

# Website [medijskapismenost.hr](http://medijskapismenost.hr) and Media Literacy Days in Croatia



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# Agency for Electronic Media and UNICEF partnership

- research on children's media habits in 2014 and 2016; and on media literacy in Croatia in 2018 and 2019
  - “Let's Choose What We Watch” campaign, 2015
  - Recommendations for the Protection of Children and the Safe Use of Electronic Media, 2016
  - web portal [medijskapismenost.hr](http://medijskapismenost.hr), 2016
  - Media Literacy Days, yearly since 2018
- + AEM: Co-financing media literacy projects (from 2015); participation in the EU Kids Online project...

# Let's Choose What We Watch



<https://www.youtube.com/watch?v=7OISwjhCc3Q>



DOPISIVANJE S NEPOZNATIM OSOBAMA ONLINE

REKLAZI

FESTIVAL PRAVA DJECE



OBRAZOVNI MATERIJALI



dan pismenost

PREPORUKE



JAKO, JAKO DUGO: DRITELJSKI FILM O NOŠENJU I PROMJENAMA I TOLERANCIJI

TEME



KAKO PREPOZNAVATI DEZINFORMACIJE I LAŽNE SVJETI

VIDEO LEKCIJE



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# medijskapismenost.hr

- launched in June 2016 by Agency for Electronic Media and UNICEF Office for Croatia and partners
- partners support the project by contributing to website content

# Main goals

- raising public awareness about importance of media literacy
- empowering parents and teachers in teaching children and young people how to critically consume media content, or how to analyze, evaluate and critically reflect on media messages
- encourage conversations about the media and the safe use of technology

# Content

- research findings on the impact of media on children and young people, and adults
- recommendations for parents
- examples of good practice from Croatian schools, kindergartens and NGOs
- educational materials for teaching children about various aspects of media literacy

Dani

MEDIJSKE

pismenosti.





# Media Literacy Days

- organizers: Agency for Electronic Media and UNICEF Office for Croatia, in cooperation with numerous partners and under the auspices of the Ministry of Culture and the Ministry of Science and Education
- objective: enable learning on media literacy to as many children and adults as possible in Croatia
- a platform for various activities and events aimed at promoting media literacy, organized by various stakeholders
- support for educators and teachers by developing educational materials for media education
- 1st time in April 2018, and than also in 2019 and 2020

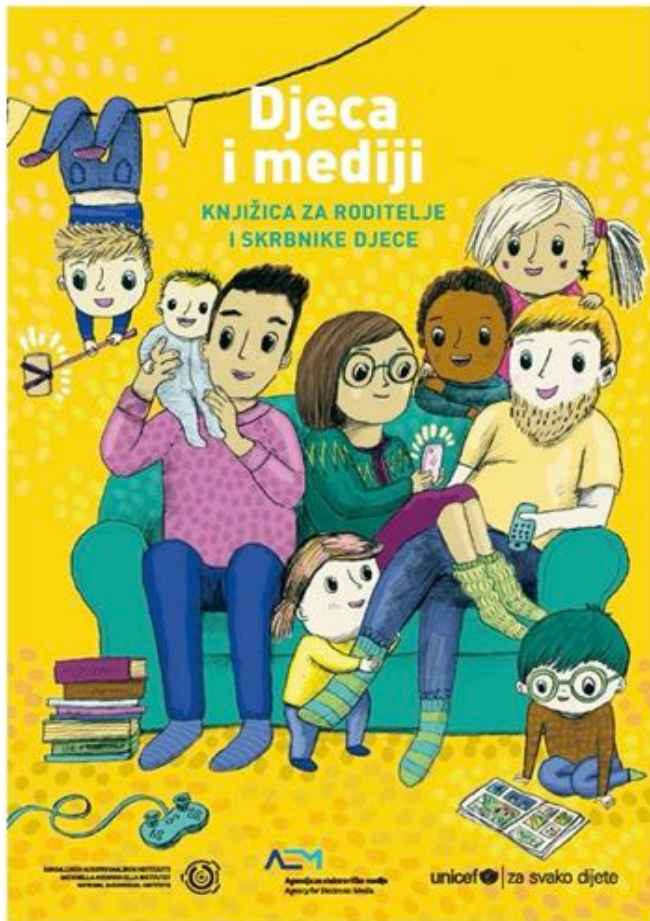
# Worskops and lectures



# “Children Meet Media”



# Publications



# Educational materials for download



# Digital campaign

Iskustva  
u virtualnom  
svijetu  
su  
stvarna.



