

The background of the slide is a photograph of a modern building with a glass facade. The glass reflects the sky and several large satellite dishes mounted on the roof. In the top left corner, the EBU logo is displayed in white. The main title and author's name are overlaid on the left side of the image in white text.

EBU

OPERATING EUROVISION AND EURORADIO

MEDIA AND DIGITAL INFORMATION LITERACY

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MEDIA LITERACY

- Importance
- Role of Public Service Media
- Challenges
- Stakeholders

EBU AND MEDIA LITERACY

- The EBU project European Perspective has a focus on promoting trusted news across language barriers. There is also a fact-checking strand to it.
- The EBU Media Intelligence Service include media literacy in their publications:
 - PSM and Democracy, PSM and News, Trust in Media
- <https://www.ebu.ch>

FAKE NEWS AND MISINFORMATION REQUIRE GUIDANCE

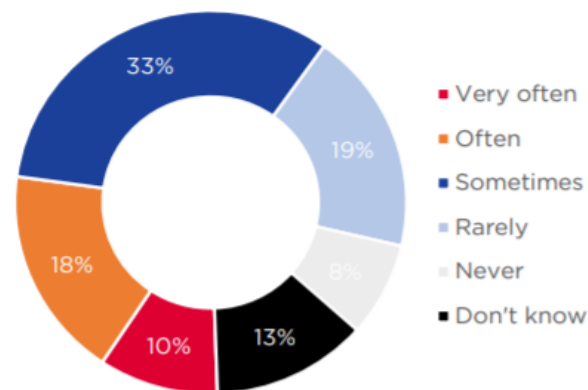
28%

OF THE EU POPULATION IS OFTEN EXPOSED TO DISINFORMATION AND FAKE NEWS

The internet and social media, in particular, are associated with misinformation and harassment. According to [PEW Research](#), only 5% of the population across 19 countries across the world does not perceive the spread of false information online as a major threat.

Perceived frequency of exposure to disinformation and fake news over the past 7 days

(EU27, % of respondents)

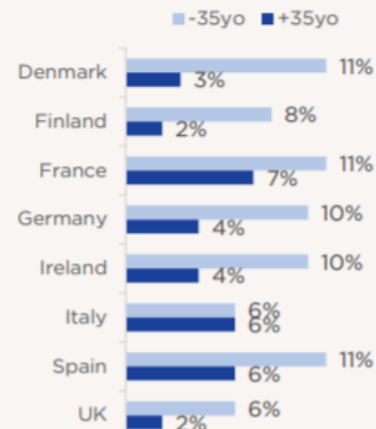


Recognizing fake news is problematic for over 1 in 3

Confidence levels on the recognition of fake news is lowest^(*) among older groups (42%, 32% of 15-24yo), women (43%, 30% of men) and people with a lower education (50%, 30% of highest education).

In this confusing context of fake news and misinformation, more than ever, news literacy is a crucial skill. Not understanding the news can lead to news avoidance, research shows, widening the gap between news and difficult-to-reach groups, such as people with lower education and young groups. As such, improving news literacy is an essential tool to ensure engagement.

Struggling to understand the news as a reason for news avoidance
(2022, selected markets)



EUR(O)VISION NEWS

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PSM AND MEDIA LITERACY





FRANCE AND MEDIA LITERACY (I)

- Media literacy is key activity in public educational policies
- Centre for Media and Information Literacy (CLEMI) and other actors, including France Télévisions and Radio France work together
- FranceInfo and Radio France provide workshops and regular interactions with young audiences
- France Télévisions manages Lumni, its digital curation platform for students and educators, which includes many interactive resources of students for all ages

FRANCE AND MEDIA LITERACY (II)

- 
- <https://www.cleml.fr/fr/qui-sommes-nous.html>
 - <https://www.cleml.fr/fr/semaine-presse-medias/offres-numeriques-des-partenaires-de-la-spme-2022/ressource-partenaire-2022/radio-france-1.html>
 - <https://www.lumni.fr/tous-les-contenus?matiere=education-aux-medias-et-a-l-information>
 - <https://www.culture.gouv.fr/en/Thematiques/Education-aux-medias-et-a-l-information/Une-mobilisation-des-medias-pour-l-education-aux-medias-et-a-l-information>
 -

FINLAND AND MEDIA LITERACY (I)

- Finland takes a multi-pronged, cross-sector and cross-generational approach to their national media literacy programme
- Media literacy is an integral part of civics education in schools
- **PSM - Yle is proactive in media education by providing quality digital and audiovisual content for students and educators, aligning with the national strategy.**
- Yle also promotes everyday digital skills.
- Yle helps young people spot e-commerce scams by spotting fake online stores advertised on social media by providing tips, real-life examples and a quiz



FINLAND AND MEDIA LITERACY (II)

- <https://en.unesco.org/creativity/policy-monitoring-platform/media-literacy-finland-national>
- <https://yle.fi/aihe/s/10002662>
- <https://yle.fi/news/3-12190069>



CROATIA AND MEDIA LITERACY (I)

- **The Agency for Electronic Media (AEM), takes on the responsibility of promoting media literacy, although no national strategy is devoted to media literacy or safer internet usage.**
- **AEM works with the UNICEF Office and government agencies in Croatia to promote media literacy. The partnership saw the launch of a website (<https://www.medijskapismenost.hr/> - Media Literacy in English) in 2016 as the first national portal and reference point for media education.**
- **HRT linked up with the AEM and UNICEF to widen access to media literacy and invite students to HRT offices to learn more about their works.**

