

Media Smart Update

EU Platform for Action on DPAH

Adam Gagen, WFA

7 April 2016



Media Smart

Background

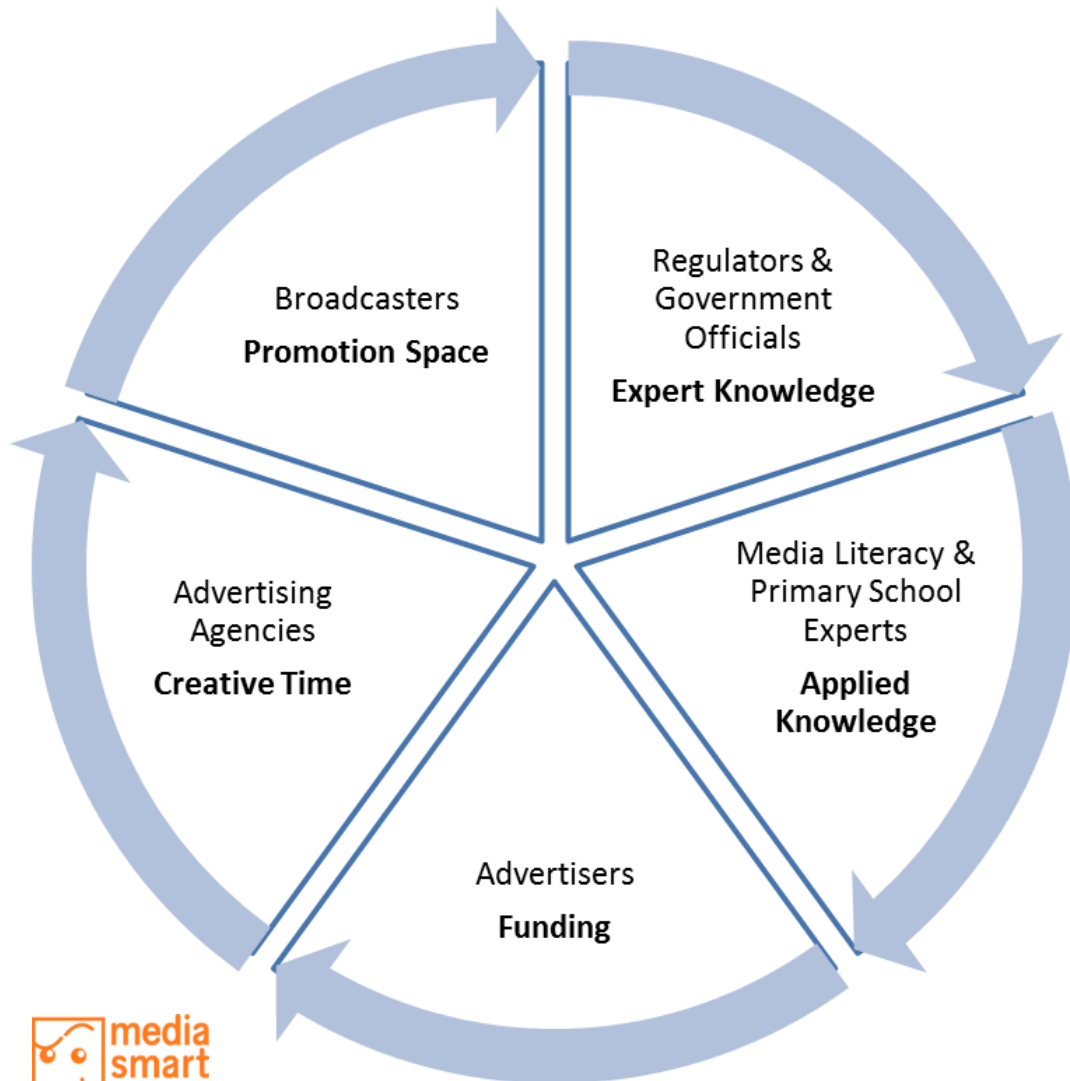
What? A media literacy programme for school children, which provides materials designed by impartial experts free of charge to teachers and parents (funded by brands, agencies, media and partners in the ad ecosystem).

When? Since 2002 it has launched in the UK, Germany, Belgium, Netherlands, Sweden, Finland, Hungary, Greece, Portugal, and France.

Who?



