



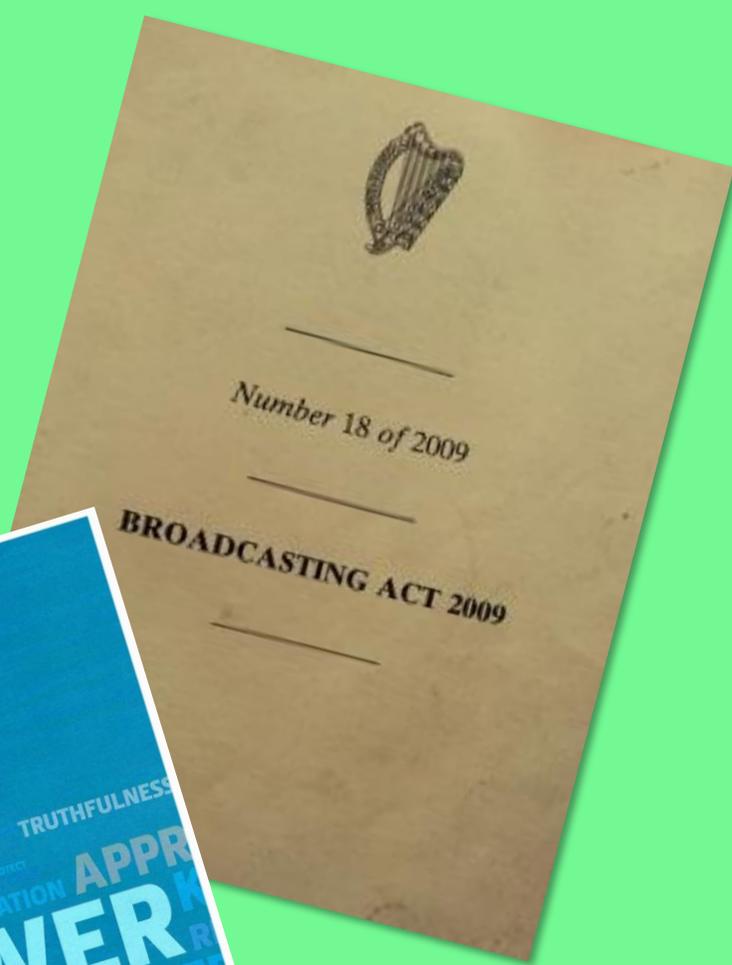
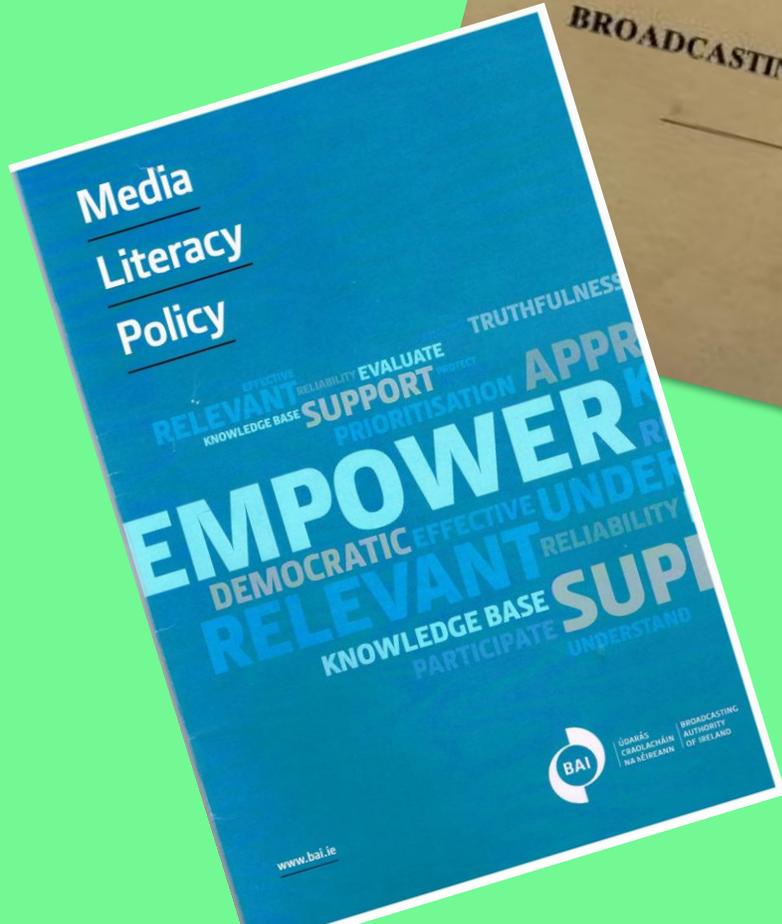
**MEDIA
LITERACY
IRELAND**

