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abr**  
17h-18h

Aula aberta

# OpenClass MIL and Digital Citizenship

## MIL and Digital Citizenship in Practice

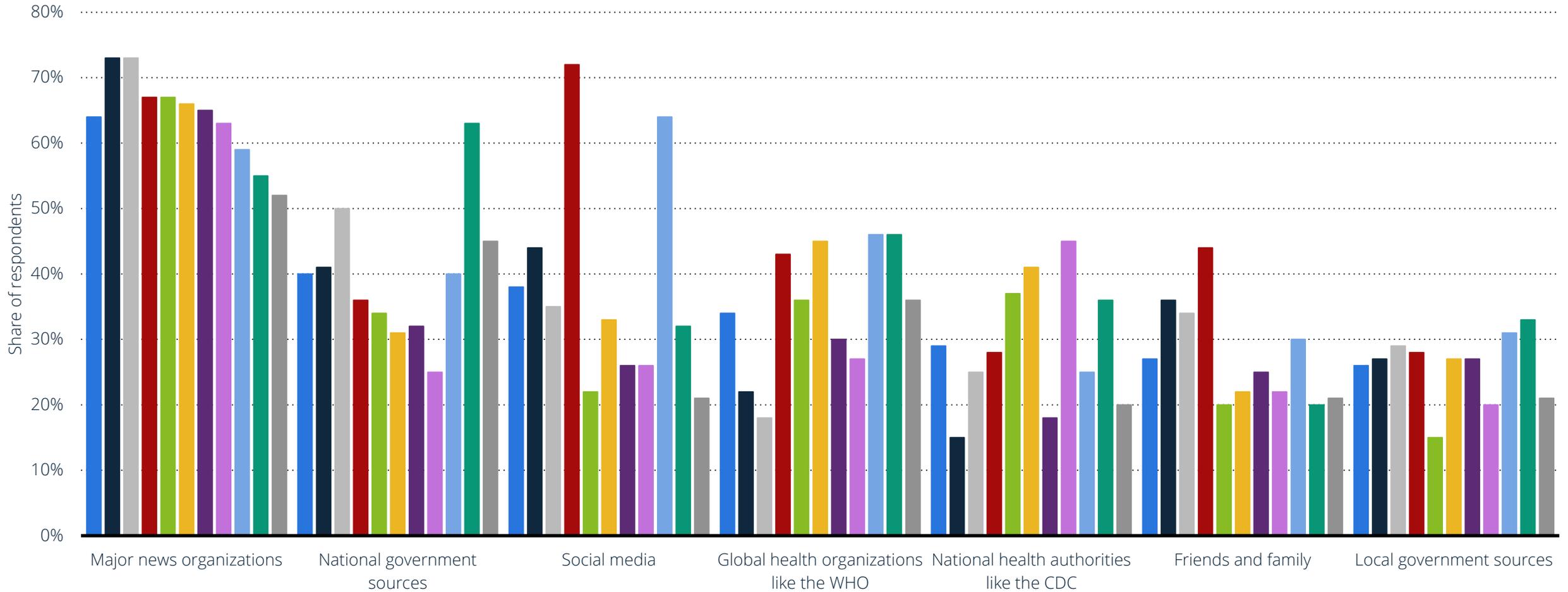
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Association for Communication and Media Culture (DKMK)

Welcome to the **unstable**  
communication  
environment!



# Most used sources of coronavirus news and information worldwide 2020, by country

■ Total 
 ■ Japan 
 ■ South Korea 
 ■ South Africa 
 ■ United Kingdom 
 ■ Canada 
 ■ Germany 
 ■ United States 
 ■ Brazil 
 ■ Italy 
 ■ France



**Note(s):** Worldwide; March 6 to 10, 2020; 18 years and older; 10,000\*  
 Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** Edelman; ID\_1104365

