



MEDIA & DATA LITERACY

EMPOWERMENT OR THE FREEDOM TO BE DISEMPOWERED ?

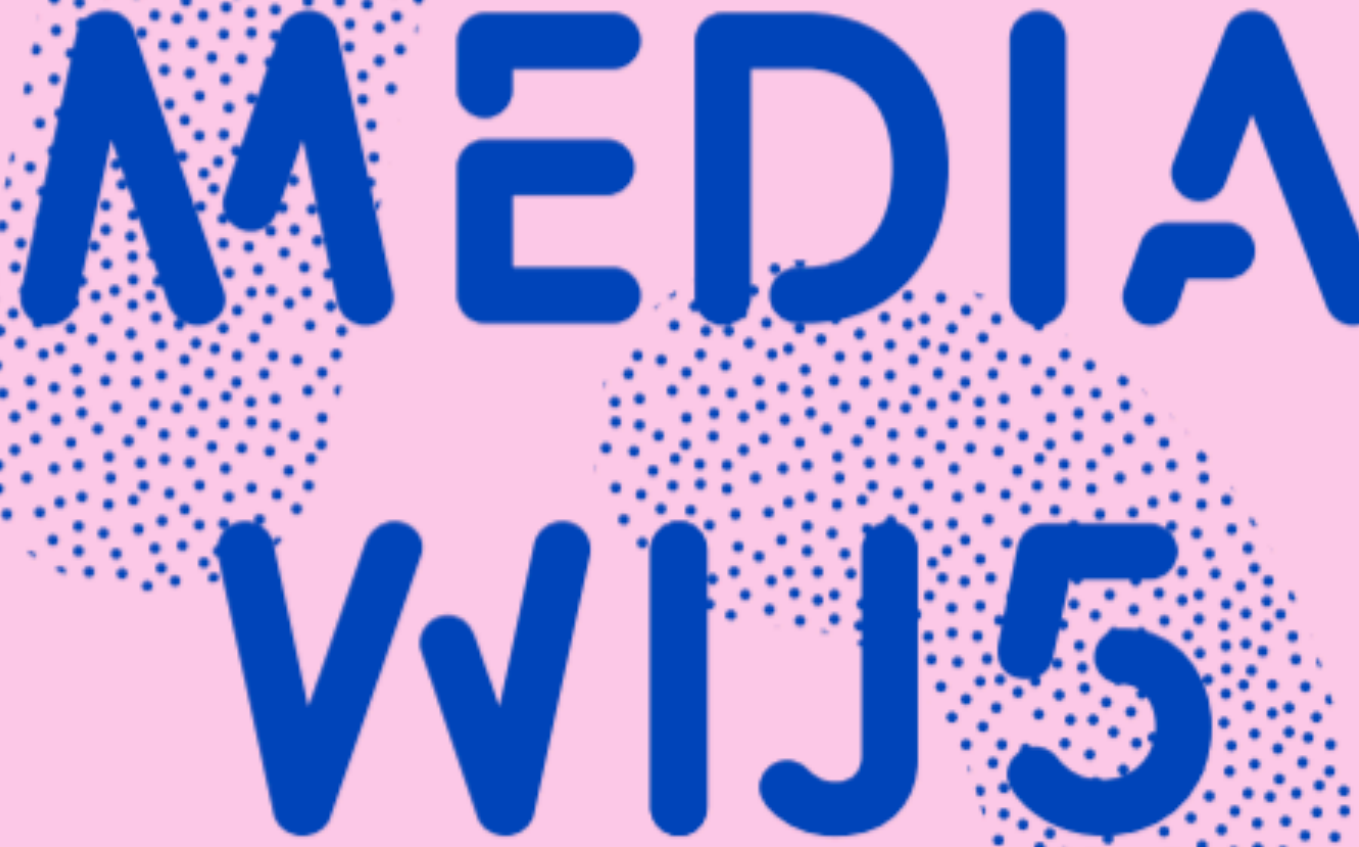
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VRIJE
UNIVERSITEIT
BRUSSEL

- ▷ **IMEC-SMIT-VUB – Studies on Media, Innovation & Technology**
 - ▷ Research 3 issues: use, economy and policy of technology
 - ▷ 65 FTE researchers
- ▷ **IMEC**
 - ▷ Innovation institute – nano-electronics and digital technologies
 - ▷ 3.500 researchers
 - ▷ Collaboration with Flemish Universities – SMIT social sciences
- ▷ **Mediawijs.be – Knowledge Centre Media Literacy**
 - ▷ Independent entity within imec-smit
 - ▷ Funded by Minister of Media
 - ▷ 7 FTE staff
 - ▷ Develop program's and initiatives for media literacy

imec.be



MEDIA
WVIJ5

mediawijs.be

WHY MEDIA LITERACY?

