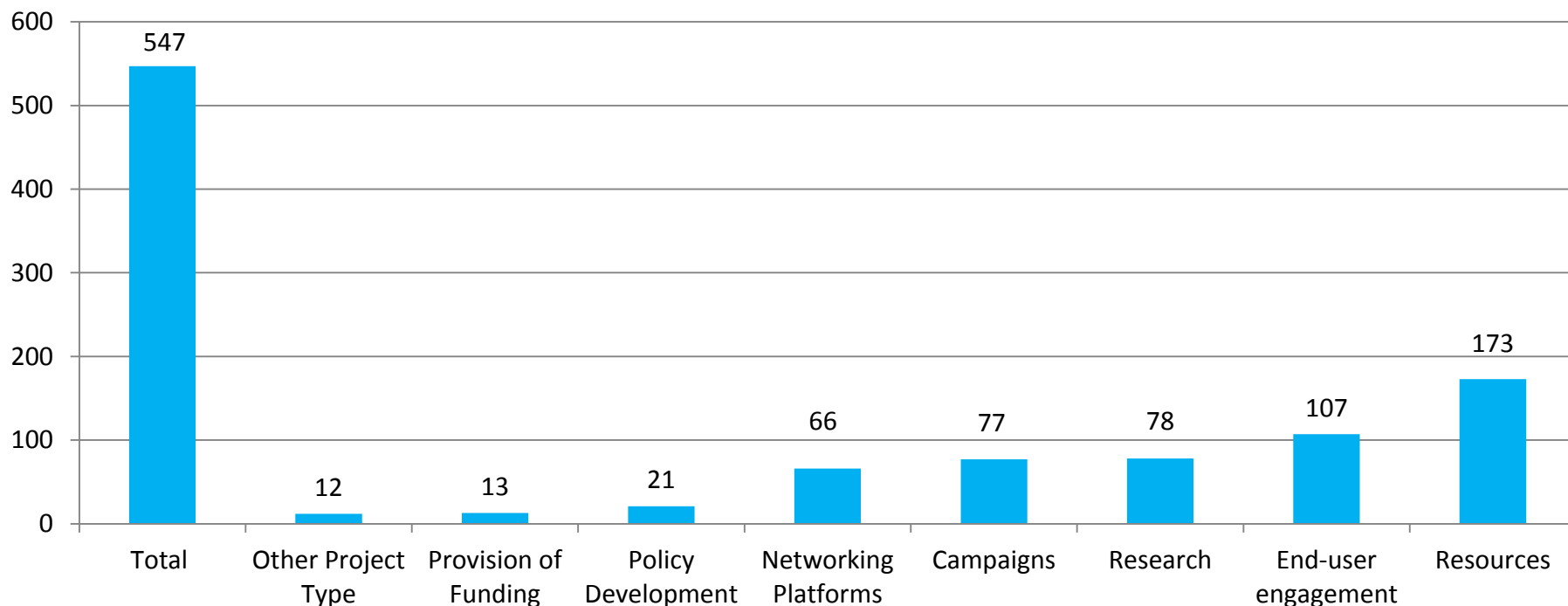
Main media literacy **networks** across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings – Project types

