

# MIL in Ireland: From policy to practice

Martina Chapman  
6<sup>th</sup> December 2022

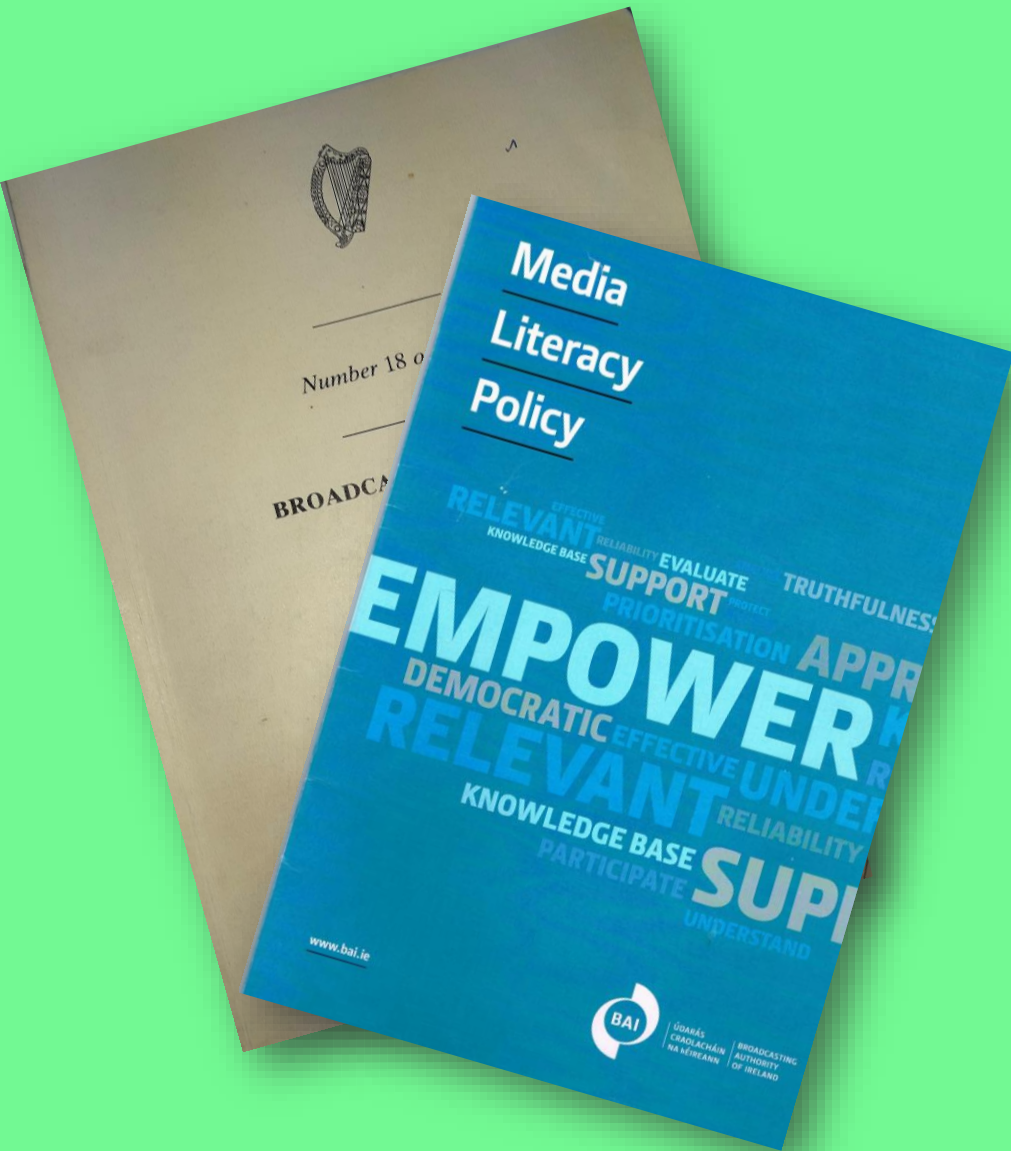
# MIL in Ireland: From policy to practice

Section 26 (2)(g) of the Broadcasting Act 2009 - Ancillary functions:

***“to undertake, encourage and foster research, measures and activities which are directed towards the promotion of media literacy...”***

2016 BAI Media Literacy Policy

***“To empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate.”***



# MIL in Ireland: From policy to practice



# MIL in Ireland: From policy to practice

**Understand and critically** evaluate broadcast, digital and other media content and services, in order to make informed choices and best manage media use.

