



# Media literacy mapping in the EU-28

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**Edinburgh, 18 May 2017**



# 1 | The mapping

***“ 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**

# 1. 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

# 1. 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

## 2 | The methodology

## 2. 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

## 2. The methodology



### A questionnaire

For each national expert

- The **main stakeholders** engaged in media literacy projects, and their sector of activity:
  - Academia
  - Audiovisual content providers
  - Online platforms
  - Public authorities
  - Media regulatory authorities
  - Civil society
- The **nature of the engagement**: statutory or non-statutory interest/engagement



## 2. The methodology



### The questionnaire

For each national expert

- **Project** type: research, resources, campaigns, provision of funding, networking platforms, policy development and end-user engagement
- **Sector**: academia, audiovisual content providers, public authorities, online platforms, civil society and cross-sector collaboration

## 2. The methodology



### The questionnaire

For each national expert

- Media literacy **skills**:
  - Creativity
  - Critical thinking
  - Intercultural dialogue
  - Media use
  - Participation and interaction
  - Other

## 2. The methodology



### The questionnaire

For each national expert

- The **scale of the project**: local, national, European
- The **time period** of activity

## 2. The methodology



### Reason for significance

- The **size of the target audience**
- The **total budget or cost of the project**
- The **success of the project (outcomes/impact compared to objectives)**
- The **level of public awareness of the project**
- The **level of engagement by the target audience**

