Libraries that conduct media education

information from
Fit and Fakten survey

Maciej Sopyło, Piotr Henzler

Information Development Society
Foundation

Media literacy

By media, information and digital education we mean an interdisciplinary area of practical activities, the aim of which is to train competencies that enable conscious, active, responsible, pro-social, critical and creative use of all types of media for various purposes. At the same time, inherent in such use is an understanding of the functioning of these media (both so-called traditional and digital) and their impact on various areas of human activity.

How many libraries from our survey are already engaged in media literacy activities?

Germany: 129/187 (69%)

Ukraine 148/226 (65,5%)

Poland: 63/308 (20%)

Question: Does the library conduct media education activities?

Libraries which conduct media literacy - what are they like?

Libraries which conduct media literacy - what are they like?

	Ukraine	Germany	Poland
Structure of the library	35% - main library and 10+ branches 35% - main library and 3-10 branches 28 - libraries without branches	70% - libraries without branches	Diverse, 35% - the main library and one - two branches 20% each - no branches/3-10 branches/10+ branches

Libraries which conduct media literacy - what are they like?

	Ukraine	Germany	Poland
Number of users*	12 000	17 300	4 000

*user - a registered person who has used the library at least once in the 12 months preceding the study.

Libraries which conduct media literacy - what are they like?

	Ukraine	Germany	Poland
Number of workers	40% - less than 10 people 35% - more than 20 people	75% - less than 10 people 18% - more than 20 people	70% - less than 10 people 17% - more than 20 people

Libraries which conduct media literacy - what are they like?

	Ukraine	Germany	Poland
Number of residents of the municipality/city/administrative unit that funds/supervises the operation of the library	45% - less than 20 000 19% - 20 000 - 50 000 8% - more than milion	40% - less than 20 000 35% - 20 000 - 50 000 3% - more than milion	60% - less than 20 000 20% - 20 000 - 50 000

Libraries which conduct media literacy - what are they like?

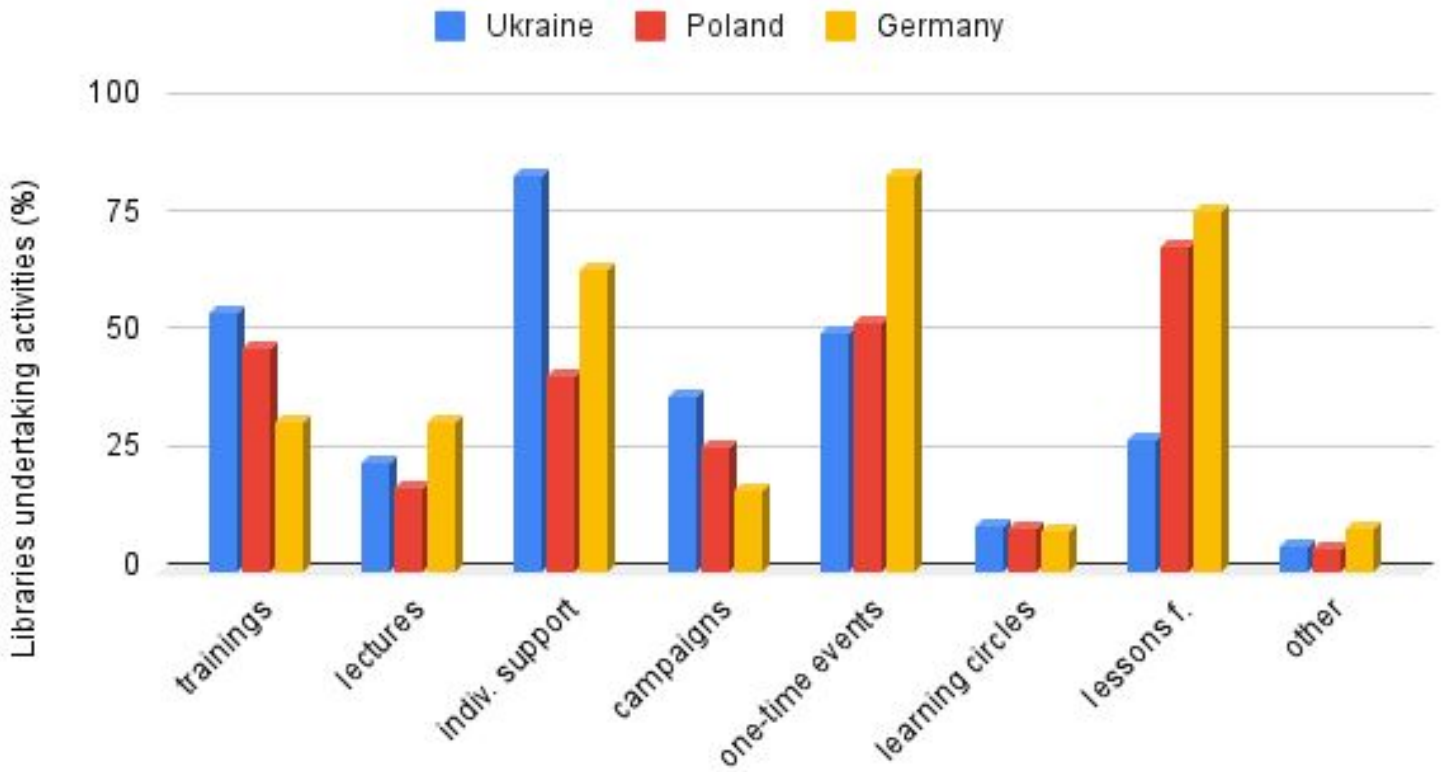
	Ukraine	Germany	Poland
Media literacy In the library's strategic documents	75% - yes 20% - no	60% - yes 30% - no	50% - yes 30% - no

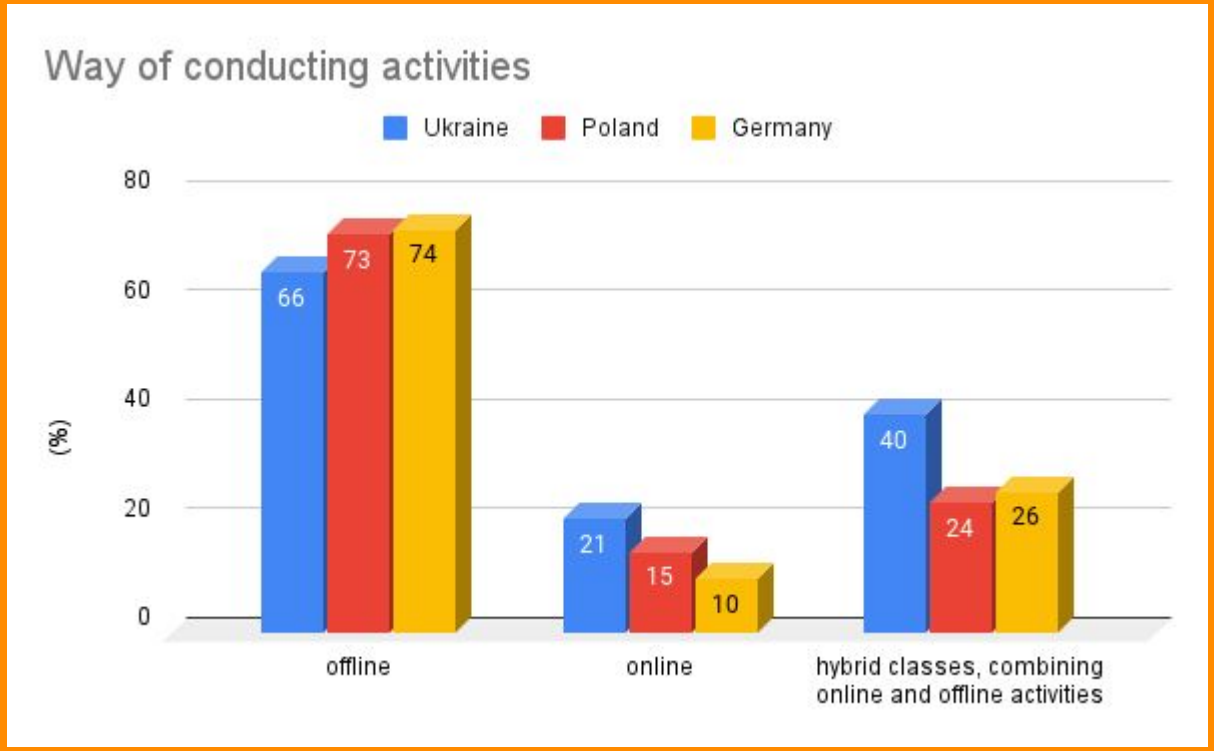
Although they think the topic of media education is important to the community you work with.

