



minding media

 Erasmus+
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Media Literacy for Generation Alpha

Generation Alpha are commonly referred to those born after 2010. They have been born into a world of seamless technology and are sizeable consumers of digital communications tools. By gaming, watching content, and communicating online, these digital natives are confident users of the internet, and they enjoy engaging with the online world. While appearing expert in using digital communication technologies such as mobile phones, apps and gaming consoles, children's capacity to recognise the persuasive tactics or selling intent of media messages is still developing. Children remain vulnerable to the harms of the internet, and as they mature into teenagers are still susceptible to the appeal of advertising and fake news. Advertising literacy, the ability to recognise persuasive intent and selling intent, provides a cognitive defence to persuasive marketing appeals and fake news.



Research has shown that children's knowledge of persuasion and selling tactics develops substantially between the ages of 8 and 12. Although children's knowledge of persuasion tactics increases, the nature and form of the commercial messages also becomes more sophisticated, stealthy and covert. Therefore, media literacy education that incorporates advertising literacy is vital for young people. Children need to acquire multiple media literacies which include reading, writing, developing messages or content themselves, understanding different types of media such as social media, recognising persuasive intent, and assessing the meaning of messages. Media literacy education for children is essential as it helps them to make informed assessments of the many types of media messages they are exposed to.

Video Training Library Development Leads into User Testing!

The Minding Media Video Training Library is in development. This is a unique media literacy educational tool for children aged 8-12. This primary school teaching resource contains a series of 8 interactive training videos designed to help children learn about media literacy. There are 4 interactive training videos designed for children aged between 8 and 10, and there are 4 interactive training videos designed for children aged 10-12.



At the end of each video children can complete a quiz. When they have watched their 4 interactive training videos and completed the 4 quizzes, children will receive a Minding Media Master badge. Each interactive training video has its own theme, the are 4 different themes are: What is media?, Advertising Literacy, Social Media and Fake news. Each training video (video and quiz) takes approximately 10 minutes to complete.

EUEI are leading the development of the Minding Media Video Training Library. Design of the Minding Media Video Training Library began in November. All partners worked together to develop the content for the videos. By January this task was completed. EUEI began the work of developing the videos, while ATU Donegal recorded voice-overs for the content. By May, EUEI developed the quizzes and created the training video library. User-testing is now ongoing. Ballyraine NS are leading the user-testing phase, and partners are testing the training video library with 12 teachers in schools in Finland, Serbia and Ireland. Teachers will complete an

online questionnaire to find out their experience of using the Minding Media Video Training videos in the classroom. This feedback will help ensure the MINDING MEDIA Video Training content is relevant and the teaching resource is practical to use in the classroom.

Minding Media Transnational Partner Meeting 2

At the end of May 2022, Minding Media partners from Finland, Netherlands, Denmark, Serbia and Ireland met in person at Atlantic Technological University for the first time to discuss project progress and outputs. Although the partnership had previously met online, this was the first time everyone was able to meet face to face. Atlantic Technological University is lead partner on the Erasmus+ funded project, with Dr. Vicky O'Rourke as Project Lead and Juanita Blue acting as Project Manager. Twelve media literacy experts were welcomed to the CoLab facility located on the ATU campus for detailed discussions relating to the exciting project outputs that would be produced.

The European E-Learning Institute, based in Denmark, gave demonstration of the Video Training Library that has been developed to introduce children aged 8-12 to the key concepts of media literacy including media, advertising, fake news and social media. The videos are produced with bright colours and imagery to engage children whilst presenting key media literacy skills. Each topic is followed by interactive quizzes that test the learning and encourage children to further engage through digital badges and rewards.

Atermon, based in the Netherlands, are specialists in gamification for educational purposes. The organisation presented a sneak peak of the first of a series of interactive Minecraft World games and challenges that will be developed to further bolster children's skills in the area of media literacy. The games present a city, complete with a bus station, bakery and other buildings where children can solve puzzles, complete treasure hunts and other challenges to hone their literacy skills. The project mascot, the Minding Media Monster also make surprise appearances within the games.

The partnership is due to meet again in Rotterdam in November 2022 to examine the success of the outputs

and to develop the Minding Media Teaching Toolkit. Everyone is very excited to see this project progress to user testing in each of the partner regions.

Minding Media Minecraft World

Since its release in 2009, Minecraft has quickly become one of the most popular games in the world. Its suitable for children aged 7+ and is described as a game with no rules. It is often compared to virtual Lego, and is a place where children can create their own adventures at any level of play. Minecraft's focus on creatively building and exploring helps children build their problem solving, planning and organisation skills. The MINDING MEDIA Minecraft World will help children to explore Media Literacy concepts through a series of challenges, puzzles and quizzes.

There is a pressing need for immediately usable, digital, media literacy educational resources that primary school teachers can use in the classroom. The Minding Media Minecraft World will help to increase the amount of media literacy that is taught in schools and create a media literacy educational tool whose use can extend beyond school, into the third space. This new educational resource will incorporate digitised learning activities using gamification.



The development of the MINDING MEDIA Minecraft World is being led by Atermon and supported by NJJS. In April, Atermon created the game concept and missions. Currently all partners are working on game content. The development of the MINDING MEDIA Minecraft World is due for completion in October 2022, and user testing will begin in November.

For more information visit: <https://mindingmedia.eu/>