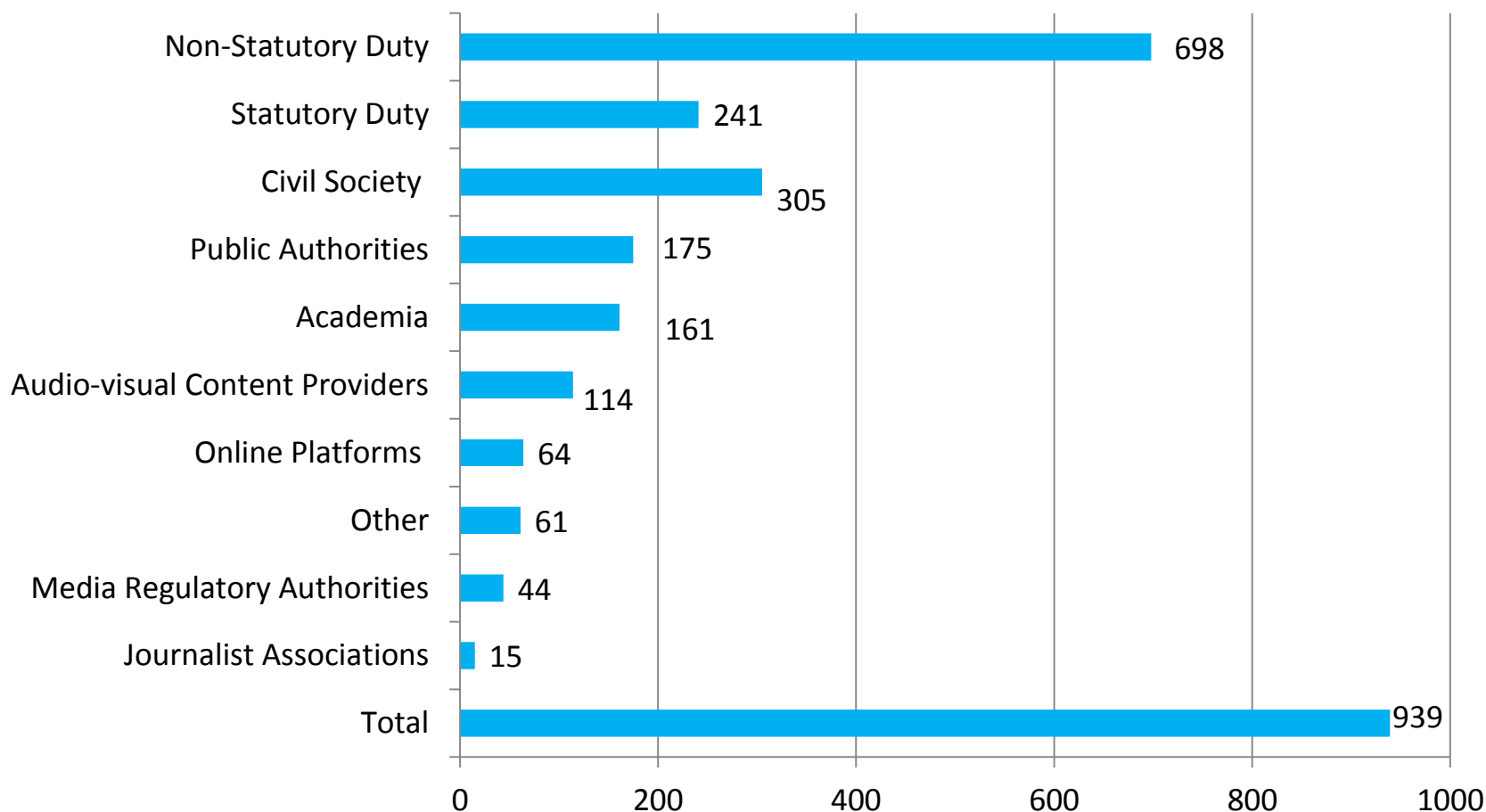
# 3 | The key findings

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- 1. The stakeholders**
- 2. The networks**
- 3. The project types**
- 4. The skills**
- 5. The sectors**
- 6. The geographic reach**
- 7. The audience groups**

# 3. The key findings – Stakeholders

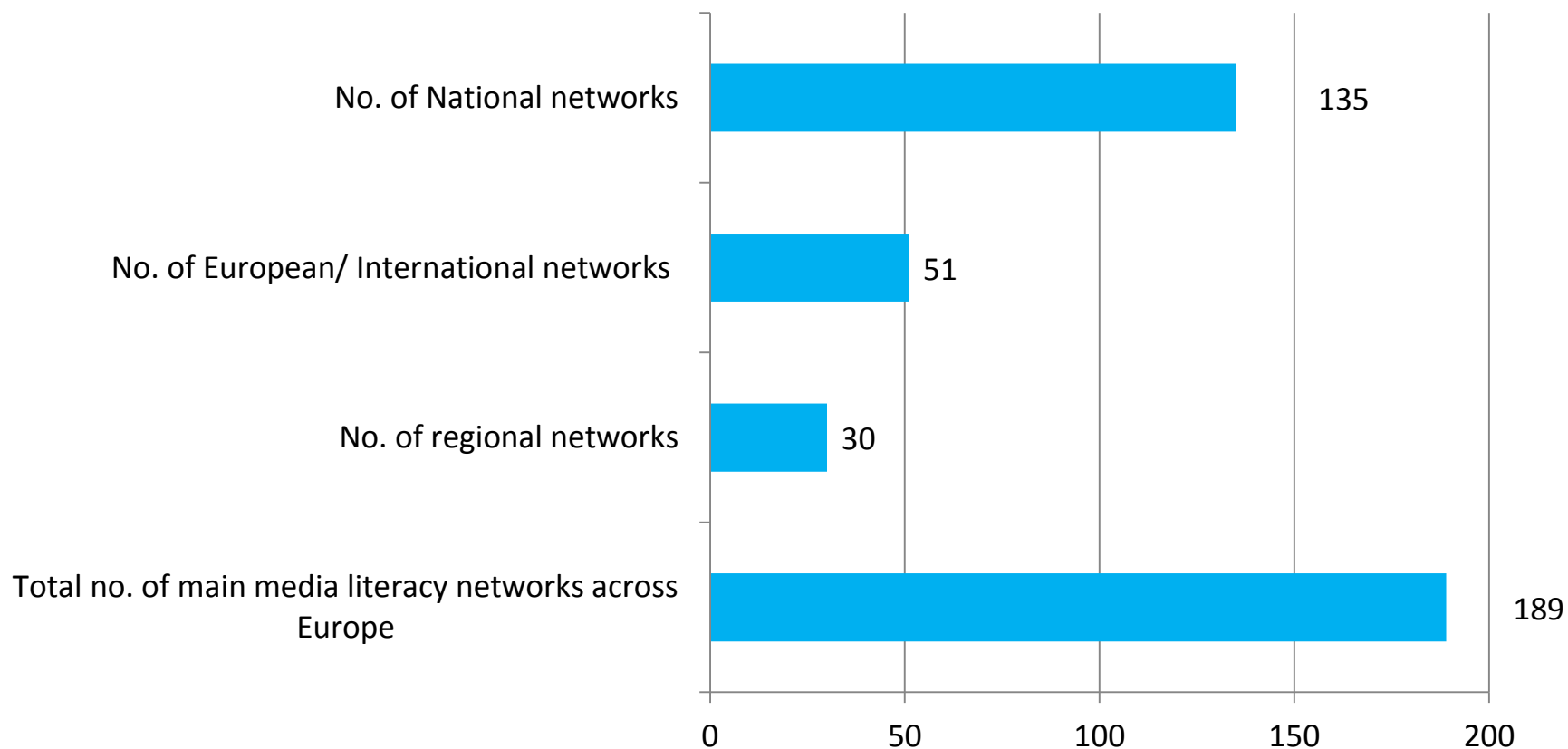
## Main media literacy stakeholders across 28 EU countries and the sectors represented



