

BENEDMO Media Literacy

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Network





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Flemish and Dutch media consumption

For News For All

10% (-) 34%

7% (-1) 14%

5% (-) 20%





Concentration of media ownership





What does media literacy mean in the context of disinformation?

People that are resilient against disinformation have

- The awareness that disinformation exists and understanding of why it exists
- A certain ability to recognise disinformation
- The tools to adequately respond to disinformation



BENEDMO gap analysis



Working towards a repository

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Step 1: Create database with disinformation related media literacy resources. They need to be:

- Usable
- Adaptable
- Recognisable
- Timeless

Step 2: selection based on

- Impact on 'resilience against
 - disinformation'
- Learning method

Step 3: explore gaps



Professionals: journalists

"All factcheckers are journalists but not all journalists are factcheckers"

Source: MediaNumeric State of the Art Report into Data-Driven Journalism









what society

thinks i do



think i do



thinks i do

what i think i do



what i actually do



Workshops for students in journalism

- Discussing how and why disinformation spreads and its impact
- Understanding disinformation strategies and applying digital verification techniques
- Q&A with professionals
 - Bellingcat researcher
 - Press bureau data
 journalist
 - Fact checker



Factcheck « marathon

- Learning in real life context
- Working with professionals





Other professionals, an example



A digital toolbox where librarians can find the essential input and inspiration for setting up a learning route on the topic of misinformation KB hationale bibliotheek Pro



SIDN fonds



The Media Literacy Network Organisation

- 1200 partners
- Campaigns & events
- Tools & Models
- Websites
- Scientific counsel





- Understanding & finding information: Learning to look more critically at media and be aware of how they operate
- **Exploring & connecting:** Experiencing and understanding the (intended or unintended) effects of media
- **Reflecting:** Gaining more insight into your own media behaviour
- **Dialogue:** Talking about media: at home and in the classroom
- **Creating:** Experiencing how to use, create and share media yourself





Best practices













- Serious game for 10 12 year olds
- National competition during the Week of Media Literacy (3 to 11 November 2022)
- Who is the most media-savvy class in the Netherlands?
- Rest of the year Theme Missions available
- 50 partners & 100 questions
- Themes: Cybercrime | Sexting & Grooming | Online bullying Health / digital balance | Social Media & WhatsApp | Privacy Advertising Search & Find | Fake news | Journalism Vlogging & Photography | Imagery | Thinking like a computer | Technology & future Gaming

MARGA FOLLINGS

but it'stals@very interesting for the teachers.