MIL networks:
making it work

Martina Chapman

20th April 2021

Media Literacy in Ireland: Context



“To empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate”.

Media Literacy Policy: Objectives

- Provide **leadership and coordination**.
- Describe media literacy in a **relevant and meaningful** way.
- Encourage a **wide range of stakeholders** to participate.
- Foster **media literacy research** and the development of a comprehensive **knowledge base**.
- Strive for **strategic alignment** with other relevant frameworks and policies, at home and abroad.



Media Literacy Policy: Competencies

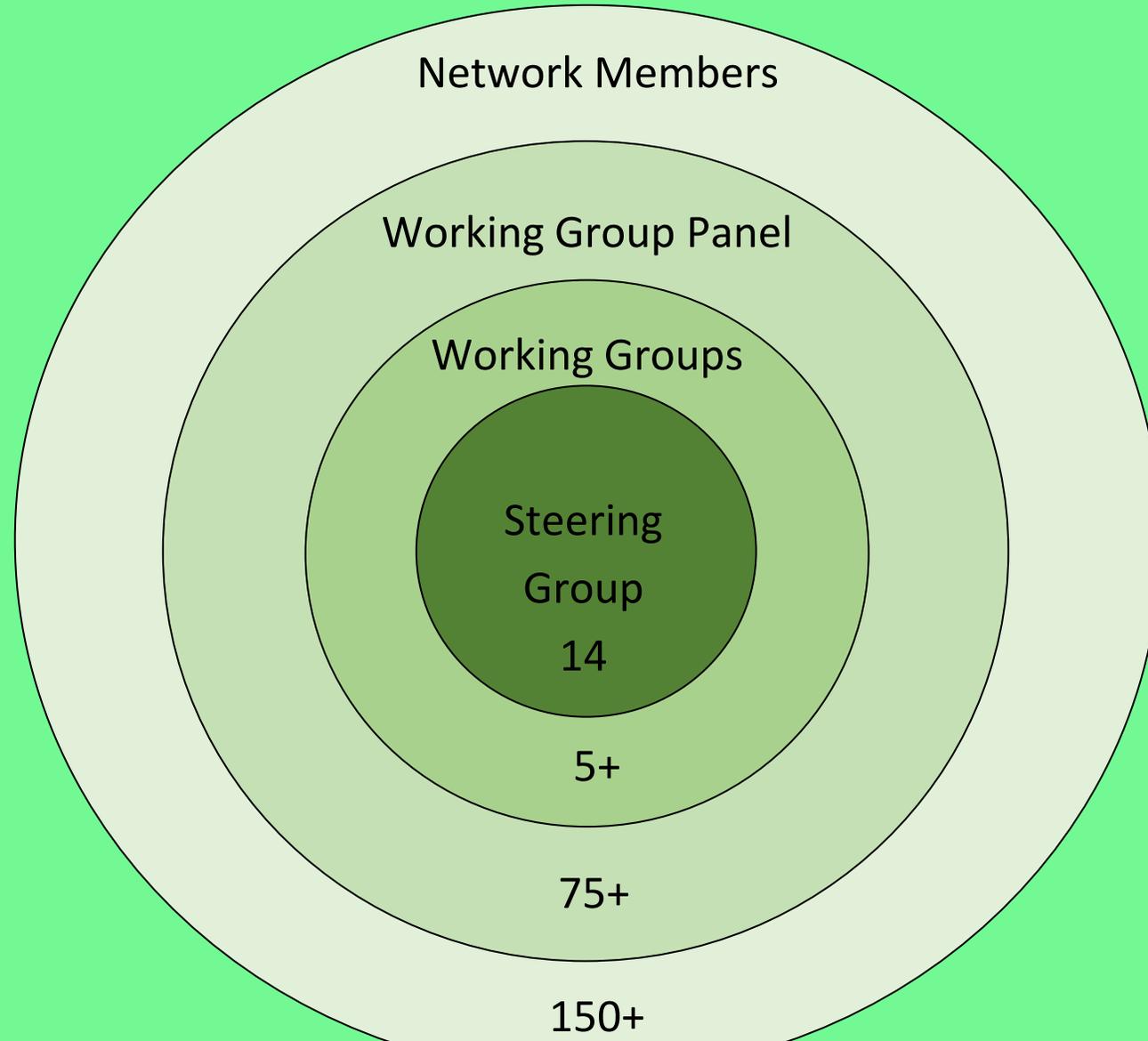
Core Competency 1	Understand and critically evaluate broadcast, digital and other media content and services, in order to make informed choices and best manage media use.
Core Competency 2	Access and use broadcast and digital media content and services in a safe and secure manner, to maximise opportunities and minimise risks.
Core Competency 3	Create and participate , via media, in a responsible, ethical and effective manner, in the creative, cultural and democratic aspects of society.