## Consuming media at home due to the coronavirus worldwide 2020, by country

	Worldwide	Italy	Spain	France	Germany	China	United States	United Kingdom
Watching more news coverage	67%	67%	63%	50%	60%	77%	43%	50%
Watching more shows/films on streaming services (e.g. Netflix)	51%	53%	58%	31%	21%	63%	42%	32%
Watching more TV on broadcast channels	45%	55%	43%	53%	35%	46%	42%	32%
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	45%	60%	61%	24%	22%	59%	17%	24%
Spending longer on social media (e.g. Facebook, Instagram, Twitter etc)	44%	52%	49%	27%	21%	50%	32%	21%
Spending more time on computer/video games	36%	41%	48%	39%	21%	29%	29%	20%
Reading more books/listening to more audiobooks	35%	36%	42%	24%	19%	44%	25%	19%
Listening to more streaming services (e.g. Apple Music, Spotify etc)	35%	25%	27%	14%	13%	49%	18%	14%
Listening to more radio	18%	29%	32%	23%	24%	16%	16%	17%
Reading more magazines	16%	23%	22%	14%	17%	14%	12%	15%
Reading more newspapers	14%	18%	14%	14%	10%	17%	12%	9%

# Paris Declaration on MIL in Digital Era, 24.6.14. UNESCO

„All citizens need the critical MIL competencies to demand transparency and to analyse information about **what freedoms they gain or lose, what opportunities they face, and what risks they take**, by interacting with computer programming languages that are normally invisible”

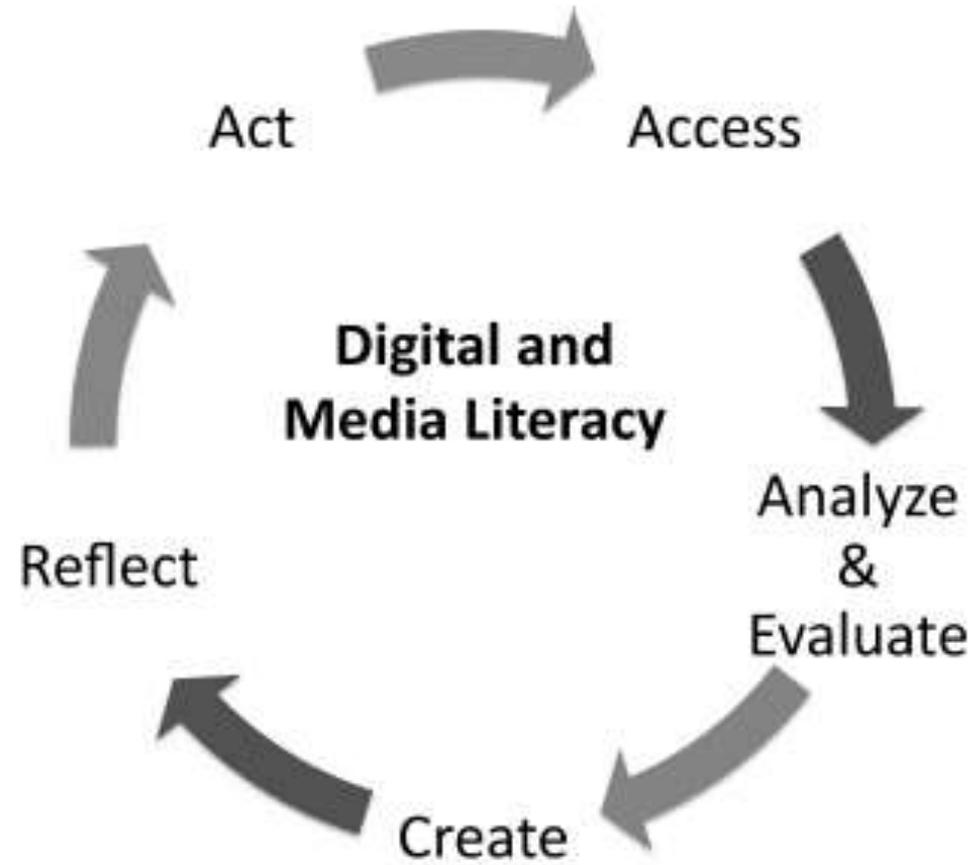


A screenshot of the UNESCO website page titled "Paris Declaration calls for renewed emphasis on Media and Information Literacy in the Digital Age". The page layout includes a top navigation bar with the UNESCO logo and the text "Communication and Information". Below this is a breadcrumb trail: "Home &gt; News and In Focus articles &gt; In Focus articles &gt; 2014 &gt; Paris Declaration on Media and Information Literacy". The main content area features a large photograph of a conference room with people seated around a table, with a presentation screen in the background. To the left of the main content is a sidebar with "News and In Focus articles" and "In Focus articles" sections, listing years from 2013 to 2004. To the right is a "RELATED INFORMATION" sidebar with sections for "DOCUMENTS", "PAGES", "RESOURCES", and "CONTACT". The "CONTACT" section lists "HALTON ORZELLE" as Programme Specialist for Communication and Information, with an email address and phone number.



