



# MEDIA LITERACY DAYS

## CROATIA

# AGENCY FOR ELECTRONIC MEDIA

- over the past four years, the Croatian Agency for Electronic Media has systematically worked on raising awareness of the importance and strengthening of media literacy, organize and financing projects...
- the Agency has maintained constant strategic cooperation with UNICEF, very important for the projects' success and reach
- the Agency has implemented numerous projects, like web portal for media literacy ([www.medijskapismenost.hr](http://www.medijskapismenost.hr)) and project Media Literacy Days



# WHY?

- Croatia has no official media literacy policy or strategy
- majority of students do not have an opportunity to learn how to analyse and evaluate media content
- there is no institutional body for media literacy



# WHY?

- fake news, disinformation, manipulation, propaganda, hate speech, algorithms, filter bubbles, cyberbullying, clickbait journalism, big data, blockchain, augmented reality, internet of things, AI...
- increased time is spent with media that is unregulated and for which there is limited or no protection for children
- the readiness of adults and children to evaluate media content

# MEDIA LITERACY IN CROATIA

5

**2.8 (out of 5)** IS THE AVERAGE RATING CROATIAN CITIZENS GIVE THEIR **MEDIA LITERACY**

Young people, women, people with higher education and those with children rate their media literacy higher than the population mean.

ONLY **11%** OF CROATIAN CITIZENS HAVE THE OPPORTUNITY TO LEARN HOW TO CRITICALLY EVALUATE MEDIA CONTENT.

Most of them are members of the **young generation** (aged 15 to 30) and **highly educated people**



**Dani**  
MEDIJSKE  
pismenosti

medijskapismenost.hr



**81 per cent** OF CROATIANS BELIEVE THAT **CHILDREN ARE INSUFFICIENTLY EDUCATED ABOUT THE INFLUENCE OF MEDIA ON THEM**

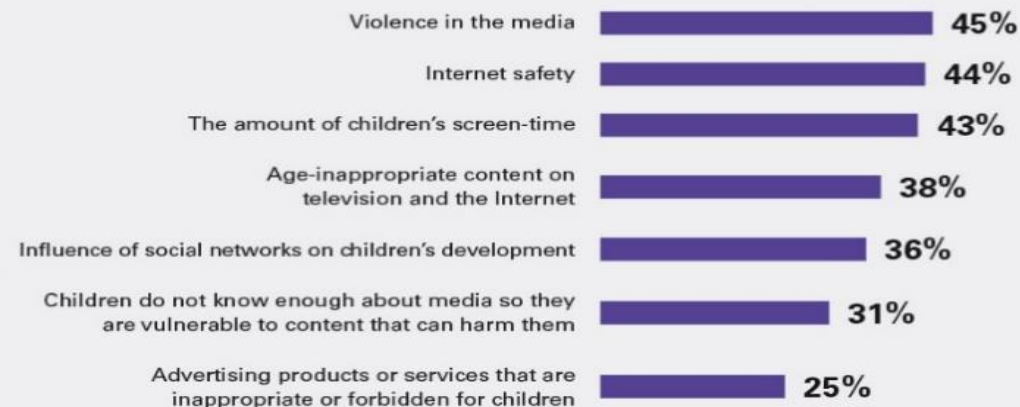
- » They believe that **parents and the extended family (57%)** and **the education system (33%)** are most responsible for educating children about media literacy
- » The youth believe that parents and the education system are equally responsible
- » Only **7% of citizens believe the media are responsible** for educating people about media literacy

THE MOST COMMON REASONS FOR CONCERN ABOUT THE INFLUENCE OF THE MEDIA ON CHILDREN ARE:

- 1. Violence in the media**
- 2. Internet safety**



REASONS FOR CONCERN ABOUT THE INFLUENCE OF MEDIA ON CHILDREN



The research was conducted by the IPSOS Puls Agency for the Agency for Electronic Media and UNICEF by using the method of face-to-face interview on a nationally representative sample of the Croatian population aged over 15, N=1000, in March 2018.





# MEDIA LITERACY IN CROATIA

**ONLY 8%**

OF RESPONDENTS HAD THE OPPORTUNITY TO LEARN HOW TO CRITICALLY THINK ABOUT MEDIA CONTENT

The majority are younger respondents (aged 15 to 30) and those with a higher level of education.



**ALMOST EVERY FOURTH CHILD AND YOUNG PERSON**

HAS EXPERIENCED VIOLENCE AND HATE SPEECH ON SOCIAL MEDIA

This includes respondents aged 15 to 30.



