

The Flemish Knowledge Center for Media Literacy. Research valorization and future research themes

Valorisation de la recherche en éducation aux médias et littératie médiatique

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Knowledge Centre for Media Literacy Flanders

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Founding of Mediawijs.be

- Established in January 2013
- Consortium partnership of 13 organizations
 - Leading Flemish media literacy organizations
 - Relevant research centres linked to different Flemish Universities and University colleges
 - Media literacy, e-Inclusion and media use
 - User and policy research
- Hosted by iMinds Media
 - iMinds – Independent research institute / hub Flanders
 - Focus on stimulation of ICT innovation
- 750.000 € - 6 collaborators

Vision

- Creating added value for civil society
 - Online platform as a central point for the sector
 - Analysis / exchange of knowledge and good practices
 - Focus on Intermediary role (not public as such)
- Encouraging new ways of cooperation
 - Multi-stakeholder processes
 - Multi-stakeholder projects
 - Bridging civil society – private sector – public sector



Nieuws | 31 augustus 2016



Eerste sprekers Vlaams Mediawijs Congres bekend

Achter de schermen werken we volop aan het programma van ons Vlaams Mediawijs Congres op 15 en

Nieuws

12
sep

KeKi presenteert Research on Stage: Wifi is wijs jong

12
sep

Schrijf je nu in voor het antipestproject 't Zal WELzijn

12
sep

Code Festival: programmeren in de klas

[Meer nieuws](#) ▶

Nieuwsbrief

Central Goals & Initiatives

- Consulting and Coordination
 - Consulting groups: competencies, copyright, advertising literacy,...
- Innovation and Synergy
 - Multi-stakeholder projects
- Practices and methods
 - Monitoring the media literacy field, tutorials, best practices,...

Central Goals & Initiatives

- Knowledge acquisition and sharing
 - Online platform: dossiers, good practices, mapping the sector,
- Vision and policy development
 - Policy documents, advice,...
- Direct public work
 - Since 12015 New contract
 - Obligation to focus directly on public – campaigns
 - Large website for parents – launch sept.

Valorization of research

- Do not fund research
- Research valorization in large research projects
 - IWT-SBO AdLit, Amica, Metodi
 - Belspo IDEALIC
 - Involved from inception - recurrent meetings on outcomes
 - Results in Dossiers, Tools (e.g. measurement instrument), Games on advertising
- Input in our initiatives – www.medianest.be
 - Call for projects – valorization of research
 - Funding to develop products on basis of research
 - Gaming, cyberbullying, etc.



Valorization of research

- Data on media literacy initiatives
 - We gather data on media literacy activity in Flanders
 - Develop evaluation tools
 - Are establishing a network of researchers measuring
 - Open data for students/researchers to do research on
- Expert groups
 - Involved on specific topics
- Flemish Research Platform on Media Literacy
 - We established this platform
 - Meet once a year
 - Ask for input in future trends, research
 - 2 representatives are elected into our board

How to valorize your research?

- Involve interested organizations early
 - Often made mistake think about valorization at the end
 - Involve interested parties from beginning
- Make it interactive/ participative
 - Not just communication
 - Involve in research design and focus
 - How to make the research usable for organizations
 - Public organizations, commercial, etc.
 - Participative approaches to formulate recommendations

How to valorize your research?

- Move from macro-negative to micro-positive (Dunn)
 - Macro-negative
 - Outcome of research project
 - You can't change a system overnight
 - MICTIVO: Schools do not contribute to ICT skills
 - Micro-positive
 - What are the factors that can lead to change?
 - Where should we start?