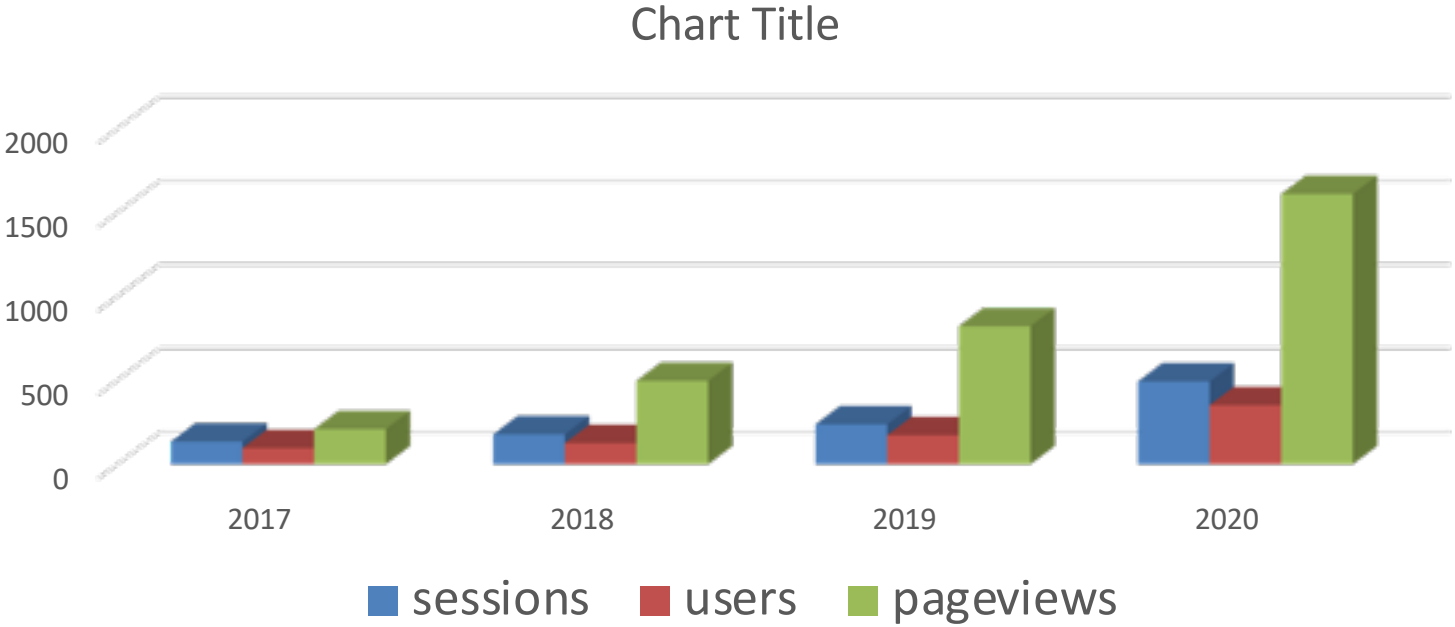
Pazimo  
jedni na  
druge  
i na  
društvenim  
mrežama.



# Results

- Media Literacy Days, 2019: more than 273 events in 90 cities in Croatia, more than 13 000 children i 3 000 adults participated, 1000 pupils in media outlets
- All together 21 educational materials - downloaded more than 200 000 times, and 12 video lessons produced - watched more than 30 000 times
- 1,160 articles published on website [medijskapismenost.hr](http://medijskapismenost.hr)
- 494.271 sessions in a year 2020; 85.000 sessions in April
- 20 300 followers at FB page [medijskapismenost.hr](http://medijskapismenost.hr)
- 4 861 members of FB group Medijska pismenost – materijali za edukatore

# Sessions, users and pageviews





# Thank You!



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