**Access and use** broadcast and digital media content and services in a safe and Secure manner, to maximise opportunities and minimise risks.

**Create and participate**, via media, in a responsible, ethical and effective manner, in the creative, cultural and democratic aspects of society.

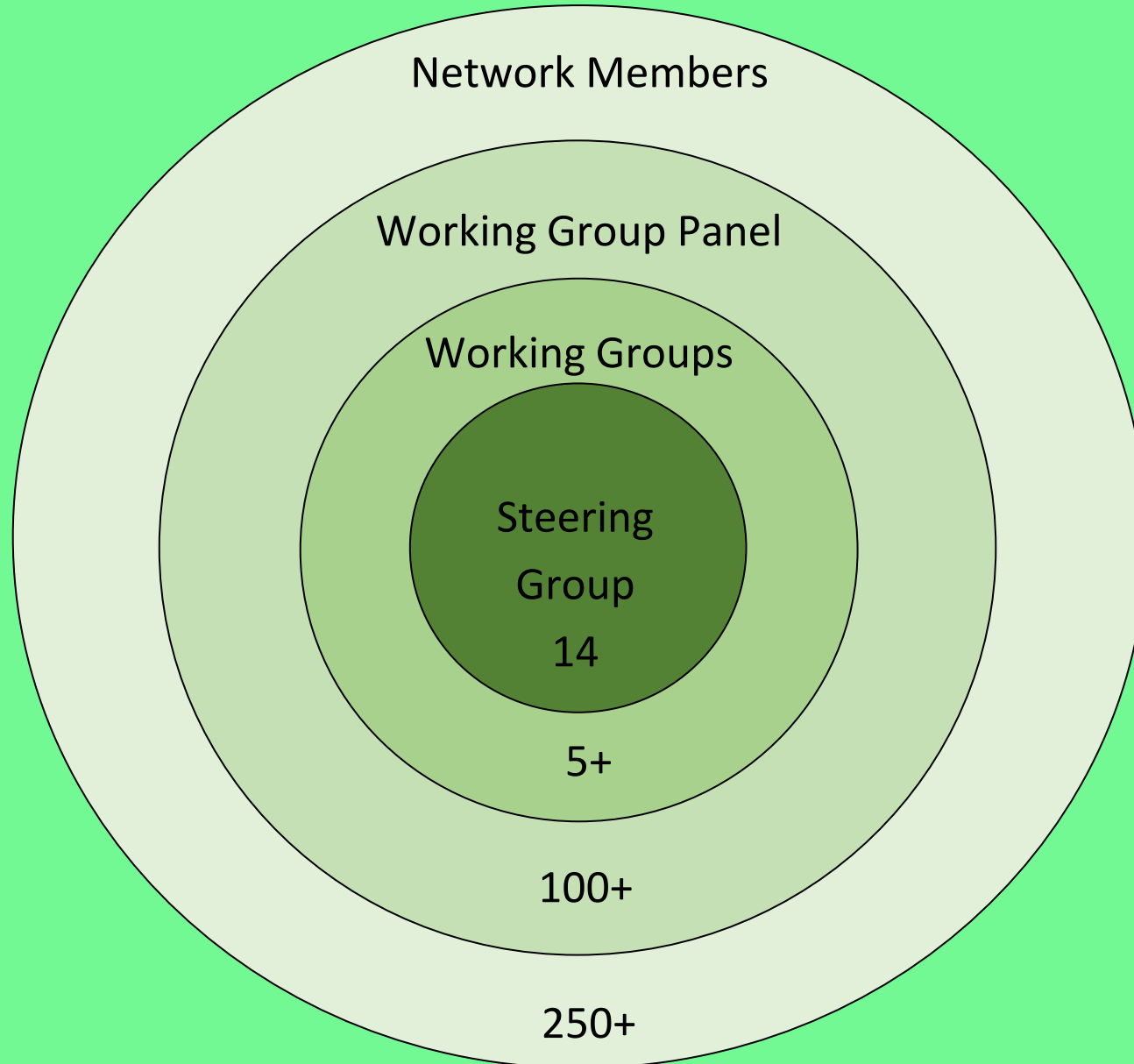


## Media Literacy Ireland (MLI)

**An independent alliance of members collaborating to promote media literacy.**



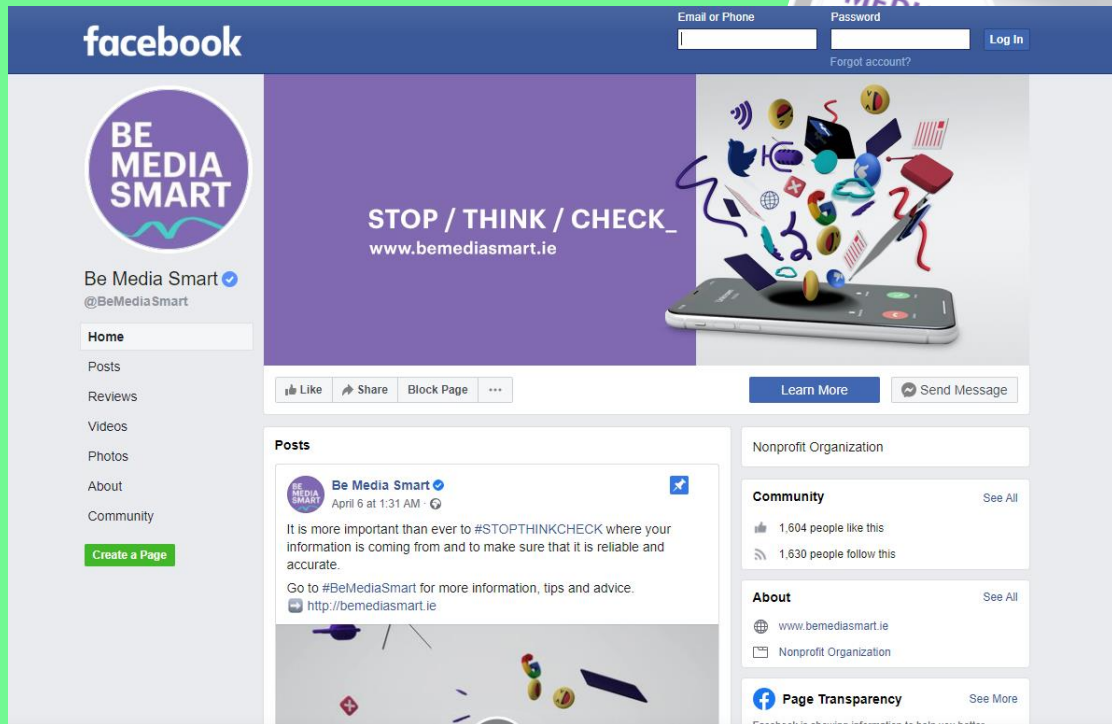
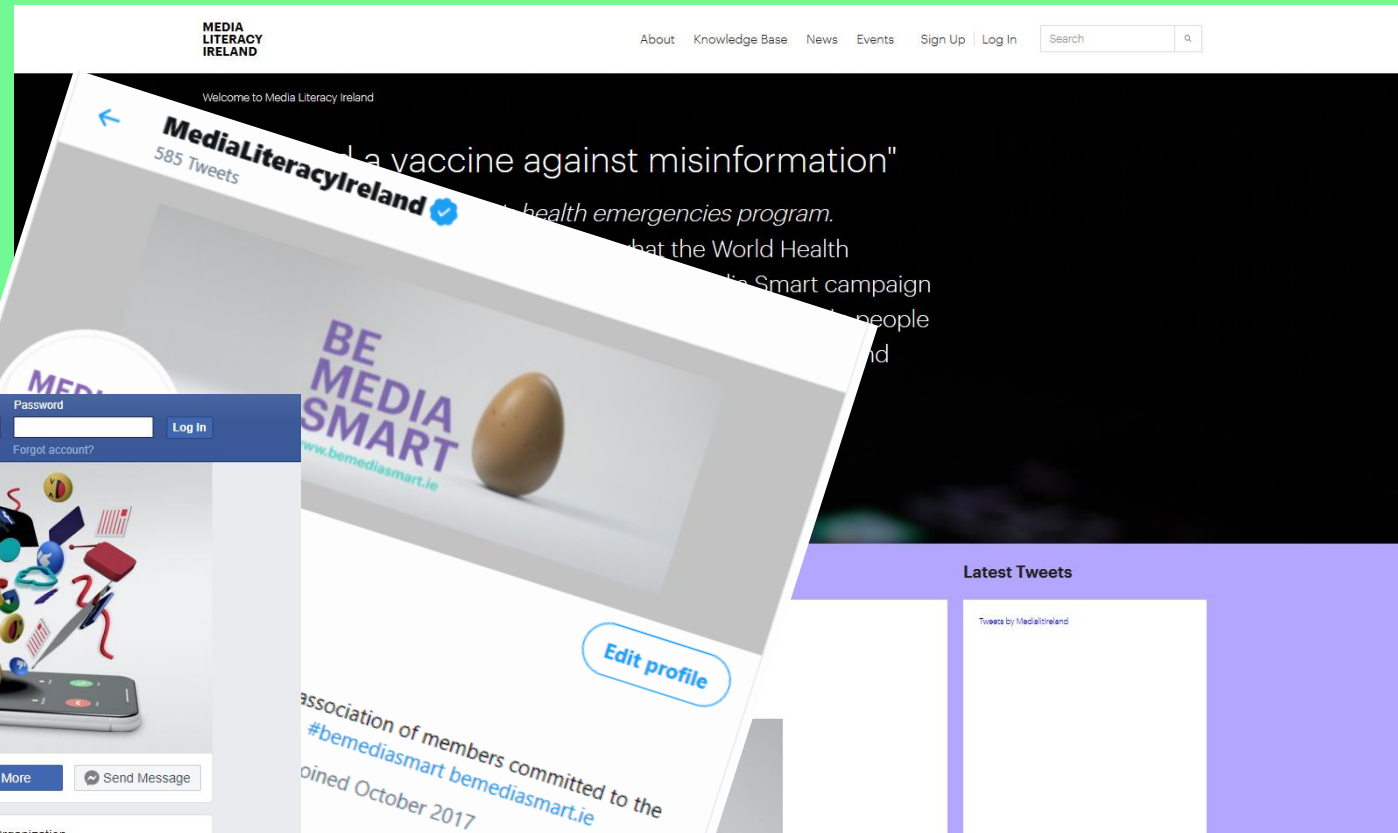
# Media Literacy Ireland: Overview