Real partnership between governments, industry and academic experts



UK Example of impartial experts on content:

- Prof. Sonia Livingstone OBE
- Prof. Agnes Nairn, Dean at Hult International Business School
- Reg Bailey CBE, Former Chief Executive of the Mothers' Union and an independent reviewer of the commercialisation and sexualisation of childhood.
- Alison Preston, Head of Media Literacy Research at Ofcom
- Gwyn Owens, Head of the Creative Economy at DCMS

Tools for teachers and parents to improve the skills of children

media tudor

Sikerrel zárult az új akkreditált pedagógus továbbképzésünk első tanfolyama!

Már közzétűnt a következők:

MEJELENTKEZÉS
VÁGY
REGISZTRÁCIÓ

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VÁGY
REGISZTRÁCIÓ

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VÁGY
REGISZTRÁCIÓ

media smart

CONCURSO MEDIA SMART

CONCURSO MEDIA SMART 2015/2016

CONCURSO MEDIA SMART 2015/2016

media smart plus

Des outils de mise en pratique: ateliers, discussions-débats, outils de création.

Découvrez MediaSmart en vidéo

Media Smart Plus, qu'est-ce que c'est ?

ESSAYEZ LES ATELIERS

LES ATELIERS NUMÉRIQUES

LES ATELIERS NUMÉRIQUES

LES ATELIERS NUMÉRIQUES

MediaSmart

ABOUT | TEACHERS | YOUNG PEOPLE | PARENTS | BLOG | JOIN

Young People

Adaptability is a very important 21st-century skill... It can help a student cope and thrive in today's world, which is constantly changing and full of new challenges. Young people who are adaptable are more likely to succeed in their studies and careers.

mediasmart.de

Mach mit!

Wissen

Spiele

Stickerliste

FREE COLA, PHONE, CAMERA AND SKATE

CLICK HERE

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Wissen

Spiele

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Wofür wurde das #-Zeichen im Internet zuerst verwendet?

Für...

das Chatprogramm ICQ

das Suchmaschine HotBot

das E-Mail-Programm Outlook

Abstimmen

Werbung sagen

Werbung sagen

Wofür wurde das #-Zeichen im Internet zuerst verwendet?

media smart

Morgendagens smarteste konsument!

Börja arbeta med Media Smart idag - utbilda dina elever till kritiska konsumenter. Allt material är digitalt och du arbetar med det direkt här på sajten. Inga kostnader, inga krångliga förberedelser. Allt du behöver är ett konto - du registrerar dig direkt och kan börja jobba på en gång!

Är du lärare eller gymnasieelev, gör ditt val nedan:

Årskurs 1-3

Årskurs 4-6

Årskurs 7-9

GYMNASIET

media smart

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Constant evolution:

Netherlands Example

- Media Rakkers, launched in 2004, to help provide media literacy for children up to 18 years old. Now funded by 32 Industry partners and subsidy grants from Dutch and EU agencies.
- In 2015, **more than 5,600 primary schools** (up from 4,200 in 2014) downloaded the free school materials reaching **356,000 children** (up from 250,000 in 2014). Additionally, 2,600 schools ordered a new package dealing with advertising in virtual worlds (reaching 135,000 children).
- In addition to the core annual literacy programme, it now also includes:
 - ✓ A **training academy** for professionals (1400 trained since 2007) which included four new programmes since 2014:



- ✓ **Parent education sessions** – 468 held in 2014 reaching 30,420 parents
- ✓ **Teacher training sessions** – 153 workshops held reaching 16,650 professionals



Constant evolution:

Portugal Example

- Media Smart anual contest
- Digital module
- Lesson on body image and self - esteem
- Webinar on Media Smart involving the Ministry of Education
- Materials download



