



Newsletter #3
Apr 2023 – June 2023

User Testing at Ballyraine NS, Ireland

The pupils of Ballyraine National School enjoyed further learning about media under four topics (What is Media, Advertising Literacy, Fake News and Social Media). The 'Minding Media Teacher Toolkit' was taught to four different classes and there was lots of fun and excitement evident among the pupils. Pupils had the opportunity to work in groups to investigate advertisements on the school iPads, to check if images online were real or fake and to search for information, while being aware that some messages and information online could be misleading. This is a very important aspect of their everyday life because children are exposed to media nonstop and the Minding Media Teaching Toolkit gives them the key messages they need to make better choices.



Pupils noted that they really enjoyed the "group activities and working with others", as well as "activities that involved moving around the room or looking up facts on the internet". Majority of the children admitted that they "learned lots of new things, and new terms about media, from the lessons and they had fun with the tasks". The 6th Class teacher said he found the lessons "enjoyable to teach, and very relevant given that media is everywhere".

The Minding Media Video Training Library and Minecraft Worlds have also been tested at Ballyraine over the past year and have been met with equal enthusiasm!!

Spreading the Word:

Minding Media at CPD for English as a Foreign Language Event in Croatia

On 6th April partners from the Minding Media Consortium were delighted to present the project to teachers in Croatia on behalf of the Croatian Education & Teacher Training Agency. The talk, delivered by Dr Vicky O'Rourke from ATU Donegal, centred on discussing who Generation Alpha are, what Advertising Literacy is and why it matters, and the results of the Minding Media Project; namely the interactive video library, the Minding Media Minecraft World and the Teaching Toolkit.

The event was held over Zoom and in total there were 627 attendees. Other speakers contributing to the discussion on media literacy in digital worlds included Dr Eleni A. Kyza, Cyprus University of Technology and Dr Lidija Šaravanja, Fakultet za odgojne i obrazovne znanosti Sveučilišta Josipa Jurja Strossmayera u Osijeku.



Thanks to Dr Jelena Zdrilić and Dr Davor Černi for organising the event and providing us with the opportunity to share our results with such a large audience. We look forward to inviting our hosts and teachers from Croatia to our Multiplier events in October!

Learning, Teaching Training Event to be held in Ireland!

In September 2023, ATU Donegal will host the official Minding Media Learning, Teaching Training Event in Ireland. Eight Teachers from Serbia and Finland will travel to Ireland for an exciting 3-day workshop. Irish teachers will also attend the event, where all attendees will acquire in depth knowledge on the importance of media literacy in primary-school-aged children; and how to impart the skills and knowledge that are needed.

The agenda includes Irish and European guest speakers who are experts in the field of media literacy. Attendees will also benefit from collaboration activities, a tour of Ballyraine National School in Letterkenny, and demonstrations of the Minding Media resources including the Video Library, Minecraft Worlds and the Teaching Toolkit. Teachers will also receive printed copies of the Teaching Toolkit and Minecraft World User Manual books that will be hot off the presses!

Attending teachers will be equipped to return to their schools and share their learnings with their colleagues to the benefit of the schools, pupils and regions!!



Participants will also be treated to a cultural excursion in beautiful Donegal and a Gala Dinner to celebrate the learning event and collaboration between Finland, Serbia and Ireland.

Learning, Teaching and Training events are a key element of Erasmus+ projects and not only help to promote the quality project outputs, but also ensure sustainability of project implementation after the project ends. It is hoped that this event will support the continuation of children's media literacy learning across partner countries, and also other regions within the EU.

For more information on this event and others like it, please contact Juanita.blue@atu.ie.

Mediametka presents Minding Media for international delegations visiting Finland!

On 3 May 2023 executive director Jenni Koski met with the representatives of the New Zealand's Prime Minister's office, namely scientists and researchers from the [PMCSA | Office of the Prime Minister's Chief Science Advisor](https://pmcsa.ac.nz) who were visiting Finland to learn more about media educational programs and providers in Finland. The meeting was facilitated by the Finnish National Film Archives. Professor Melinda Webber and her team are preparing a report 'Building young people's resilience through critical thinking and digital citizenship skills' on critical media literacy skills to be used by the NZ Prime Minister's office. There were several interesting discussions around disinformation and digital media literacy skills and the NZ delegation was very interested in and wanted to learn more about the Minding Media project and its tools, such as the Minding Media Minecraft game and its teacher's toolkit.

More information about the NZ project on critical media literacy in New Zealand: [Building young people's resilience | Prime Minister's Chief Science Advisor \(pmcsa.ac.nz\)](https://pmcsa.ac.nz)



In June 2023 Jenni presented to two separate Erasmus+ programs visiting Finland. The program participants consisted of teachers, educators, principals and tech experts from several EU countries, such as Spain, Italy, Greece and Estonia. The participants were especially interested in concrete tools to help young learners to stay safe online and to be critical of the ways in which they engage with media in their everyday lives. For the participants, Minding Media represented a great example of teacher's resources that can be actively used in schools.

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