Research Challenge 1

Beyond Media Education

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Beyond Media Education

- Media education
 - Very often focus on formal education
 - Highly important to do so BUT
- Media and Internet highly changing areas
 - Will remain so in the next coming decades
 - Smart cities, virtual reality, internet of things
 - Results in constant opportunities and challenges
- Generations confronted new technologies
 - Digital Natives – Not a good concept - Divergence
 - Knowledge acquired in education not sufficient
 - Need life-cycle research on use and ML needs

Beyond Media Education

- How do we reach the whole population?
 - What channels work?
 - With what possible impact?
 - How do we scale initiatives to national levels?
 - How do we adapt content and messages?
- Possible solutions
 - Channel approach
 - Segmentation of public
 - Age groups

Research Challenge 2

Involving Private Media Actors

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Involving private media actors

- Classical channels for media literacy
 - Education
 - Civil society
 - Public service media
- Paradox
 - Influence of civil society and PSM declining
 - Decline in support *believers* of importance ML
- Involving private media in media literacy
 - What media? Under what conditions?
 - With what type of content?

Research Challenge 3

Linking up to media & internet policy

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Self-Regulation ... by the user

Wallis and Buckingham (2013)

- *'(...) individuals (and their families) are seen to go about their own business in the marketplace, protecting themselves (and their children) from harmful influences or offence, mitigating risk to themselves, and exploiting the new opportunities afforded by new technologies'*

Self-regulation 3 fundamental preconditions

- individual has *knowledge* and *capabilities* to critically engage with digital media
- individual has *the choice to act* on the acquired knowledge
- individuals has to have *trust in the system* in which it operates

Belgian State versus Facebook

Belgian Privacy Commission

2014 Facebook communicates new terms of use

- Data Use Policy (DUP)
- Statements of Rights and Responsibilities (SRR)

Raises questions in Belgium/Europe

- Scope of data gathered and processed
- Role of social plug-ins in gathering data of (non)-users

Facebook as Advertising Platform

Scientific Report iMinds

Facebook gathers more and deeper data

- ToU allow for capturing of more data e.g. locations
- Integration of data from family of apps
 - Messenger, Whatsapp, Instagram

Tracking of non-users

- Use of cookies via social plug-ins
 - From Facebook.com websites
 - But even from third party websites
 - Even after de-activation of Facebook, users still tracked
- Opt out via www.youronlinechoices.eu
 - Facebook places long term cookie tracking non-users

Court of First Instance – Ruling in June 2015

1. Belgian data protection law applies and that Belgian courts have jurisdiction;
2. Facebook collects data on the web surfing behaviour of millions of people from Belgium who have decided not to become a member of Facebook's social network;
3. Is a 'manifest' violation of Belgian data protection law, irrespective of for which purposes Facebook uses these data after having collected these;
4. Facebook cannot invoke any legal justification for processing personal data of non-Facebook users via cookies and social plug-ins, mainly because it has not obtained consent.

Recommendation

Protection against tracking

(...) to use browser add-ons that block tracking. Examples of such browser add-ons are:

- Privacy Badger (<https://www.eff.org/privacybadger>)
- Ghostery (<https://www.ghostery.com>)
- Disconnect (<https://disconnect.me/disconnect>)

(...) to protect themselves by using the incognito or "private navigation" mode offered as a functionality in recent versions of most frequently-used browsers (Internet Explorer, Firefox, Chrome, Safari, etc.)(...)

Facebook users can opt out (www.youronlinechoices.eu). Facebook currently continues to collect the same information about visits of users to external websites (...)

Conclusion

Knowledge and capacities

- To uncover Facebook practices extensive research
- Known that info is gathered – not how processed

Choice to act

- Has become very limited both for users and non-users
- Recommendation Privacy Commission cumbersome
- Choice between internet-recluse or relenting

Trust

- Seen behavior of social media actors – no trust

Media Policy and Internet Governance

Policy sets the lines in which ML can operate

- Not so much about protecting users in interventionist way
- How do we secure genuine choice for users
- Dialogue needed

Media literacy needs regulation

- Need to inform policy where limits of media literacy are
- Need to inform needs and requirements to secure choice

