Media Literacy in Serbia
Regulatory Authority for Electronic Media

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Media literacy – Serbian legislation previously

- Law on Electronic Media
- Law on Public Information and Media

Media Literacy Manual for Pre-University Education for Teachers and Professional Associates

https://medijskapismenost.com/
Media literacy – Serbian legislation now

• New Law on Electronic Media – new rules

• So far 6 years of work on ML

• Started with study visit to Magic valley in Budapest
Media literacy – first steps

- Aim of the Study - best examples of the European practices of promoting media literacy, with special focus on the role of the regulatory bodies

- Main recommendations:
  - Adopting a national policy or strategy
  - Setting up a media literacy institutional body,
  - Media literacy’s stronger inclusion in educational curricula

- Available at https://rm.coe.int/regulatory-authorities-for-electronic-media-final-eng/168091f423
Media literacy – more visual

Medijska pismenost | REM
Media Literacy Open Days No.1

- 6&7 October 2022
- Belgrade & Novi Sad

Without mutual work with children and their parents, we can not expect progress.
Research on Media Literacy among pre-school children

• redefining our understanding of how the youngest members of society interact with the digital realm

• 430 employees of preschool institutions

• 17.5 average years of work

• Belgrade and Novi Sad

• Media habits – teachers, children, introducing ML, assessment and recommendations.

• HF42-media-literacy-survey-preschool-children-ENG.pdf (rem.rs)
Some results of the research – teachers

Frequency of commonly used social network

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Very rarely, less than once a week</th>
<th>Rarely, a couple of times a week</th>
<th>Often, once a day</th>
<th>Very often, several times during the day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>27.9%</td>
<td>10.0%</td>
<td>26.6%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Telegram</td>
<td>20.2%</td>
<td>40.1%</td>
<td>14.4%</td>
<td>24.9%</td>
</tr>
<tr>
<td>TikTok</td>
<td>44.3%</td>
<td>16.3%</td>
<td>26.6%</td>
<td>35.5%</td>
</tr>
<tr>
<td>YouTube</td>
<td>92.8%</td>
<td>91.5%</td>
<td>91.3%</td>
<td>94.3%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4.7205%</td>
<td>3.8332%</td>
<td>4.2359%</td>
<td>3.3140%</td>
</tr>
</tbody>
</table>

Benefits from strengthening critical thinking towards media content

- Not useful at all: 7.2%
- Very little use: 14.0%
- Useful: 22.1%
- Very useful: 44.7%
- I do not know, I can not estimate: 12.1%

Very rarely, less than once a week
- Rarely, a couple of times a week
- Often, once a day
- Very often, several times during the day
Some results of the research - children

**Most commonly used social network**

- Youtube: 54.7%
- TikTok: 39.9%
- Instagram: 2.7%
- Facebook: 2.7%

**Adequate preparation for social network usage**

- Not prepared at all: 43.0%
- Somewhat prepared: 30.7%
- Quite well prepared: 5.3%
- I do not know, I can not evaluate: 21.0%

**Efforts of educational system put in media literacy of the youngest**

- It does not pay attention at all: 2.8%
- Somewhat: 16.0%
- Lots of attention is dedicated to this topic: 44.2%
- I do not know, I can not estimate: 37.0%
Training for trainers

- 2 days training
- 10 employees
- Experts from Croatia
- Best practice
- Usable advices
Media Literacy Team
Media Literacy Open Days No.2

- 9-16 October
- Held in Belgrade
- 6 trainings for pre-school teachers
- 90 teachers and associates

Main conclusions:
- Greater involvement of parents,
- Continuous campaign
- More educational materials
THANK YOU!

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