Media Literacy Ireland (MLI)

An independent alliance of members collaborating to promote media literacy.



Media Literacy Ireland: Overview



Media Literacy Ireland: Goals

- ❖ **FOSTER DISCUSSION**
- ❖ **FIRST POINT OF CONTACT**
- ❖ **NEW INTERVENTIONS**
- ❖ **CAMPAIGNS**



❖ FOSTER DISCUSSION

To inspire, encourage and facilitate the development of new MIL projects, programmes and interventions.



Media Literacy Ireland: Foster Discussion



Feb 2018: MLI Masterclass event 'Towards Digital Citizenship: Creating a social movement to foster critical thinking'.

July 2018: MLI Horizon event on News Literacy in the Digital Age.

Nov 2018: MLI Autumn conference

Oct 2019: MLI Autumn conference and Masterclass on social media campaigning.



Media Literacy Ireland: Foster Discussion

Oct 2020: 'Making Sense of Science in Media'

- Health Crisis
- Climate Crisis

Nov 2020: 'Media Literacy Monday'

- MIL without Borders
- Social media influencing
- News Literacy Now
- MIL Evaluation
- AI, Data and Ethics



Media Literacy Ireland: Foster Discussion

Jan 2021: Media Literacy Monday-
Young People and Media Literacy

Feb 2021: Media Literacy Monday-
Race and Media

Mar 2021: Media Literacy Monday-
'Trust Me' Documentary post-
screening discussion

April 2021: Cogar Mogar broadcast



**MEDIA
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Media Literacy Ireland: First Point of Contact

❖ **FIRST POINT OF CONTACT**

To be the acknowledged 'one-stop-shop' for media literacy in Ireland and the first point of contact for stakeholders outside Ireland.

