Capstone Project

IMPORTANCE OF MEDIA LITERACY AMONG SCHOOLCHILDREN IN ARMENIA, PARENT'S ATTITUDE TOWARDS THE ISSUE

by Zinaida Meloyan

Statement of central research question(s)

- Could media education as a mandatory part of school curriculum elevate the existing low rates of media literacy among Armenian schoolchildren?

- **Sub question 1:** What measures can be taken to achieve media literacy in Armenia?

- **Sub question 2:** Do parents understand the importance of media education and are they taking steps towards teaching their children critical thinking?

Methodology

Quantitative and Qualitative Research

- ❖ *Content analysis/Data Collection*
- ❖ *Interviews*
  - – *NGOs*
  - – *Teachers*
  - – *Media specialists*
- ❖ *Surveys*
  - – *Parents*

Potential risks of media illiteracy are

❖fake news

❖disinformation

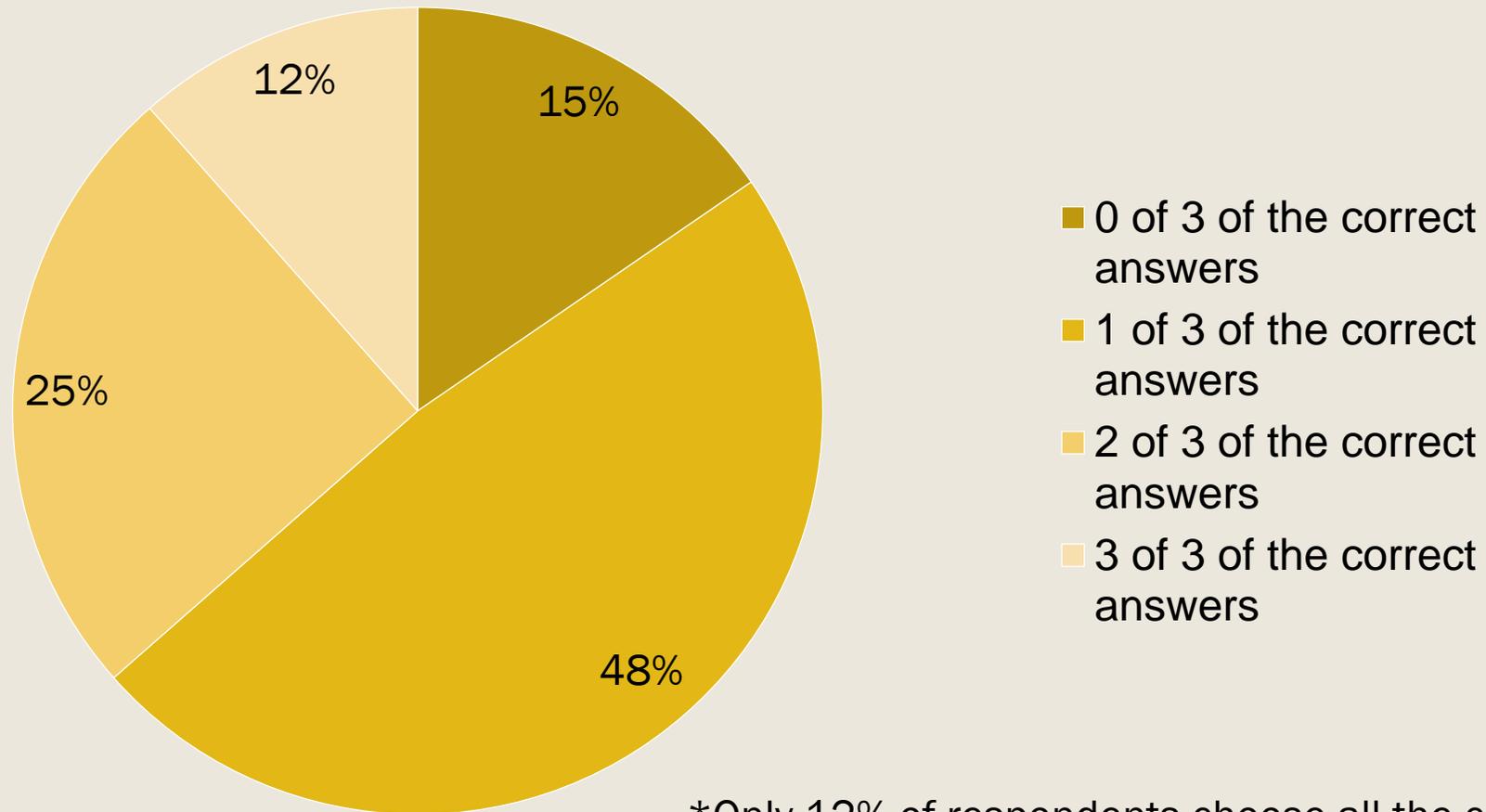❖cyber bullying

❖ online harassment

❖privacy

Findings

o There is a lack of media literacy among children and adults; media education is required in order to elevate media literacy levels around Armenia.

o Constant debates are happening to decide which is more important in child's media education, parents or school, so initiative from both are needed to increase media literacy levels among children.

o Only 12% of respondents of the survey could correctly define what media literacy is and around 30 % of respondents think that media education should not be included in schools.

o 51% of respondents control their child's media use and females are more likely to control than males

Do you think media education must be included in the school curriculum?

■ Yes ■ No ■ Don't know

26%

43%

31%
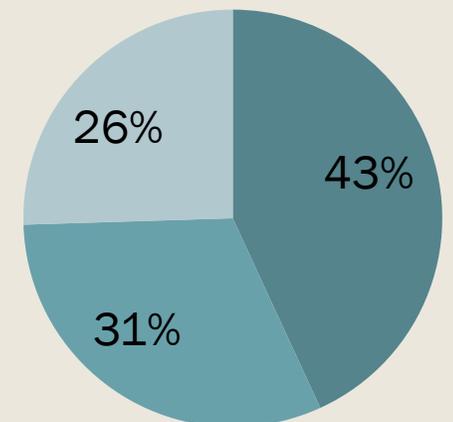
Survey Results:
Giving definition to the term "Media Literacy"

- 0 of 3 of the correct answers
- 1 of 3 of the correct answers
- 2 of 3 of the correct answers
- 3 of 3 of the correct answers

15%

12%

25%

48%

*Only 12% of respondents choose all the correct answers that were provided

On April 19th Memorandum of Understanding was signed between Media Initiatives Center and Ministry of Education

Both sides will work on:

❖ creating materials for formal and non-formal learning

❖ assisting in the training of directors, teachers

❖ guaranteeing that educational materials developed for educational institutions

❖ reviewing some subjects, namely Social Sciences class program, with the purpose of integrating media literacy in that class

Recommendations

❖ Design and implement trainings with parents in order to encourage dialogue between them and their children and encourage making parental media mediation from indirect to active.

❖ Develop comprehensive media education guides and programs at all education levels.

❖ Conduct trainings for teachers and school directors.

❖ Include media education in Armenian State Pedagogical University's program

❖ Promote create project production by children and young people and exchange the experiences to achieve more results.

❖ Recognize, award and promote productions by children and young people

References

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➢ EAVI (2010). *Study on Current Trends and Approaches to Media Literacy In Europe.*

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