Source: 29 national responses to European Audiovisual Observatory standardised survey

# 3. The key findings - Networks

## Main media literacy networks across 28 EU countries.

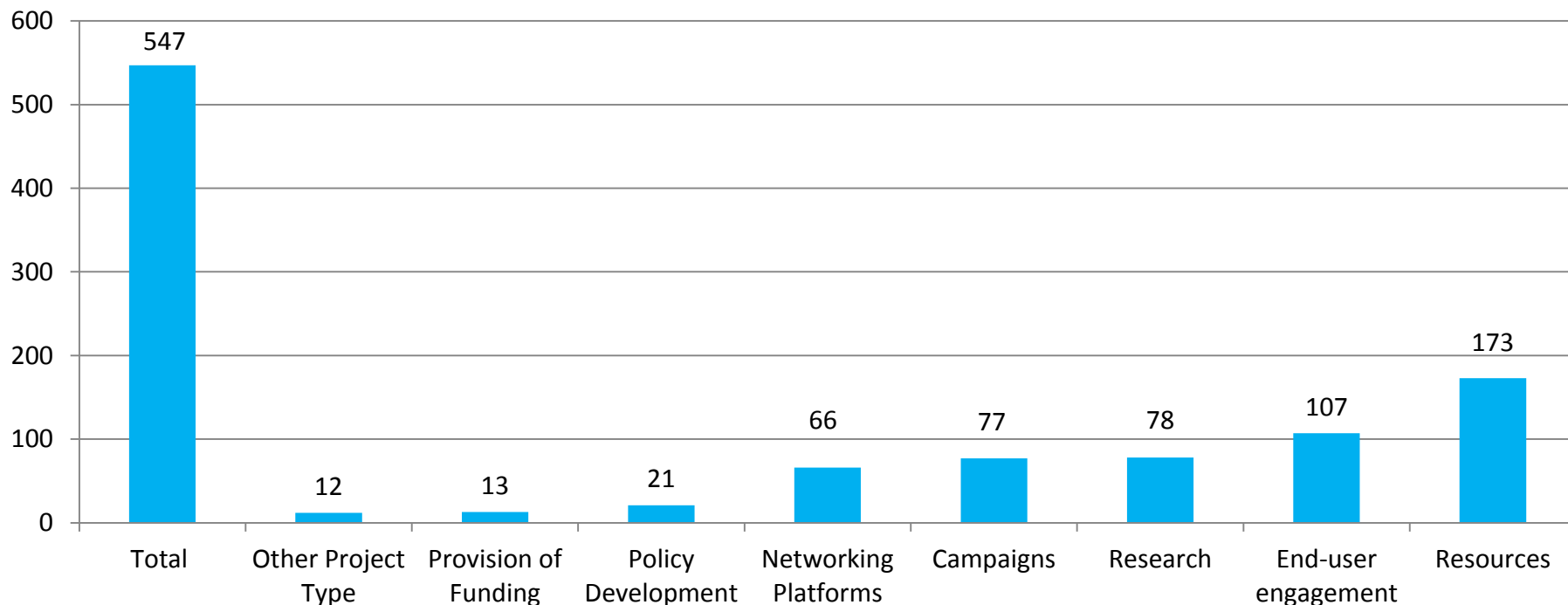


Source: 29 national responses to European Audiovisual Observatory standardised survey



