



MEDLIT NEWSLETTER



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MAKE THEM LOVE THE SEA...

...and see all of media and communication

A Personal Reminder by Michael-Bernhard Zita, MEDLIT Project Manager

In panels and lectures, our friend Wolfgang Renner (Wiener Zeitung) is often telling a story, that is originally awarded to Antoine de Saint-Exupery. He says, if you want to build a boat or more sustainable, if you want to feed your family for the rest of your life as a fisher, you shouldn't teach to fish or instruct and assign them tasks to build a boat step by step. No, you should teach them to long for the endless immensity of the sea.

You could now discuss if the love to travel the sea alone would make you a great boat builder or fisherman but in the end, there is a little truth in it. But how could we use this realization for our project? Aren't scientist already in the lucky position, to do what they love? Look for more knowledge, share this knowledge and get paid for it. Yes, ideally we are lucky, but as we all know the reality is often different with more and more documentation needs, more and more administrative work.

But perhaps we look in the wrong direction, doing MOOCs shouldn't be limited to transfer knowledge and test the learning outcomes OR make it easy to finish all assignments, so the number of graduates grows. Don't get me wrong, all of this is important, but as communication and media scholars we probably should teach them to love communication and learn them to see the myriad of wonders. It isn't a matter of fact that communication works, it is a miracle - especially when you are looking at the growing numbers of different perspectives and the polarization that comes with it when everybody insists that there is only their own truth.

Understanding communication means to understand that there is no simple truth, but the need of empathy to understand others and only if we all try to understand and accept that others not only can but are allowed to think different, we can take steps to close the growing gaps again.

We could learn and discuss the importance of diversity but there are others (!sic), that can and love to lecture about that. So let's start with simple things and make our audience love the endless colors, shallows, and depths of the sea of media and communication and perhaps we will find the time to remind ourselves why we started to do these things and why they are important.

During the MOOC roadshow, the prototypes of the Media Literacy MOOCs for Malaysia, Thailand, and Vietnam were finished. Next step will be extensive testing and work with the audience to create the best MOOCs possible during the project time.



FINAL DELPHI REPORT SUBMITTED / EMPIRICAL RESEARCH PHRASE COMPLETED

By Cornelia Wallner, Susan Alpen & Marian Adolf
Zeppelin University

Zeppelin University's MEDLIT-team is happy to announce the official submission of the final Delphi report to the consortium lead in Vienna. The submission also marks the end of the central empirical endeavor of the MEDLIT project. The Delphi survey, which comprised two waves between February 2016 to March 2017, collected and analyzed data from over 300 interviews of experts related to the media field in all three Asian partner countries

As laid out in the initial research proposal, the Delphi study served as the empirical foundation of the project that aims at uncovering and strengthening media literacy as a key competence for navigating today's media societies. The Delphi study's goal was twofold: first, to uncover the most important media literacy competences in order to enhance the proficiency of a critical-rational media use; second, to support the overall participation in processes of social and cultural development in Southeast Asian countries and to raise awareness of the importance of mediated communication in general.

Based on the rationale of the Delphi method – to collect, identify and discuss expert knowledge – the underlying stakeholder approach served to tap critical insights from various stakeholders on required skills in the light of probable future developments of societal communication. At the same time, activating important stakeholders served to secure the involvement and support of influential actors in the idea of the project, not least to secure their support for promoting our final goal – the MOOC – within the respective countries.

Planning, coordinating and executing empirical research on a scale such as the MEDLIT project and across geographical and cultural boundaries certainly represented a challenge for all partners involved. Maintaining a research design that allows for national-specific particularities and a flexible approach to local characteristics requires open minds and a strong common research spirit. As the responsible partner for devising and coordinating the Delphi process, Zeppelin University's MEDLIT-team has been striving to accommodate the needs of the individual partners while maintaining a state-of-the-art research process and solid empirical results. We want to thank everyone involved for their effort and cooperation and hope to have fulfilled our role in this valuable and fruitful research endeavor.



MAKING PROGRESS, BUT MORE WORK IN THE PIPELINE



Learning new things/skills is interesting and challenging. We, the Universiti Putra Malaysia (UPM) MEDLIT Erasmus+ team members, are glad to have an opportunity through the MEDLIT project learning selected Web 2.0 tool for online teaching and learning. The MEDLIT MOOC development activity has certainly triggered us more interest in applying Web 2.0 tool beyond the MEDLIT MOOC project to using the tool in regular courses we teach in the current and forthcoming semesters. Among the Web 2.0 tool learned, we find Goanimate is particularly appealing and easy to use.

As for the Malaysia MEDLIT MOOC activity, UPM team is happy to have completed Module 1 and Module 4. Thanks to Prof Nik Maheren Nik Muhamad of Universiti Malaysia Kelantan (UMK) and her team for conducting and facilitating the MEDLIT MOOC Development Training Workshop recently held at UPM. The UPM MOOC team members enjoyed and learned from the workshop. Eventually, four modules of the Malaysia MEDLIT MOOC were completed (2 by UPM and the other 2 by UMK) and uploaded in open learning platform. Thanks again to the UMK team for uploading all the learning videos on September 15. The MEDLIT MOOC development is now at the test run phase. UPM have identified 20 volunteers among students of the Faculty of Languages and Communication for participation in the test run. The students were instructed to sign-in the MEDLIT MOOC, go through all learning materials and activities. When they are done with viewing the videos and completing the quizzes, they were instructed to response to a survey questionnaire intended to gauge how they perceive and rate the quality of MEDLIT MOOC, and to get suggestions for improvement. The test run is in progress at the time of writing this news. We are curious and anxious to find out how students perceive and response to the Malaysia MOOC prototypes Version 1.0.





BOOST UP INFORMATION LITERACY SKILLS



This semester of the academic year of 2017, Thanakorn Thongprayoon is solely responsible for the General Education Course “SWU 141 Information Literacy Skills”. Learners are Year 2 students at the International College for Sustainability Studies. Primary objectives of the course are to enable students to determine the extent of information needed, access the needed information effectively and efficiently, evaluate information and its sources critically, incorporate selected information into one’s knowledge base, use information effectively to accomplish a specific purpose, and understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally.

There he has chances to promote Media Literacy Project progress and outcomes. Moreover, this group of students is to be used as Thailand MEDLIT MOOC learners. They are looking forward to it.

One interesting topic to students is How to verify FAKE news. Thanakorn brought a clip posted by Creative Thailand Channel on YouTube titled Stop Bullying คิดก่อนแชร์ (Think before You Share) and its URL is <https://youtu.be/X6rxx6RJDzc>. Students were grouped to discuss the consequences caused by fake news through inquiry approach. Then they shared their ideas to the class. Without any surprise, cyber bullying was mentioned during the discussion as it is one of negative impacts Thai society often faces nowadays. At the end of the class, students were asked to reflect or give comments on what they had learned. For their final project assignment, they need to create any form of media to public focusing on the enhancement of media literacy to Thai society.



THAI'S MOOC PRODUCTION

During this month, Thailand MEDLIT team including CU and SWU did the VDO shooting for the MOOC production. We also already uploaded the VDO clips (i.e. Cyber Bullying, How to Prevent Cyber Bullying, How to Verify Fake News, Sure and Share) on to our Thailand MEDLIT MOOC. The MOOC will be launched by October after rechecking the content and the program test-run. Thanks to Malaysian UMK Team for MOOC technical supports during the two-week roadshow at SWU, Bangkok.



P.S. Please enjoy the visuals. Hope to see you again.