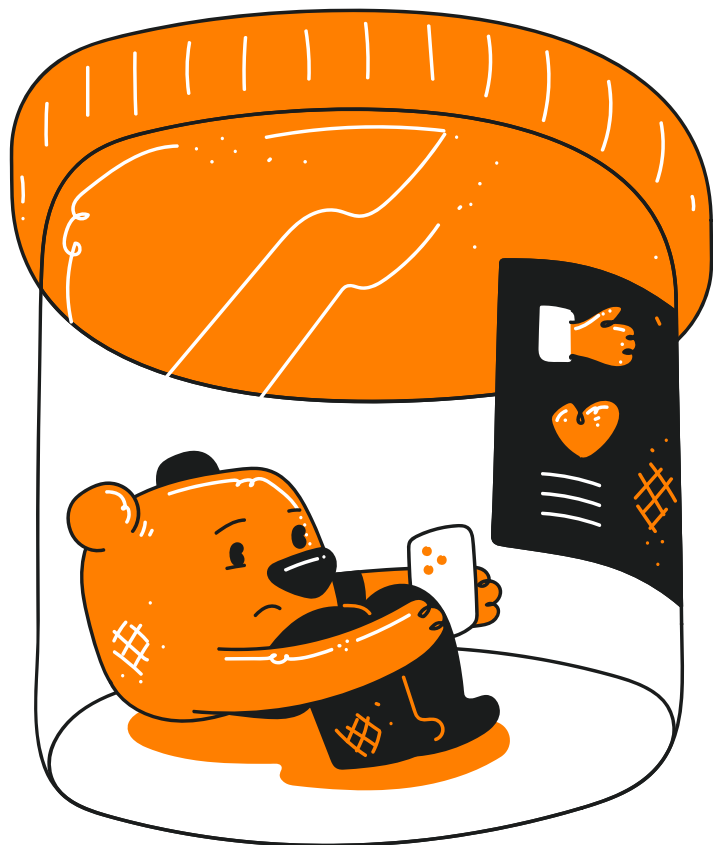




Erasmus+

# THE NATIONAL STRATEGIES TO PREVENT MEDIA ADDICTION

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"It is okay to own a technology, what is not okay is to be owned by technology."