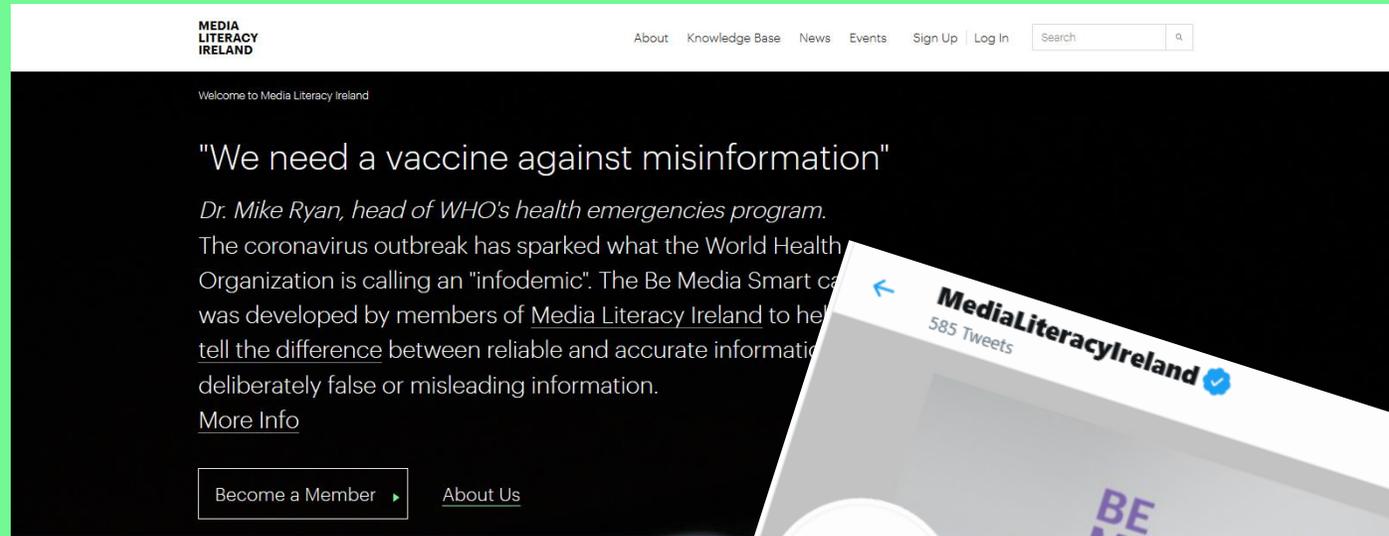




Media Literacy Ireland: First Point of Contact

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Media Literacy Ireland: New Interventions

❖ **NEW INTERVENTIONS**

To inspire, encourage and facilitate the development of new MIL projects, programmes and interventions.



❖ CAMPAIGNS

To use the strength, reach and expertise of MLI members to identify emerging issues that we can collectively highlight through multi-stakeholder public awareness campaigns, identify solutions and sign-post to sources of support.



**BE
MEDIA
SMART**



A national media literacy campaign for Ireland calling on people of all ages to Be Media Smart and Stop, Think, and Check that information they see, read or hear across any media platform is accurate and reliable.

MEDIA LITERACY IRELAND



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OF IRELAND



National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh



HOW?



The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann



**MEDIA
LITERACY
IRELAND**

TV AD





**1
2
3
4**



It's important to you to know where your food comes from.
Isn't it just as important to know where your information comes from?

STOP / THINK / CHECK_



BE MEDIA SMART

www.bemediasmart.ie

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BROADCASTING
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NewsBrands
Ireland

The Herald
The Irish Daily Mail
The Irish Examiner
The Irish Sun
The Irish Times
The Sunday Business Post
The Sunday Independent
The Sunday Times
The Sunday World
The Times (Ireland edition)

STOP

**BE
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STOP_
/ THINK_
/ CHECK_
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Consider
your own
biases.
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than the
headline.
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Find
the true
source.
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Opinion: Can Irish trustworthv news so

The 'Be Media Smart' campaign launched

'Be Media Smart' campaign launched to coincide with European Media Literacy Week



by Brian Keyes 19 Mar 2019

0 comments



It's time to redefine media literacy skills and include digital

As a gangly schoolgoing teenager, sometime back in the pre-digital 20th century, a number of different daily newspapers would appear on a regular basis in the games room of the school I attended in Monaghan. As a boarder, the daily newspapers provided a much-valued link to the outside world beyond the Colditz-like confines of a 1970s establishment that was run by priests.

Reading newspapers, we were told, was an important activity that would broaden our minds and opinions, help us stay informed about what was going on in the world and, in general, develop our overall media literacy skills.

What we didn't know at the time was that these newspapers didn't appear miraculously by osmosis, but were part of a much wider initiative called Newspapers in the Classroom which was overseen by the Irish newspaper industry.

