

The MEDIA PROTECT Coach curriculum – a rationale and concept for training trainers in media maturity education

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What awaits you

1. Institutional framework
2. The rationale behind the project: Media Maturity Tower
3. What are the different parts of the intervention?
4. Interactive understanding of different meta-levels (training the trainers for teachers of children...)
5. Coach curriculum (panorama, 3 x zoom)
6. Coach → Parent (panorama, 3 different offers, 3 x zoom into one)
7. Coach → kindergarten/elementary school teacher (panorama, 2 x zoom)
8. Interactive theater performance „Tivi Tivi“ for 5-7-year-olds
9. Teacher → Child (1 x zoom)
10. Wouldn't it be a good idea if each school and kindergarten had their own MEDIA PROTECT coach?
11. Discussion





Institutional framework

1. KfN Team develops the intervention and the curriculum for training MEDIA PROTECT coaches
2. BKK (health insurance company) finances implementation in 40 kindergartens and 8 schools
3. PH Freiburg (University of Education) evaluates the intervention in a cluster-randomized controlled trial, within the HCLA consortium 2015-2018 (Health Literacy in Childhood and Adolescence, Zamora et al 2015)
4. BMBF (German Ministry for Education and Research) finances the evaluation study



A team of six contributes to the training curriculum and manual

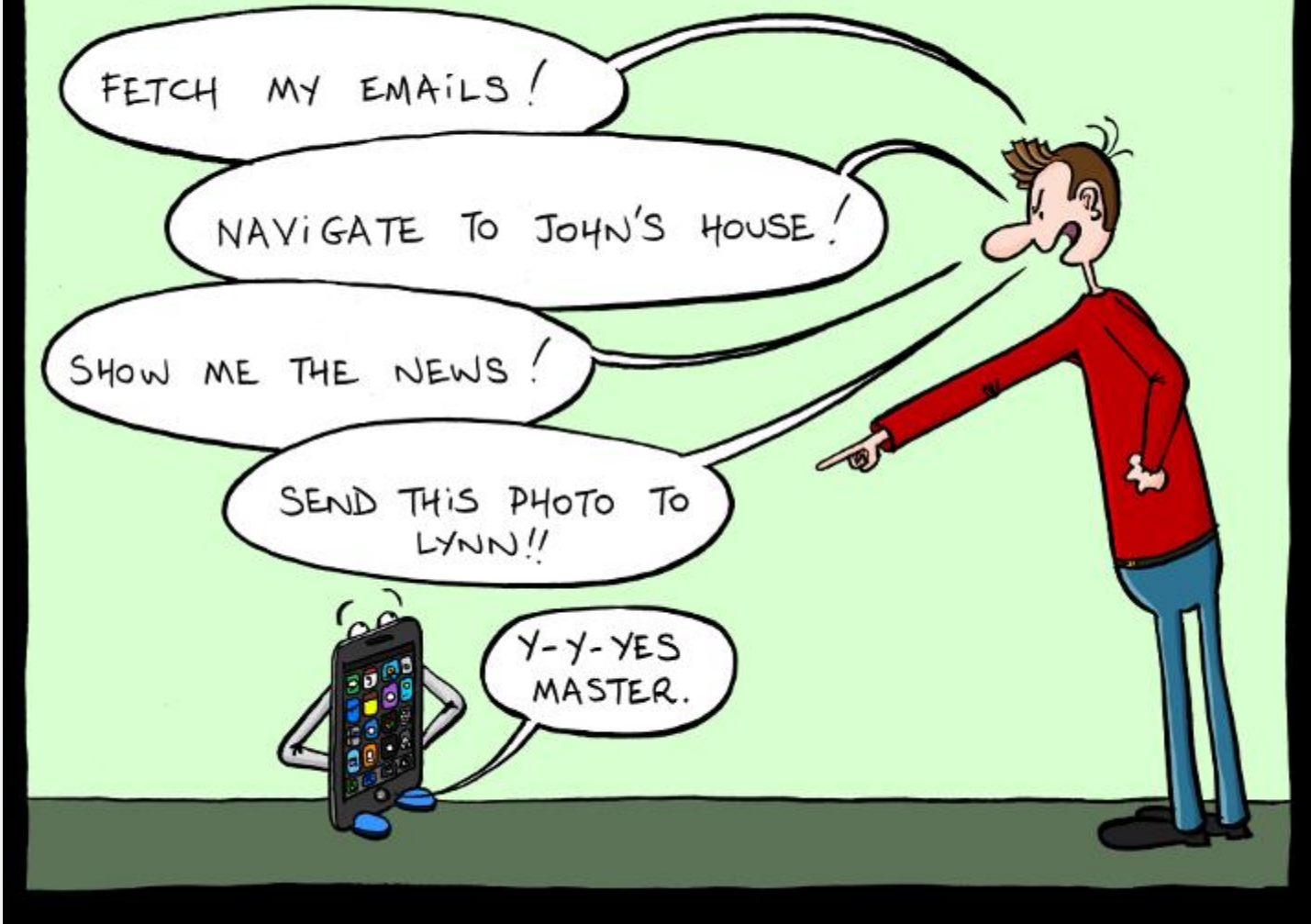


Top:
Thomas
Mößle,
Gerhard
Weber,
Eberhard
Freitag (left
to right)