Abhijit Naskar

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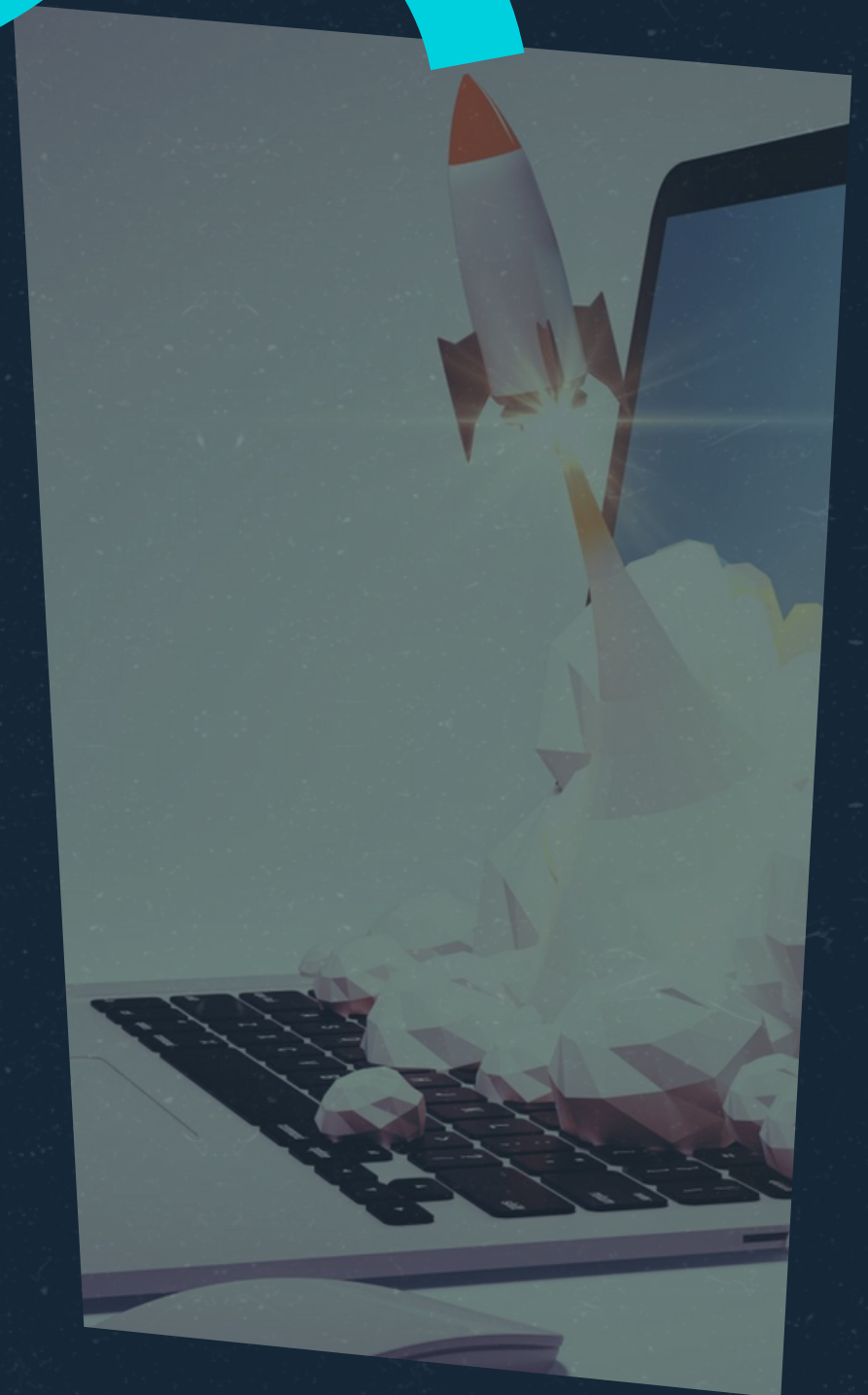
*A brochure with national and international strategies against the media addiction among students. One of the outcomes prepared by Erasmus+ project "Against Online Slavery" No. 2019-1-FI01-KA229-060725 members.*

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# Esafety/Media in Pieksämäki high school

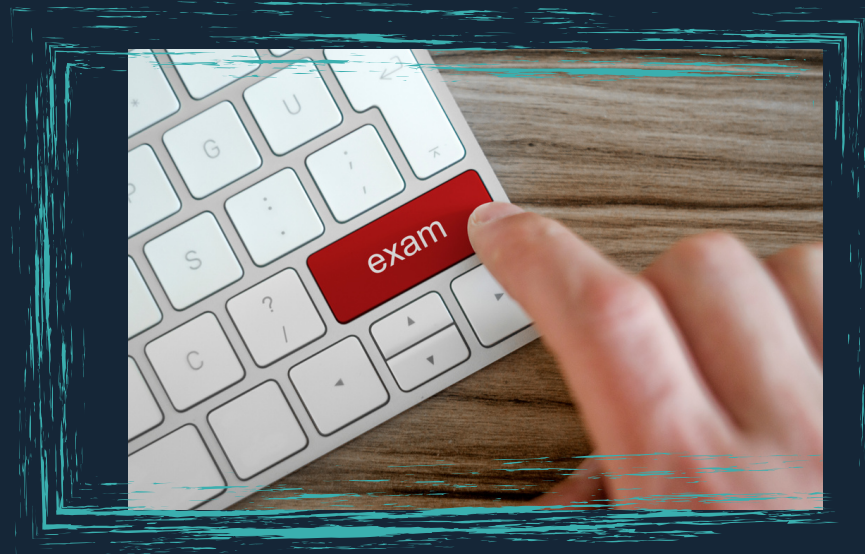


- One of high schools goals is to improve students critical thinking;
- Every teacher has their own style of implementing online projects to the specific subject;
- Especially in the Finnish lessons, we learn about analysing different mediatypes and learn to be critical about the information we face.