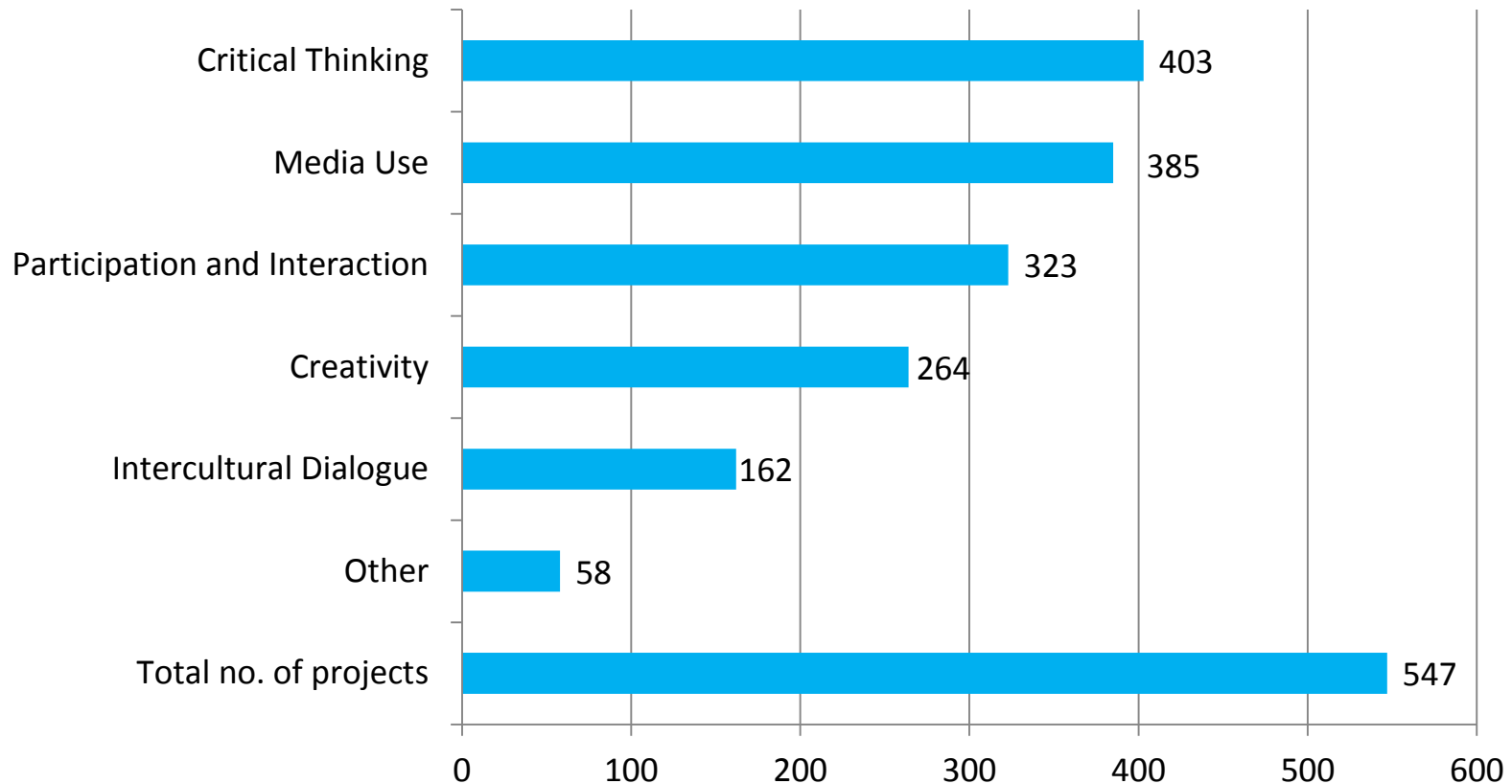
Media literacy ‘**project types**’ across all featured projects from 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings – Skills (1/2)

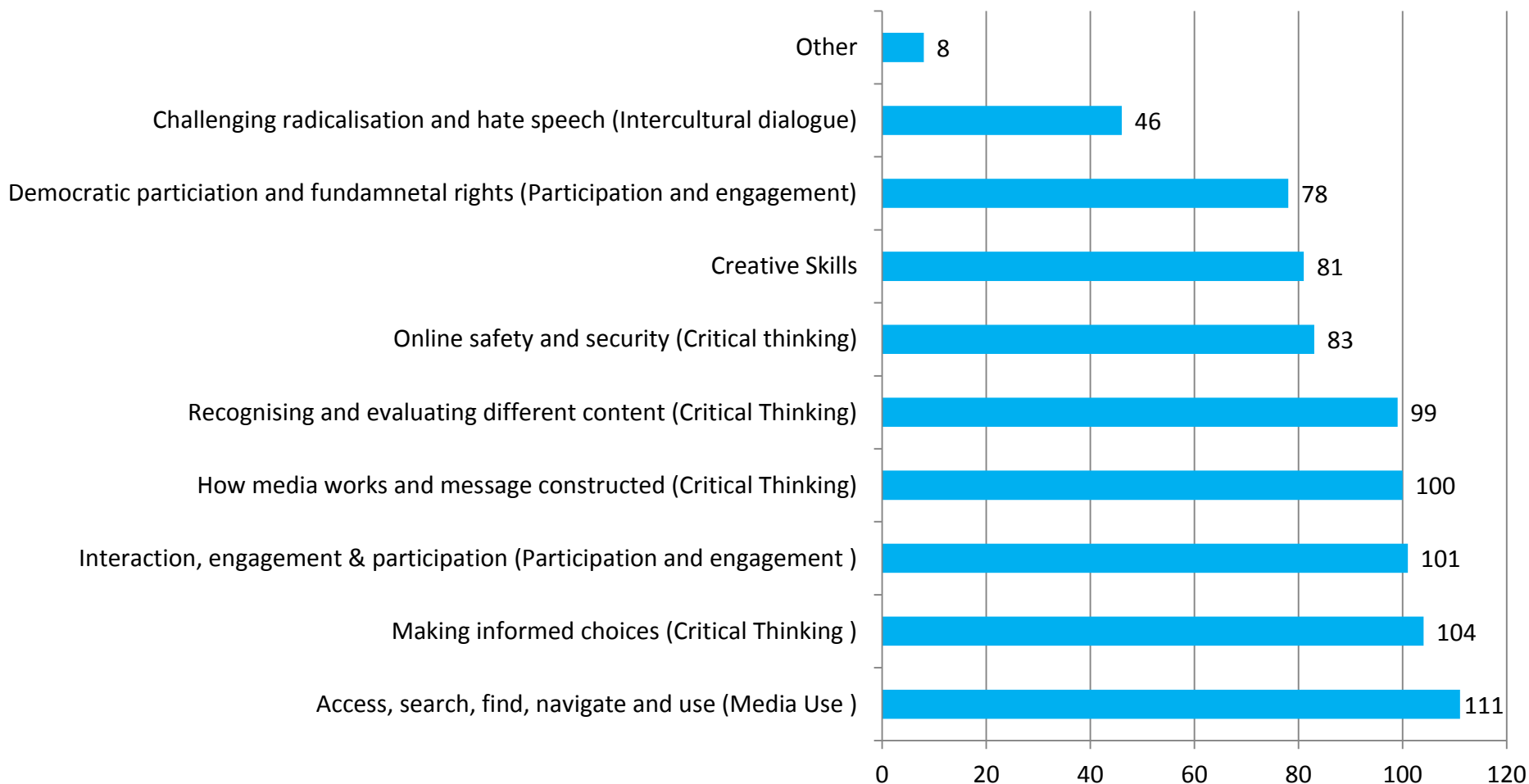
Types of media literacy **skills** addressed by all the featured projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings – Skills (2/2)

