

THE IMPORTANCE OF MEDIA LITERACY EDUCATION AND POSITIVE CONTENT ONLINE

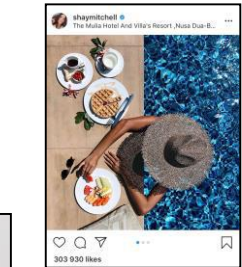
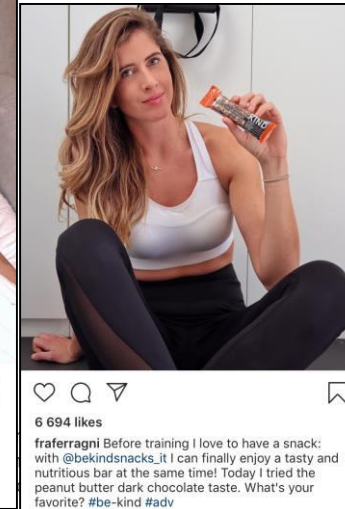
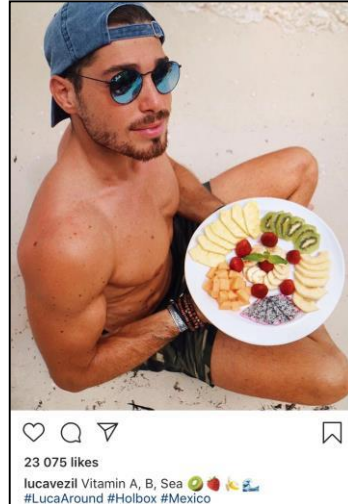
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WHY SOCIAL MEDIA LITERACY EDUCATION?