# Matricular exams

- In Finland at the end of our studies in high school, everyone does at least five matricular exams, one of which is the test of Finnish; 
- It's arguably our most important test and half of it consists of analysing media (for example an ad);
- This tests our ability to read, understand, analyse, use and produce our own results about the online subject.



# Media




## course

- In Pieksämäki High school we have a voluntary course called media. Our teacher of Finnish is also qualified as a TV- and radio-reporter.
- During the course we practice critical reading and text analysis as authentic as possible situations.
- There are about 40 reporters in Finland who have learned in the Pieksämäki high school media course.



# OUR OWN EXPERIENCES ABOUT E-SAFETY



- Use many reliable  links
-  links
- Do not use  (too much)



AGAINST ONLINE SLAVERY



B

I

U



# Media literacy education



Ministry of education Lucia Azzolina, from the scholastic year 2020/2021, decided to introduce a new subject, which is compulsory for all the schools, from primary to high school: literacy education.

The target for this new project is made girls and boys, since when they are younger, to learn respect for the other and for the environment and to teach them how to behave when they use social media.



# LITERACY EDUCATION



## CONSTITUTION

1. right (national & international), legality and solidarity;

## SUSTAINABLE DEVELOPMENT

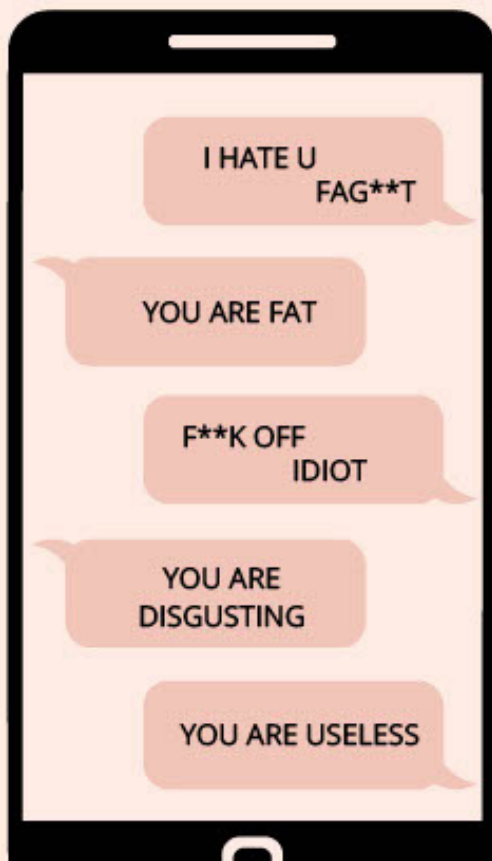
2. enviromental education, knoweledge and protection of heritage and territory;

## DIGITAL CITIZENSHIP

3. individual capacity of consciously use of digital media.

BARBARA BONGIORNO & RACHEL GUARNERA

# WORDS' IMPORTANCE



## WORDS CAN KILL MORE THAN BOMBS

Some people use their words and tongues to discriminate, to divide and to kill.

A word is enough to kill.

Words are important, use them careful.



# THE MANIFESTO OF COMMUNICATION

1. You are what you communicate (words rapresent you)
2. Listen before talk (nobody is always right)
3. Words have consequences (small or big ones)
4. Other's ideas HAVE to be respected
5. Even the silence communicate something (sometimes the right choice is to not talk)

File

Edit

Format

View

BARBARA BONGIORNO & RACHEL GUARNERA



# DIGITAL CITIZEN

values, abilities, attitudes,  
knowledge and comprehension



# VALUES



1. dignity
2. Rights
3. equality
4. cultural diversity
5. democracy justice

# ABILITIES



- Listening and observation
- learning
- critical reflection
- adaptability

- empathy
- cooperation
- communication
- conflicts' resolution



# DIGITAL CITIZEN

IS SOMEONE CAPABLE TO DEDICATE ONSELF  
RESPONSIBLY ON ONLINE AND OFFLINE COMMUNITY,  
WHICH IS LOCAL, NATIONAL OR GLOBAL