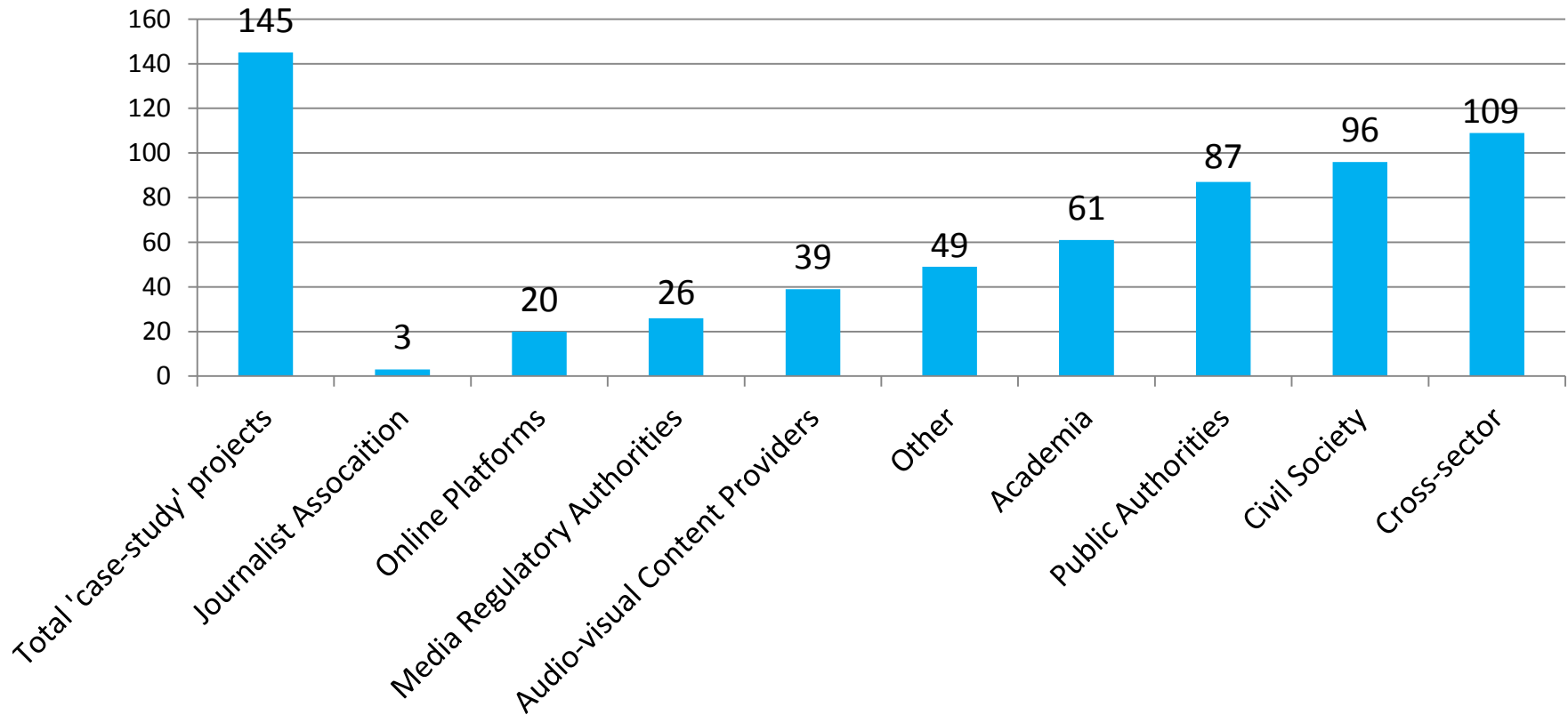
Types of media literacy **skills** addressed by the ‘case-study’ projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings – Sectors (1/2)