Bottom:
Arnhild
Zorr-Werner,
Paula
Bleckmann,
Bernard
Wilbs (left to
right)



Master and Slave I



Master and Slave II



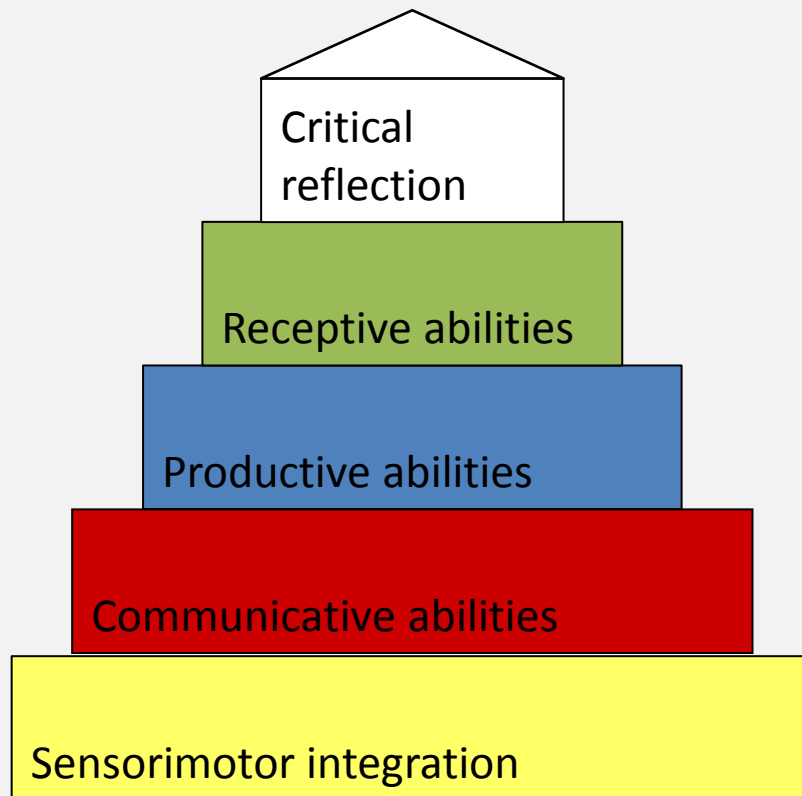
2. Media Maturity – A concept beyond technical mastery

- Leung, Lee (2011) study
- Definition:

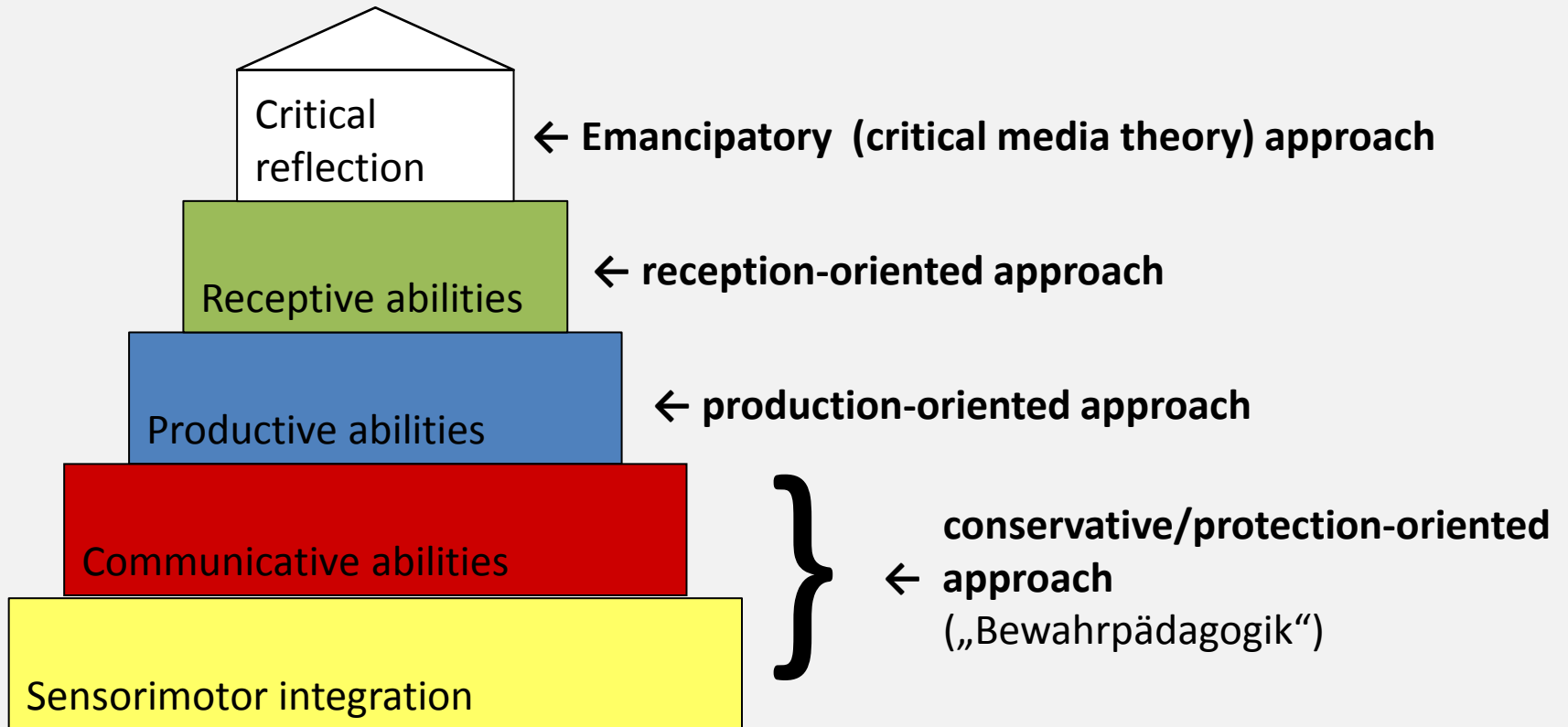
The ability of a person to decide which part of their precious lifetime he or she wants to spend in front of a screen, in view of how suitable this is for reaching his or her goals in life and meeting his or her needs. Then, in case of a decision pro screen, media maturity