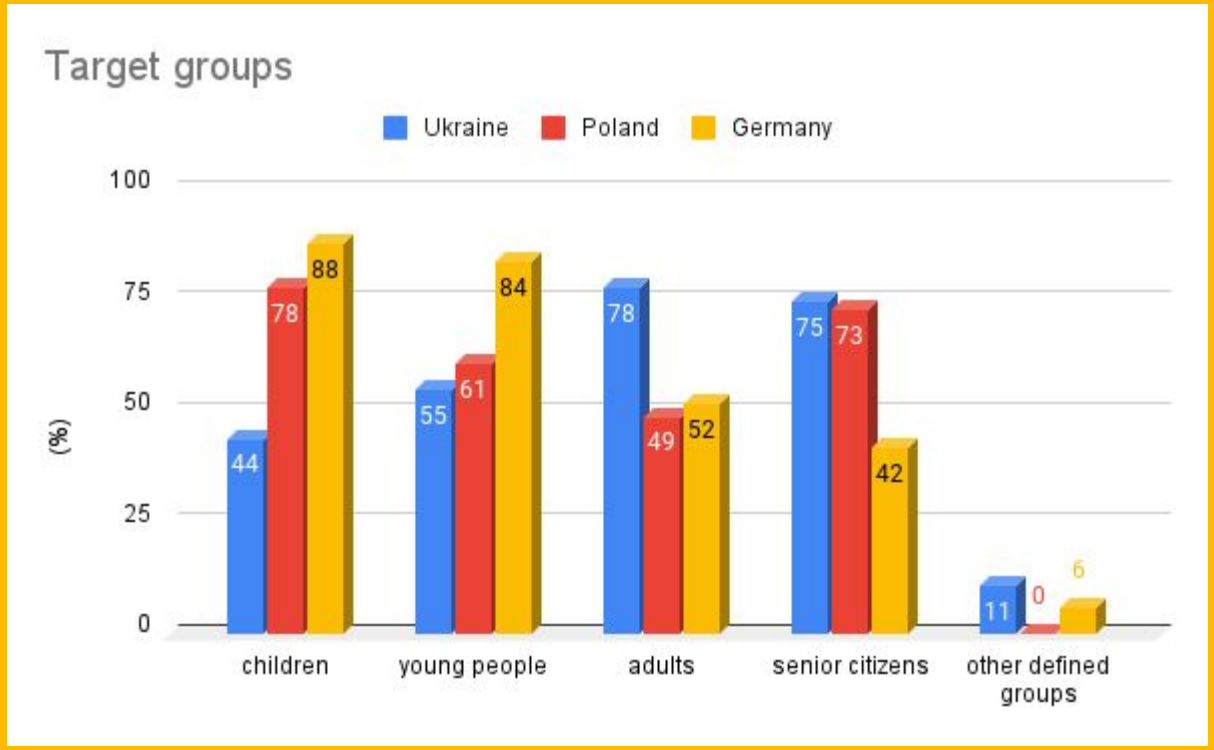
Question: In the library's strategic documents - in the mission, vision, goals, statutes - are there provisions referring to media education, combating disinformation, etc.?

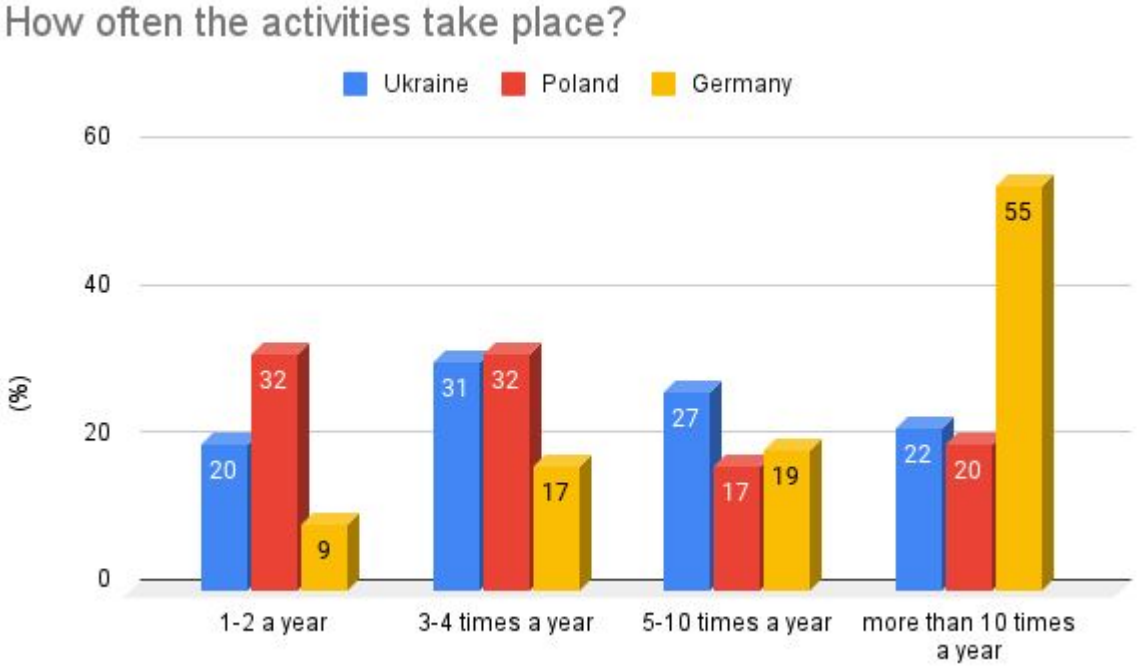
Media literacy conducted by libraries

Media literacy activities

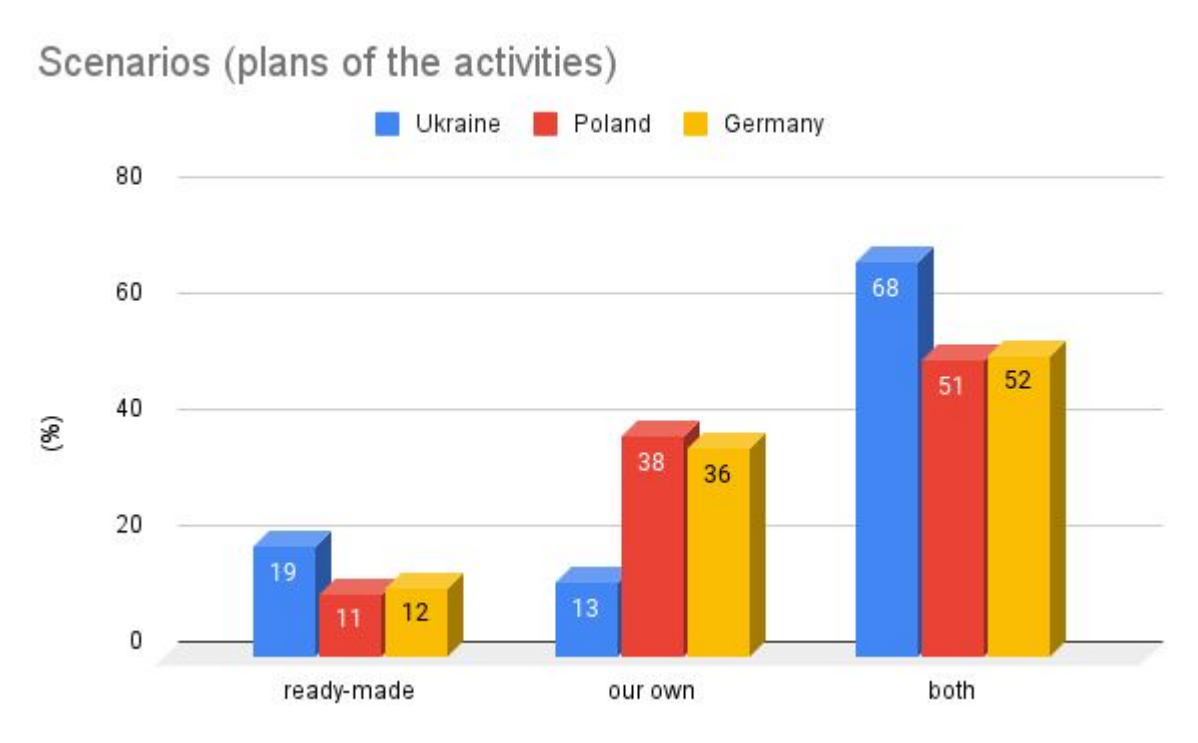



Way of conducting activities
Ukraine
Poland
Germany
80
60
40
20
0
(%)
66
73
74
21
15
10
40
24
26
offline
online
hybrid classes, combining online and offline activities


Target groups
Ukraine
Poland
Germany
100
75
50
25
0
(%)
44
78
88
55
61
84
78
49
52
75
73
42
11
0
6
children
young people
adults
senior citizens
other defined groups



Question: How many times a year are media education activities organized in the library?



Question: When implementing media education activities, does the library use ready-made scenarios or create its own?

Does the library provide educational resources (books, brochures, electronic studies) on media education?

