

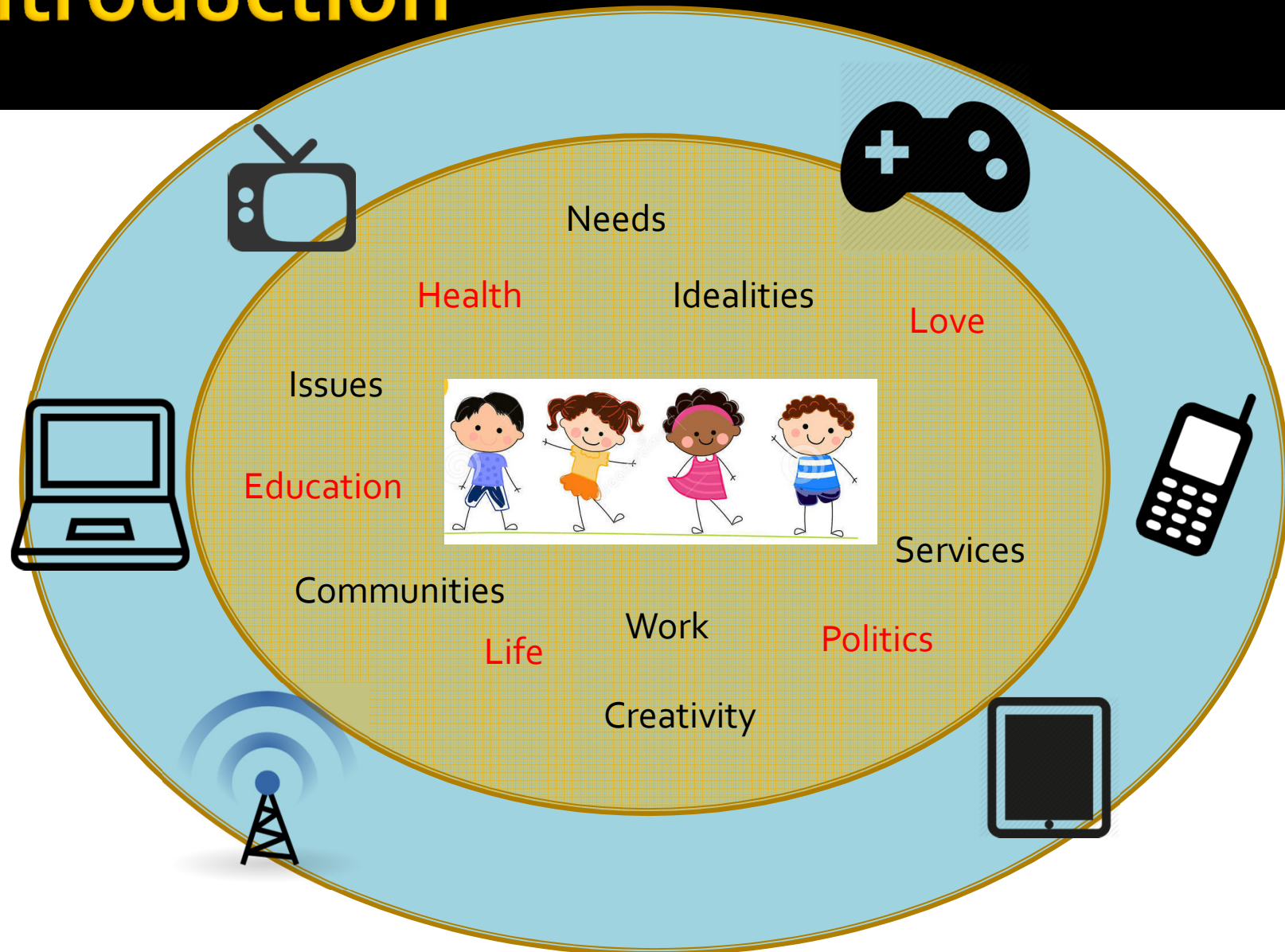
Media Literacy: Cultivating Productive Practices among Young People in Malaysia

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Introduction



The user is the new platform

Vibrant media culture, but...

- Skills are varied & unequally distributed
- Gap between in-school and out-of-school use
- Parents do not regulate media use
- Self-learning
- Trustworthiness and Image Manipulation, politics & cyberspace
- Limited knowledge on opportunities
- Risky encounters
- Cyber bullying, stalking, sexually explicit texts
- Hurtful words & hurt talk
- Skittering & 'Bouncing'



Mapping Media Literacy in Malaysia

- Employing Media in Explicit Instructional Approaches
- Computer Accessibility and Skills
- Use of information technology and information resources in the classrooms
- Children (violence, sex & horror, safety), NGO
- Social campaigns, Klik Dengan Bijak, NIE, video competitions, digital storytelling.
- Piece meal & disparate -> sustained national practice & regulation?



Conceptual Framework

- Ferrari, A (2013), Ofcom (2010), Livingstone (2011) , Varis (2010); Hobbs (2009)



Conceptual Framework

Information

- Recognising authentic websites
- Understanding search engine
- Judging reality & accuracy

Communication

- Sharing resources thru online tools
- Recognising bias and propaganda
- Difference in quality information & P.O.V
- Awareness on cultural sensitivity & diversity

Content Creation

- Creative expressions (language, image, sound)
- Purpose of messages
- IP rights, license & copyright
- Reflect on own's conduct, social responsibility & ethics
- Critical analysis & reflection

Safety

- Personal protection & privacy setting
- Digital identity protection
- Scams
- Netiquette

Problem Solving

- Taking social action collaboratively
- Solving conceptual problems thru digital means
- Quality of life
- Making decisions on everyday matters
- Strategies that hold attention

Methodology



Region		Northern	Central	Southern	East Coast	Sabah	Sarawak	Total No. of Students
Quantitative	Urban	100	100	100	100	100	100	1200
	Rural	100	100	100	100	100	100	
Qualitative	Urban	15	15	15	15	15	15	180
	Rural	15	15	15	15	15	15	

Research Flow Chart

Phase 1

- Review of works on media literacy concepts & measurements
- Assessment and development of research design and strategies
- Identification of schools
- Pilot Study

Phase 2

- Field work
 - Survey, creative activities, focus group interviews
- Description & Analysis of students competences & media activities

Phase 3

- Development of MML framework and materials
- Consultation & interview with youth voices, media practitioners, policy makers, academics & NGOs

Phase 4

- ML Workshop
- Field work creative activities, survey, focus group interviews
- Documentation of productive practices and lessons learnt
- Development of tool kit



THANK YOU