- ▷ **Mediatized society**
 - ▷ We know the world through media
 - ▷ Social relations are mediated – social media
 - ▷ Everywhere all the time
- ▷ **Opportunities**
 - ▷ Growing Self-Expression – Community building
 - ▷ Growing Choice Information / Education / Entertainment / Services
- ▷ **Dangers**
 - ▷ Privacy concerns – companies, states
 - ▷ Security concerns – dark web, terrorism, crime
 - ▷ Social concerns – bullying, radicalization, addiction
 - ▷ Political concerns – fake news, censorship

WHAT IS MEDIA LITERACY?

▷ Aufderheide 1993

- ▷ Media literacy is the ability to access, analyse, evaluate and communicate messages in a variety of forms to society as a whole

▷ Livingstone 2004

- ▷ Media literacy is the ability to access, analyze, evaluate and create messages across a variety of contexts

▷ EU Communication 2007

- ▷ (...) the ability of people to access, understand, create and critically evaluate different types of media

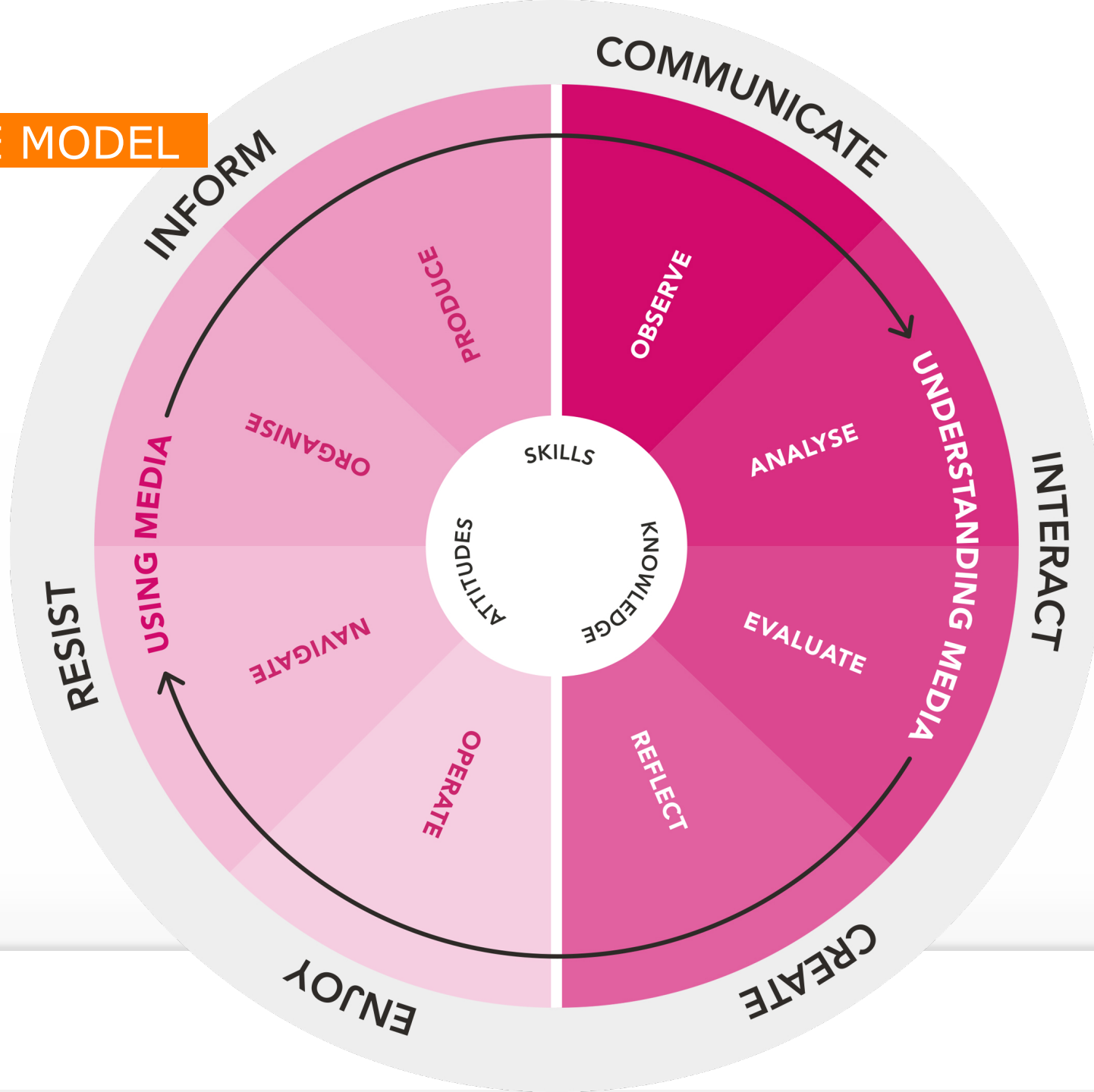
▷ ACCESS, CRITICALLY EVALUATE, CREATE, MEDIA