## ATTITUDES

- civic sense
- tolleration
- respect
- responsability
- open mind

## KNOWLEDGE AND COMPREHENSION



1. human rights and policy
2. economy
3. religions
4. knowledge of  
themselves
5. culture

- If u know that your neighborhood or your teacher could read the things you wrote online, would you write the same things?
- Are you sure that you would like the contents that you post nowadays in a few years?
- Do you know how to recognize internet's dangers?
- Do you know how to defend yourself from provocateurs and lurers online?



**SOCIAL USERS PAY ATTENTION!**



## YOU HAVE TO THINK ABOUT IT

Think carefully posting your personal details (name, address and telephone number above all) on internet or accepting friendship request

## ATTENTION TO THE IDENTITY



More often people create false identities to play or to find information about someone else. Only some photos and life's information and you could be the next clone.





## Respect



Don't publish other's pictures or information without their consent. You could also risk criminal penalties.

FOREVER  
...OR NEARLY



You lose the control of your data when you post them on social media. Those could be registered from all your contacts or group's components and diffuse. The enterprise that manage the copyright could use all the thing that you publish online (photos, chats, post... everything)



## Ratiocinate

Remember that information and images could emerge also after a lot of years

# Media Education In Lithuania

In Lithuania media literacy education is regulated by strategic government policies.

In Lithuania, general educational programs include cross-curricular topics related to MIC, like Purpose and Effects of Advertising on Society, Media and Globalization. MIC competencies are developed in moral education, native and foreign language lessons and etc.



The skills identified in Lithuanian educational programs to develop MIC competencies related to the ability to search for and retrieve information from different media sources, the ability to understand, analyse and evaluate information from different media texts, create, monitor and use feedback provided in different media spaces.



# An example of integration of MIC competences in general subjects:



Ethics – ethics of advertising content;

Lithuanian language – informative text writing, presentation of a book review, preparation for writing an essay and public speaking test;

Foreign language – understanding and expanding the vocabulary of advertising;

Basic citizenship – political and social influence of advertising;

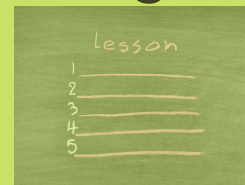
IT – peculiarities of text writing and image embedding;

Art – aesthetic visual design of advertisements;

Maths – practical calculations of how much a producer, a customer and a client pay for advertising, how much time advertising consumes in our lives;

Economics – cost of creating advertisements and consumerist approach;

