Media education and privacy

Paul de Theux
Media Animation
Belgium
What are citizens’ perspectives on privacy?

• Negative perspectives:
  – privacy will disappear, especially after the rise of the Internet of things
  – Governments and companies will have access to our personal data
  – privacy will become a luxury available to a minority
What are citizens’ perspectives on privacy?

• Positive perspectives:
  – private life and public life will change
  – new tools will give the opportunity to protect private data
  – A new balance will come between consumers, governments and businesses
  – Citizens will need skills to control the information they don’t want to share
About Youth

• Two positions: examples in the French area
  – Alex Türk, President of the "Commission Nationale Informatique et Libertés" (CNIL): The younger generations are not aware of the risks to privacy and are not prepared to live in the digital society.
  – Jean-Marc Manach, teacher at the School of Journalism of the Paris Institute of Political Studies: young people are more or less able to protect their privacy. The privacy is changing
Eximacy

- Example of the evolution of privacy: the extimacy
- For Serge Tisseron, psychoanalyst, the extimacy is a trend to show aspects considered as part of intimacy
- The extimacy is made possible by new technologies and is not negative
- The extimacy must be distinguished from exhibitionism (pathological)
Privacy and media literacy competences

Belgian framework
Domains of competences

**Reading**
- Decode, understand and evaluate media documents

**Writing**
- Create and diffuse one’s own media productions

**Navigating**
- Search (goal-oriented activity)
- Explore (open activity)

**Organizing**
- Categorize with ad hoc typologies
- Use tools to organize one’s media environment
Media literacy dimensions

- Technical
- Informational
- Social
Social competences

Social competence cover three domains:

- understanding media in context and usage
- understanding the effects of media and the expectations they engender
- understanding the role of senders and receivers of media
Understanding media in context and usage

• Identify the contexts of production, distribution and reception

• Example: a social network
  – what is its business model
  – how it is organized
  – what are the effects on users, particularly in terms of privacy
Understanding the effects of media and the expectations they engender

• Recognise the effects desired by the producer and its effects

• Example: posting a message
  – what's my communication objectives
  – How it will be received
  – what will be the impact
Understanding the role of senders and receivers of media

- Identify the role of the user in the communication
- Example: defend the privacy
  – think the role of the Internet in today’s society
  – act to protect privacy
  – query the industry and governments
The objectives of media education

Promoting those skills, Media education

• does not tell users what should be their behaviors
• gives users the skills to be independent and responsible in their use of new technologies, including collectively.
Thank you for your attention