

BE MEDIA SMART



Creating Knowledge 2021

**Philip Russell
Technological University of Dublin
June 3rd 2021**

**A national media literacy campaign
for Ireland**

WHY?



Increase in number of Irish media consumers concerned about fake news

Enhancing digital literacy skills is critical in dealing with the challenges of the evolving media landscape

Reuters Digital News Report 2019 (Ireland)

WHAT?



Be Media Smart is an **Irish public awareness campaign** 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.

WHO?



It's an initiative from **Media Literacy Ireland (MLI)**, a network of volunteer members facilitated by the Broadcasting Authority of Ireland, working together to empower people to make informed media choices about the media content and services that they consume, create, and disseminate across all platforms.

WHAT IF?



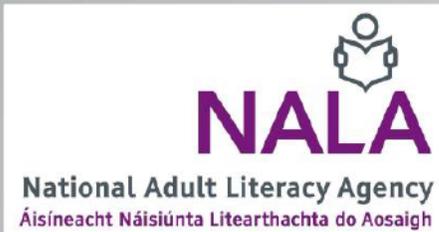
Modern consumers care about where their food comes from. What if we could spark the same thought or consideration regarding where their information comes from?

The campaign was built on this simple idea.

webwise.ie



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN | BROADCASTING
AUTHORITY
OF IRELAND



facebook

RTÉ

HOW?



TG4



The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann



TV / RADIO AD

RTE



Raidió Teilifís Éireann (RTE) – responsible for the creative brief & overseeing production

Campaign launched on St Patrick's day 2019

TV ad also reversioned in the Irish language

Radio ads created & distributed widely

TV AD



PRINT AD

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

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



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

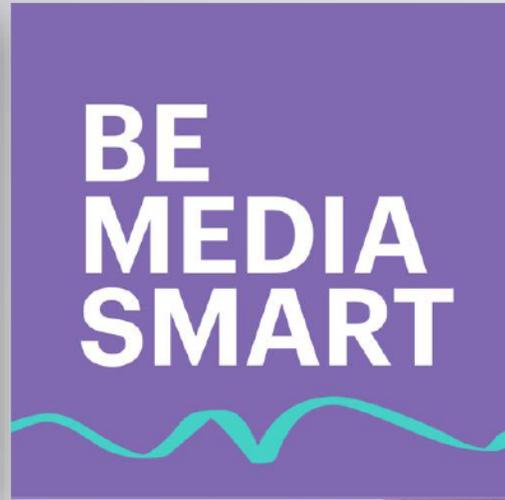
BROADCASTING
AUTHORITY
OF IRELAND



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)

DIGITAL ADS



EDITORIAL



How n Opinion: Can Irish r
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

As 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 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.

WEB AND MOBILE

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

BE MEDIA SMART_

[Help](#) [Resources](#) [Supporting Members](#) [Media Literacy in Europe](#) [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 @BONeillTU Dublin
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/trisj-review/... #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](#)

Bemediasmart.ie – over 15,000 page views

LIBRARIES



The screenshot shows the website for The Library Association of Ireland. The header features the organization's logo, a stylized torch, and the text: "The LIBRARY ASSOCIATION of IRELAND", "Cumann Leabharlann na hÉireann", and "Representing librarians and libraries in Ireland". A navigation menu includes links for Home, About Us, Our Activities, Membership, News, Events, Careers, Publications, Resources, and Contact Us. The main content area displays a news article titled "'Be Media Smart' campaign" dated 20 MAR, with a "NEWS" tag. A purple box with the text "BE MEDIA SMART" is also visible.

- **Library Association of Ireland (LAI) approached by MLI in December 2018**
- **LAI Literacies Committee**
- **All library sectors in Ireland supported the campaign**
- **Be Media Smart support - posters, social media, website**
- **Fundamental role**

SO?