Media Smart E-Learning Platform

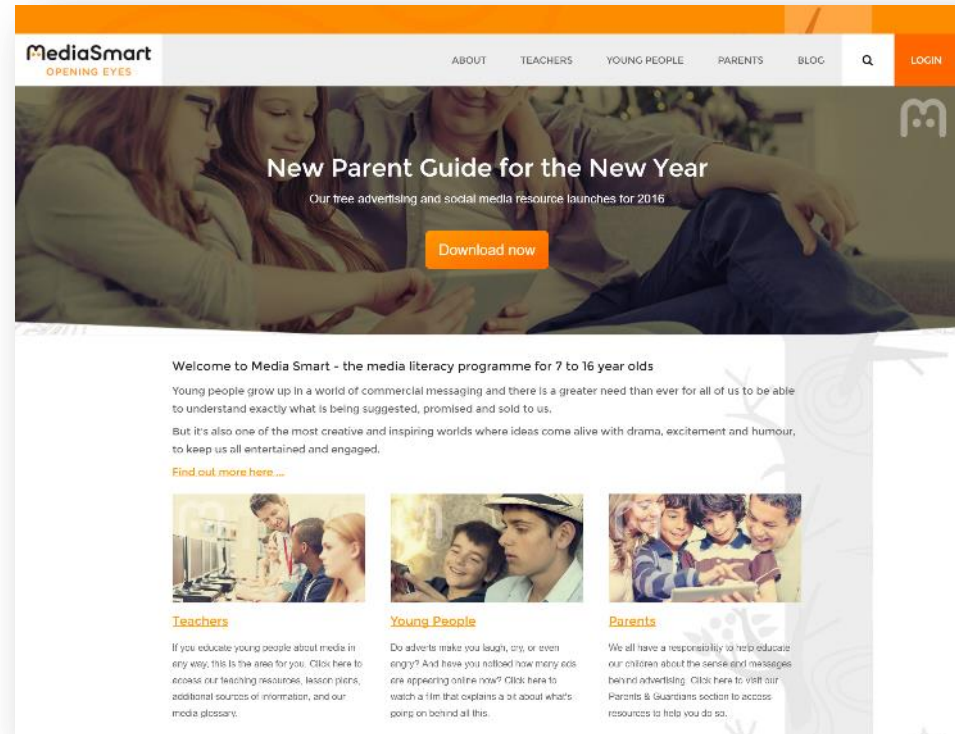
- Learning flexibility
- Time saving
- Personalized learning
- Full country penetration

Partnership with Kidzania



Constant evolution: UK Example

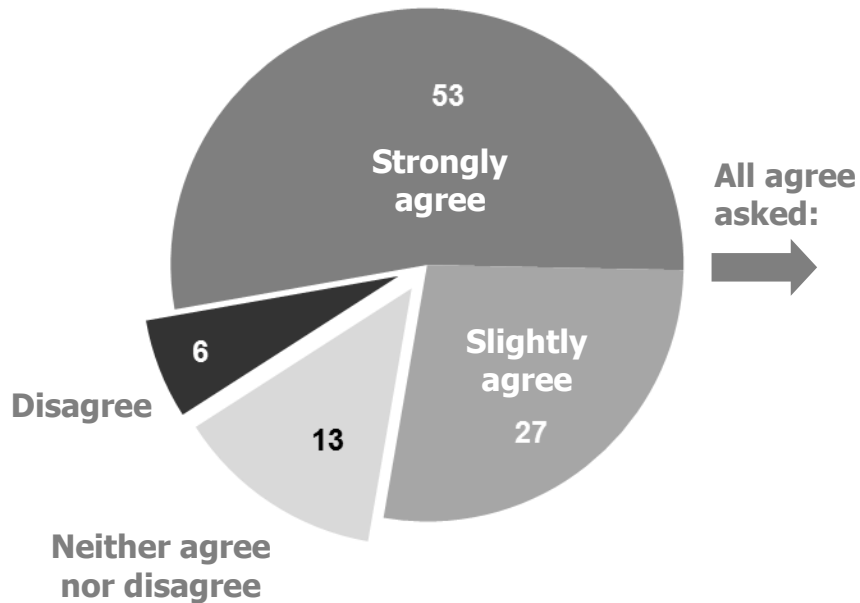
- New educational resources were launched in mid July 2015 and teachers **downloaded 7,778 kits** in five months.
- New website launched
- Writing of a new Primary School resources on an **“Introduction to Advertising”**, a new Secondary School resources on **“Social Media and Advertising”** and a new Parent Guide on **“Social Media and Advertising”**;
- **Reviewing effectiveness** of media literacy programs in schools