### 3. The key findings – Project types

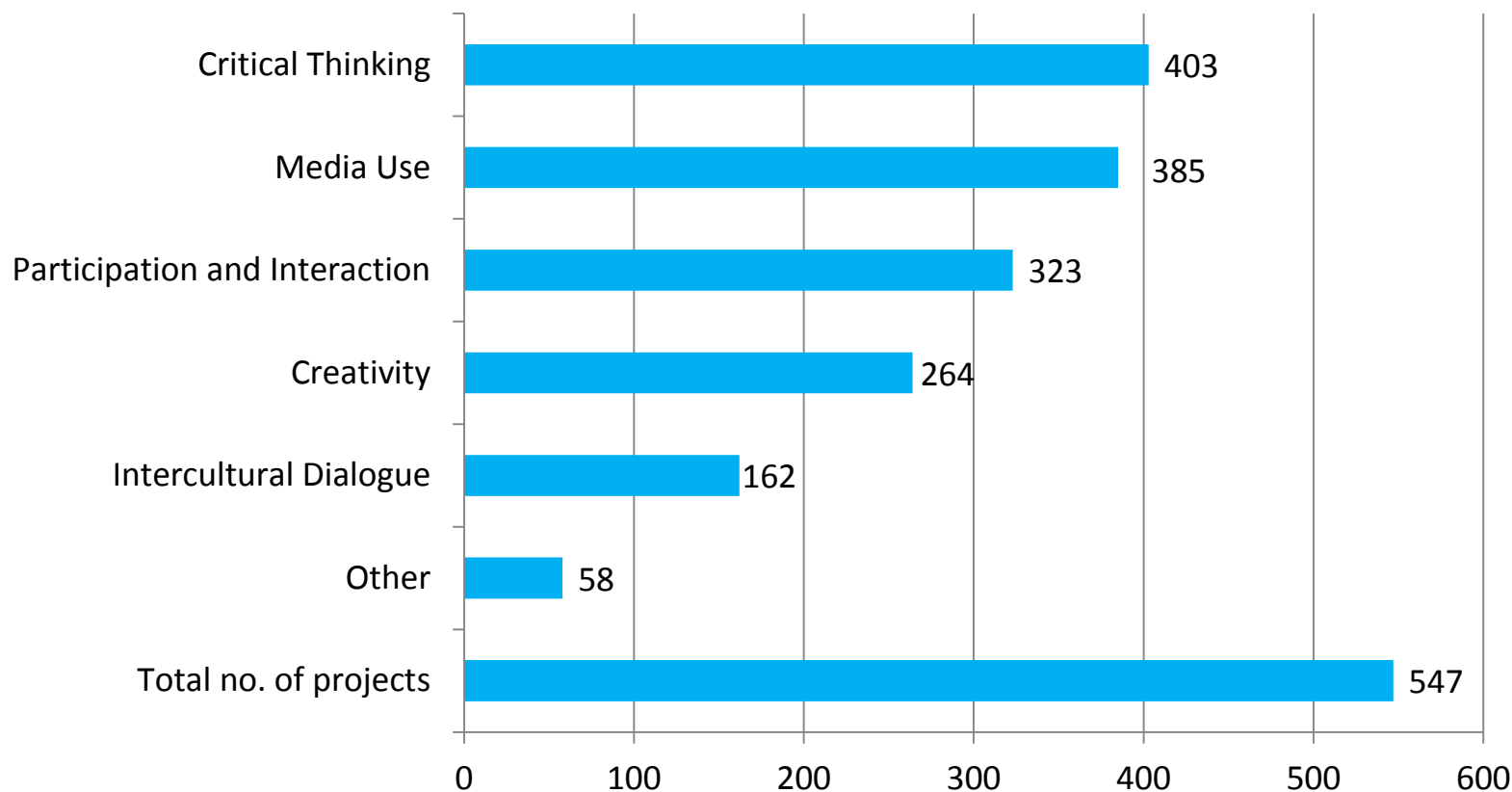
Media literacy **project types** across all featured projects from 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. The key findings – Skills (1/2)