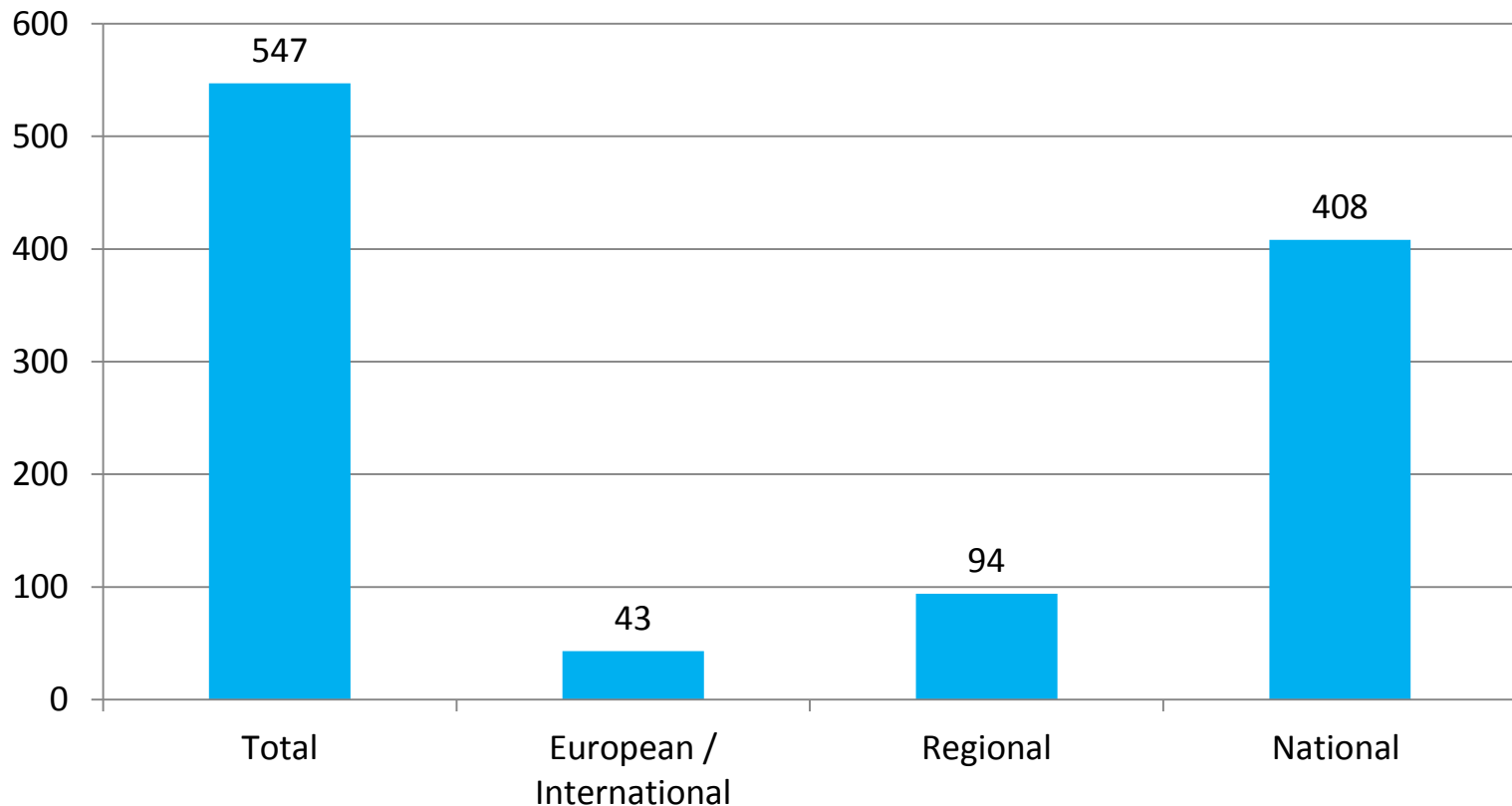
Engagement of different 'sectors' in 'case-study' media literacy projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings - Reach