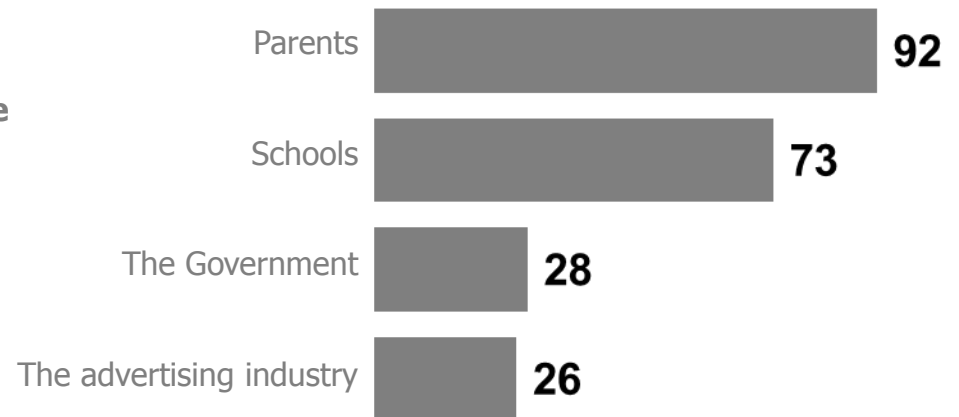
Providing a service:

4 out of 5 parents want children to be media literate

Children should be taught to think critically about advertising



Who should be responsible? (%)



EU as a global leader:

Demand for similar programmes in many other markets



Going forward:

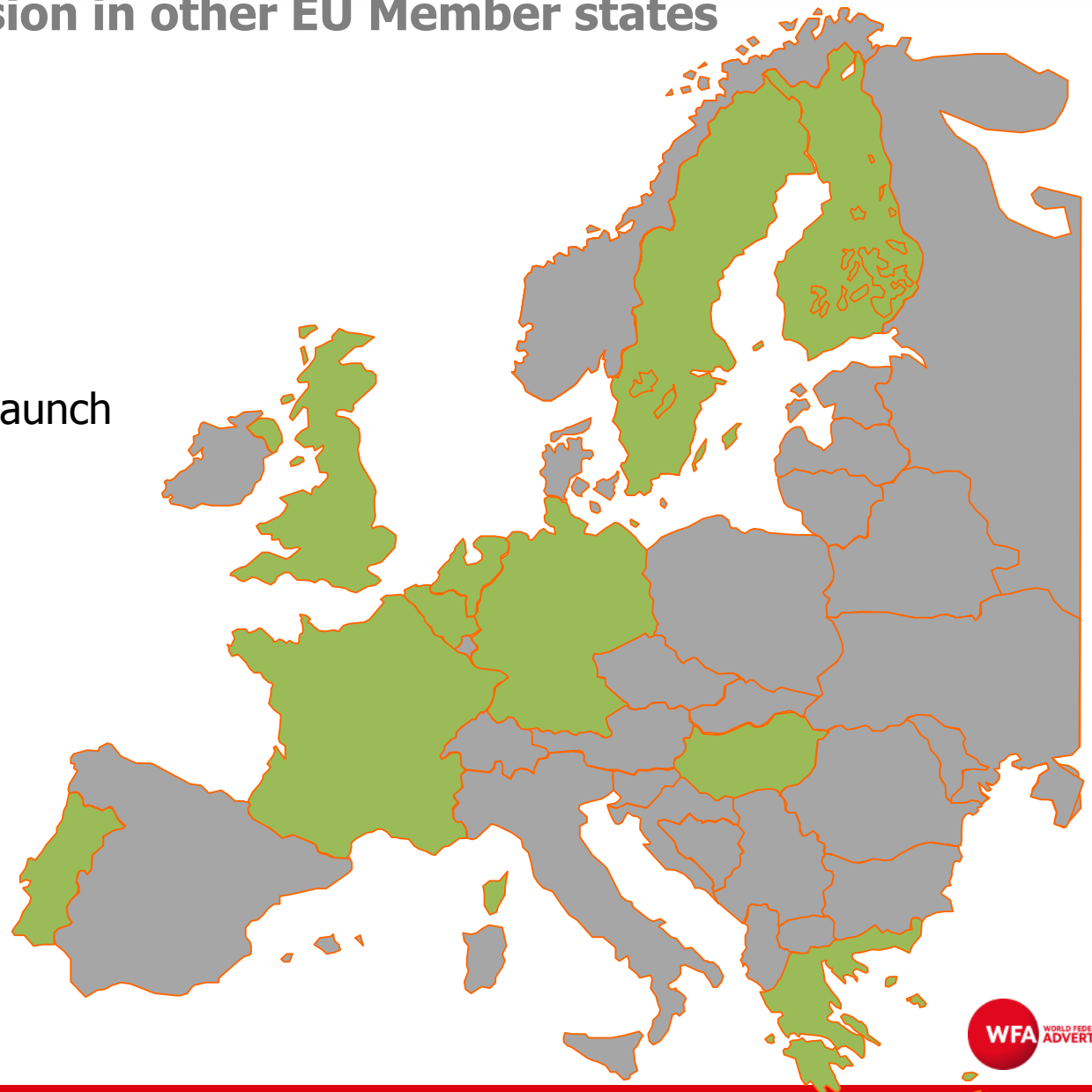
Expansion to more schools in individual countries