“YES” answers:

Ukraine: 69,80%

Poland: 61,54%

Germany: 48,06%

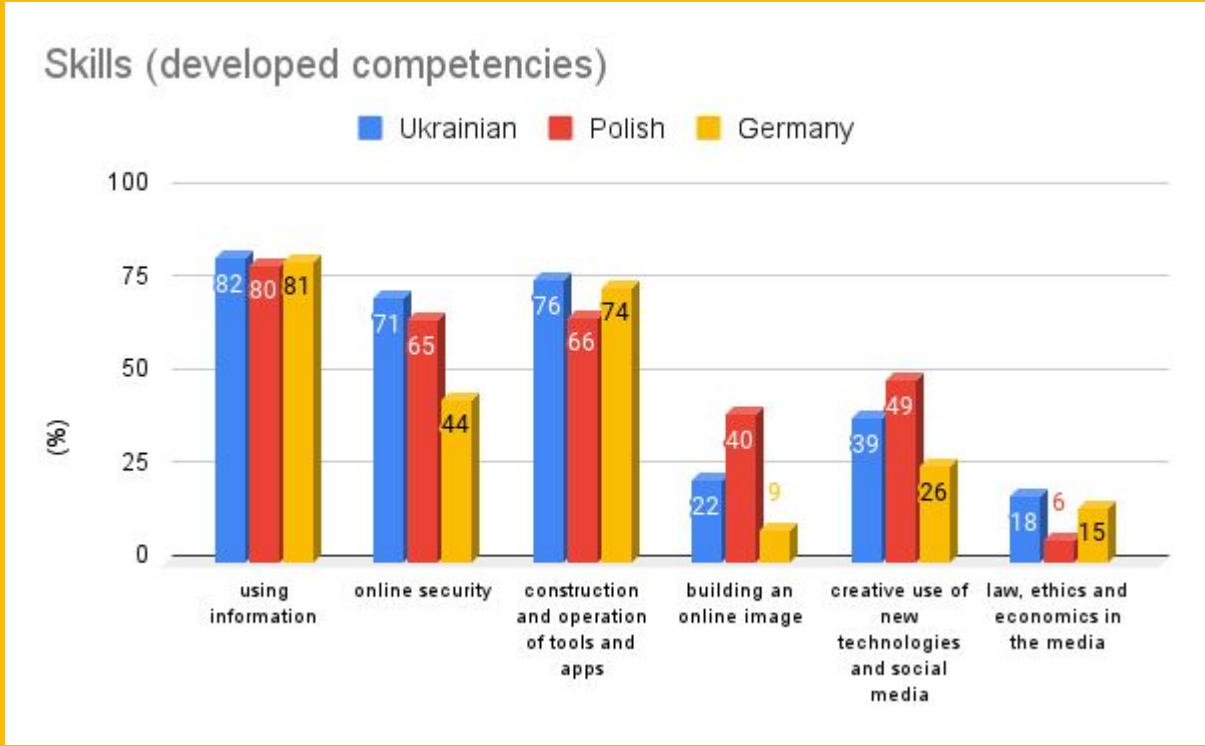
Does the library cooperate with other institutions in the field of media education?

Almost 28% of Polish, 25% of Ukrainian, and only 8% of German libraries do not collaborate with other institutions in the field of media education.

If they cooperate, **Polish** collaborate with schools, sometimes NGO and universities for seniors.

Ukrainian - collaborate with schools, universities, non-governmental organizations, universities for the elderly, local and national cultural institutions, other libraries, experts in media literacy, journalists, and international partners – sharing knowledge and continually enhancing their own expertise.

German Germans primarily collaborate with schools and kindergartens, but also with non-governmental organizations and local municipal institutions, universities, and senior organizations.



Question: Please indicate the competencies whose strengthening was the goal(s) of the conducted media education in the last 12 months

Question: Give 3 reasons why the library conducts media education?

Poland: Meeting the residents' needs, enhancing important competencies today, preventing exclusion, and ensuring safety. But also: because we have resources, because no one else will do it, because it's part of our mission, because it promotes us and attracts new people to the institution.

Ukraine: Enhancing important competencies today, combating fake news, building critical thinking, but also responding to the needs and the desire to use the library's resources.

Germany: Kompetenzen stärken, Zivilgesellschaft, digitale Kompetenz, Demokratie fördern. Aber auch: eine wichtige Aufgabe der Bibliothek.

Question: List the 3 most important challenges in conducting media education by a library

Ukraine:

1. Resources: Computer equipment.
2. Knowledge and substantive materials.

Poland:

3. Resources: Equipment, space.
4. Knowledge and materials.
5. Outreach and engaging participants.

German:

1. Lack of personnel.
2. Lack of appropriate training and knowledge.
3. Equipment issues.

Question: What are the library's greatest needs for conducting media education? What would help/facilitate you to conduct such activities?

Ukraine:

1. Resources: Computer equipment.
2. Knowledge and substantive materials.

Poland:

3. Resources: Equipment, space.
4. Knowledge and materials.
5. Outreach and engaging participants.

German:

1. Resources: personnel.
2. Appropriate training and knowledge.
3. Equipment.

What are your reflections after hearing the results of our survey? Are they surprising for you or consistent with your experience? Do you have any question?

How do you work in the field of media literacy in your library? Please share your experiences - projects, methods that work for you.

Public libraries' potential for media literacy education in Germany, Poland and the Ukraine

Fit and Fakten Survey 2023

What have we studied?

Part 1. Public libraries' potential

Part 2. Public libraries' activity in the field of media education

What have we checked as part of the “libraries’ potential study”?

1. Size of libraries (number of branches, number of users, number of employees, number of residents).
2. Awareness of users/readers educational needs,
3. Educational skills of people working in (or - cooperating with) the library.
4. Membership (affiliation) in partnerships and branch organizations

And...

1. Needs of libraries providing media education
2. Barriers that keep libraries hesitant to start media education
3. Factors that would encourage libraries to start media education

What have we checked as part of the “libraries’ activity in media literacy study”?

1. Do libraries offer media education, do they possibly have plans to do so, or do they not intend to do so at all?
2. What media education activities does the library carry out?
3. What groups are these classes aimed at?
4. How are these activities organized?
5. What competencies strengthen these activities?

Online survey carried out in October 2023

Libraries from DE, UA and PL reached by direct contacts and partners in 3 countries.

721 libraries took part in the survey!

Thank you very much!!!

Увага! Achtung! Uwaga!

Увага! Achtung! Uwaga!

This was not a representative study!
So we approach specific figures with special caution.
But trends we can try to catch:)

Size matters?

Library - headquarters and branches	in total	media education active	in total	media education active	in total	media education active
	Germany		Ukraine		Poland	
headquarters only	75%	69%	31%	28%	28%	21%
headquarters and 1-2 branches	12%	12%	7%	6%	39%	35%
headquarters and 3-5 branches	5%	8%	31%	30%	24%	22%
headquarters and more than 5 branches	7%	11%	30%	36%	8%	22%

Size matters?

Number of people working in the library	in total	media education active	in total	media education active	in total	media education active
	Germany		Ukraine		Poland	
less than 5 people	62%	49%	34%	21%	60%	33%
5-10 people	19%	25%	20%	20%	25%	35%
11-20 persons	6%	9%	21%	24%	9%	14%
over 20 people	12%	18%	25%	36%	6%	17%

Size matters?

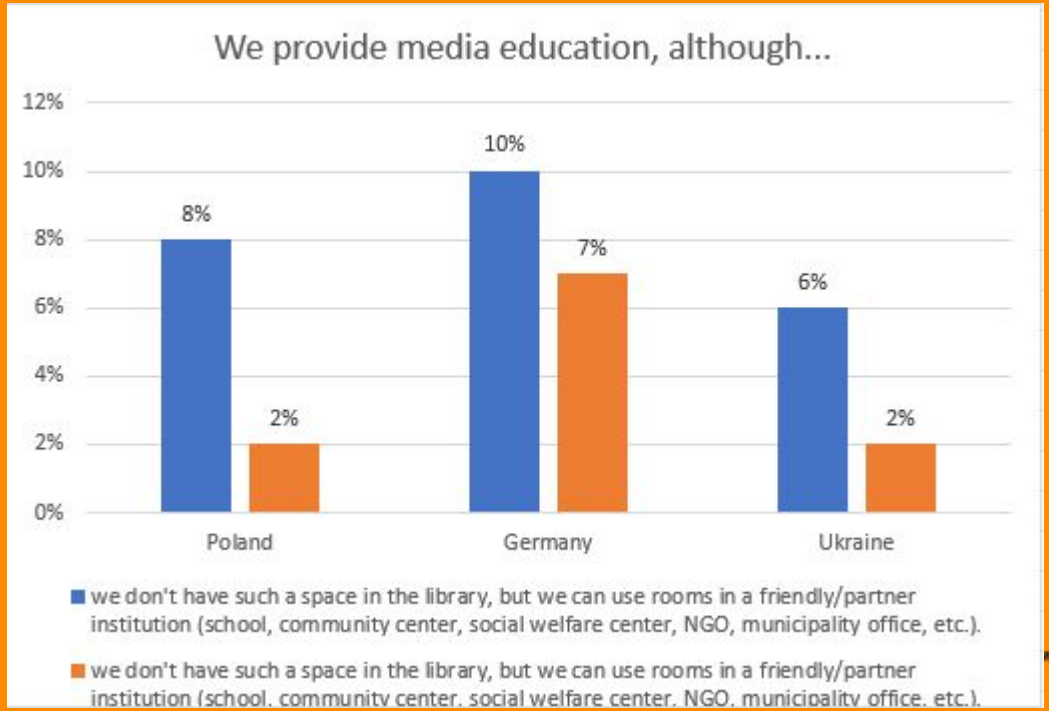
Number of residents	in total	media education active	in total	media education active	in total	media education active
	Germany		Ukraine		Poland	
less than 20 000 inhabitants	48%	38%	58%	45%	81%	60%
20 001-50 000	33%	35%	15%	19%	13%	22%
50 001-100 000	7%	10%	6%	7%	4%	8%
100 001-500 000	7%	10%	11%	14%	1%	5%
more than 500 thousand	3%	4%	4%	7%	1%	5%

