

39th EPRA meeting

Budva, Montenegro, 04 – 06 June 2014

**WG I – Empowering Users – Focus on
Media Literacy**

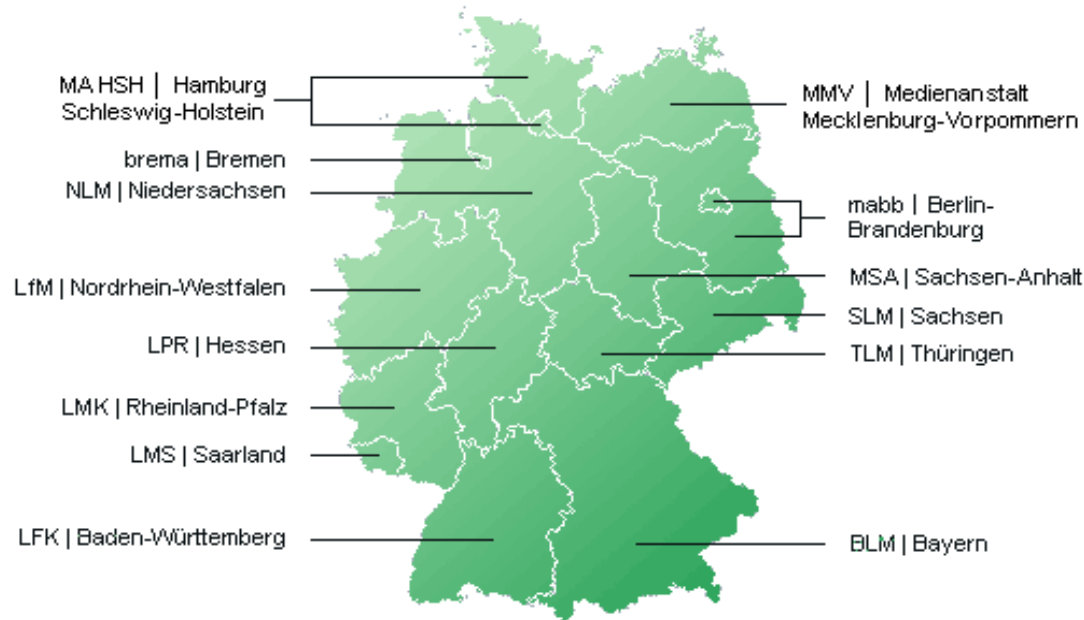
**A Glimpse at the work of the German
Media Authorities**

Agenda

- » Background information on legal framework
- » How we understand media literacy (ML)
- » Workfields of the media authorities (MA) regarding ML
- » Examples for our ML-work
- » Trends

Background information – regulatory landscape

- 14 MAs, 1 joint office, 14 media laws/ treaties (broadcasters on „Länder“ level & MAs) & 1 Interstate Broadcasting Treaty (RStV) (national broadcasters & cooperation of MAs)



How we understand ML - legal definition?

-))) RStV: no regulations on ML
 -))) media laws/treaties of the „Länder“: some contain provisions on ML, others do not
- no consistent/homogenous definition of ML

How we understand ML

-))) our understanding of „ML“ is influenced by 4 dimensions:
 -)) media criticism,
 -)) media understanding,
 -)) media use
 -)) & media production.

Our „workfields“ regarding ML

- ») **research**
- ») **information offers / materials**, e.g. on the internet (p.e. www.internet-abc.de, www.klicksafe.de), smartphones (www.handysektor.de), peer-to-peer support (www.juuuport.de), TV (www.flimmo.de), radio (www.edura.fm)
- ») **projects/ trainings** for kids, parents & educators ...
- ») **community media & campus radio/TV**
- ») **education & training for media professionals**

- ») further information: <http://www.die-medienanstalten.de/themen/medienkompetenz.html>