# MEDIA LITERACY IRELAND

# Media Literacy Ireland: Communicate



are seeing, reading or hearing is accurate  
of reliable it is. Always try to STOP, THINK  
@MediaLitIreland · Apr 4, 2019  
Please use official sources for  
to learn how to spot  
advising people to  
ed · Mar 17  
Media  
Likes  
Edit profile  
association of members committed to the  
#bemediasmart bemediasmart.ie  
joined October 2017





# MEDIA LITERACY IRELAND

# Media Literacy Ireland: Innovate



UCD Centre for Digital Policy  
Ionad um Bheartas Digiteach UCD



EDMO  
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**FuJo**  
THE INSTITUTE  
FOR FUTURE MEDIA  
& JOURNALISM



Media & Learning

About News Projects Activities Awards Newsletters Videos Members Q

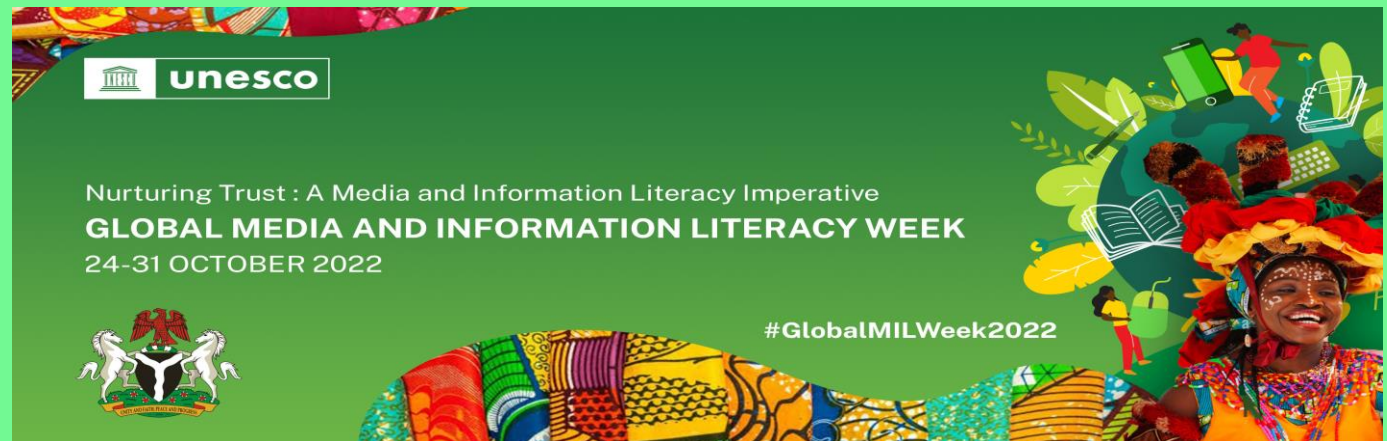
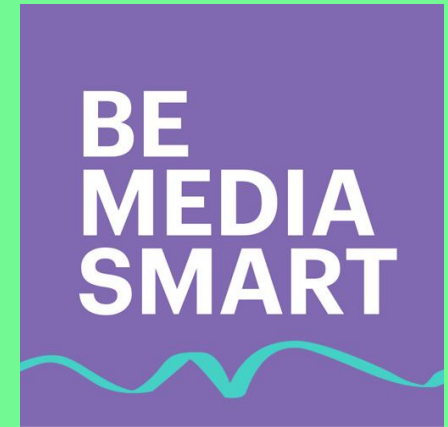
**Webinar on Media Literacy in Europe: Ireland**  
14 Apr 2021, 15:00 – 16:00  
Part of series: [Wednesday Webinars on Digital & Media Literacy in Europe](#)



**MEDIA LITERACY IRELAND**  
AWARDS

# MEDIA LITERACY IRELAND

## Media Literacy Ireland: Promote



# **BE MEDIA SMART**



**A national media literacy campaign for Ireland calling on people of all ages to Be Media Smart and Stop, Think, and Check that information they see, read or hear across any media platform is accurate and reliable.**

It's important to you to know where your food comes from.  
Isn't it just as important to know where your information comes from?

**STOP / THINK / CHECK\_**



**BE MEDIA SMART**

[www.bemediasmart.ie](http://www.bemediasmart.ie)

Brought to you by **Media Literacy Ireland**. Supported by



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BROADCASTING  
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OF IRELAND



**NewsBrands**  
Ireland

**The Herald**  
**The Irish Daily Mail**  
**The Irish Examiner**  
**The Irish Sun**  
**The Irish Times**  
**The Sunday Business Post**  
**The Sunday Independent**  
**The Sunday Times**  
**The Sunday World**  
**The Times (Ireland edition)**

**STOP**

**BE  
MEDIA  
SMART**



STOP\_  
/ THINK\_  
/ CHECK\_  