CURRENT MEDIA LITERACY THINKING

- ▷ **From Protectionist to Empowerment Approach**
 - ▷ Level of theory and policy
- ▷ **Protectionist**
 - ▷ Media has negative effects
 - ▷ Interventionist regulation to protect
- ▷ **Empowerment**
 - ▷ Media and internet integral part of mediated society
 - ▷ Active users have capabilities to handle media and internet
 - ▷ Focus on autonomous use in engagement with media
 - ▷ Individual expected to self-regulate use (and that of minors)

COMPETENCE MODEL

MEDIAWIJS.BE

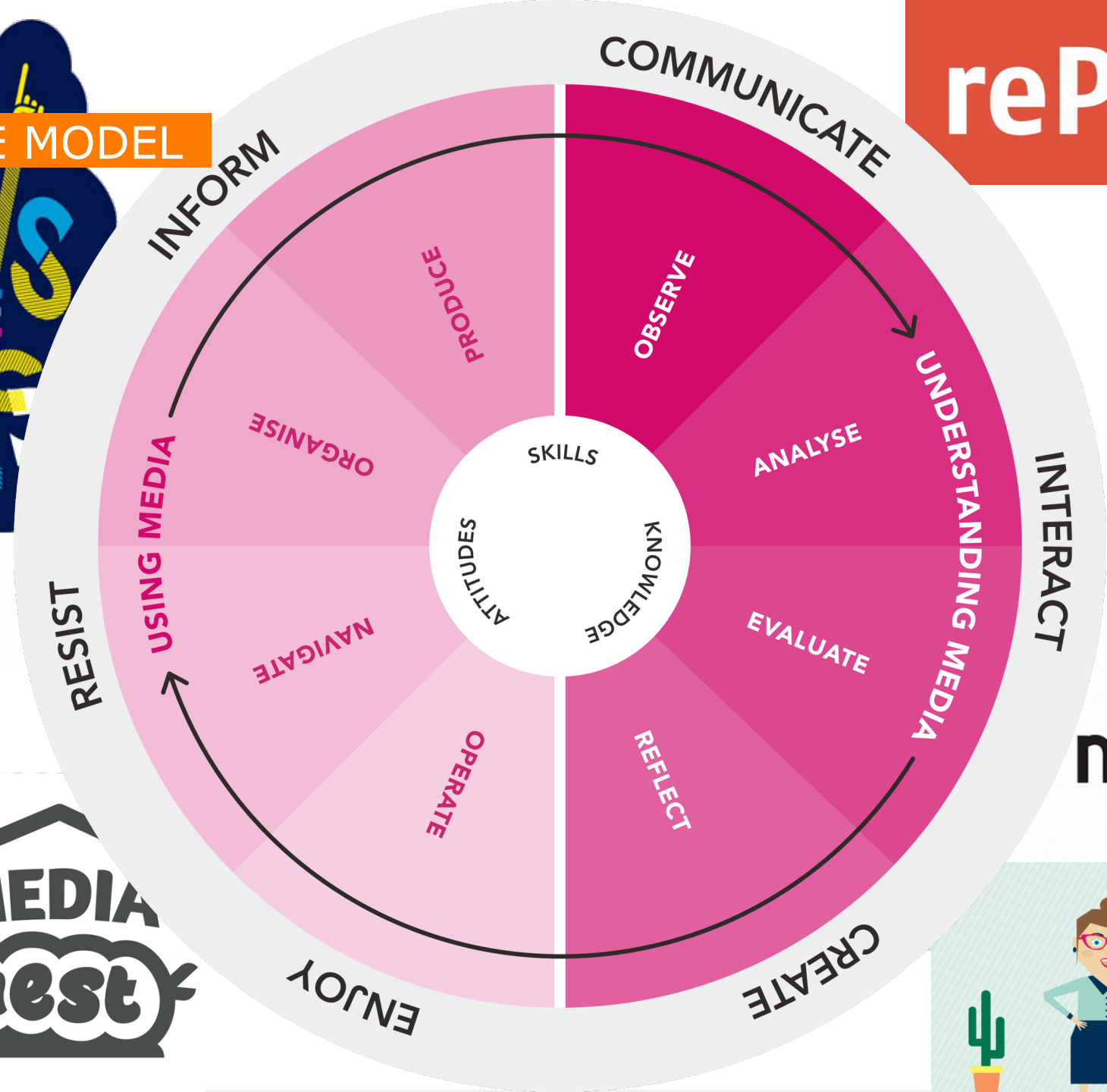
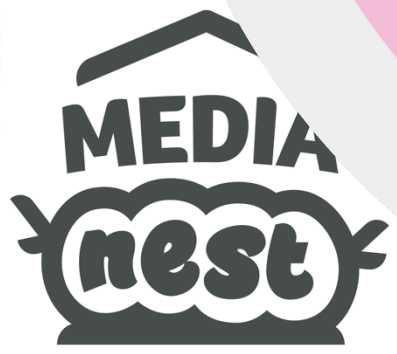