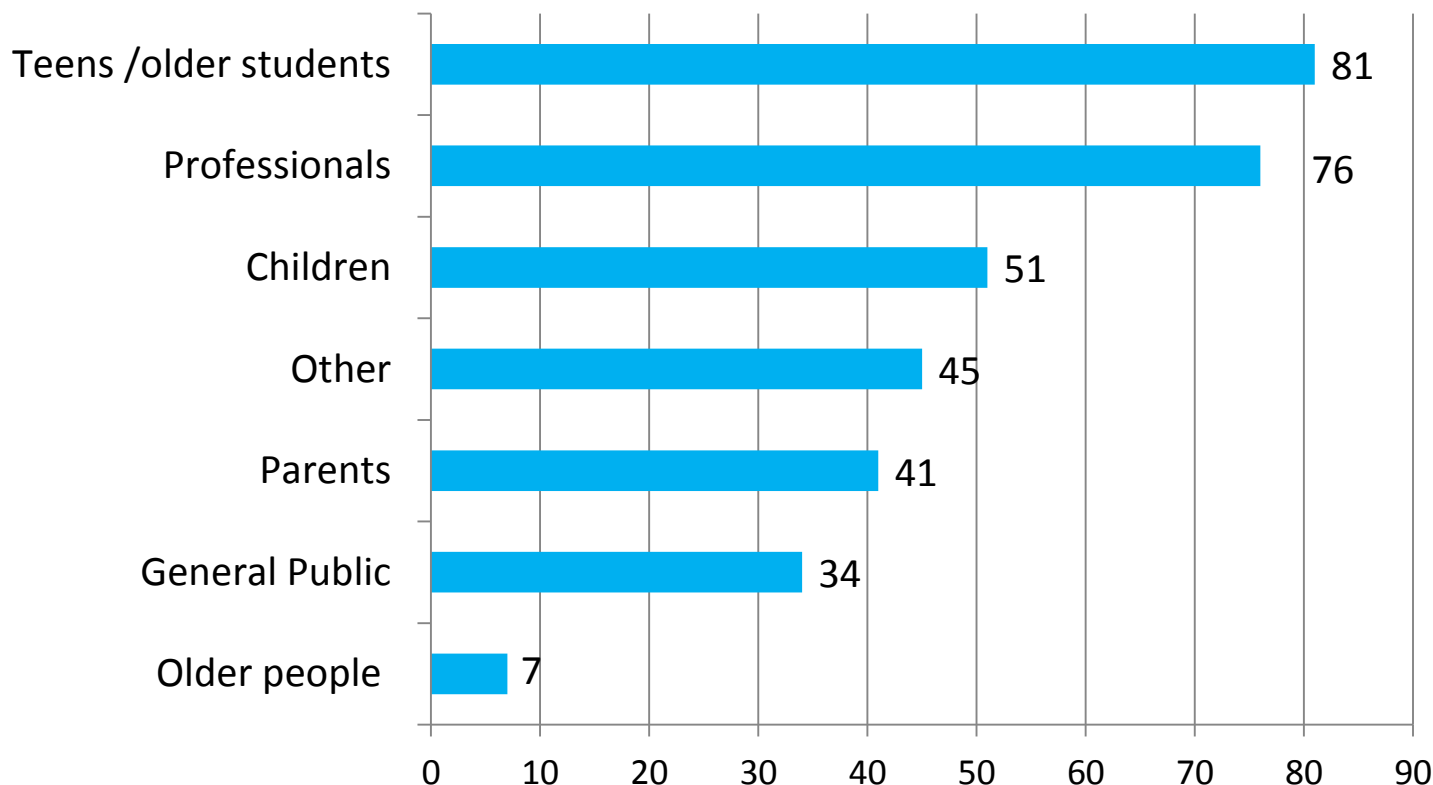
Regional/national/international **reach** of all the featured projects across EU28 countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

The key findings - Audiences

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



Source: 29 national responses to European Audiovisual Observatory standardised survey

What are the common features of significant projects?

- **Work in Partnership**
- **Provide, or secure access to Funding**
- **Facilitate Networking**

“Mapping media literacy practices and actions in EU-28”



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

**Consult our full report
and its annexes at:
www.obs.coe.int**

Thank you!

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www.obs.coe.int