Place to hold media education for groups

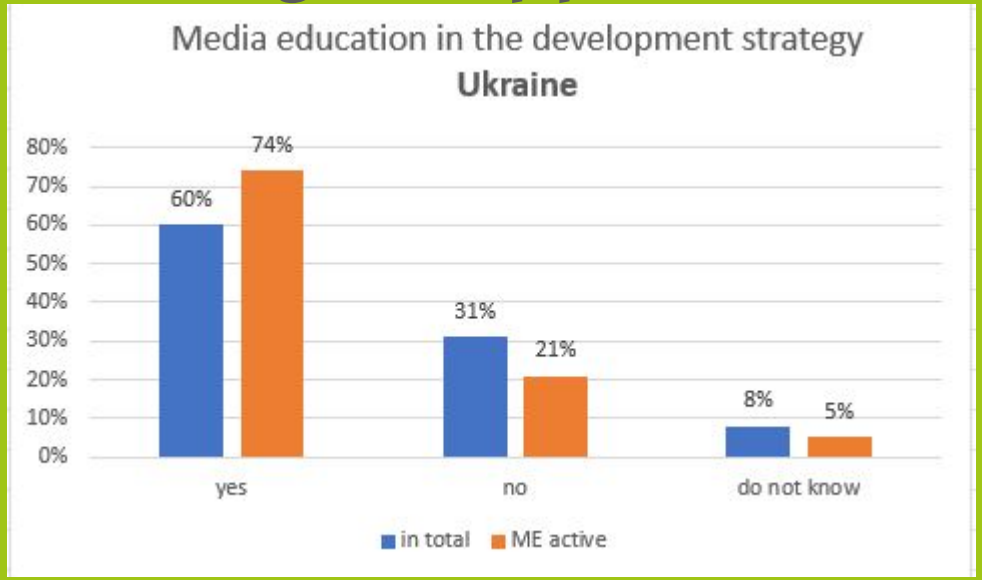
Of course, as long as the library has a place to hold classes, there is a better chance that media education classes are also held at the institution.

But what if that space is not available?

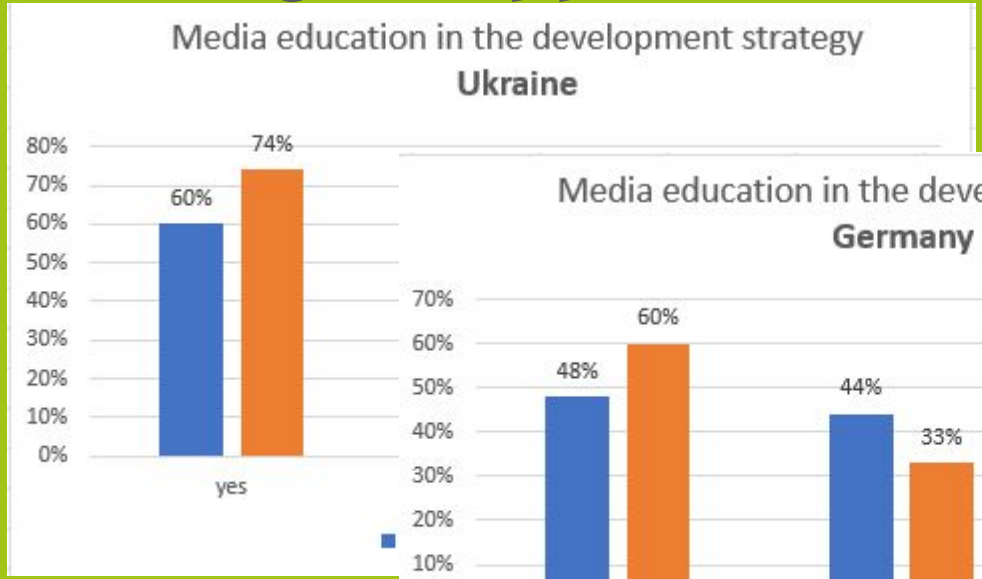
Place to hold media education for groups

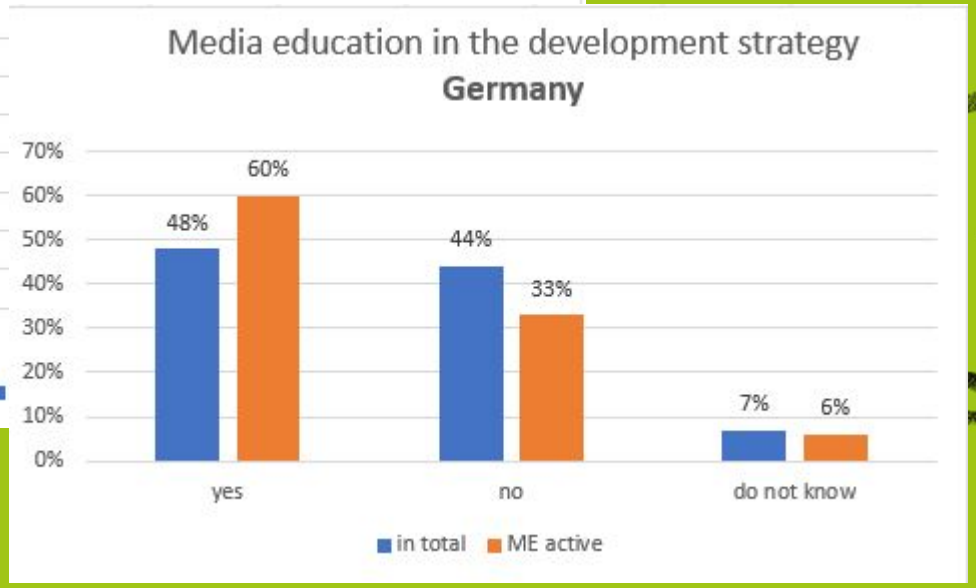


Strategical approach?

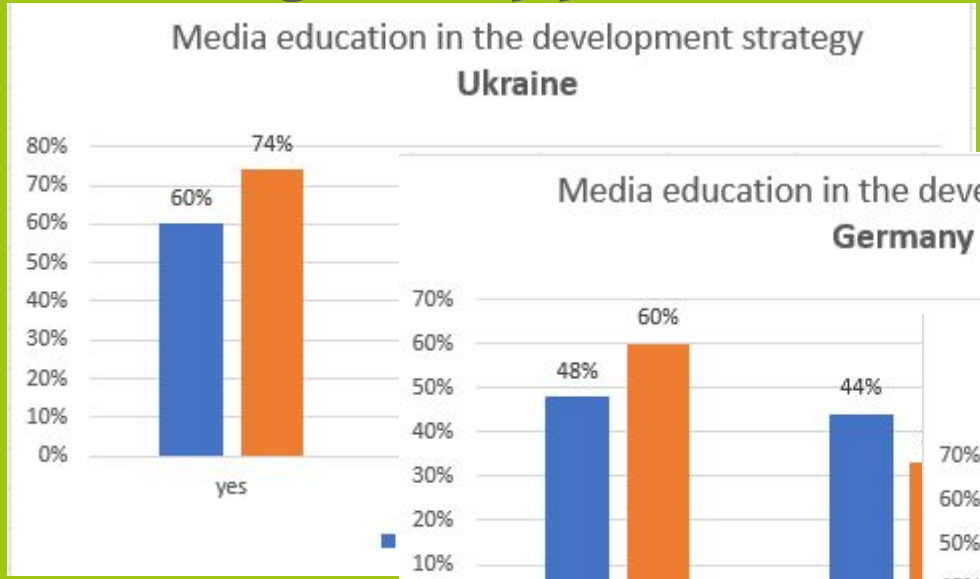


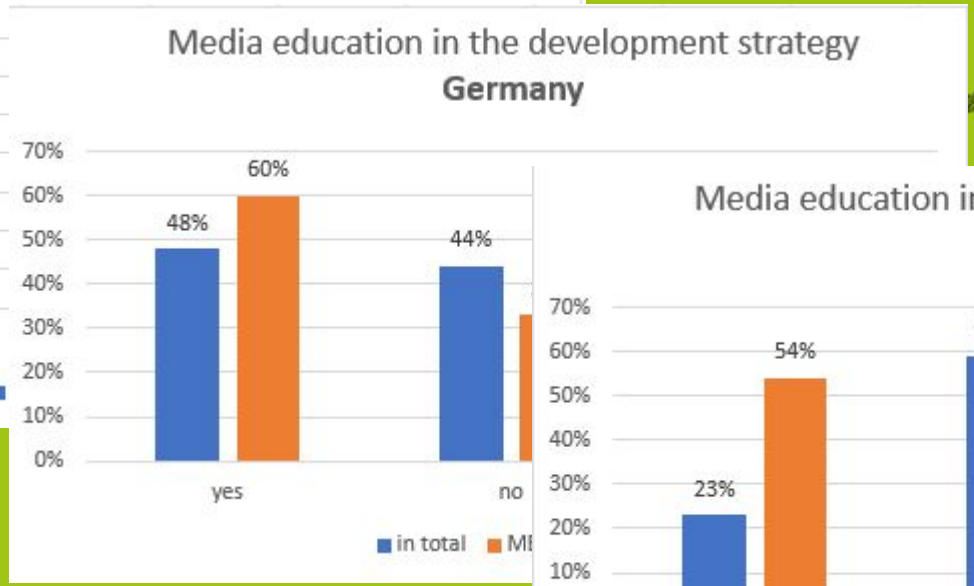
Strategical approach?