A marketing-led initiative that was aimed at hooking the reader of tomorrow, it was also rolled

JOHN McGEE



Media literacy skills in those days were a lot simpler and trust in the media was, more or less, implicit. If stories were inaccurate or fake, the authors, publishers or broadcasters were quickly rumbled and, if necessary, acknowledgements and apologies were duly published or broadcast.

While Newspapers in the Classroom is no longer, NewsBrands Ireland has replaced it with Press Pass, a student journalism competition rolled into a media literacy initiative that aims to equip students — mainly in transition year —

the veracity of content that people read and hear online or offline and help them to identify sources of information that may be unreliable, deliberately false or misleading.

Set against a backdrop of so-called fake news, the deliberate manipulation of social media algorithms and alleged interference from state-sponsored organisations to influence elections, the campaign is a worthy initiative and comes at an important juncture for society and democracy.

The Irish end of the campaign is overseen by Media Literacy Ireland (MLI), a volunteer network made up of key stakeholders in the media industry ranging from NewsBrands Ireland, RTE, the Association of Advertisers in Ireland (AAI) right through to companies like Google and Facebook.

To back up its case, MLI published details of a Eurobarometer survey which noted that 81% of Europeans think fake news is a threat to

fake advertising, but also the more sinister role they have played in fostering genuine addictive behaviours, whether by design or default. And there's no shortage of science, expert medical opinion and, speaking from experience, parental anecdotes to back this up.

When the CEO of Salesforce, Marc Benioff, stood up at the World Economic Forum in Davos in 2018 and likened social media addiction to smoking, he wasn't joking. But so far social media platforms have refused to take responsibility for that power they have on their users and regulators seem incapable of dealing with the consequences of all of this.

I could of course add to this, their contribution the overall dumbing down of society to one where a video of a cute cat dancing in a bath, a celebrity showing off her new Versace handbag or a woman popping somebody's pimple is often deemed to be more important or interesting than, well, the real world around us.

MEDIA LITERACY IRELAND

EDITORIAL



MEDIA LITERACY IRELAND

BE MEDIA SMART_ [Help](#) [Resources](#) [Supporting Members](#) [Media Literacy in Europe](#) [Media Literacy Ireland](#)

Ways to BE MEDIA SMART

STOP_

Use these quick tips to help you judge whether information is accurate and reliable.

[Help ->](#)

THINK_

BE MEDIA SMART using these resources from around the web.

[Resources ->](#)

CHECK_

It's always good to check where your information comes from. Find out who is supporting this campaign.

[Supporting Members ->](#)

Join the conversation

Tweets by @MediaLitIreland

MediaLiteracyIreland Retweeted

Brian O'Neill @BONeillTUDublin
Reuters Digital News Report launched today. "Shift to WhatsApp has implications beyond private messaging" via @IrishTimesIrishTimes.com/opinion/shift-... @MediaLitIreland #BeMediaSmart



Tweets by @EU_MediaLit

Disinformation & Media Literacy in the EU Retweeted

media.eu @MediaEU
Insights about digital news consumption in 38 countries ... The 2019 Digital News Report is online. Congrats @risj_oxford@reutersinstitute.politics.ox.ac.uk/risj-review/di... #DNR19 #media #trust #journalism #pivot_to_paid

Tweets by @AllDigitalEU

ALL DIGITAL Retweeted

Digital Single Market @DSMeu
The Digital Assembly 2019 will be televised. Join the discussion at #DA19eu tomorrow, #LIVE from Bucharest on: #Digital4Planet #Digital4Leadership #Digital4Jobs #Digital4Communities More info, programme & livestream

22:48 13%
bemediasmart.ie

BE MEDIA SMART_ [Show Menu](#)

BE MEDIA SMART_

Every day we have to make choices. From what we want to eat, to what we want to wear, what we want to listen to right through to who we want to represent us in public office.

To make good choices, we need reliable information. The Be Media Smart campaign has been developed by Media Literacy

SO?