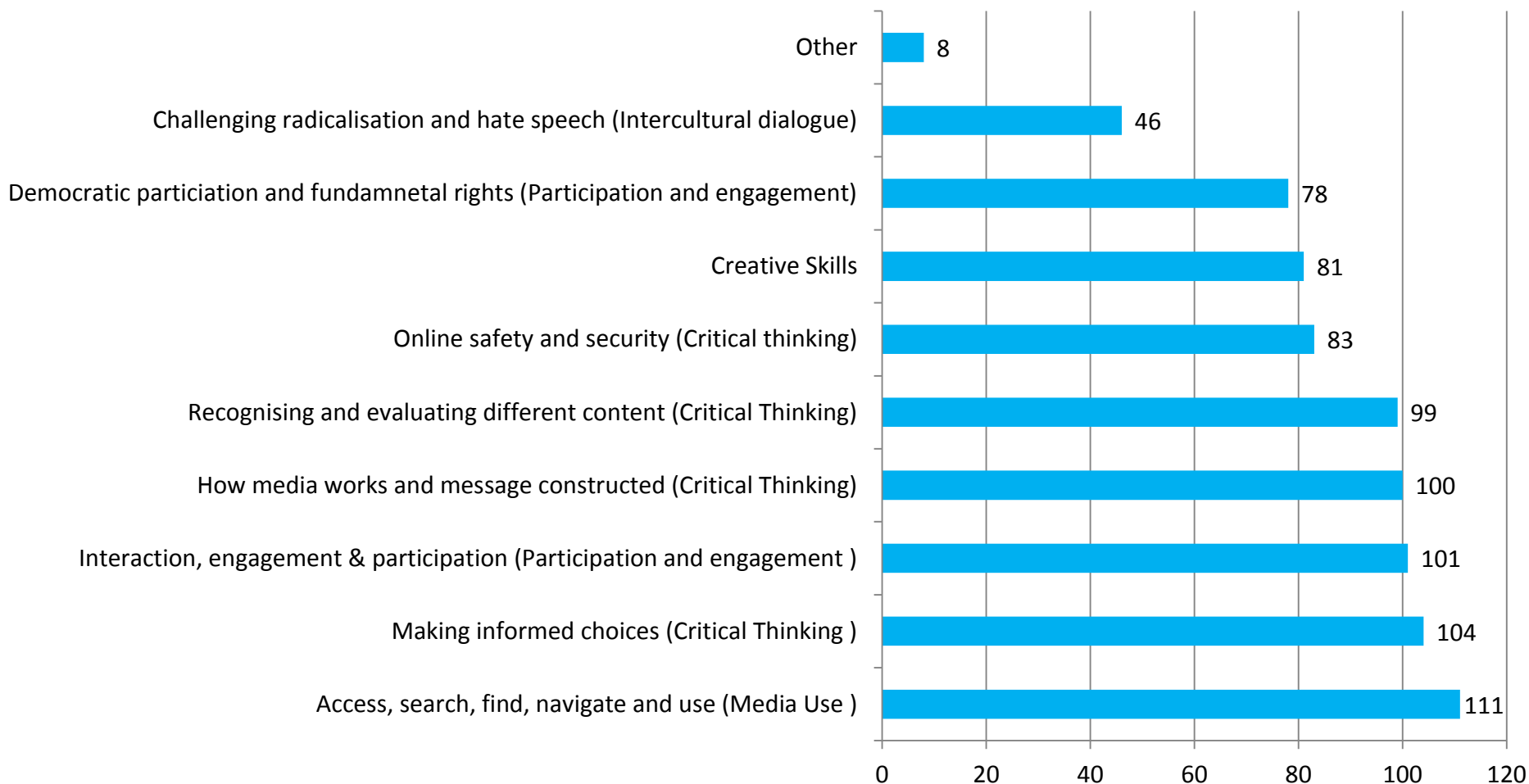
Types of media literacy **skills** addressed by all the featured projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. The key findings – Skills (2/2)

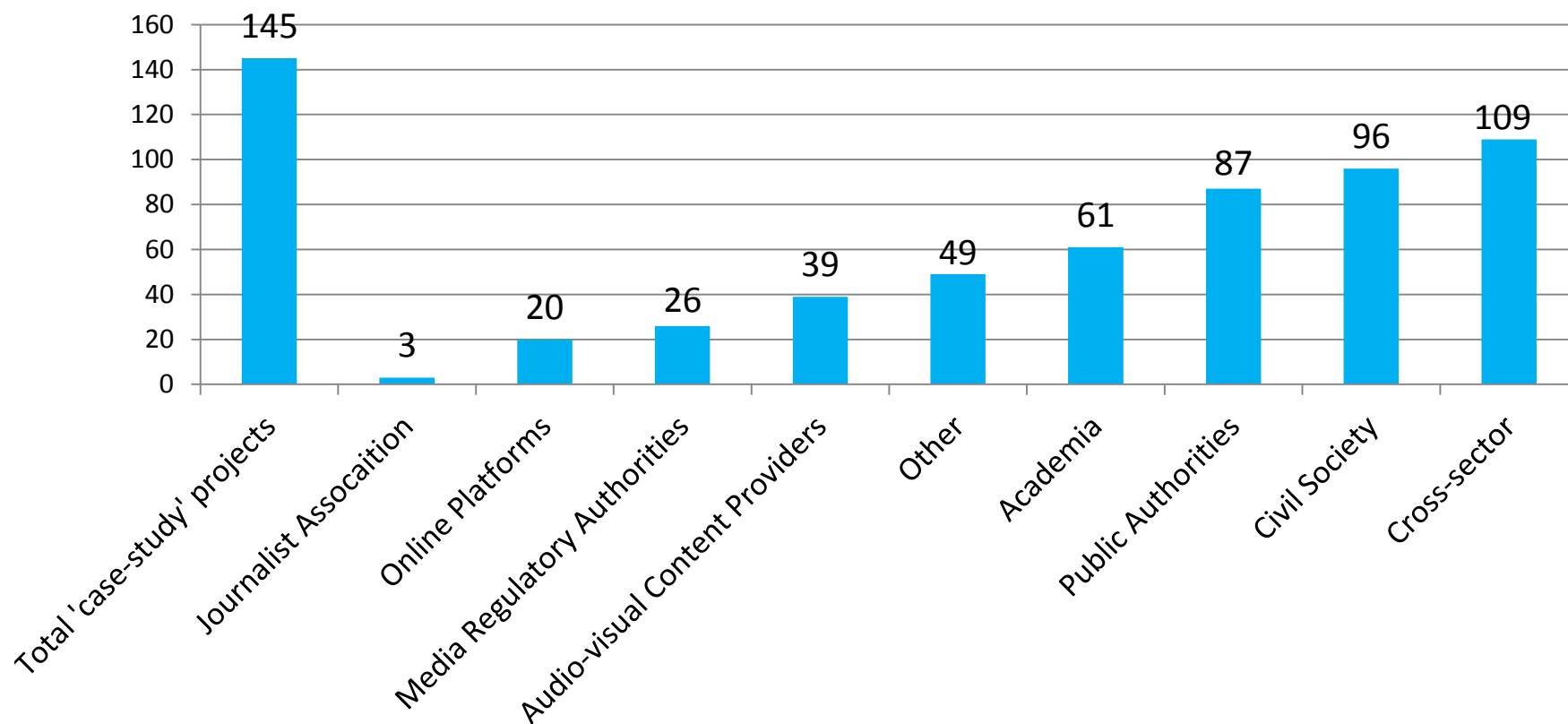
Types of media literacy **skills** addressed by the ‘case-study’ projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. The key findings – Sectors (1/2)