CROATIA AND MEDIA LITERACY (II)



- <https://www.aem.hr/>
- <https://media-and-learning.eu/type/featured-articles/only-1-in-12-have-access-to-media-literacy-education-in-croatia/>
- <https://www.unicef.org/croatia/en/node/2771>



ESTONIA AND MEDIA LITERACY (I)

- Estonia has a well-defined media literacy strategy. It was set up in response to Russian disinformation and cyber attacks in 2007.
- Since the 2010s, students have learned media literacy from kindergarten to secondary school.
- ERR works with the government and relevant agencies to support the country's media literacy policies.
- ERR stages a Media Literacy Week. Their educational output is used to teach students about media literacy.
- Their Meediataip project aims to increase young people's knowledge of how the media works.
- They publish videos explaining fundamental concepts and radio interviews with local celebrities where they shared their experiences of fake news.

ESTONIA AND MEDIA LITERACY (II)

- <https://novaator.err.ee/k/meediataip>
- <https://www.bbc.com/future/article/20220128-the-country-inoculating-against-disinformation>
- <https://medium.com/swlh/the-first-digitally-literate-country-e9dbc1d0695>
- <https://media-and-learning.eu/type/featured-articles/media-literacy-in-the-baltics-similar-backgrounds-but-different-approaches/>

NETHERLANDS AND MEDIA LITERACY (I)

- There is a comprehensive media literacy strategy with a strong network committed to the ideals. The Dutch Media Literacy Network (DMLN) was launched as a programme in 2008 as a government initiative.
- PSM – NPO is one of the members and plays a prominent role in the network along with the Dutch National Library, the Netherlands Institute for Sound and Vision, an information society platform and an IT education advocacy group.
- Cinekid Medialab is an expo looking at innovation in kids' media with events devoted to this subject
- Media Wisdom Week aims to raise awareness of media literacy.
- PSM - NTR and NOS broadcast and published media literacy content

NETHERLANDS AND MEDIA LITERACY (II)

- <https://cinekid.nl/en/education/festival-for-schools>
- <https://npokennis.nl/>
-
- <https://netwerkmediawijsheid.nl/over-ons/about-dutch-media-literacy-network/>

AUSTRIA AND MEDIA LITERACY (I)

- The Austrian authorities promote online safety/media literacy policies through formal education and IT national strategies.
- The educational authorities recommend that media education is part of the curricula.
- The Austrian Regulatory Authority (RTR) plays an active role by supporting broadcasters' media literacy work and ensuring users have safe access to the media.
- The Austrian National Library has recently launched a new Centre for Information and Media Competence to bridge the digital skills gap between different social groups.
- ORF promotes media literacy for their audiences.



AUSTRIA AND MEDIA LITERACY (II)

- <https://www.mediamanual.at/kontakt>
- <https://oe1.orf.at/schule/digital>
- <https://oe1.orf.at/artikel/647867/Medienkompetenz-Alphabetisierung-2-0>
- https://zukunft.orf.at/show_content.php?sid=178
- <https://science.orf.at/stories/3215608/>

LATVIA AND MEDIA LITERACY (I)

- The ministry of culture is responsible for improving media literacy in society, while the educational authorities are responsible for media literacy in education.
- Media literacy still needs to be fully incorporated into school curricula.
- tavaklase.lv is an educational website, which promotes media literacy. It has many video resources for teachers and students.
- PSM produces regular content on their Pilna Doma website, which collates activities and games aimed at younger audiences. Pilna Doma is a media project initiated by the Baltic Centre for Media Excellence in cooperation with the British Council and the US Embassy in Riga.

LATVIA AND MEDIA LITERACY (II)

- <https://eng.lsm.lv/article/features/media-literacy/survey-most-latvian-teenagers-are-not-taught-media-literacy-at-school.a433542/>
- <https://www.lsm.lv/pilnadoma>
- <https://www.skola2030.lv/lv/jaunumi/blogs/medijpratiba-paligs-macibas-un-dzive>
- <https://www.tavaklase.lv/macibu-video/>
- <https://eng.lsm.lv/features/media-literacy/>

ITALY AND MEDIA LITERACY (I)

- Media literacy is part of the Italian National Digital School Plan which focuses on innovation and opportunities for digital education.
- According to Eurostat, young Italians (aged 16-19) have a low share of 16-19 years old with an adequate command of digital skills, compared to the EU average. New policies are in place to decrease the digital divide, which causes some issues in media education.
- Recent events in Italy, including general elections and Covid-19, caused some situations where misinformation and disinformation overspilled into the public arena.
- The Italian Digital Media Observatory was launched to fight disinformation and fake news. The project is run by a consortium of academia, fact-checkers, SMEs, and media and telecom organisations, including Rai.
- Rai contributes significantly to the IDMO project by producing media content, programming and academic research.
- They have a new TV and web miniseries, "Invito alla lettura" (Invited to Read), where the series broadcasts the issue of combatting fake news aimed at students.

ITALY AND MEDIA LITERACY (II)

- <https://www.raiplay.it/programmi/invitoallalettura/stagioni/media-literacy-contro-la-disinformazione>
- <https://www.idmo.it/2022/05/19/fake-news-rai-cattolica/>
- <https://www.conibambini.org/wp-content/uploads/2020/07/Disuguaglianze-digitali.pdf>
- <https://www.disinfo.eu/publications/the-disinformation-blame-game-whom-do-covid-19-hoaxes-attack-in-italy/>

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RECOMMENDATIONS