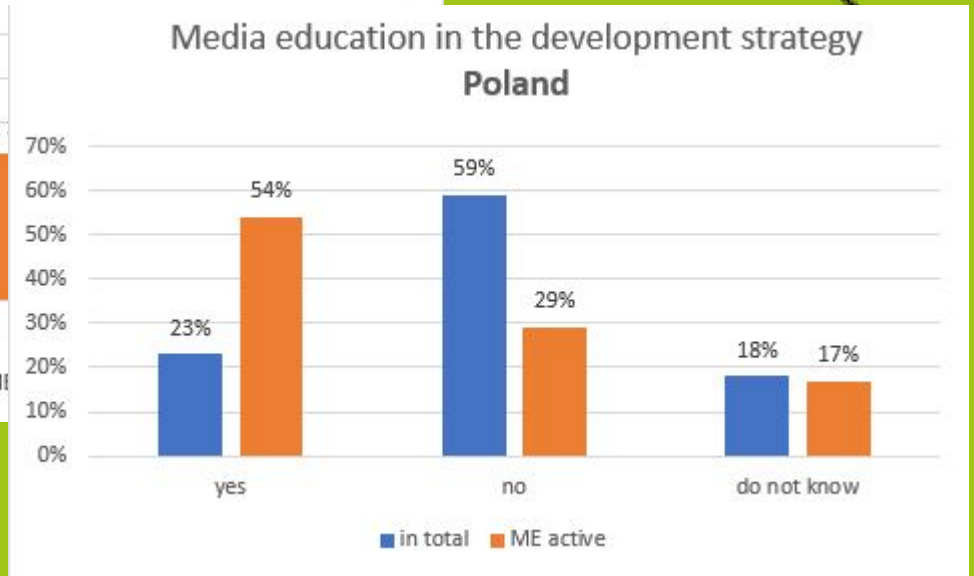




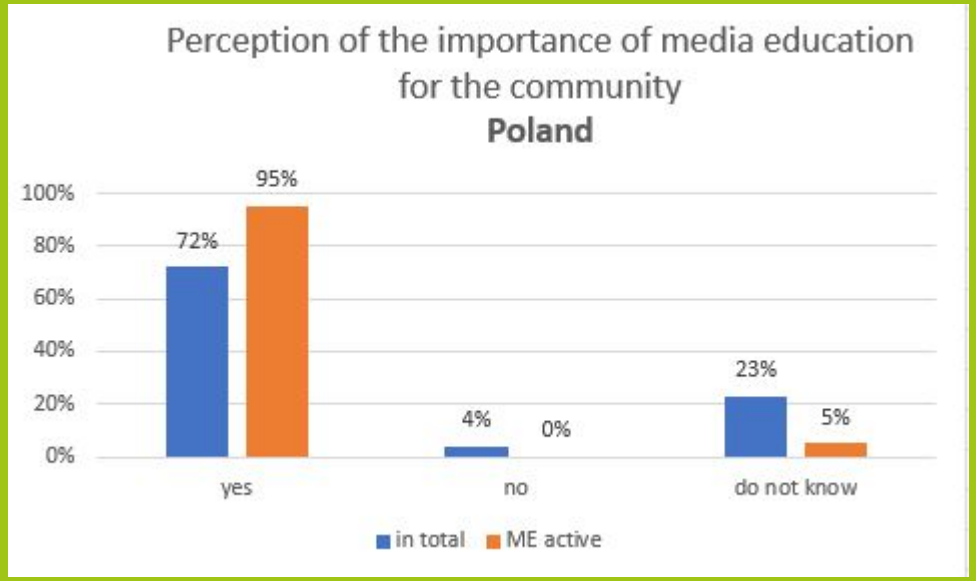
Strategical approach?



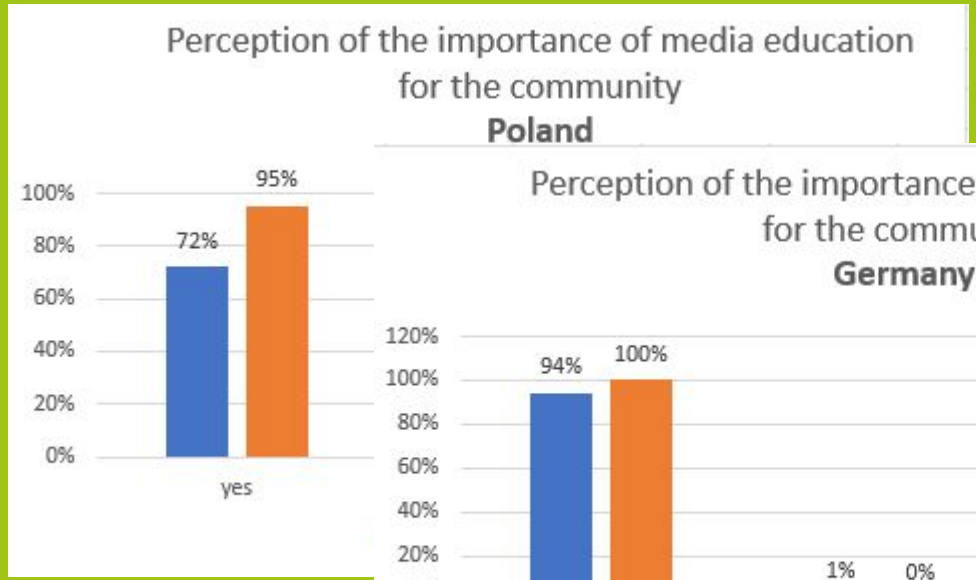


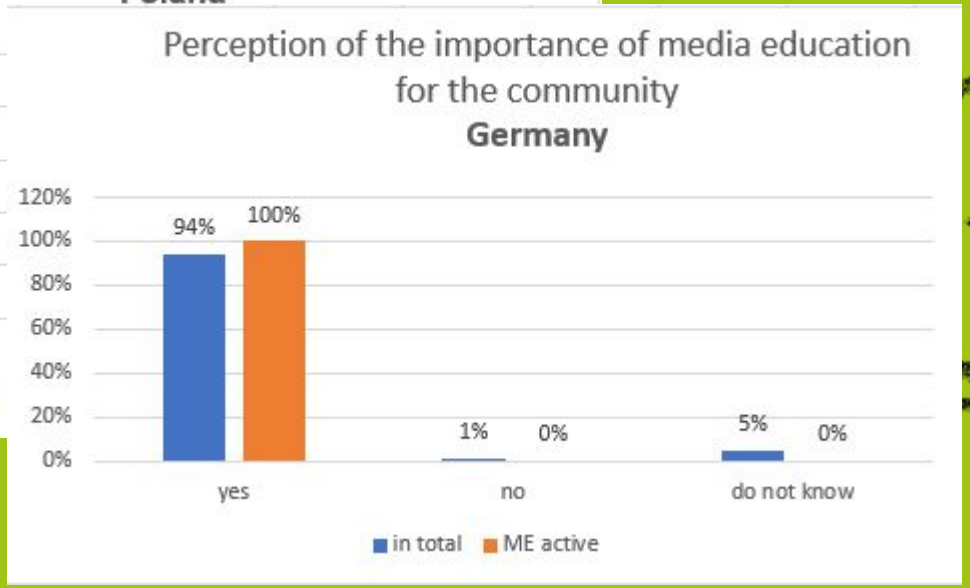


Is it important or not?

