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
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
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.
The methodology

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

The key findings – Stakeholders

Source: 29 national responses to European Audiovisual Observatory standardised survey
The key findings - Networks

Main media literacy networks across 28 EU countries.

- No. of National networks: 135
- No. of European/International networks: 51
- No. of regional networks: 30
- Total no. of main media literacy networks across Europe: 189

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.

<table>
<thead>
<tr>
<th>Skill</th>
<th>No. of Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>403</td>
</tr>
<tr>
<td>Media Use</td>
<td>385</td>
</tr>
<tr>
<td>Participation and Interaction</td>
<td>323</td>
</tr>
<tr>
<td>Creativity</td>
<td>264</td>
</tr>
<tr>
<td>Intercultural Dialogue</td>
<td>162</td>
</tr>
<tr>
<td>Other</td>
<td>58</td>
</tr>
<tr>
<td>Total no. of projects</td>
<td>547</td>
</tr>
</tbody>
</table>

Source: 29 national responses to European Audiovisual Observatory standardised survey
Types of media literacy skills addressed by the ‘case-study’ projects across 28 EU countries.

- Access, search, find, navigate and use (Media Use): 111
- Making informed choices (Critical Thinking): 104
- Interaction, engagement & participation (Participation and engagement): 101
- Recognising and evaluating different content (Critical Thinking): 99
- How media works and message constructed (Critical Thinking): 100
- Online safety and security (Critical thinking): 83
- Creative Skills: 81
- Democratic participation and fundamental rights (Participation and engagement): 78
- Challenging radicalisation and hate speech (Intercultural dialogue): 46
- Other: 8

Source: 29 national responses to European Audiovisual Observatory standardised survey
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