Research Challenge 4

Connecting Media Literacy and e-Skills
Approaches

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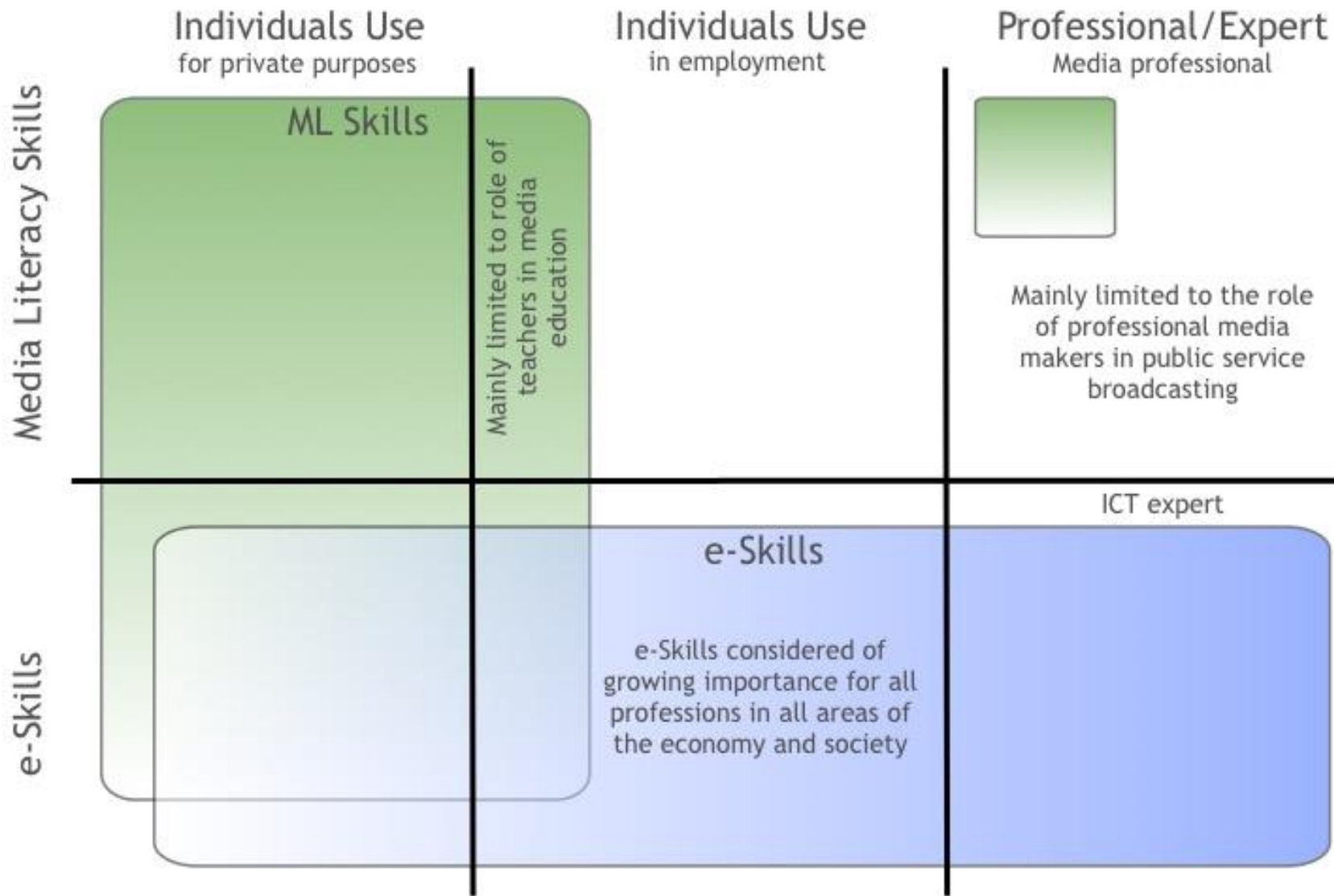


Fig.1 - Leo Van Audenhove & Walter Claassen 2016