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Evaluation of Media Literacy Initiatives: Challenges and Opportunities

The case of Media Literacy Ireland

Evaluating Media Literacy Ireland

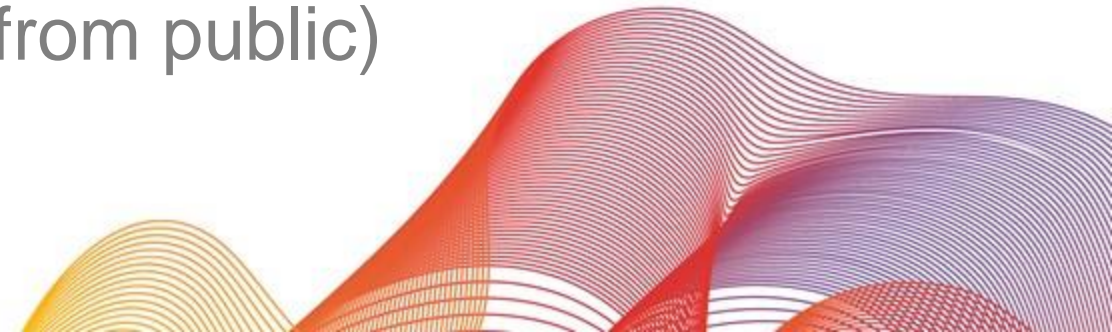
- Essential
- Incomplete
- Imperfect
- There are challenges but also opportunities

Challenges

- Impacts of Media Literacy initiatives can **long-ranging, multi-factorial, difficult to calibrate.**
- Evaluation is **costly**, and the little **funding** available for Media Literacy is generally not directed at evaluation.
- **Timelines** are tight: e.g. Be Media Smart campaign delivered in 9 weeks.
- Methodologies: is there a best **methodology**?
- Evaluating Media Literacy initiative requires a tolerance for ambiguity.

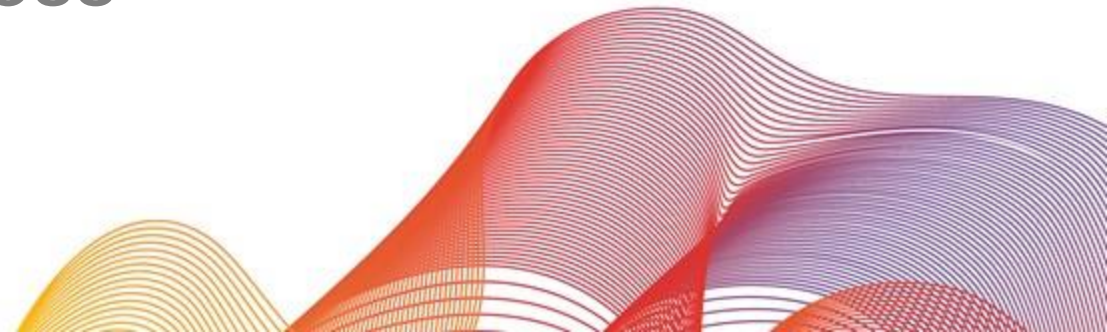
Opportunities

- Making it work: developing indicators for Media Literacy Ireland
 - Growth in membership
 - Growth in numbers of active volunteers on Working Groups
 - Growth in numbers of members interested in leading the network
 - Diversification of the type of initiatives delivered, including a broader range of activities, catering for a wider audience
 - Quantitative measurement of impact of Be Media Smart campaign (from stakeholders and from public)



Making it Work

- Using the strength of MLI as a network: e.g omnibus survey conducted on the Be Media Smart campaign
 - Evaluation as collaboration
- Mixed methods: quantitative surveys will give a snapshot of the impact on citizens. Increased engagement from members harder to measure in numbers but also very valuable qualitative evaluation.
- Measure value rather than success



Questions?

Thanks for listening



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