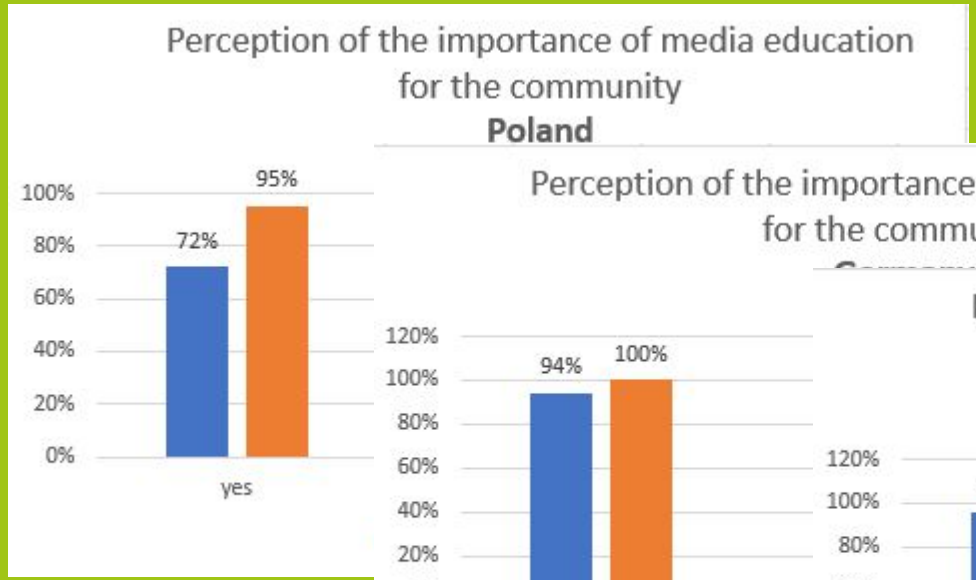


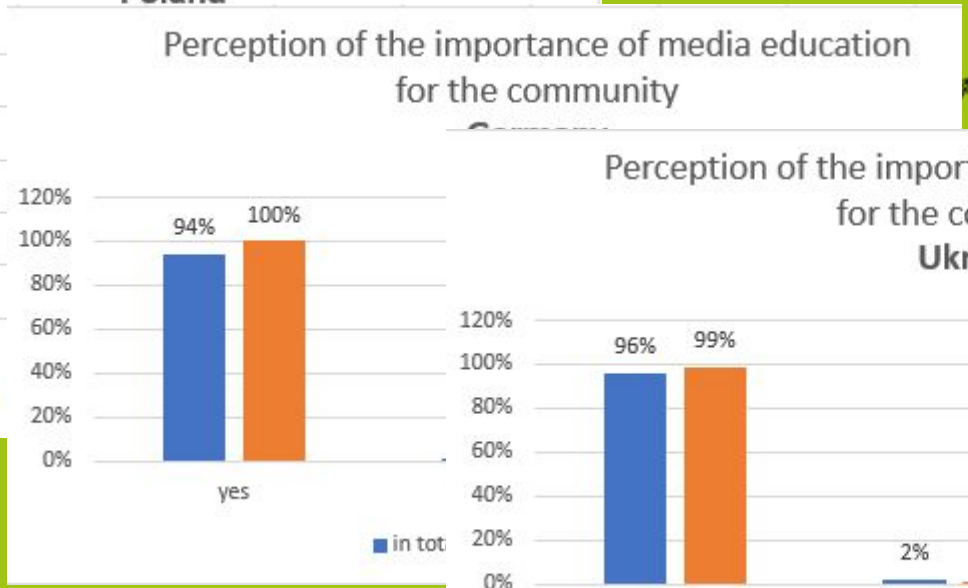
Is it important or not?

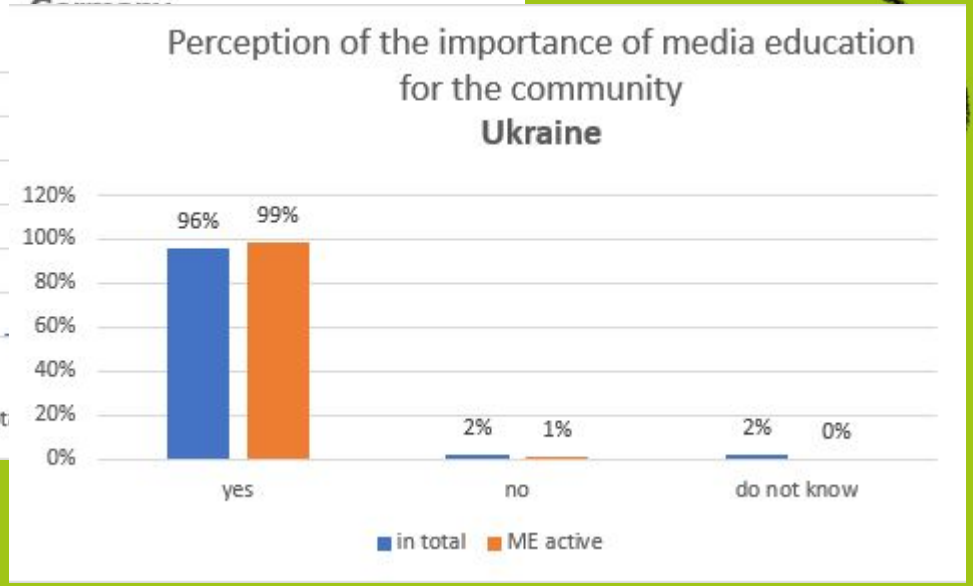




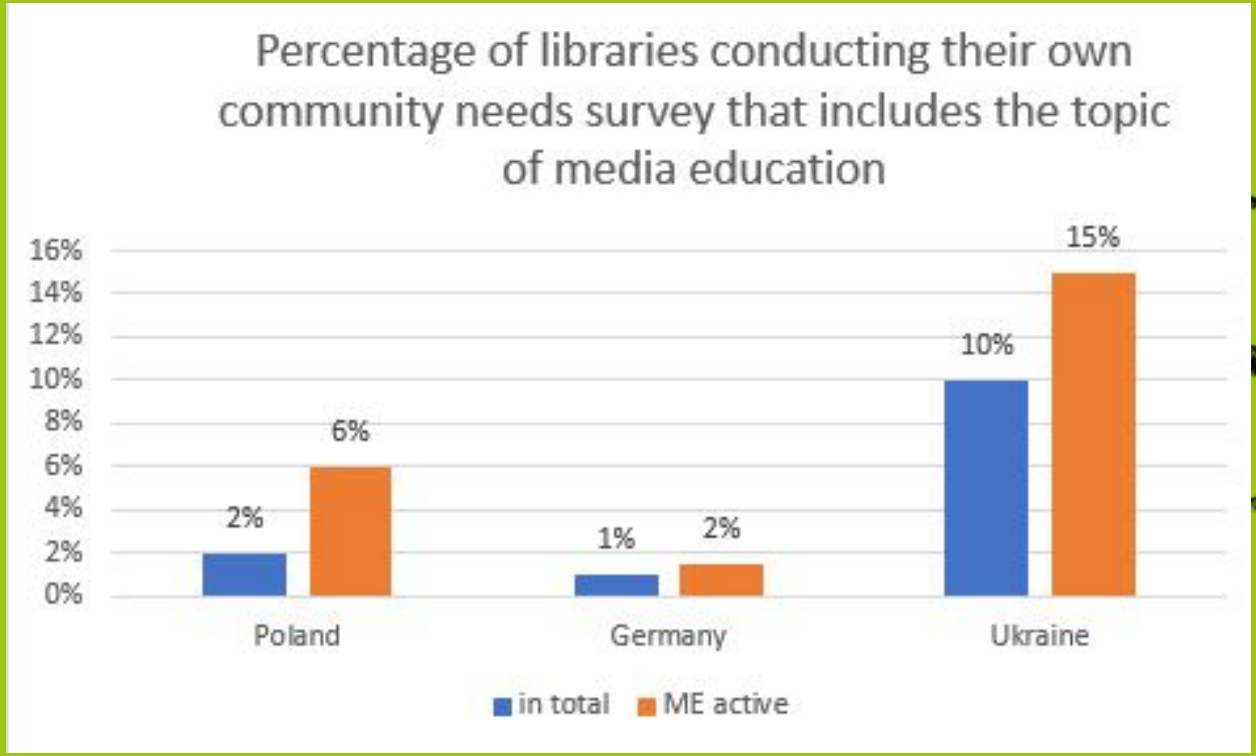
Is it important or not?





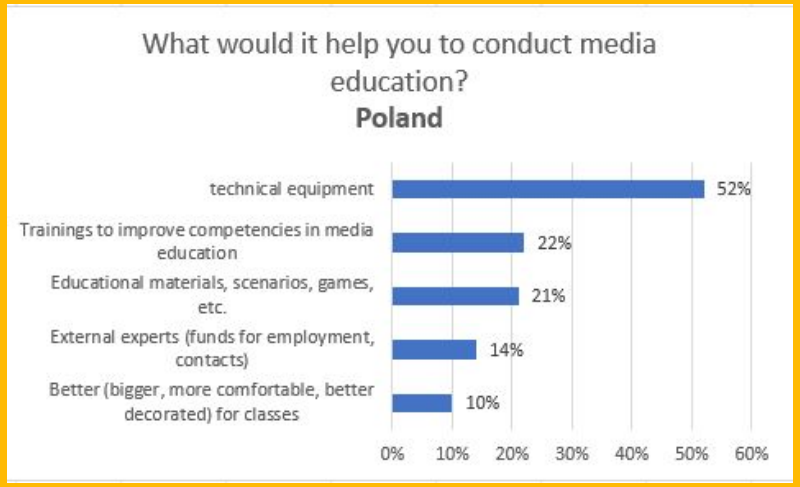


Intuition or research?