Estimated 140 DAYS of voluntary effort by over 30 MLI members

Combined estimated value of the ad campaign across TV, radio and print was in the region of €180,000

Combined estimated value of the campaign content and resources produced for campaign was over €110,000.

SO?



**Estimated monetary value of
Be Media Smart campaign:**

€380,000

Campaign cost:

less than €20,000

**MEDIA
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SMART**





How to use Zoom on your smartphone and laptop



Zoom is a programme that you can download to your smartphone or laptop to enable you to make free video calls with a group of family or friends for up to 40 minutes.

How to avoid false information about COVID-19

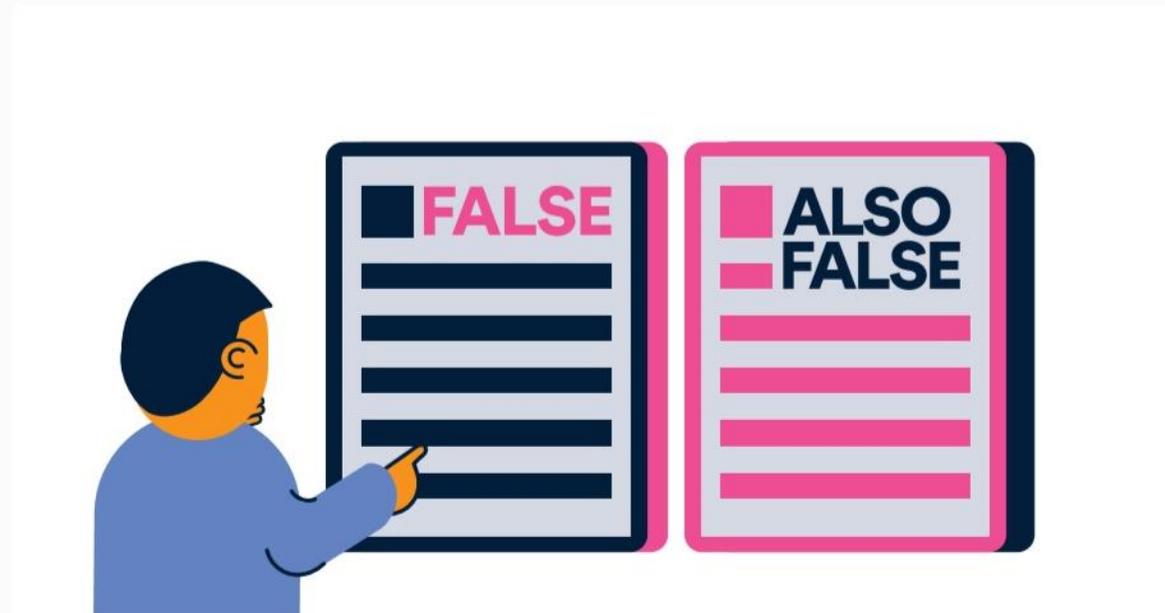


This How To Guide leaflet tells you about reliable sources of information, steps you can take to check information, and how you can recognise the main types of false information.

BE MEDIA SMART ABOUT COVID 19

In Connected, Teachers, Trending

Module 2: News, Information, and Problems of False Information



**BE
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SMART
ABOUT
COVID 19**

www.webwise.ie/connected/

**BE
MEDIA
SMART
ABOUT
COVID 19**

**Check
Your
Facts**



Use official sources for information



Ask the experts:
Avail of online fact-checking services



Stop: Read more than just headlines – don't assume that a headline or picture gives the whole story



Think: Who is telling me this? Why? Is it reported elsewhere?



Check: Check the URL, author, and details – are they genuine and accurate?