ACCORDING TO CITIZENS, THE MOST IMPORTANT ASPECTS OF

**MEDIA LITERACY** ARE:

1. protecting privacy and personal data on the internet  
45%
2. recognising fake news and misinformation and verifying the source of information  
42%
3. appreciating and respecting other people, their opinions and beliefs  
40%

A LITTLE LESS THAN A

**1/3**

**PARENTS NEVER SPEAK OR RARELY SPEAK TO THEIR CHILDREN ABOUT MEDIA**

Mothers speak to their children about media more often than fathers.



**43,6%**

**OF PARENTS ARE CONCERNED ABOUT THEIR CHILDREN USING YOUTUBE, AND THEY ARE MOST WORRIED ABOUT:**

1. easily available violent and child-inappropriate content

73%

2. unrated age-inappropriate content

40%

3. using YouTube for spreading hate speech

30%



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# DANI MEDIJSKE PISMENOSTI 2019.

8. – 12. travnja  
[medijskapismenost.hr](http://medijskapismenost.hr)



# GOALS

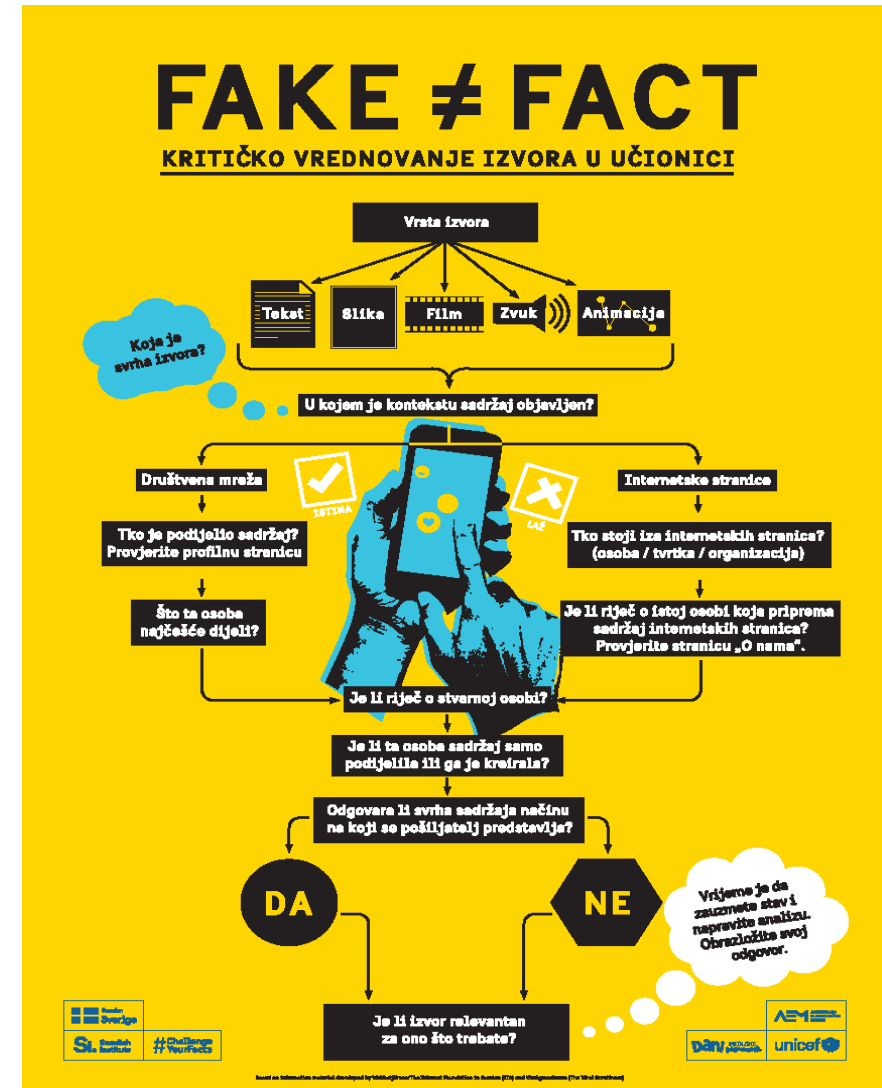
- create a platform for gathering and cooperation of various social stakeholders
- encourage and develop sustainable media literacy projects
- support educators by developing materials for media education
- educate and inform children, parents, educators and teachers about the importance of media literacy
- raise public awareness of the importance of media education



# VISUAL IDENTITY



# 2019 POSTERS



# PARTNERS

- UNICEF
- Ministry of Culture and Ministry of Science and Education
- wide circle of partners: schools and kindergartens, the Ombudsperson for Children, the Croatian Audiovisual Center, the Croatian Film Association, the Croatian Network of Independent Cinematographers, the Croatian Academic and Research Network, Faculties, Croatian Journalists Association, NGOs Associations and main media outlets...
- promotion of media literacy will no longer be just a campaign but a goal of many organisations

# TOPICS OF THE DAYS 2019

SLOGAN: Let's respect ourselves and others in the media environment !