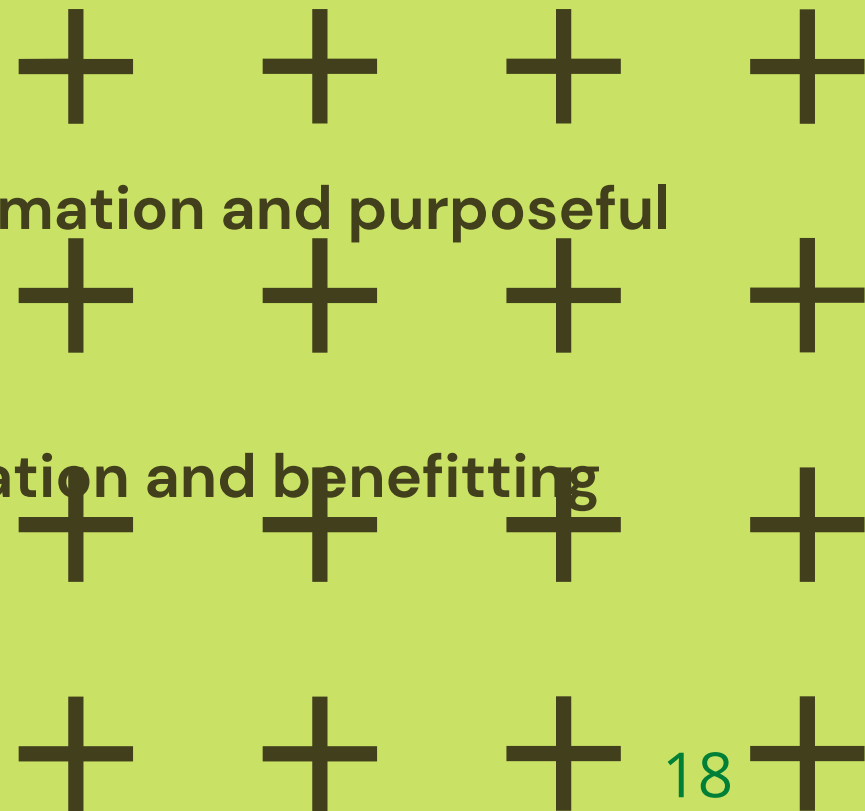
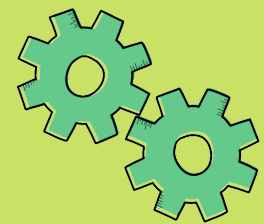
Classroom hours – positive and negative effects of advertising in solving tobacco and alcohol consumption, and other health-related and social issues.





# Elements of MIC competences in the general programs:

- MIL competences elements in national curriculum the search and selection of information sources;
- Understanding and analysing the information provided;
- Information evaluation;
- Information systematising;
- Information creation and active participation;
- Presenting the information; + + + +
- Observation of the publicised information and purposeful use of feedback; + + + +
- Observation of the created information and benefitting from the feedback; + + + +



***Non-formal education is the teaching system, which respond to the consonant educational influences with those of formal education and which are connected to the learning needs of each individual or to a group of individuals who have common values and goals.***

***Media literacy focus: protecting children from negative influences of the Internet, critical thinking, films literacy, filmmaking, media content creation.***

***Activities: project “Safer internet”, project “Big small screens”.***

***In Lithuania, the topic of media literacy education is not a phenomenon of today.***



***Currently, there is an interdepartmental work group operating in Lithuania, aimed at coordinating the activities of various institutions in the field of media literacy education. The Lithuanian government has a strategic goal of improving teachers' qualification in media literacy.***

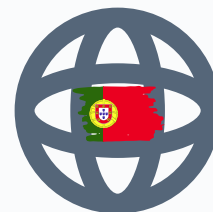


# Strategies to prevent media addiction in Portugal



Raising Awareness through  
Contribution with





# The Internet

**Social Media**

**Online Identity**

**Emotional welfare**

Facebook aware of Instagram's harmful effect on teenage girls, leak reveals

Social media firm reportedly kept own research secret that suggests app worsens body image issues

# SOCIAL MEDIA

Fake News : We shouldn't believe everything Internet says

Be careful of what you share!

The online friends are, in fact merely unknown people

Social Networks have negative impact on the lives of thousands of people

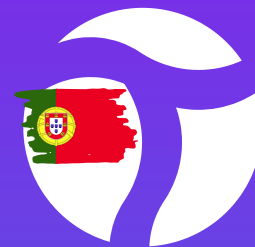
**Covid-19**

**Rumores sobre "vento contaminado" assustam cidade...**

Os rumores sobre um vento "infetado" pelo novo coronavírus (Covid-19) causaram o pânico junto de moradores da cidade do Luena, província angolana do Moxico, que diziam estar "apreensivos, temendo pela...

**Forbes**

**Social Media Can Increase Risk Of Eating Disorders And Negative Body Image**



# Online games

Disclosed information

Violence

Dependence



Download App

# ONLINE IDENTITY

Who you are online reflects on your offline life

Defend your privacy ! Remember , once on the internet, forever on the Internet!