„The competencies promoted by digital and media literacy are **fundamentally tied to true participation in a community**, where engaging with people different from ourselves helps us clarify our own ideas, look at the world for different viewpoints, and in the process, deepen our own learning and develop a sense of connectedness to the people around us”

Hobbs, 2010: 27



*Figure 1: Essential competencies of Digital and Media Literacy*

- Renee Hobbs, 2010



There should be no  
**coding** without **decoding!**  
(Frau-Meigs)







# Let's work!

1. Download/save the photo PILOT from the chat to your DESKTOP
2. Go to the page [TINEYE.COM](https://tineye.com)
3. Upload the photo to the application
4. Make a short research and try to answer the following questions:
  - 1. When was the first time the photo appeared on Internet?**
  - 2. How many times was it published online?**
  - 3. Does it have copyright?**
  - 4. Can you use REVERSE IMAGE SEARCH for any other purpose?**

# Reverse Image Search

Find where images appear online. [How to use TinEye.](#)

 Upload

Paste or enter image URL



Add TinEye to Firefox



[Upload](#)

## 68 results

Searched over 53.3 billion images in 0.5 seconds for: [Pilot.jpg](#)

Using TinEye is private  
and we do not save your  
search images.

[Sort by biggest image ▾](#)[Filter by website / collection](#)

[www.reddit.com](#)

[r/pics/comments/j9ouej/travelling\\_the...](#) - First found on Oct 12, 2020

Filename: [8nncz0c1bns51.png](#) (1834 x 1074, 3.5 MB)



[www.reddit.com](#)

[r/pics/comments/hbl1ox/the\\_differenc...](#) - First found on Jun 18, 2020

Filename: [tti8jh7myp551.jpg](#) (1757 x 1058, 185.7 kB)



Are you afraid of  
disinformation?



# Why do we need MIL?

- hidden advertising
- native advertising
- sponsored content
- clickbaits
- commercialization
- propaganda
- hate speech
- violence in media
- disinformation/misinformation
- photo/video/multimedia manipulation

# Future from South Korea

**MBN NEWS** 김주하 SI 앵커가 전하는 9월 22일 정오 주요뉴스

Watch later Share Info



**MBN NEWS** MORE VIDEOS **시앵커 NEWS**

Popusti do 2.950 kn  
#SUPERTJEDAN ima novi moto i popuste za sve - Motorola Edge snižena 1.03...  
hrvatskitelekom.hr

후 재개

0:23 / 1:08

YouTube

# The changing world of media





Photo source: shutterstock



Can we use TikTok  
in MIL for DC?





We need to start from kindergarten!



And never stop...

A white rectangular card is suspended by two wooden clothespins from a thin, light-brown string. The card is centered against a dark blue, textured background. The text on the card is in a simple, black, sans-serif font.

How can we tackle all these  
challenges?

# Who can make a change?

Children  
and youth

Parents

Teachers

Journalists

Activists

Politicians

Librarians

Researchers



Television Student



Radio Student



Student newspapers [globalnovine.eu](http://globalnovine.eu)



Djecamedija.org



- 1350 workshops for 34.000 participants
- 250 primary and secondary schools
- Biggest media literacy project in CRO
- 100 volunteers (students of journalism and comm. science)
- Research, advocacy, cooperation



Children in our focus









Raising awareness



International and  
research projects



**SMART - EU**

SOCIAL MEDIA RESILIENCE TOOLKIT



**mind  
over  
media**

Analyzing Contemporary Propaganda



[www.eukidsonline.net](http://www.eukidsonline.net)

**EU Kids Online**

We play it safe! –  
2021/Gamification  
with  
prof. Renee Hobbs







Preschool teachers, librarians and teachers

# Together

Cooperation.

Small steps.

Inclusive strategy.

Every stakeholder can make a change!

Don't wait for others to initiate...





Feeling good  
with media...



Make a change!

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