- TOLERANCE: definition of tolerance in media and how to foster it;
- HATE SPEECH: to define who decides on what hate speech is, who knows what this is, how can we know whether we ourselves use hate speech in social media
- FAKE NEWS AND MANIPULATION: what fake news is, why this phenomenon appeared, how to recognize it and how to protect ourselves from it
- RESPECT OF HUMAN DIGNITY IN MEDIA: what human dignity is, how it can be protected, the consequences of irreverence toward human dignity in the media
- CRITICAL THINKING: what it is and how it can be developed; how we relate to media, how we use, analyse and evaluate media

# MAIN ELEMENTS OF THE MEDIA LITERACY DAYS

- EVENTS: workshops, lectures, film projections;
- EDUCATION MATERIALS: production and distribution of educational material for pre schools and schools;
- CHILDREN MEET MEDIA: interactive workshops for children in various media in Croatia



# EDUCATION MATERIALS 2019

- Workshop Ads for kindergartens for children from 6 to 7 years
- "Hidden advertising in the media" for students from 1<sup>st</sup> to 4<sup>th</sup> grade of elementary school
- "Respecting oneself and others in the virtual world" for students from 5<sup>th</sup> to 8<sup>th</sup> grade of elementary school
- "Human dignity, insult, embarrassment and hate speech" for high school students
- 3 different guides for kindergarten and primary school teachers "How parents can support children in the media world" - for preparation of parents' meetings in kindergartens, from 1<sup>st</sup> to 4<sup>th</sup> grade, and from 5<sup>th</sup> to 8<sup>th</sup> grade of elementary school
- educational pack for secondary schools "Fake ≠ fact: Introduction to Critical Evaluation of Resources to the Classroom" (Sweden)
- booklet for parents of preschool children "Children and screen time - a good start" (Norway)
- all these educational materials were published at the web portal [medijskapismenost.hr](http://medijskapismenost.hr) and have been downloaded in April 25 000 times



# PICTURE BOOK



Znaš li što su mediji?  
Svijet medija razlikuje  
se od tvog svijeta.

Otkrij kako!



Možeš li razlikovati  
svi svijet medija  
od tvog?  
Odgovori li na to?  
Da li svijet medija  
razlikuje se od tvog?  
Odgovori li na to?  
Da li svijet medija  
razlikuje se od tvog?



Šta ti kažu o svijetu  
medija? Šta ti kažu  
o svijetu medija?  
Šta ti kažu o svijetu  
medija? Šta ti kažu  
o svijetu medija?



Koliko je to  
svijet medija?  
Koliko je to  
svijet medija?



Šta ti kažu o  
svijetu medija?  
Šta ti kažu o  
svijetu medija?

Šta ti kažu o  
svijetu medija?  
Šta ti kažu o  
svijetu medija?

Šta ti kažu o  
svijetu medija?  
Šta ti kažu o  
svijetu medija?

# MEDIA LITERACY DAYS 2019.

## SECOND MEDIA LITERACY DAYS

**273** EVENTS AND ACTIVITIES

IN LIBRARIES, SCHOOLS, FACULTIES, CINEMAS, IN MORE THAN

**90** CITIES

IN ALL COUNTIES



## PARTICIPANTS OF THE MEDIA LITERACY DAYS

**13 000** CHILDREN AND YOUNG PEOPLE

**1 850** EDUCATORS

**1 200** ADULTS

EDUCATIONAL  
MATERIALS  
FOR CHILDREN IN KINDERGARTENS  
AND SCHOOLS  
AND THEIR PARENTS  
WERE DOWNLOADED  
FROM THE MEDIJSKAPISMENOST.HR