COMPETENCE MODEL

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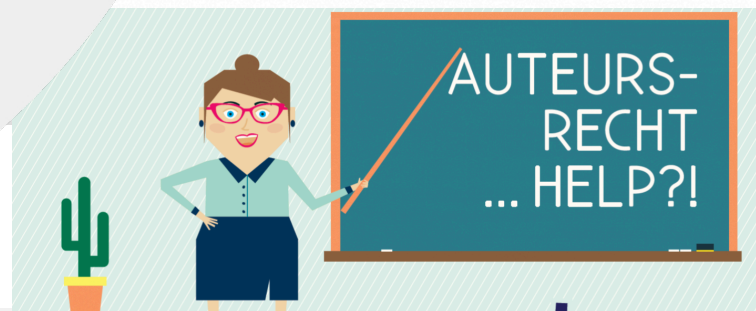
CYBER
SCAN



rePresent



mediacoach



WHY DATA LITERACY?

- ▷ Increasing role of (big) data / algorithm / AI
 - ▷ In media and internet - recommendations
 - ▷ Day to day life – smart environments (health, living, cities)
 - ▷ In data and evidence based strategies and policies
- ▷ Opportunities
 - ▷ Personalization of media/services
 - ▷ Automation of services
 - ▷ Increased efficiency of processes and policies
- ▷ Dangers
 - ▷ Media – filter bubbles
 - ▷ Services – social sorting
 - ▷ Smart everything – exclusion mechanisms

Beyond
media literacy

A WORLD THAT COUNTS

MOBILISING THE DATA REVOLUTION FOR SUSTAINABLE DEVELOPMENT



This report calls on governments and the UN to act to enable data to play its full role in the realisation of sustainable development by closing key gaps in access and use of data: between developed and developing countries, between information-rich and information-poor people, and between the private and public sectors (UN-IEAG, 2015).

A WORLD THAT COUNTS

▷ Data revolution

- ▷ (...) the opportunity to improve the data that is essential for decision making, accountability and solving development challenges.

▷ Opportunities

- ▷ Growth, efficiency gains, evidence based policies

▷ Risks

- ▷ Growing inequality

▷ Role of governments and public service

- ▷ Broad view including all levels of society
- ▷ Broad view integrating all levels of government
- ▷ Strong role for civil society & individual citizens

WHAT IS DATA LITERACY?