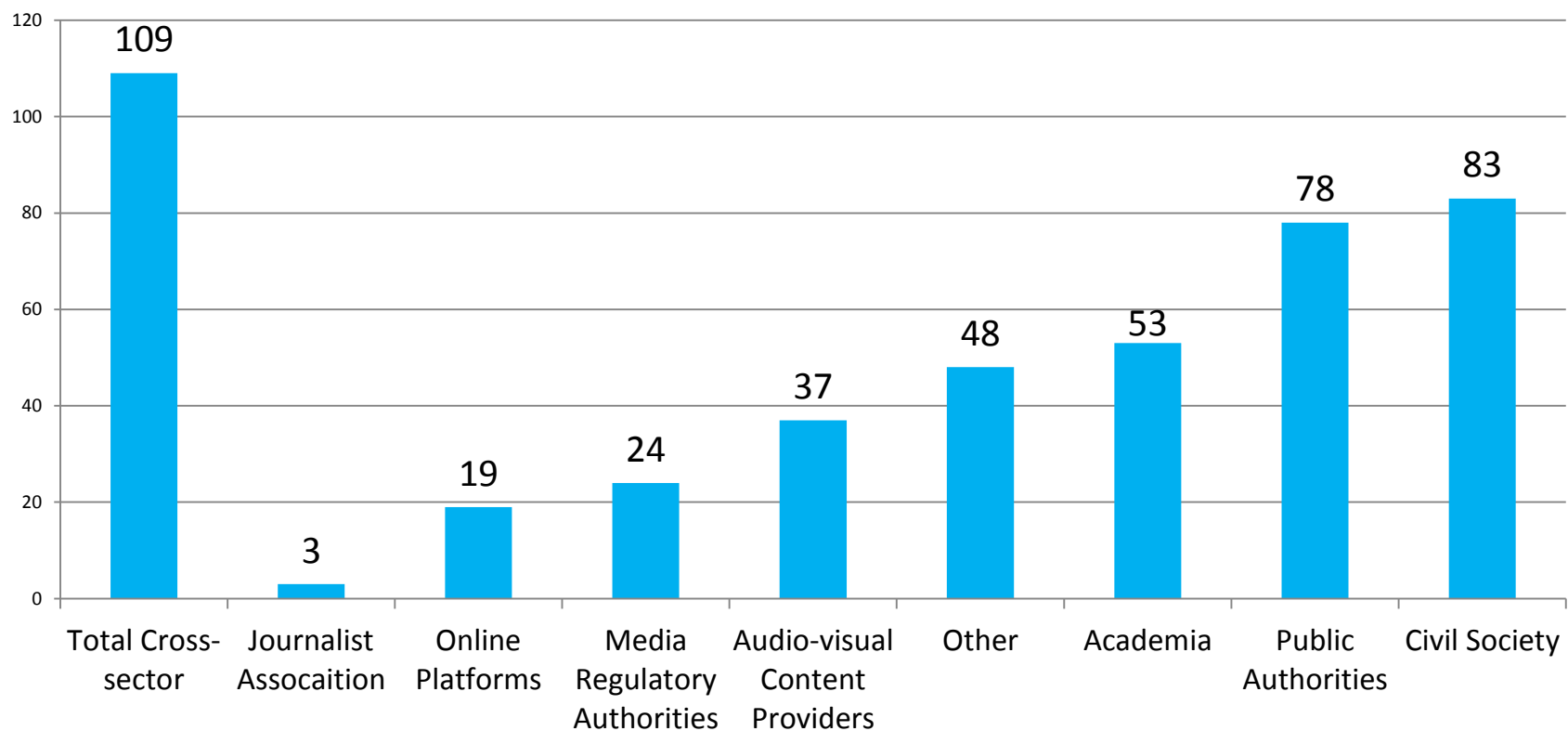
Engagement of different 'sectors' in 'case-study' media literacy projects across 28 EU countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. The key findings – Sectors (2/2)