**25 000 x**

## CHILDREN MEET MEDIA

**986** ELEMENTARY AND HIGH SCHOOL STUDENTS

PARTICIPATED IN WORKSHOPS IN

**11** MEDIA OUTLETS

IN ZAGREB, SPLIT, RIJEKA, OSIJEK, ZADAR AND PULA

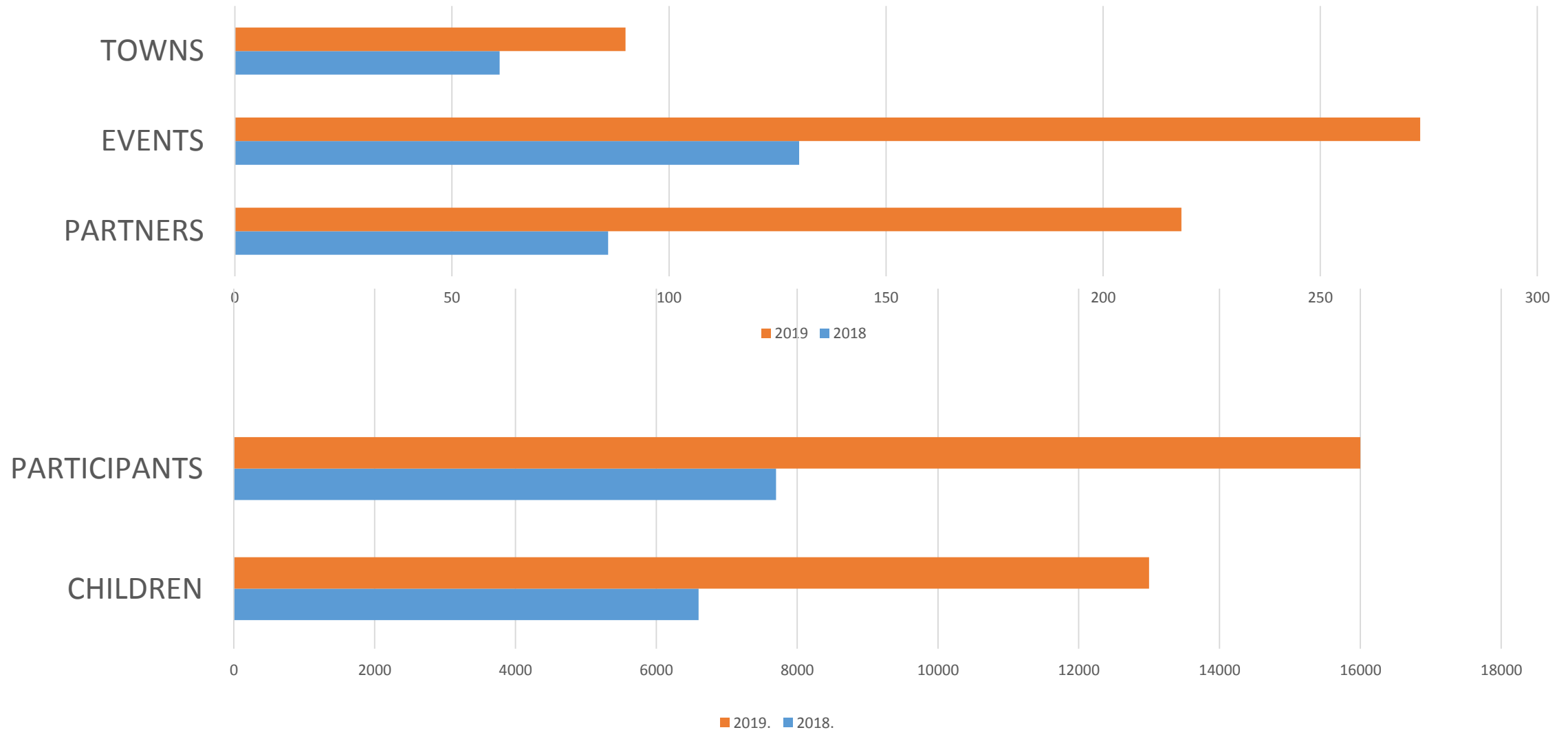


# CHILDREN MEET MEDIA

- a total of 986 students from 92 primary and secondary schools from across the country visited 11 top-tier media outlets at six Croatian cities: Osijek, Pula, Rijeka, Split, Zadar and Zagreb



# 2018 vs 2019



# ORGANISATION & RESOURCES

- 6 employees and external associates from the Agency for Electronic Media and UNICEF
- 5 months of intensive work
- 5 Media Literacy Days
- budget: 27.500 €

# HOW WE INSPIRED OTHER STAKEHOLDERS?

- synergy
- chain reaction
- providing all organisers with education and promotion materials
- promoting and stimulating assessments of events, plus reports
- easy communication thorough our web portal and social networks
- including ministries that were in charge of internal vertical communication



# LESSON LEARNED

- collaboration and partnerships are the key to extended reach and sustainability in promotion of media literacy
- longitudinal surveys on media literacy in Croatia would enable the organisers and policy makers track progress and evaluate different activities
- the need for promotion, awareness and knowledge of media literacy in the country is high and that additional institutional resources are needed to respond to it
- the need for a national and strategic approach to strengthen media literacy





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