Going forward:

Expansion in other EU Member states

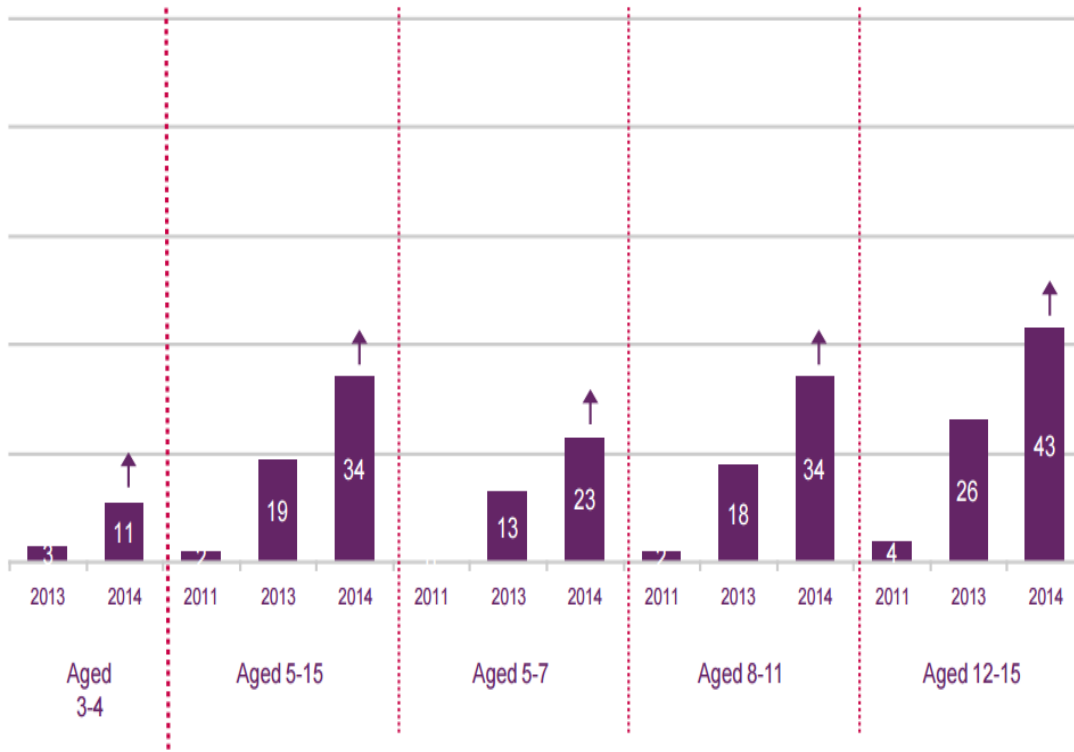
- Media Smart exists
- Media Smart still to launch



Going forward:

Staying current with the challenges and opportunities of digital media

Figure 8: Tablet ownership, by age of child: 2011, 2013 and 2014



Facebook? Liever Face 2 Face!

IKBEN OFFLINE.NL
www.mediaenmaatschappij.nl

Media Smart

Welcome to... **DIGITAL Adwise**

Register Teachers Feedback Thank

Thank you

For more information:

UK

www.mediasmart.org.uk

Germany

www.mediasmart.de

Netherlands

www.reklamerakkers.nl

Belgium

www.mediasmart.be

Sweden

www.mediasmart.se

Finland

www.mediasmart.fi

Portugal

www.mediasmart.com

Hungary

www.mediatudor.hu

France

www.pubmalin.fr