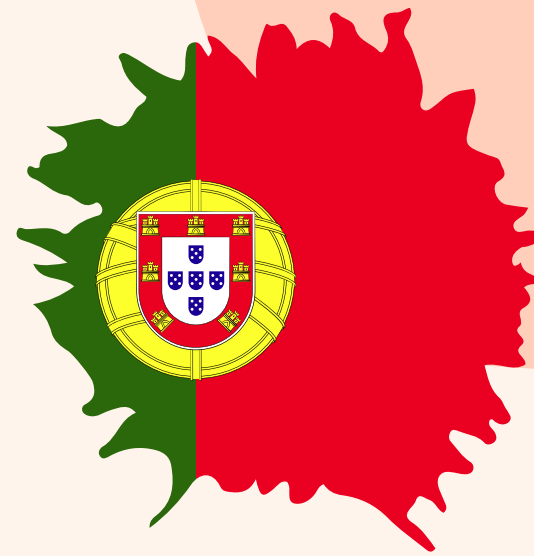
Protect you ! Use safe passwords!







# EMOTIONAL WELFARE



**01.**

**ARE YOU TOO MUCH TIME ONLINE? PAY ATTENTION TO SIGNS OF ADDICTION.**

**02.**

**TAKE MORE OFFLINE MOMENTS.**

**03.**

**DON'T PUBLISH FAKE POSTS OR SOMETHING THAT CAN HUMILIATE SOMEONE ON THE INTERNET!**

**04.**

**ASK FOR HELP TO YOUR PARENTS, FRIENDS OR TEACHERS!**



## STRATEGIES ON MEDIA ADDICTION IN ROMANIA

The education system in Romania is administered nationally by the Ministry of Education which also works with other government ministries and institutional structures. Compulsory education, which was implemented in the academic year 2012- 13, spans 10 years and includes primary (one preparatory year plus 4 years) and secondary education (an initial phase of 5 academic years). At the age of 16 the second phase of secondary education starts and this lasts two or three academic years. This second phase is not compulsory but continues to be free of charge and is offered by high schools, vocational schools or specialized centers.

For the time being Romania has not developed policies to integrate media literacy in formal education although in 2012 it joined the Digital Agenda for Europe 2020 Strategy, launched by the European Union for the development of digital technologies in the classroom.





For the time being Romania has not developed policies to integrate media literacy in formal education although in 2012 it joined the Digital Agenda for Europe 2020 Strategy, launched by the European Union for the development of digital technologies in the classroom.

The National Education Law of 2011 was created with the intention of modernizing the Romanian education system and adapting it to a media-based curriculum. The law led to the creation of two platforms managed by the Ministry of Education: a virtual library and a platform for e-learning with materials for teachers and students.

These two initiatives seem not to have helped promote media literacy in schools as teachers do not receive support to deal with this subject in class and its implementation depends on the interest they show in the topic.

The other initiatives are subsidized by European Union programs and local foundations as no public money is spent on media education.

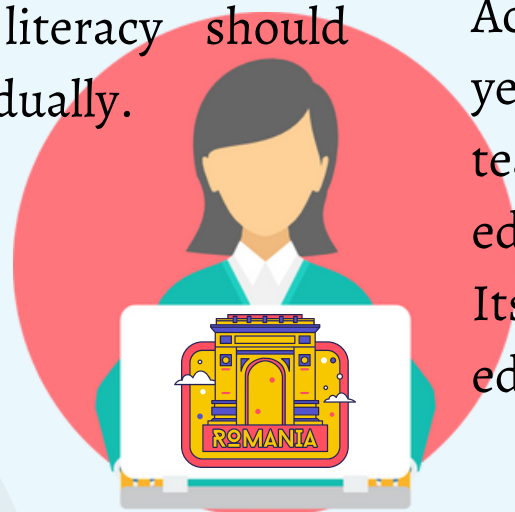
With respect to ICT, these competencies were integrated into the curriculum of primary and secondary education in 2006 with the recommendations of the EU, and in 2011 the National Education Law already considered it a basic competency. The new Romanian Governmental Program for 2013-2016 stresses the need to digitally educate Romanian citizens to prepare them for the emerging knowledge society. Among the initiatives are: digital teacher training, e- textbooks, open massive resources and web 2.0.