- ▷ New and emerging field of discussion
- ▷ Diverse approaches
- ▷ Data-Pop Alliance 2015
 - ▷ Data literacy is the **desire and ability** to constructively **engage in society** through and about data.
- ▷ Education Development Center 2016
 - ▷ The data literate individual understands, explains, and documents the utility and limitations of data by becoming a **critical consumer of data**, **controlling his/her personal data** trail, **finding meaning** in data, and tracking action based on data. (He/she) can identify, collect, evaluate, analyze, interpret, present and protect data.

WHAT IS DATA LITERACY?

▷ Prado & Marzal 2013

- ▷ Data literacy can be defined, then, as the component of information literacy that enables individuals to access, interpret, critically assess, manage, handle and ethically use data.

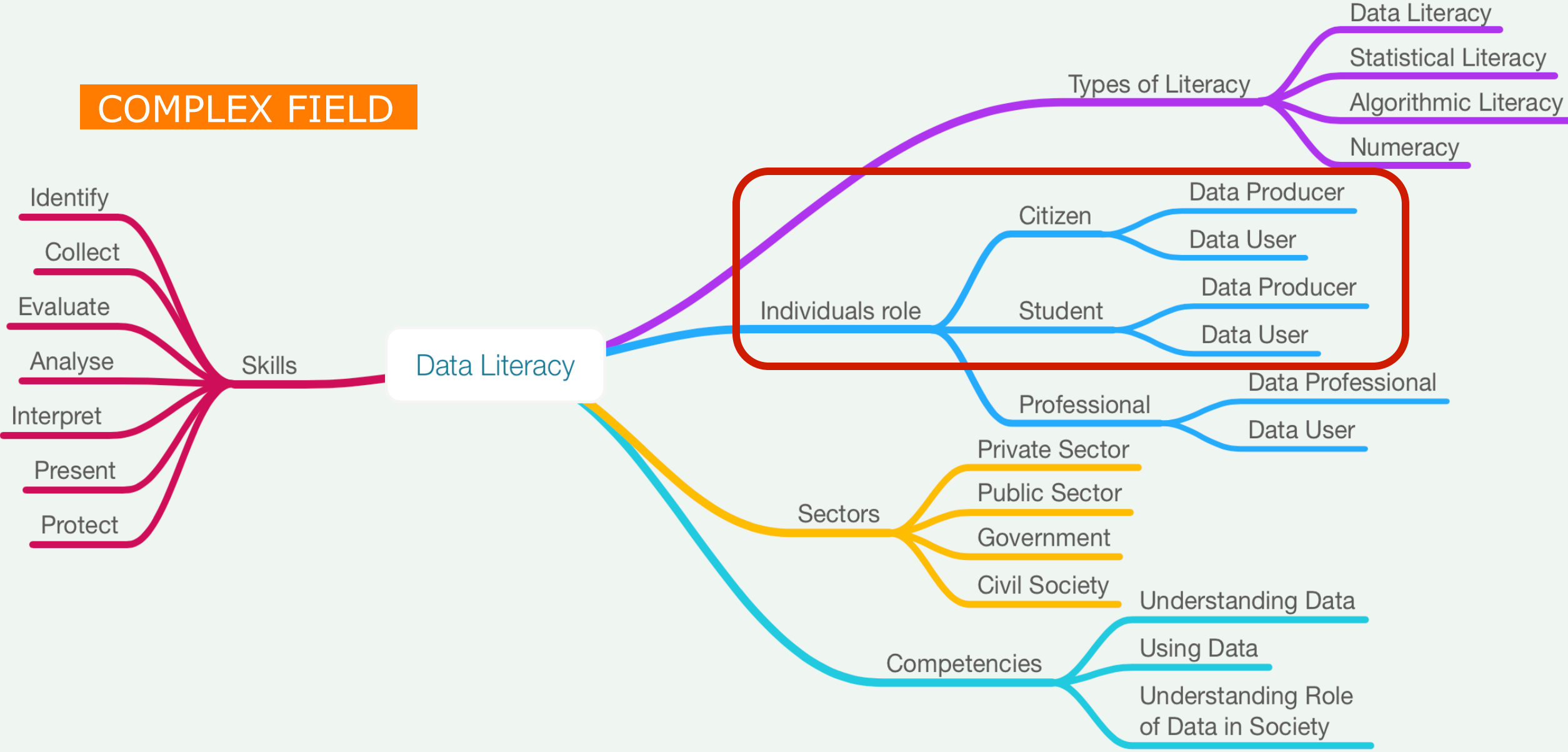
▷ UN 2015

- ▷ Global data literacy: To close the gap between people able to benefit from data and those who cannot (...) (proposes to) promote new learning approaches to improve people's, infomediaries', and public servants' data literacy.