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[www.bemediasmart.ie](http://www.bemediasmart.ie)

Consider  
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Opinion: Can Irish r  
How n trustworthy news so

# The 'Be Media Smart' campaign launched

## 'Be Media Smart' campaign launched to coincide with European Media Literacy Week



by **Brian Keyes** 19 Mar 2019

0 comments



### It's time to redefine media literacy skills and include digital

**A**s a gangly schoolgoing teenager, sometime back in the pre-digital 20th century, a number of different daily newspapers would appear on a regular basis in the games room of the school I attended in Monaghan. As a boarder, the daily newspapers provided a much-valued link to the outside world beyond the Colditz-like confines of a 1970s establishment that was run by priests.

Reading newspapers, we were told, was an important activity that would broaden our minds and opinions, help us stay informed about what was going on in the world and, in general, develop our overall media literacy skills.

What we didn't know at the time was that these newspapers didn't appear miraculously by osmosis, but were part of a much wider initiative called Newspapers in the Classroom which was overseen by the Irish newspaper industry.

A marketing-led initiative that was aimed at hooking the reader of tomorrow, it was also rolled

**JOHN McGEE**



Media literacy skills in those days were a lot simpler and trust in the media was, more or less, implicit. If stories were inaccurate or fake, the authors, publishers or broadcasters were quickly rumbled and, if necessary, acknowledgements and apologies were duly published or broadcast.

While Newspapers in the Classroom is no longer, NewsBrands Ireland has replaced it with Press Pass, a student journalism competition rolled into a media literacy initiative that aims to equip students — mainly in transition year —

the veracity of content that people read and hear online or offline and help them to identify sources of information that may be unreliable, deliberately false or misleading.