Significant nationwide campaign / international attention

Estimated 140 DAYS of voluntary effort by over 30 MLI members

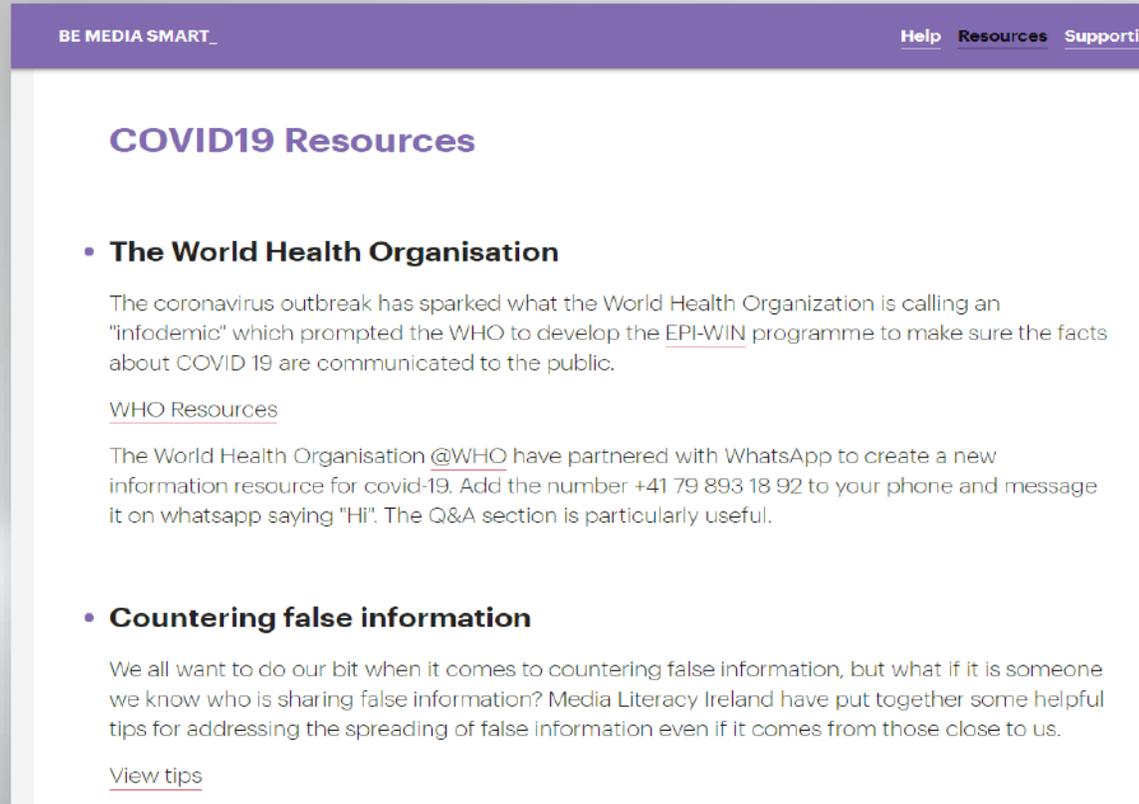
Limited funding

LESSONS



- **Longer planning period required**
- **Earlier coordination with key partners**
- **More coordination of social media activity**
- **Evaluation framework and activity capture mechanism**
- **Develop a 'campaign tool-kit'**
- **Joined-up approach crucial**
- **Next campaign – Spring 2020**

BMS COVID19



The screenshot shows a webpage with a purple header containing the text 'BE MEDIA SMART_' on the left and 'Help Resources Supporti' on the right. Below the header, the page title is 'COVID19 Resources'. There are two main sections, each starting with a bullet point. The first section is titled 'The World Health Organisation' and contains a paragraph about the WHO's 'infodemic' and a link to 'WHO Resources'. The second section is titled 'Countering false information' and contains a paragraph about Media Literacy Ireland's tips and a link to 'View tips'.

BE MEDIA SMART_ Help Resources Supporti

COVID19 Resources

- **The World Health Organisation**

The coronavirus outbreak has sparked what the World Health Organization is calling an "infodemic" which prompted the WHO to develop the [EPI-WIN](#) programme to make sure the facts about COVID 19 are communicated to the public.

[WHO Resources](#)

The World Health Organisation [@WHO](#) have partnered with WhatsApp to create a new information resource for covid-19. Add the number +41 79 893 18 92 to your phone and message it on whatsapp saying "Hi". The Q&A section is particularly useful.
- **Countering false information**

We all want to do our bit when it comes to countering false information, but what if it is someone we know who is sharing false information? Media Literacy Ireland have put together some helpful tips for addressing the spreading of false information even if it comes from those close to us.

[View tips](#)

- **Campaign rerun on TV, radio & online**
- **Promoting the importance of reliable information**
- **Support from MLI members**
- **Critical – ‘misinformation costs lives’ (World Health Organisation, 2020)**

REFERENCES



European Commission (2019) *Media Literacy*. <https://ec.europa.eu/digital-single-market/en/media-literacy>

Accessed 16th May 2021

Grizzle et al. (2013) *Media and Information Literacy: policy and strategy guidelines*. Paris: UNESCO.

<https://unesdoc.unesco.org/ark:/48223/pf0000225606>

Accessed 23rd May 2021

World Health Organisation (2020)

<https://www.who.int/news/item/23-09-2020-managing-the-covid-19-infodemic-promoting-healthy-behaviours-and-mitigating-the-harm-from-misinformation-and-disinformation>

Accessed 25th May 2021

CONTACT US



Web:
medialiteracyireland.ie
bemediasmart.ie
libraryassociation.ie

Twitter:
[@MedialitIreland](https://twitter.com/MedialitIreland)
[@LAonline](https://twitter.com/LAonline)
[@philrusty](https://twitter.com/philrusty)
[#bemediasmart](https://twitter.com/bemediasmart)

**THANK
YOU**



‘Media literacy ... addresses the needs of all ages. Media literacy is also a tool empowering citizens as well as raising their awareness and helping counter the effects of disinformation campaigns and fake news spreading through digital media’ (European Commission, 2019)