▷ WWW Foundation 2017

- ▷ Algorithmic literacy involves efforts to enable more individuals to impact information flows and perceive when or if they or others are being marginalized.

COMPLEX FIELD



MEDIA VERSUS DATA LITERACY

▷ Communalities

- ▷ Individual skills to access, use, communicate, create
- ▷ Individual competences to critically engage
- ▷ Understand functioning of media and data in society
- ▷ Empowerment of individual *control/benefit* media/(big)data

▷ Differences

- ▷ Problem of visibility and awareness
 - ▷ How media function (not visible) – Outcome (visible)
 - ▷ How data/rithms functions (not visible) – Outcome (not visible)
- ▷ Data literacy much wider ML and also at professional level
 - ▷ More related to digital skills (private, public, civil society)

EMPOWERMENT OR DISEMPOWERMENT

▷ 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'

▷ 3 Fundamental preconditions

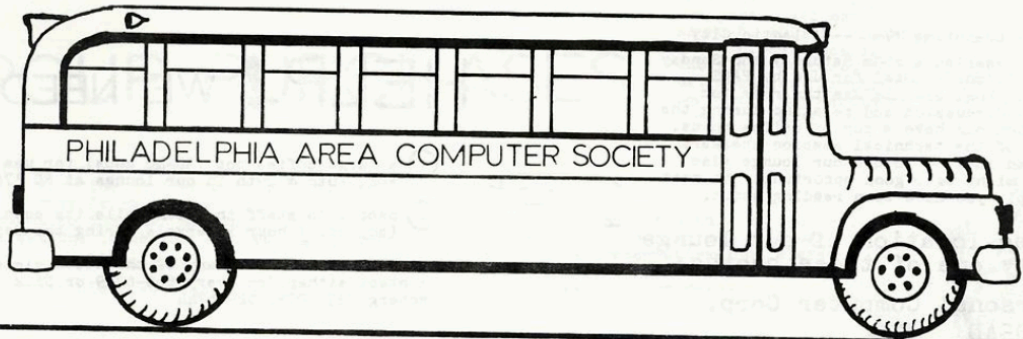
- ▷ individual has **knowledge** and **capabilities** to critically engage with digital media

Part of media literacy mandate

Policy & Regulation

- ▷ individual has the **choice to act** on the acquired knowledge
- ▷ individuals can **trust the system** in which they operate

THE DATA BUS



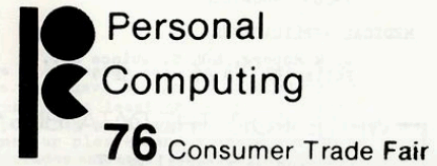
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THE BIG EVENT

this month is certainly the Personal Computing Trade Fair, PC'76, in Atlantic City Aug. 28th and 29th. Almost every manufacturer of micro-processors, computers and peripherals will be there (90 exhibitors in all). Technical sessions will be run 6 at a time both days (90 hours total) and will be given at all levels on many different topics. The list of speakers includes Carl Helmers (Byte), Hal Chamberlain (The Computer Hobbyist), and Ted Nelson (Computer Lib) and many more.

You will receive the September Byte as you walk in the door as well as a schedule of technical sessions. The estimated 10,000 attendees will all compete for over \$10,000.00 in door prizes. Meeting announcements will be made throughout Atlantic City over cable TV.

SEE YOU AT



IN THIS ISSUE

PACS NEWS.....	2
LETTERS.....	3
SUBGROUPS.....	2
CLASSIFIEDS.....	3
GROUP PURCHASE.....	3
SOFTWARE TUTORIAL.....	4
MANY PROGRAMS.....	7
WORD SEARCH.....	7

OUR PLANS

- ▶ Integrate in existing programs
 - ▶ Educational packages
 - ▶ Data journalism – News in Classroom
 - ▶ MediaCoach
 - ▶ Training teachers, librarians, youth work
- ▶ Data Bus Brussels - Schools
 - ▶ Packed with sensors, apps, etc.
 - ▶ Showcasing role of data
 - ▶ Educational packages
- ▶ New Initiatives Partners
 - ▶ Hacketons
- ▶ Integrate in secondary education



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