also encompasses the abilities needed for an active, creative, limited and technically skilled use.



Media Maturity Tower (Bleckmann, 2012)



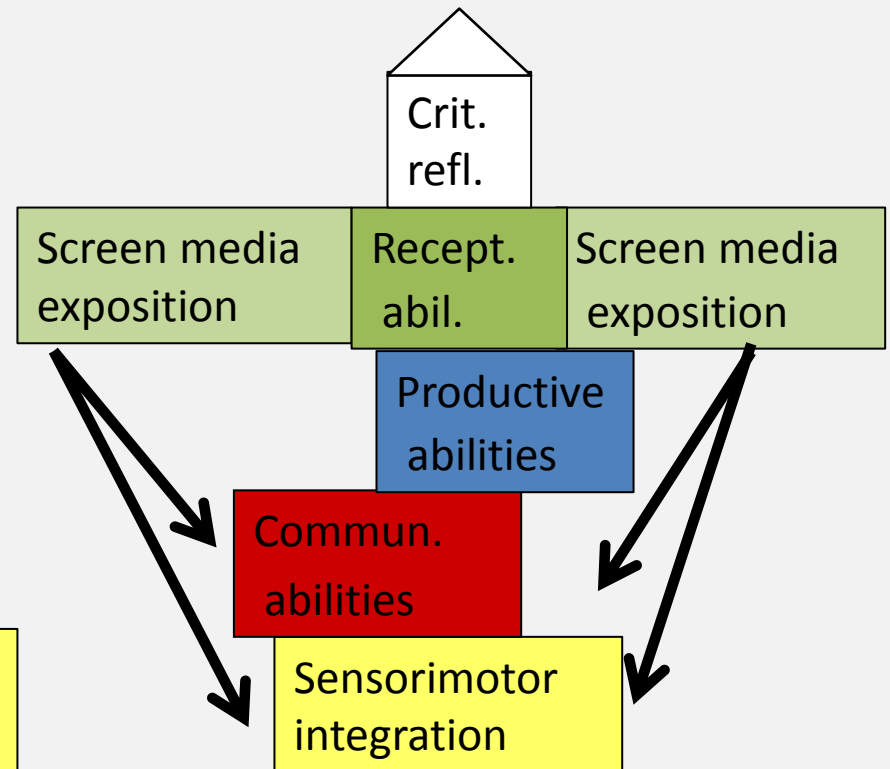
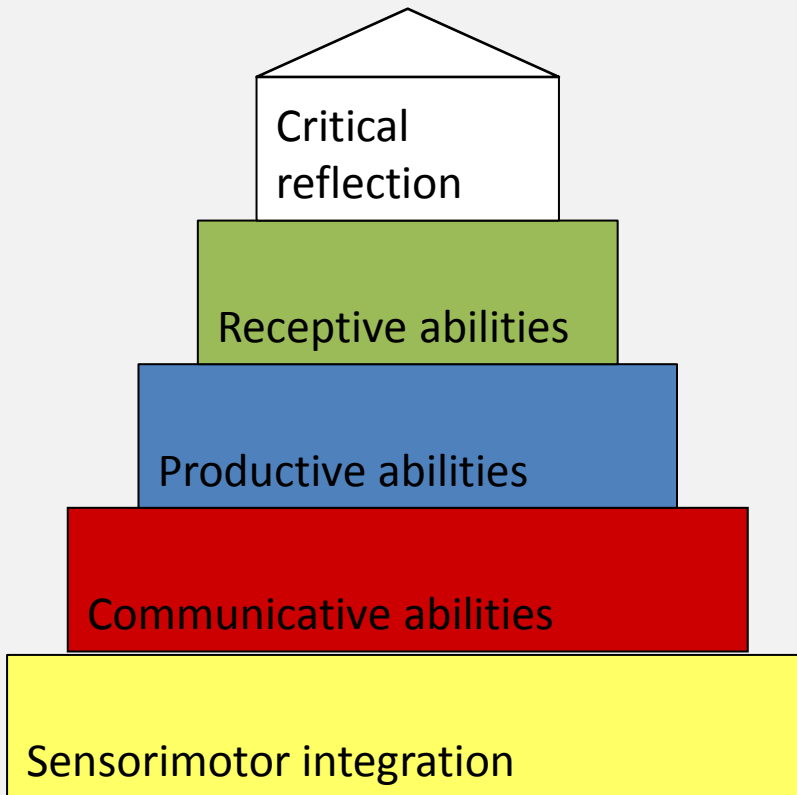
Sequence of historical media education approaches in the Media Maturity Tower