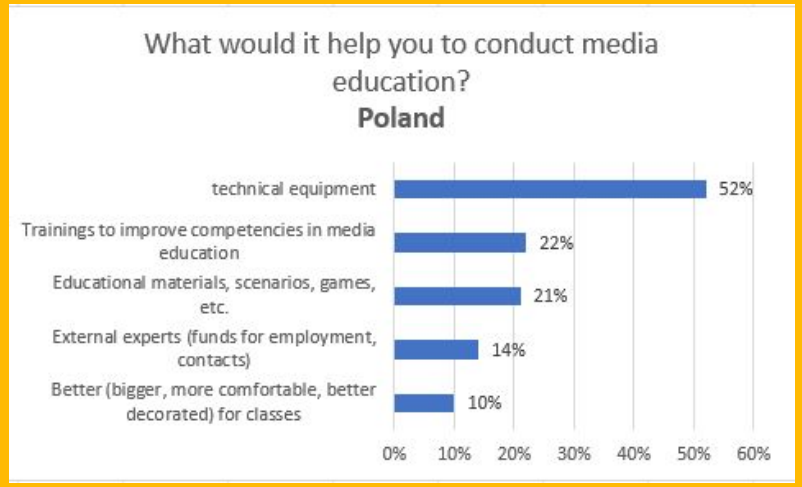


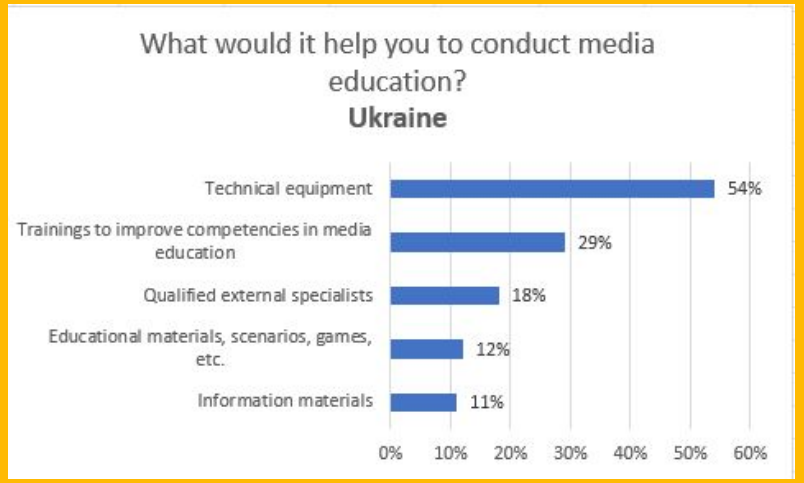
Expected capacity strengthening
(for libraries which conduct media education)

Expected capacity strengthening
(for libraries which conduct media education)

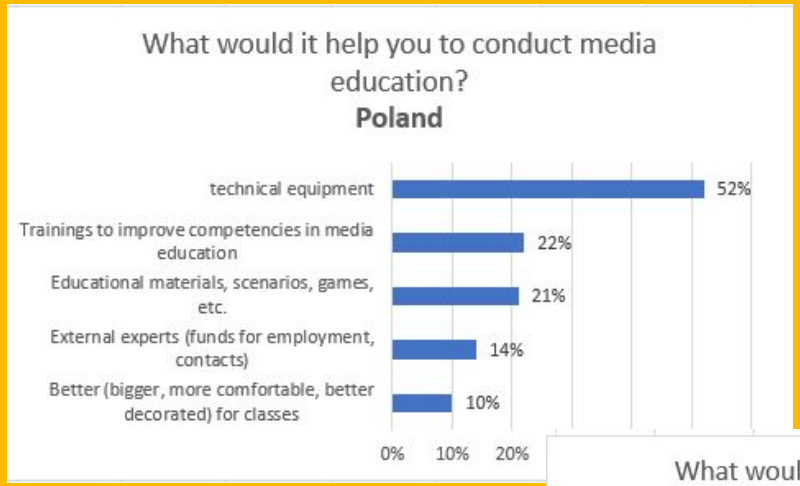


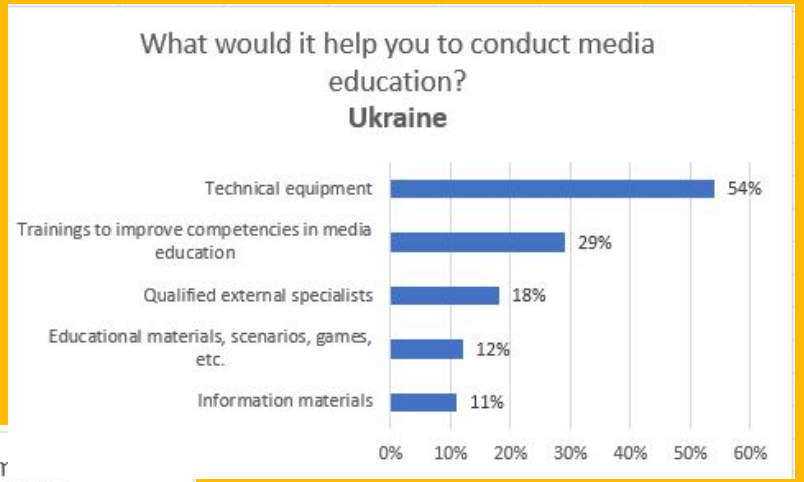
Expected capacity strengthening
(for libraries which conduct media education)

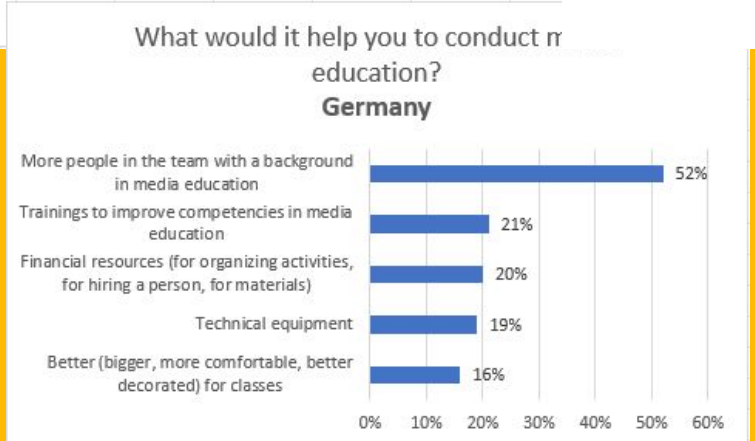




Expected capacity strengthening
(for libraries which conduct media education)





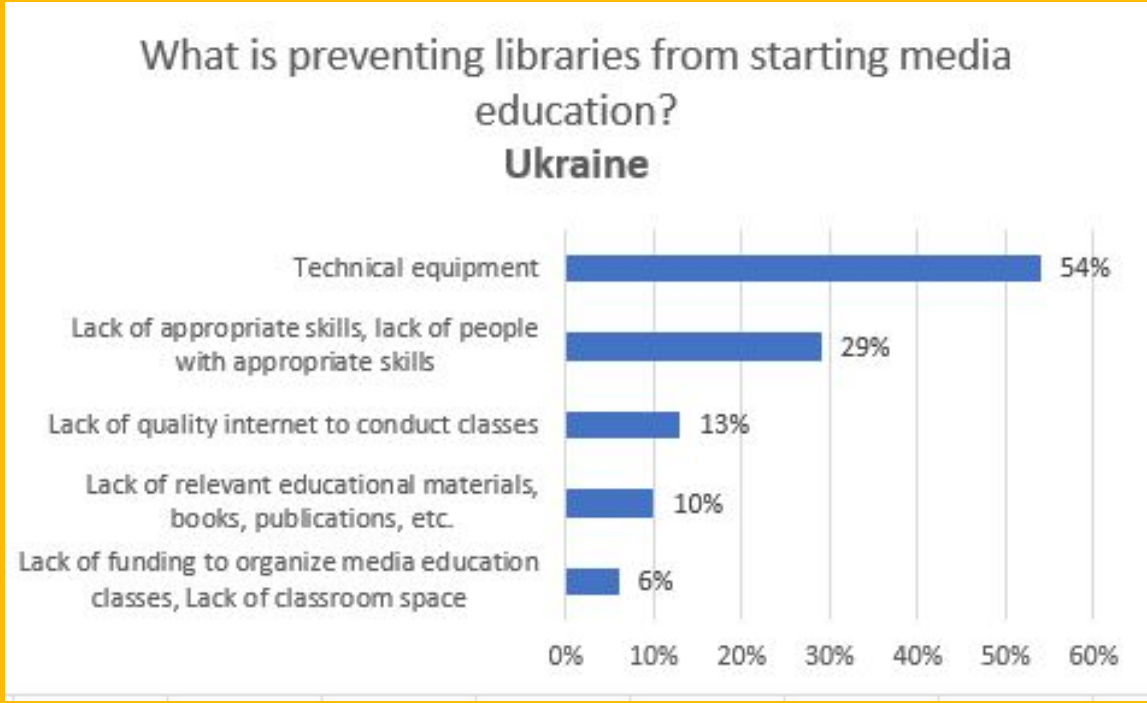


What is preventing libraries from starting media education?