Set against a backdrop of so-called fake news, the deliberate manipulation of social media algorithms and alleged interference from state-sponsored organisations to influence elections, the campaign is a worthy initiative and comes at an important juncture for society and democracy.

The Irish end of the campaign is overseen by Media Literacy Ireland (MLI), a volunteer network made up of key stakeholders in the media industry ranging from NewsBrands Ireland, RTE, the Association of Advertisers in Ireland (AAI) right through to companies like Google and Facebook.

To back up its case, MLI published details of a Eurobarometer survey which noted that 81% of Europeans think fake news is a threat to

fake advertising, but also the more sinister role they have played in fostering genuine addictive behaviours, whether by design or default. And there's no shortage of science, expert medical opinion and, speaking from experience, parental anecdotes to back this up.

When the CEO of Salesforce, Marc Benioff, stood up at the World Economic Forum in Davos in 2018 and likened social media addiction to smoking, he wasn't joking. But so far social media platforms have refused to take responsibility for that power they have on their users and regulators seem incapable of dealing with the consequences of all of this.

I could of course add to this, their contribution to the overall dumbing down of society to one where a video of a cute cat dancing in a bath, a celebrity showing off her new Versace handbag or a woman popping somebody's pimple is often deemed to be more important or interesting than, well, the real world around us.

# MEDIA LITERACY IRELAND

## EDITORIAL





# MEDIA LITERACY IRELAND

BE MEDIA SMART\_ [Help](#) [Resources](#) [Supporting Members](#) [Media Literacy in Europe](#) [Media Literacy Ireland](#)

## Ways to BE MEDIA SMART

**STOP\_**

Use these quick tips to help you judge whether information is accurate and reliable.

[Help ->](#)

**THINK\_**

BE MEDIA SMART using these resources from around the web.

[Resources ->](#)

**CHECK\_**

It's always good to check where your information comes from. Find out who is supporting this campaign.


[Supporting Members ->](#)

## Join the conversation

Tweets by @MediaLitIreland

MediaLiteracyIreland Retweeted

**Brian O'Neill** @BONeillTUDublin  
Reuters Digital News Report launched today. "Shift to WhatsApp has implications beyond private messaging" via @IrishTimesIrishTimes.com/opinion/shift-... @MediaLitIreland #BeMediaSmart



Tweets by @EU\_MediaLit

Disinformation & Media Literacy in the EU Retweeted

**media.eu** @MediaEU  
Insights about digital news consumption in 38 countries ... The 2019 Digital News Report is online. Congrats @risj\_oxford@reutersinstitute.politics.ox.ac.uk/risj-review/di... #DNR19 #media #trust #journalism #pivot\_to\_paid

Tweets by @AllDigitalEU

ALL DIGITAL Retweeted

**Digital SingleMarket** @DSMeu  
The Digital Assembly 2019 will be televised. Join the discussion at #DA19eu tomorrow, #LIVE from Bucharest on: #Digital4Planet #Digital4Leadership #Digital4Jobs #Digital4Communities More info, programme & livestream