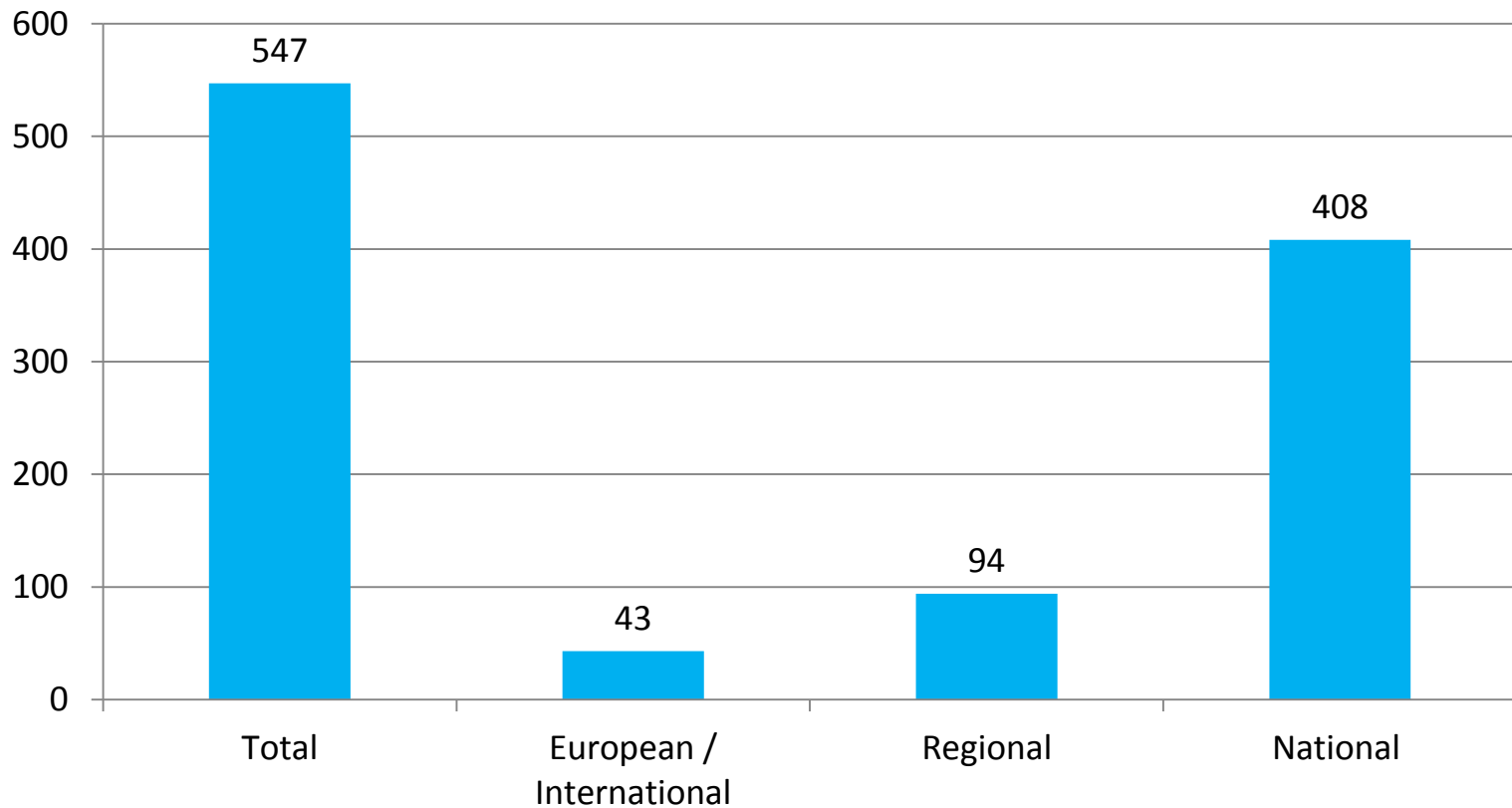
Breakdown of different 'sectors' involved in cross-sector collaboration.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. The key findings - Reach