The social media life - #foodie



Social media, children and youth

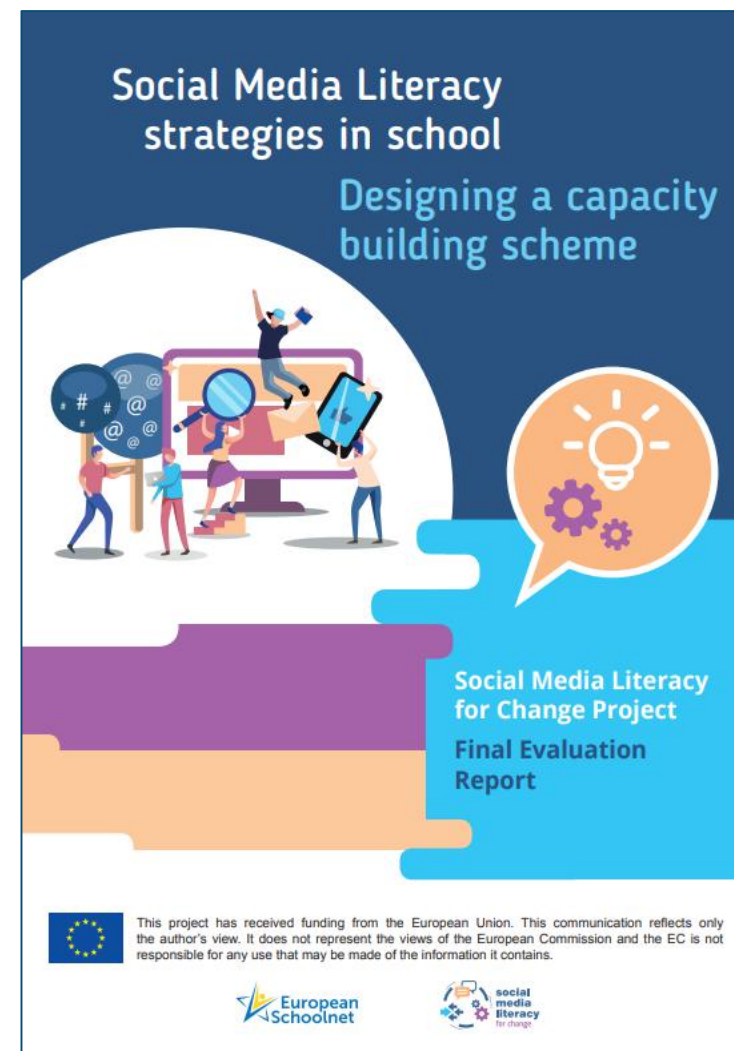
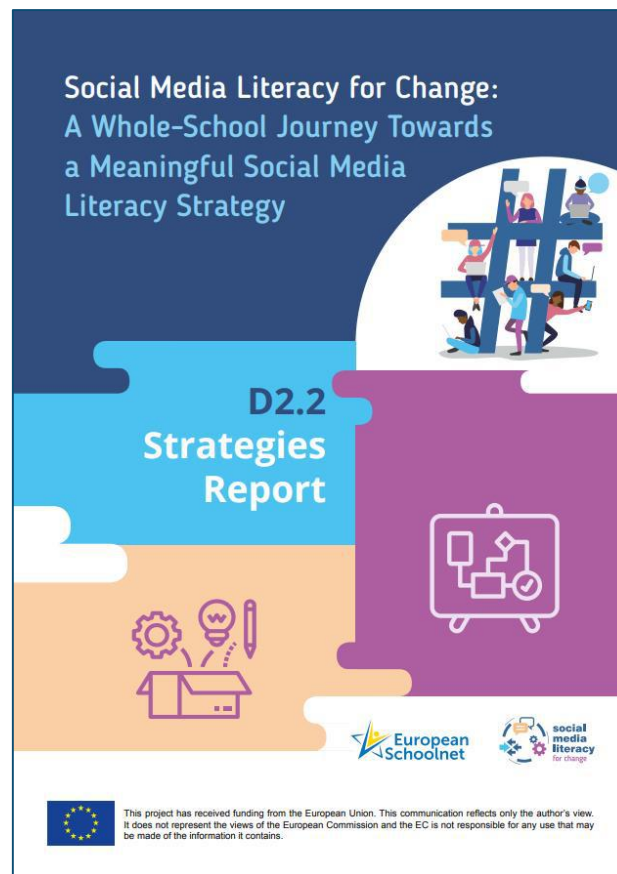
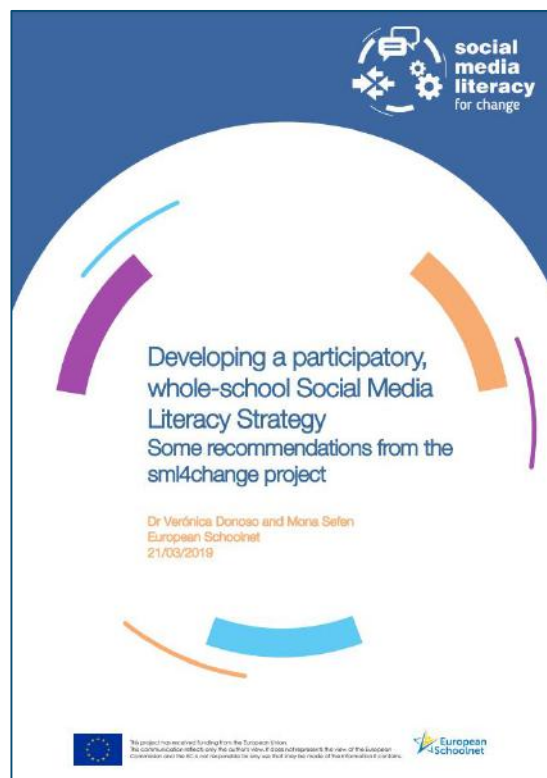
- Children's favourite online activities are visiting social network sites, watching video clips, and playing online.
- While most children know how to share or create online content, they are less confident in judging the reliability of online information.
- Some teens have mixed views on the impact of social media in their lives:
 - *43% feel pressure to post on social media only content that makes them look good to others.*
 - *90% of teenage girls reported feeling unhappy with their body.*
 - *37% feel pressure to share things that will get a lot of likes or comments.*
 - *44% of teens say they often or sometimes “unfriend” or “unfollow” other on social media.*

Ref. Global Kids online (2017); Pew Research Centre (2018), Royal Society for Public Health and the Young Health Movement (2018)

IS SOCIAL MEDIA AND INFORMATION LITERACY THE KEY?

Some of our initiatives





Positive Online Content Campaign

The homepage features a navigation menu with links for HOME, ABOUT, CAMPAIGN, SUPPORTERS, CHECKLIST, EXAMPLES, and CONTACT US. Below the menu are four main categories represented by icons: Children and young people, Teachers and educators, Parents and carers, and Content producers and providers. A central section titled "Positive content in your country" includes a sub-header "Explore some of the best examples of positive online content for children in your national language." and a search button labeled "Positive online content in your country".

The search interface includes a "Search" input field and a "Filter" button. The "Positive Content Gallery" shows 81 items found. The first item is "Paxel123" (Danish, English, Finnish, Icelandic, Polish, Swedish) for Iceland, with an age range of 3-6 years. The second item is "Geronimo Stilton" (Italian) for Italy, with an age range of 8-10 years. The third item is "Il gomitolo" (Italian) for Italy, with an age range of 10-12 years. The fourth item is "E-consumer quiz" (English, Italian) for Italy, with an age range of 18-50 years.

#PositiveContent
#BetterDigitalChildhood

Hadia, UK

"Positive online content is a means of facilitating youngsters experience in the online world; encouraging maturity, digital literacy and many more positive outcomes."



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www.betterinternetforkids.eu

MIL skills are life skills

Key advantages:

- Learn to think critically.
- Become a smart consumer of products and information.
- Recognize point of view.
- Create media responsibly.
- Identify the role of media in our culture.



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