The digital divide is based on a real ravine

tower stability high (solid base)
family background advantaged
life skills high
screen media exp. low

low (danger of collapse)
disadvantaged
limited
high



'life skills reduction'

Integrative media education approach

By Doelker (1990), choosing the right approach for each developmental stage (cf. Erikson, 1953)

Identity	emancipatory approach	12-19 years
Industry	reception-oriented approach	6-12 years
Initiative	production-oriented approach	4-6 years
Autonomy	„enlightenment“ approach	2-4 years
Trust	protection-oriented approach	0-2 years



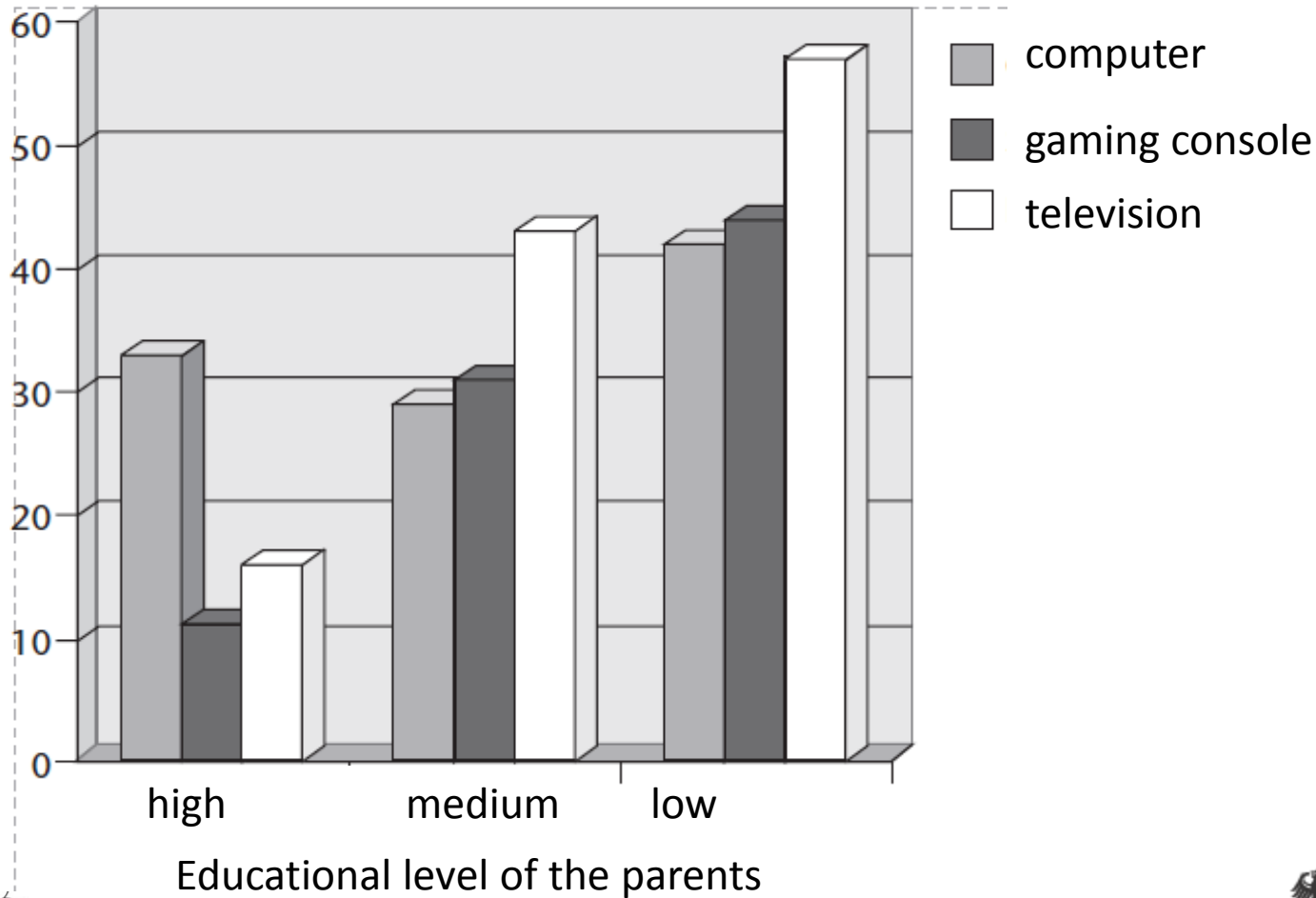
MEDIA PROTECT

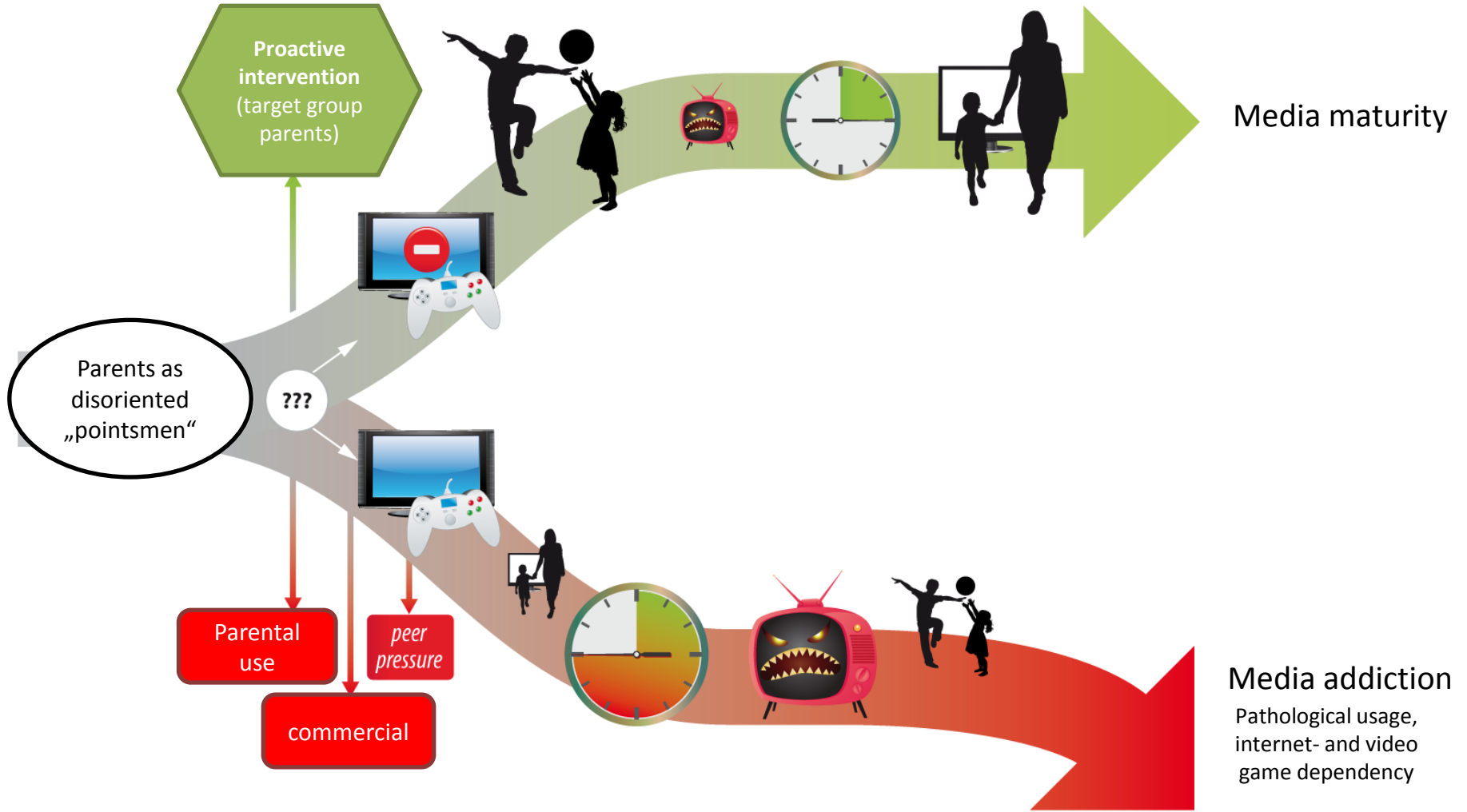
Description of intervention components

- Main target group parents: a) 45 min input in an regular parent evening: information and counselling on media education and prevention of addictive use b) technical support for installation and configuration of protection software (only for parents of school children); c) individual media counselling (February / March 2016)
- Target group educational staff: Training event in two sessions of three hours on the topics: media and education, media educational work with parents, follow-up of the study (Autumn 2015)
- Target group children: interactive stage play of the children theatre RADELRUTSCH on the topic: alternatives to screen media (March 2016)



Social inequality and media equipment







Lost in the gigantic virtual ocean?