In accordance with Regulation 4730 of 22 September 2004, issued by the Minister of Education, Research, Youth and Sport, Competence into Mass Media is now considered a separate subject that is part of the optional curriculum of the second phase of secondary education.

Media education is also integrated into several modules of the subject Social Studies in the final year of the phase, and in the subject Civic Studies there are many references to media literacy.

In the first phase of secondary education references to media education can be found in the subjects Language and Communication, Civic Studies, Social Studies and Technology. In primary education there are only methodological recommendations on media education in subjects like Civic Studies, History and Religion and other core subjects.

Romania does not have media competency assessment at the official level. Some studies, such as the evaluation of media literacy in Romania (2008), directed by the NGO ActiveWatch, demonstrate that assessment of the critical use, comprehension and components of civic participation in media literacy should ideally be conducted individually.



The National Education Law of 2011 provided for the development of an exam to test digital competencies of students at the end of senior high school, which focuses on the use of the computer and knowledge of office IT. According to the report Charting Media and Literacy in Europe 2012, the new provision of the National Education Act recommends the integration of media literacy in teacher training from the year 2014-15 on as until now only ICT has been incorporated into the on-going training of teachers.

This provision also refers to the implementation of a Master's degree program in basic teacher training starting in 2014-15, which emphasizes the development of digital and communication skills for future teachers. Until now the training of teachers in media literacy has been in the hands of NGO's such as ActiveWatch, which has developed a multi-year program called MediaSIS which trains teachers to teach courses in media education and create teaching materials. Its objective is to integrate media education into the school curriculum.



Continuous teacher training is carried out at Casa Corpului Didactic, a network of educational resource centers spread throughout the country offering courses in ICT training and a course called Multimedia in Education. These training courses include digital competencies that teachers should acquire but primarily focus on ICT, on concepts and theories of communication and on the pedagogical use of computers in the classroom.

ICT is integrated into the curriculum of primary and secondary education. While in primary and junior secondary it is found within elective subjects, in senior secondary it is treated as a core subject. ICT appears in the basic curriculum of all secondary education streams (theoretical, vocational and technological). In 2010-2011 the elective subject Computers and Networks Administration was introduced in senior secondary education.

In amendments to the 2012 National Education Law, the government has taken steps to incorporate ICT in education through the granting of equipment, building computer labs in schools and developing teacher training programs focused on the relationship between ICT and e-learning.

The keys to the inclusion of ICT in schools can be summarized as follows:

- There are fewer computers available and there is less connectivity in Romanian schools compared to the other EU countries.
- Thanks to extensive teacher training in ICT and the positive attitude of teachers, ICT is frequent in the classroom.
- Neither teachers nor students show great confidence in their ICT skills.
- No central recommendations exist on the use of ICT in student assessment.
- Public-private partnerships to promote the use of ICT are valued.

# STRATEGIES ON MEDIA ADDICTION IN TURKEY



*The works in Turkey for the treatment of social media and internet addiction in young people are coordinated by four different authorities. These are MEB (Ministry of National Education), RTUK (The Radio and Television Supreme Council), BTK (Information and Communication Technologies Authority) and Health Services.*



# WORKS ON MEDIA ADDICTION IN TURKEY



• Schools in the west of the country offer the course, and it consists of eight units covering communication, media, television, radio, newspapers, magazines, and finally the Internet during the year.(MEB)



• It informs children and individuals separately about all kinds of risks that may be encountered due to the increased internet use in recent days.(RTÜK)



• In Turkey, internet and social media addiction treatment is administered in Psychiatry, Child Psychiatry and Mental Health and Diseases departments of the hospitals. In addition, some private hospitals, psychologists and counseling centers provide treatment processes for internet and social medial addiction. (Health Services)





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