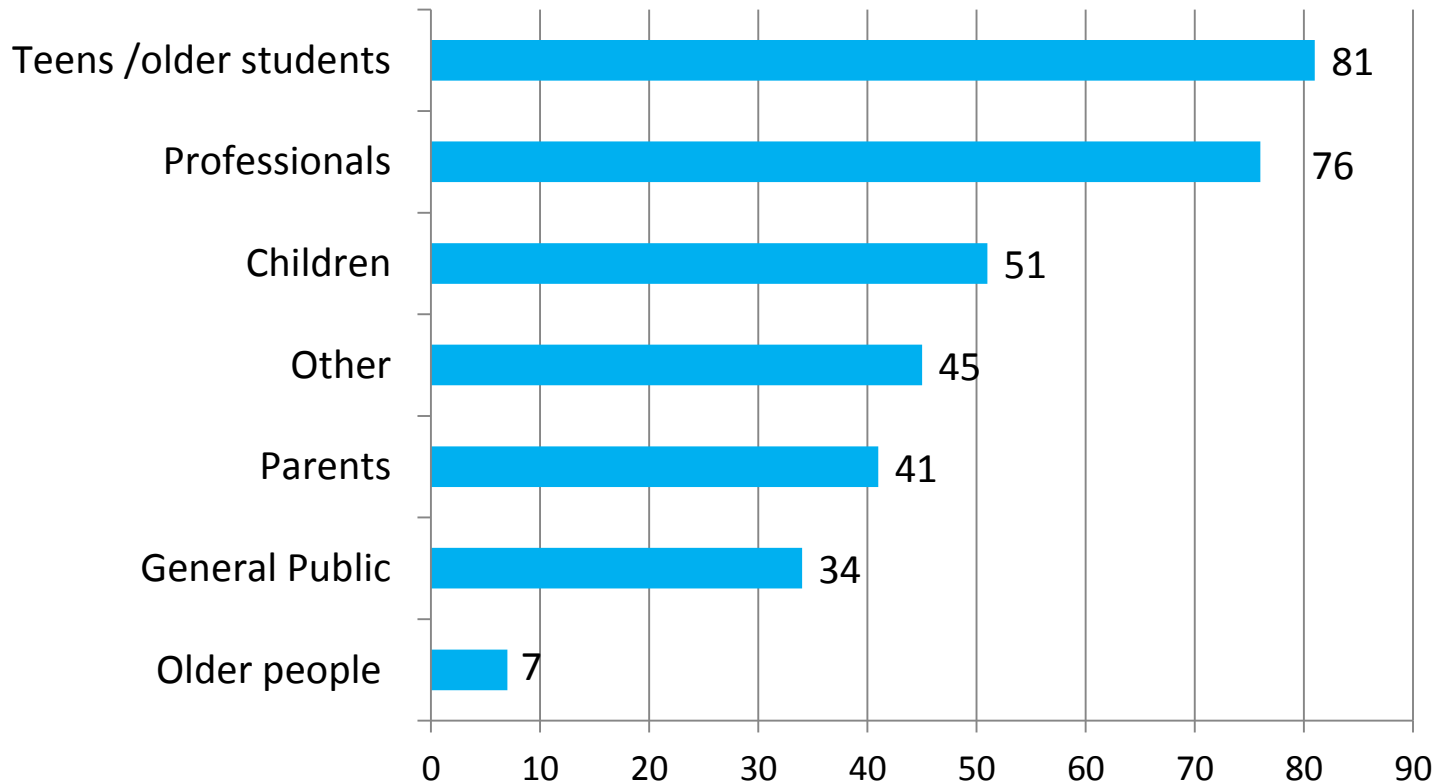
Regional/national/international reach of all the featured projects across EU28 countries.



Source: 29 national responses to European Audiovisual Observatory standardised survey

### 3. 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

# 4 | Conclusion



## 4. Conclusion

**What are the common features of significant projects? *(What can regulators do to nurture the development of media literacy projects?)***

**→ Work in Partnership**

**→ Provide, or secure access to Funding**

**→ Facilitate Networking**

## The animation video presenting the report



# Thank you!

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