Examples for our ML-work internet-abc



- » platform to support children on their way into/through www
- » two target groups - two sections:
 - » kids' section for children from 5 to 12: <http://www.internet-abc.de/kinder/>
 - » adults' section for parents and educators: <http://www.internet-abc.de/eltern/>

Examples for our ML-work

internet-abc

kids' section:

» » „knowing how it works“ modules:

- » » how the internet works
- » » beware
- » » web media use
- » » own web activities

» » & more



Examples for our ML-work internet-abc

parents' & educators' section:

» knowing how it works:
basic online knowledge for
parents & educators

» showing how it's done:
auxiliary material & teaching
aids



The screenshot shows the website 'internet-abc' with a yellow header and a navigation menu on the left. The main content area features a compass icon, the date 'DIENSTAG, 22. MAI 2012', and a search bar. Below the header, there are sections for 'ÜBER DAS INTERNET-ABC' and 'AKTUELL'. The 'ÜBER DAS INTERNET-ABC' section includes a sub-section 'Wissen, wie's geht! Zeigen, wie's geht!' with a text block about providing assistance. The 'AKTUELL' section features a sub-section 'Mit der Klasse ins Netz' with a photo of a classroom and text about developing materials for teachers. The right sidebar contains a search bar, a 'Suchbegriff eingeben' field, and a list of links including 'Internet-ABC Türkçe', 'DER MEDIENPASS NRW KONGRESS', 'Der Medienpass NRW in der Grundschule', 'Service & Presse', 'RSS', 'Mitglieder', and 'Über uns / About us'.

Examples for our ML-work internet-abc

- »»» supplemented by local courses, cooperations with schools, information materials & other activities



Examples for our ML-work FLIMMO

- » kids-TV-programme guide for parents & guardians
- » provides



- » reviews of child-related & adult-TV-programmes which are likely popular with 3 to 13-year-olds
- » articles on media education topics
- » regular surveys on childrens' viewing preferences & ratings
- » reviews for other media (internet, dvds, motion pictures, audios, games etc.)

Examples for our ML-work FLIMMO

))) evaluation is based on:

-)) how children deal with content
-)) how they are likely to process what they see according to their age
-)) child's perspective & preferences

))) categories:

-)) „a hit with kids“ („Kinder finden 's prima“)
-)) „problematic in parts“ („mit Ecken & Kanten“)
-)) „not for kids“ („Nicht für Kinder“)

Die Sendung mit der Maus

Magazin,

ARD, So; KI.KA, So, Mo

Anregende Sachgeschichten bieten Wissenswertes aus dem Alltag und beantworten viele Warum-Fragen von Kindern. Eine bunte Mischung aus Trick- und Bildgeschichten sowie die lustigen Episoden mit der Maus und ihren Tierfreunden sorgen für Spaß und Abwechslung.

Besonders beliebt bei 3 – 10-Jährigen

Examples for our ML-work FLIMMO

FLIMMO is available

- » internet (www.flimmo.de)
- » app
- » brochure
- » social communities
Facebook & Google+



Trends

))) media technologies:

-)) mobile devices enable ubiquitous & easier access to internet

))) media use:

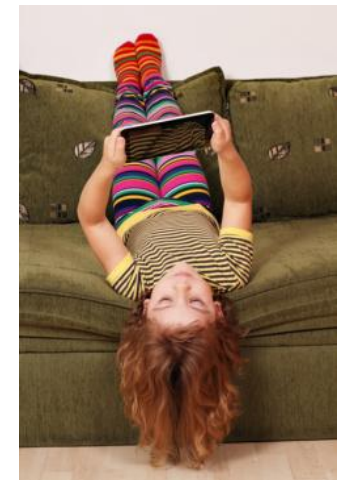
-)) starts at earlier age
-)) high coverage of mobile devices

))) ML:

-)) since 2008 ML is part of formal education
-)) senior citizens came into focus of ML

))) ML projects:

-)) increased funding
-)) increased number of projects





Landesanstalt für Kommunikation
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