Media Literacy Council

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Executive Director
Media Literacy Council
Internet population is skewed toward the younger age groups

Sources:
* Singapore Census of Population 2013 (Singstat), rebased following removal of 0-4 age group to facilitate comparison with IDA data
# IDA survey on Infocomm Usage in Households and Individuals 20103(% using the Internet in the past 12 months); youngest age group for which data is available is 7-14 years

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High Internet Access and Penetration Rate

- 78% of Singaporeans own smartphones
- 2 in 5 persons own a tablet computer
- Between 7 to 34 years old, 99% Internet penetration rates.
- All residents - 91% penetration

According to Norton Survey...
- On average, Singaporeans spend 66 hrs online per week
- Nearly half of respondents sleep with phones within arm’s reach

Top Online Activities

Social Networking

Entertainment

Seeking Info

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About the Media Literacy Council

- Formed 1 August 2012

- 21 members, 6 Associate members from industry, academia and community (Appointed by Minister)

- Secretariat support by Media Development Authority

  - MDA promotes the growth of Singapore’s media sector. It also regulates the sector to safeguard the interests of consumers, and promotes a connected society.

Chairman: Professor Tan Cheng Han, Professor (and Former Dean), Faculty of Law, NUS

Vice-Chairman: Ms Carmee Lim, Mentor Principal, Mindchamps

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Vision and Mission

**Vision**
Discerning Singaporeans who are able to **evaluate media content effectively**, and able to **use, create and share content safely and responsibly**.

**Mission**
Work in partnership with **Industry, Community and Government** to promote an **astute and responsible participatory culture**.
Issues that MLC is trying to address

- **Risky Behaviors**
  - Online Safety & Security issues

- **Uncivil Behaviors**
  - Anti-social comments, Trolling, Bullying
  - Intolerant, divisive discourse

- **Managing Consumption of Information**
  - Misinformation, Rumors (Facts v.s. Fiction)
  - Advertising messages & media agenda
Aims of MLC’s Public Education

- Increase awareness of risks and risk management skills
  - Best practices

- Increase awareness of legislations
  - Actions & consequences

- Shape Behavior
  - Rights & Responsibilities
  - Values & Social Norms
  - Positive Use

- Manage Consumption of Information
  - Who’s credible?
  - What’s reliable?
It’s about Digital Citizenship
Guided by Media Literacy Core Values

- Set of Values and Skills for good Digital Citizenship
  - Empathy
  - Responsibility
  - Respect
  - Integrity
  - Inspiring Others Positively
  - Astuteness & Discernment

- Underpins all MLC programmes, activities & resources

Conducted 5 focus groups (students, parents, teachers, youth workers) and surveys with (300 youth respondents) to distil values and skills
Target Audience of MLC’s Outreach

**Young Children**
- Proficient in digital technical skills
- Not sure about what to believe on the internet
- May have encountered sexual images
- Seek parent’s advice

**Young Working Adults**
- Social life fused with technology/gadgets
- Expressive - embrace multiple modes of self expression
- Gap in privacy knowledge
- “Look-at-me” tendencies

**Parents**
- Understanding digital landscape
- Need digital parenting skills to guide children

**Teens / Youth**
- Indifferent to online dangers
- Uncertain about privacy & moral issues; judging online information
- Lack understanding of consequences of online actions
- More concerned about popularity & identity

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4- Thrust Outreach Strategy

**National Public Education through campaigns & media opportunities**

- [Safer Internet Day 2014](http://www.saferinternetday.org)
- [Cyber Wellness Student Ambassador Programme](https://cwsap.org)

**Outreach Programmes & Events**

- [NOW YOU KNOW](https://nowyouknow.org)
- [Cyber Wellness Awareness Campaigns](https://cwac.org)

**Research**

*(generate new conversations & thought leadership)*

- [Clique Click](https://cliqueclick.org)
- [Online Mob: GUILTY](https://onlinemobguilty.org)

**Resource Development**

*(handbooks, training kits, apps, videos)*

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Thrust 1: Raise Public Awareness of Media Literacy & Visibility of MLC

- MLC website
- Safer Internet Day
- MediaAppearances (Dramas, C.A. Progs, News)
Thrust 2: Reaching out to the Community – engage, challenge, inspire

Conferences, Dialogues, Seminars, Workshops (Students, Youths, Parents, Educators)
Thrust 2: Establish Flagship Programmes & Partnerships (beyond awareness, teach skills)

Youth Programmes

- Media Smart Club (ITE)
- Orientation / Civics Programme
- Media Literacy Badge Programme

Partnerships
Thrust 3: Research – generate new insights & conversations

Objectives

✓ Build up repository of local data (user experience, attitudes and behaviours)
✓ Guide public education programmes and inform policy planning.
✓ Generate awareness and new conversations

➢ For 2014: Study impact of mobile access on users behaviours.
➢ Example: Info-processing, communicating & interacting, security awareness
Thrust 4: Build up repository of resources

- Regular Articles on Website
- Parenting Handbook
- Mobile App
- Video Resources
- eNewsletter

Parents as Role Models
Date: 11 February 2014

Creating a Safe Internet for Kids
Date: 11 February 2014
Learning Points
Leverage Strengths of Partners

- Work with like-minded parties (existing reach & platforms)

Schools > Don’t reinvent the wheel, ride on existing programmes

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Engage Youths Differently

- Panel Discussions
- Interactive dramas
- Make it fun and engaging!
Promoting Media Literacy & Digital Citizenship needs efforts from all parties

**Parents & Teachers**
- Parents & Teachers need to be good role models
- Teach values & critical thinking
- Use each incident as a teachable moment

**Netizens**
- Netizens need to stand up for what is right, and speak out against bad behaviour

**Industry**
- Create good & wholesome content
- Develop socially responsible services & apps

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Thank You