22:48 13%

bemediasmart.ie

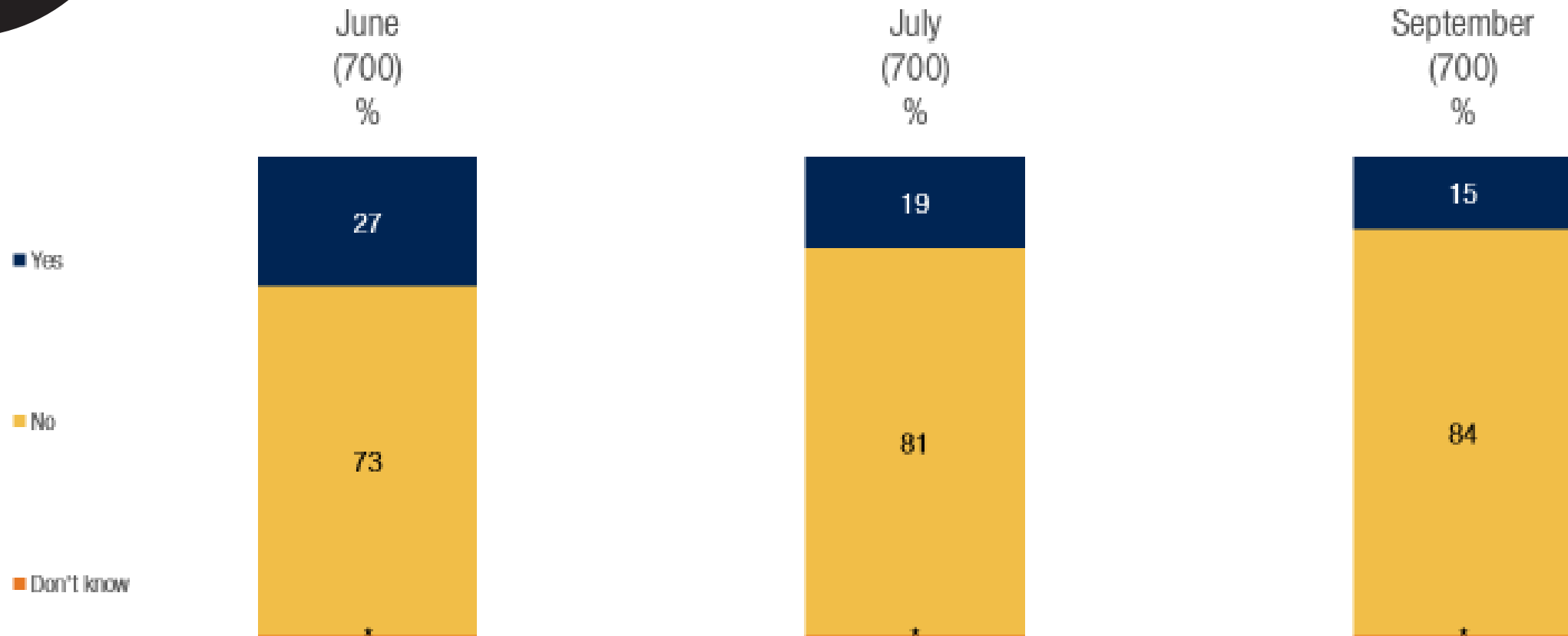
BE MEDIA SMART\_ [Show Menu](#)

# BE MEDIA SMART\_

**Every day we have to make choices. From what we want to eat, to what we want to wear, what we want to listen to right through to who we want to represent us in public office.**

To make good choices, we need reliable information. The Be Media Smart campaign has been developed by Media Literacy

# BE MEDIA SMART CAMPAIGN RECALL 2020



Q.1 Have you seen or heard of the BE MEDIA SMART campaign to encourage people to stop think and check that the information that they read hear or see is accurate and reliable?

# MEDIA LITERACY IRELAND



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National Adult Literacy Agency  
Áisíneacht Náisiúnta Litearthachta do Aosaigh



# HOW?



The LIBRARY ASSOCIATION of IRELAND  
Cumann Leabharlann na hÉireann





**webwise.ie**



How to use Zoom on your smartphone and laptop



Zoom is a programme that you can download to your smartphone or laptop to enable you to make free video calls with a group of family or friends for up to 40 minutes.

How to avoid false information about COVID-19



This How To Guide leaflet tells you about reliable sources of information, steps you can take to check information, and how you can recognise the main types of false information.

**1ST AND 2ND HTML HEROES CLASS PROGRAMME**

**Check Your Facts**

**Use official sources for information**

**Ask the experts:** Avail of online fact-checking services

**Stop:** Read more than just headlines – don't assume that a headline or picture gives the whole story

**Think:** Who is telling me this? Why? Is it reported elsewhere?

**Check:** Check the URL, author, and details – are they genuine and accurate?

Rialtas na hÉireann  
Government of Ireland

Teachers of  
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**MEDIA  
LITERACY  
IRELAND**

**BE  
MEDIA  
SMART**





# FACT-CHECK

**Sometimes we all struggle to know whether something is accurate and reliable – especially when information is coming from a wide variety of sources, as is often the case with COVID-19 information. So, if in doubt, check it out.**

Below you will find a list of fact-checking sites that you can visit to get the most recently fact-checked stories. There is also a list of recently ‘de-bunked’ or stories proven to be false.

Jump to:

[De-Bunked](#)  [Check the Facts](#) 

# **Media Literacy Ireland: 2023 and beyond**

- **Continue to Coordinate, Communicate, Innovate and Promote**
- **Annual conference coming up on December 15**
- **New Work Plan launched in 2023**



# Media Literacy Ireland: 2023 and beyond

**THANK YOU**

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- @chapmanmartina
- @bemediasmart