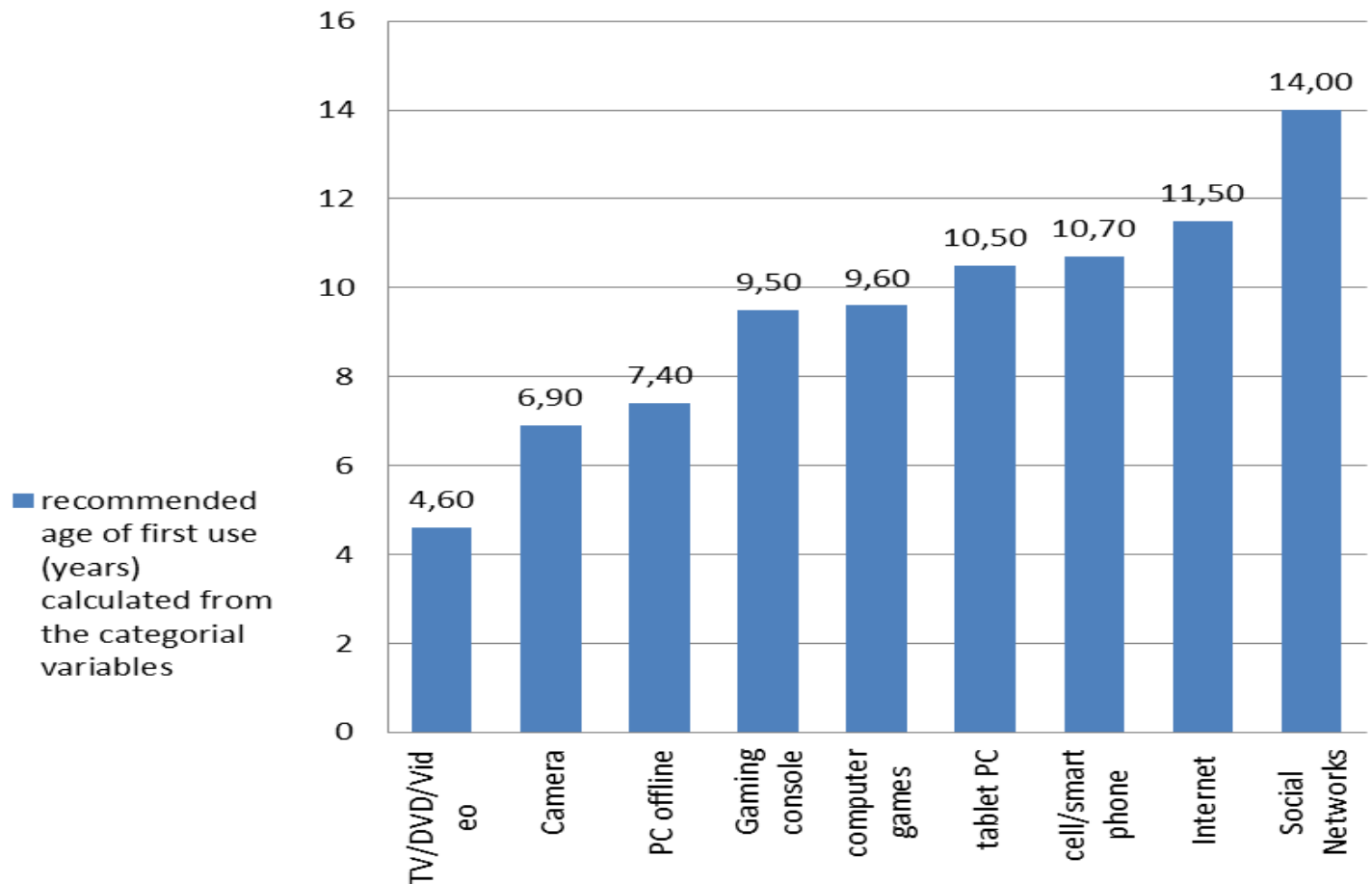
The most important is invisible



Age recommendations...

a) ...depend on which medium you are asking about!

(Experts) Even though a different age might be recommendable from one child to the other: What is the average age of first use you would recommend for the following media? Categories: 0-2, 3-5, 6-8, 9-12, 13-18 years



Age recommendations...

b) ...depend on ideas of humanity (Menschenbild) and value systems which influence the assessment to which degree a digital/virtual experience is „as good as real“

„Friendship is where my greatest pleasure is to see how you light up in my presence and you are aware of how I light up in your presence. A good word to describe this unmediated direct body-bound experience might be: Resonance.“

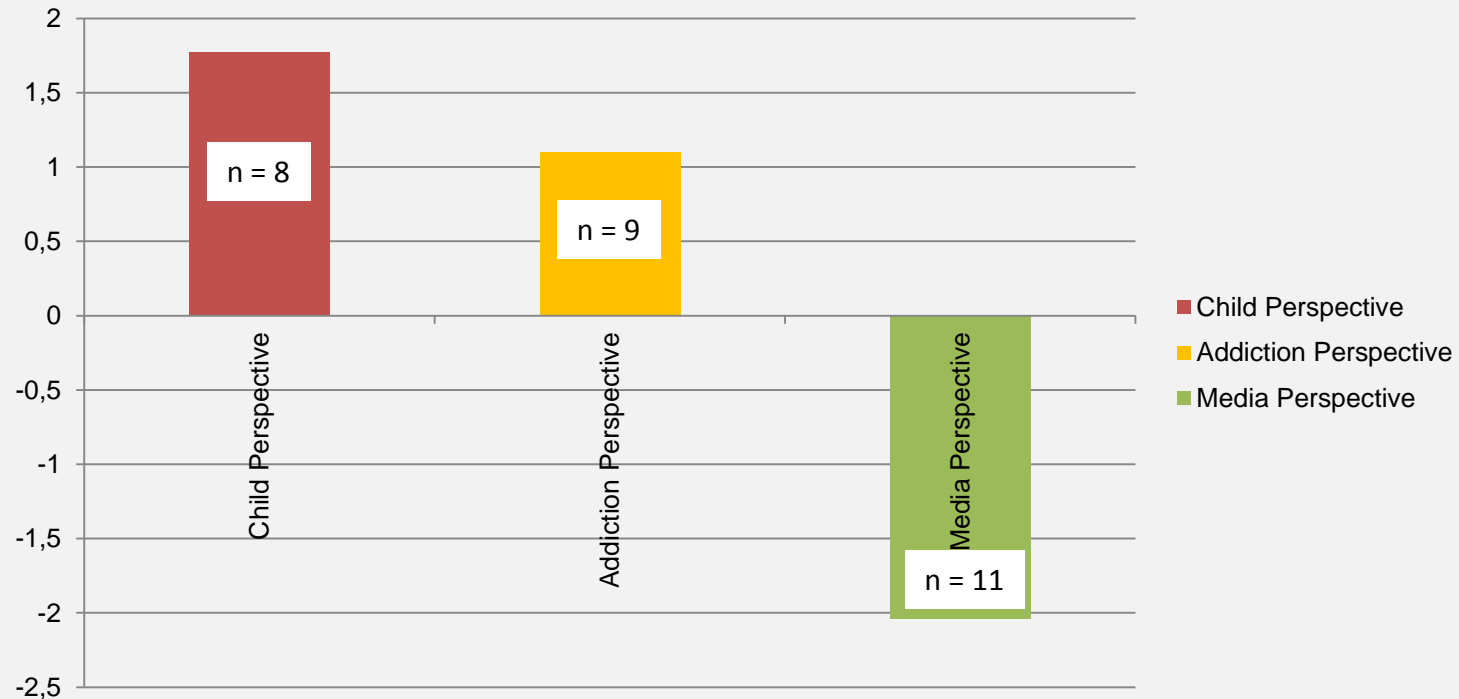
(Ivan Illich, in: Dauber, 2012)