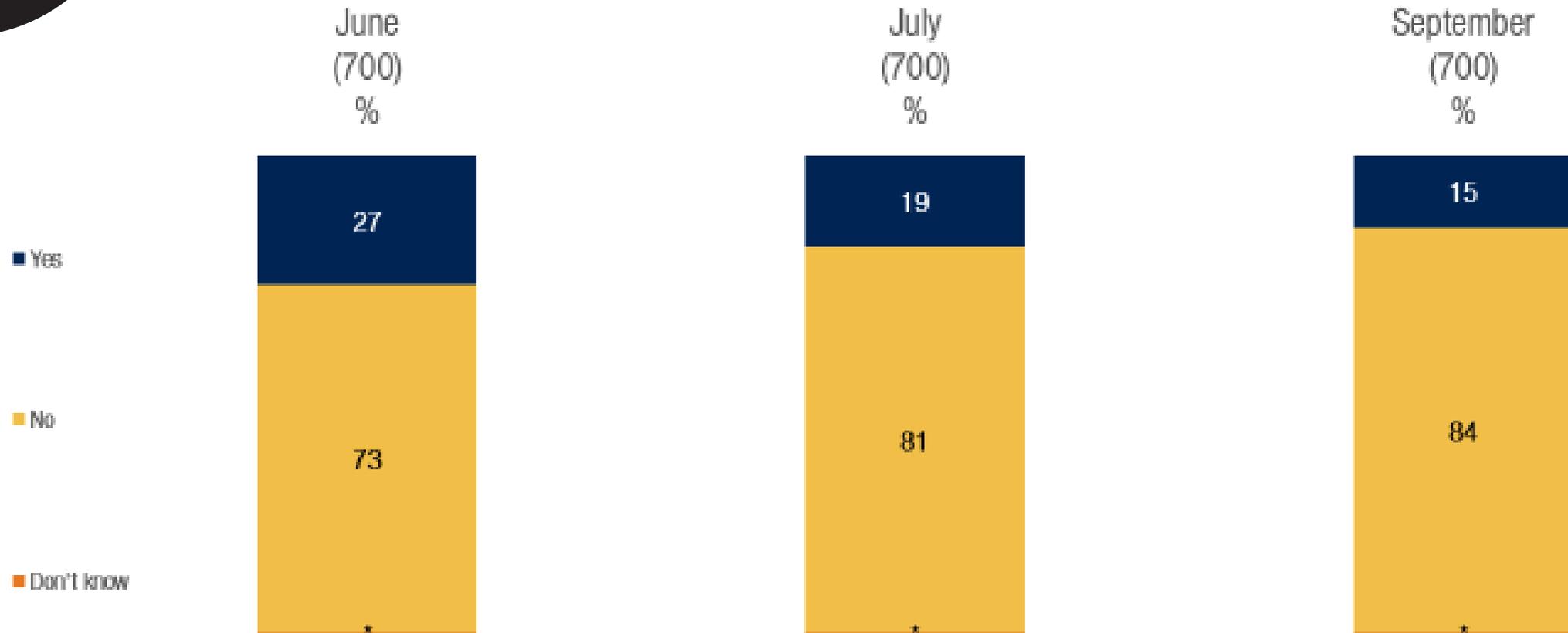
For more advice on being media smart visit www.gov.ie/besafeonline



Rialtas na hÉireann
Government of Ireland

www.gov.ie/en/campaigns/be-safe-online/

BE MEDIA SMART CAMPAIGN RECALL 2020



Q.1 Have you seen or heard of the BE MEDIA SMART campaign to encourage people to stop think and check that the information that they read hear or see is accurate and reliable?

**MEDIA
LITERACY
IRELAND**

NEW TV AD



**MEDIA
LITERACY
IRELAND**

NEW PRESS AD



STOP_

/ THINK_

/ CHECK_

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NA NÉIREANN

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AUTHORITY
OF IRELAND

FACT-CHECK

Sometimes we all struggle to know whether something is accurate and reliable – especially when information is coming from a wide variety of sources, as is often the case with COVID-19 information. So, if in doubt, check it out.

Below you will find a list of fact-checking sites that you can visit to get the most recently fact-checked stories. There is also a list of recently ‘de-bunked’ or stories proven to be false.

Jump to:

[De-Bunked](#)  [Check the Facts](#) 

Thank You

medialiteracyireland.ie

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@medialitireland

#bemediasmart

martinachapman@mercuryinsights.com

@chapmanmartina