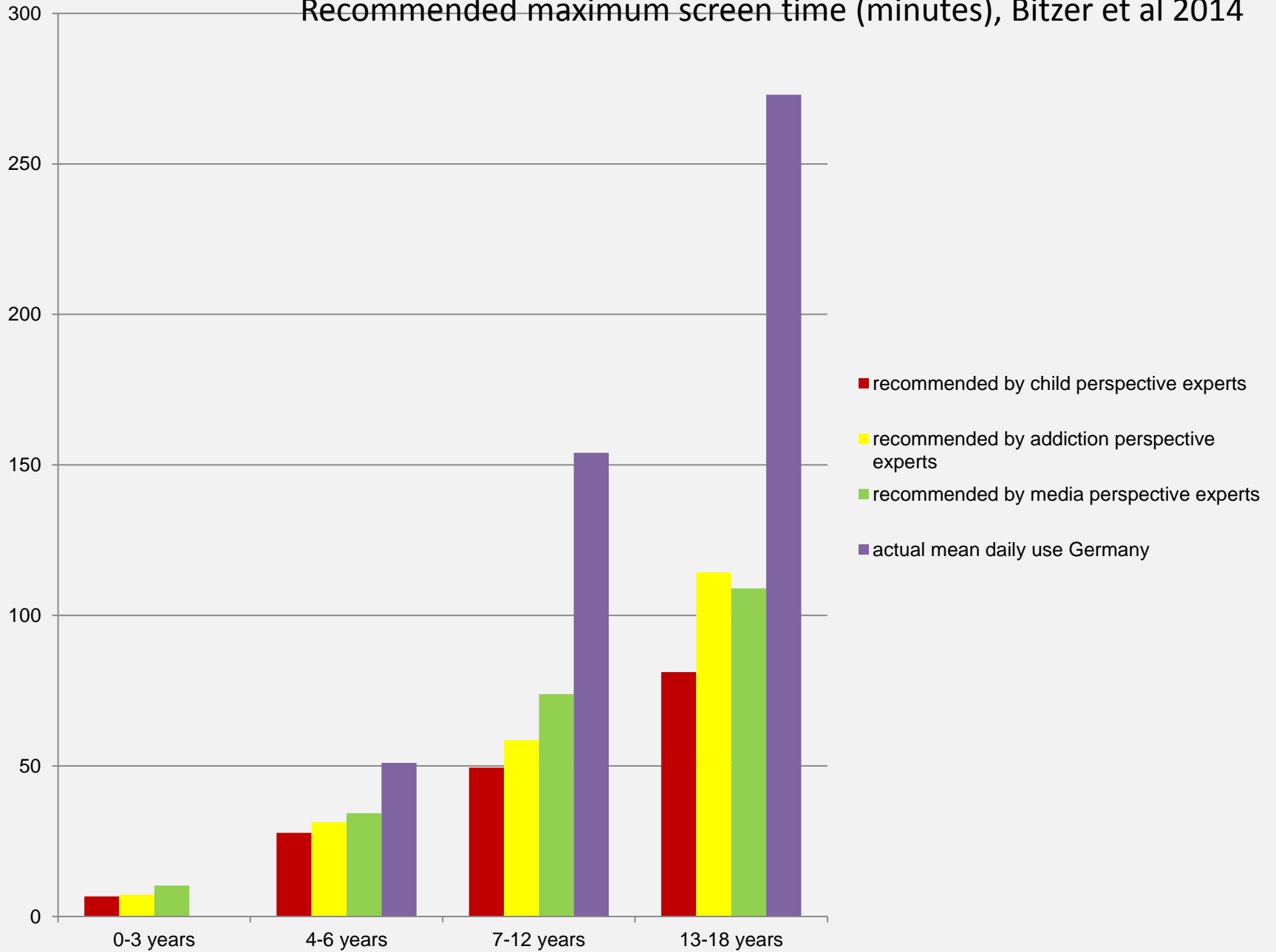
Age recommendations...

c) ...depend on who you're asking!

Experts: years of difference to mean recommendation for age of first use



Recommended maximum screen time (minutes), Bitzer et al 2014



Thank you for your attention!
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