(for libraries which do not run it, but plan to)

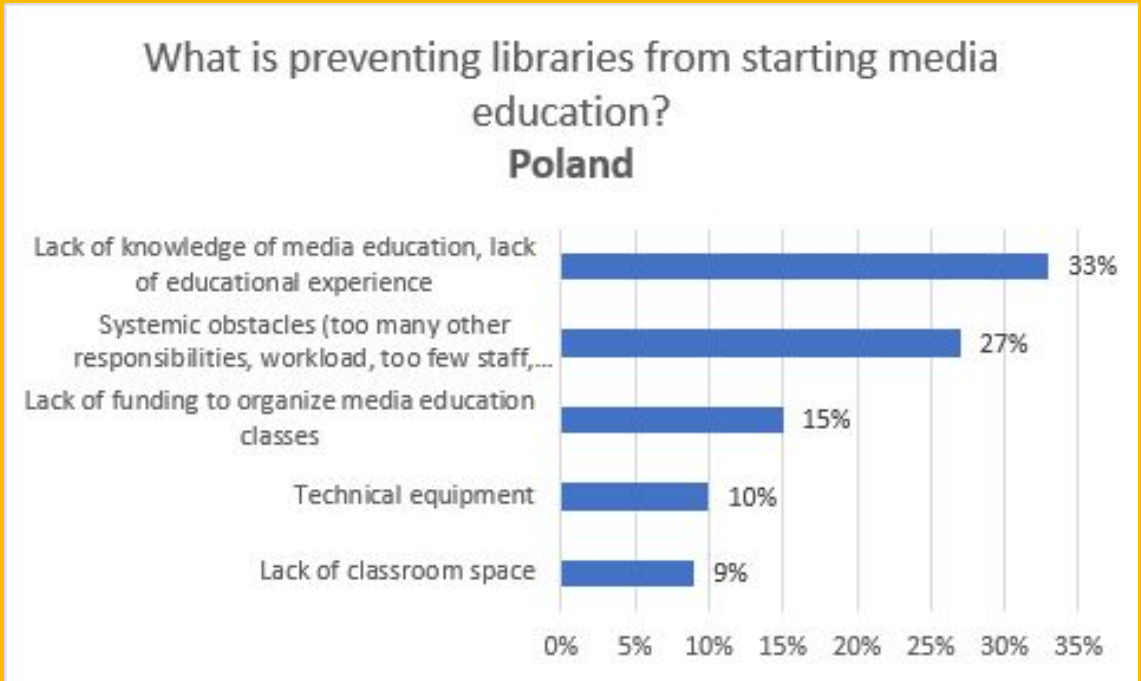
What is preventing libraries from starting media education?

(for libraries which do not run it, but plan to)



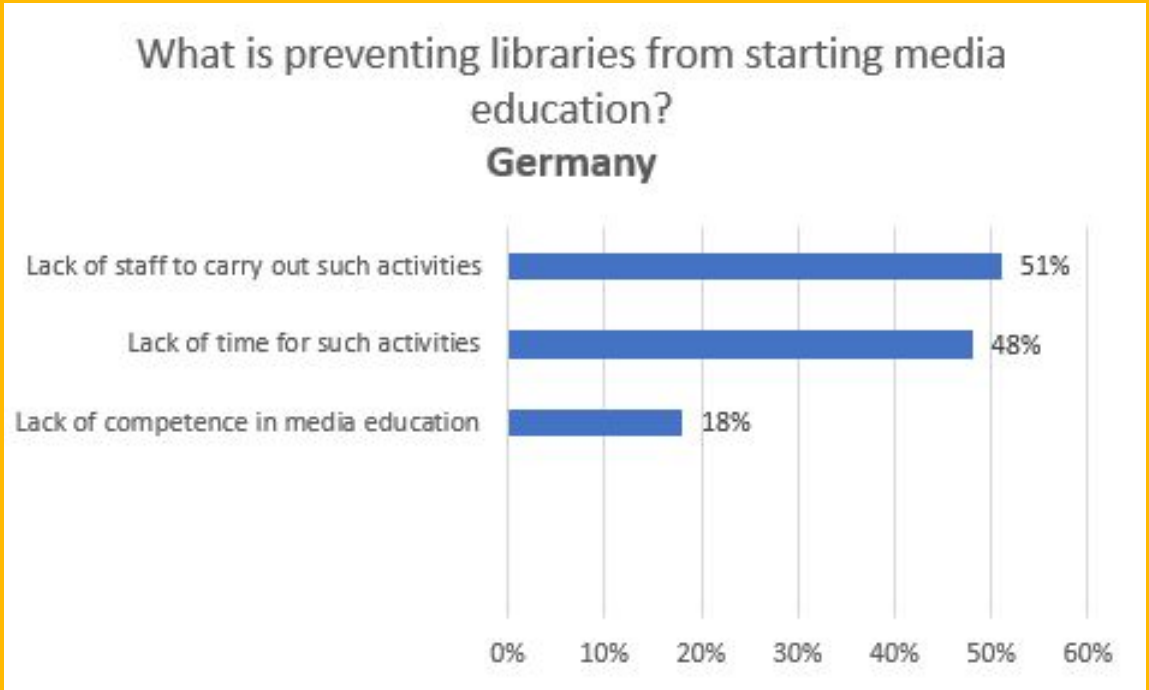
What is preventing libraries from starting media education?

(for libraries which do not run it, but plan to)



What is preventing libraries from starting media education?

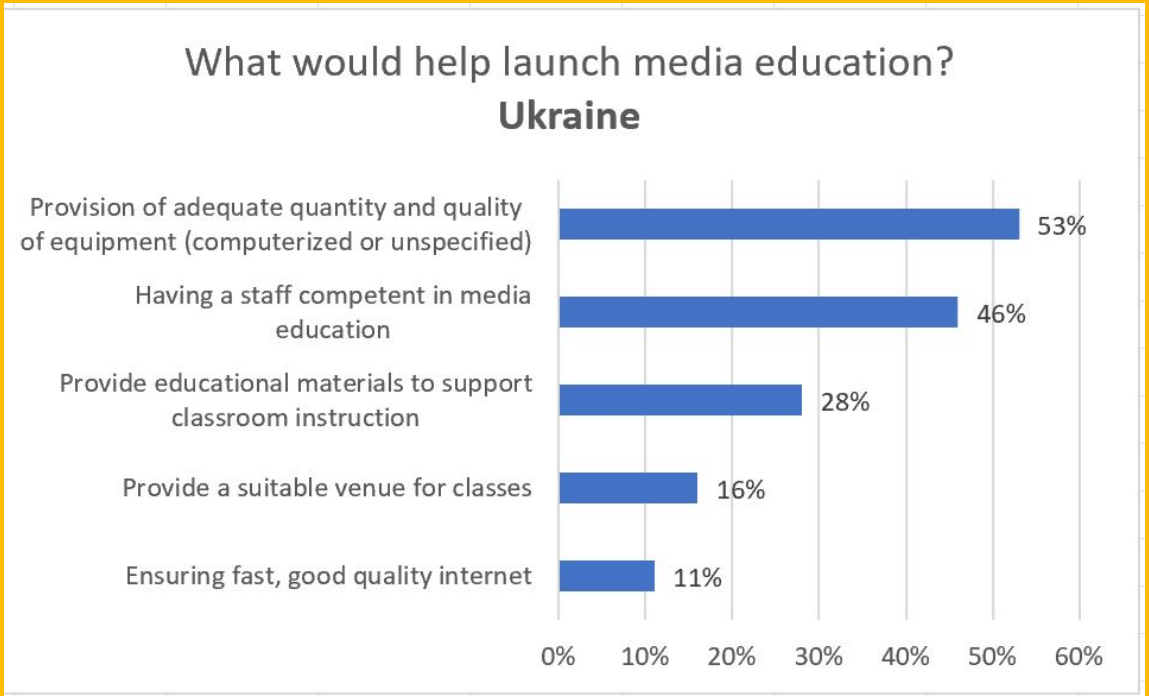
(for libraries which do not run it, but plan to)



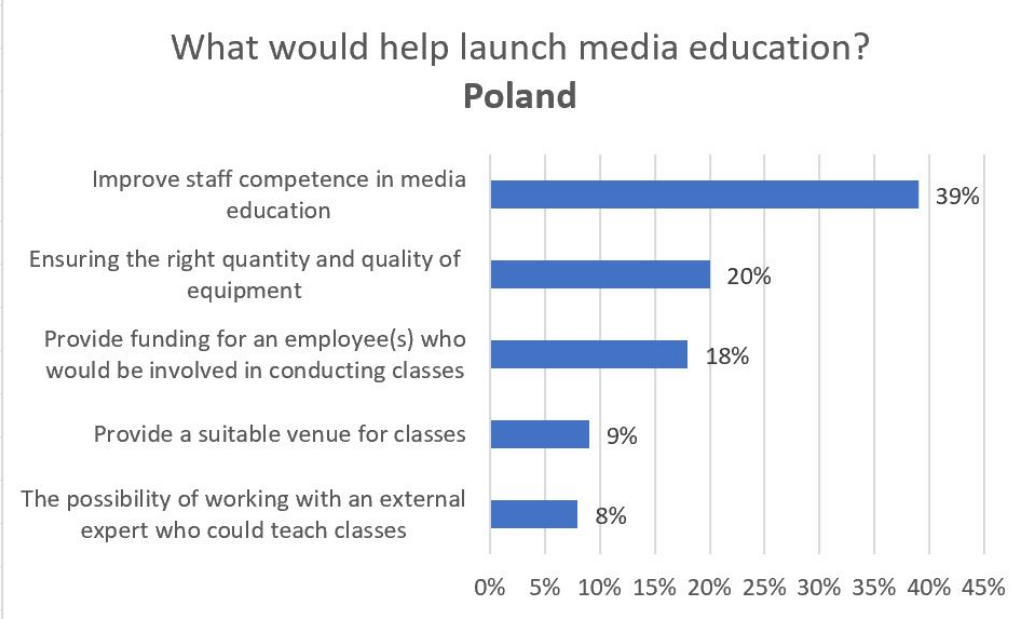
What would help launch media education?

(for libraries which do not run it, but plan to)

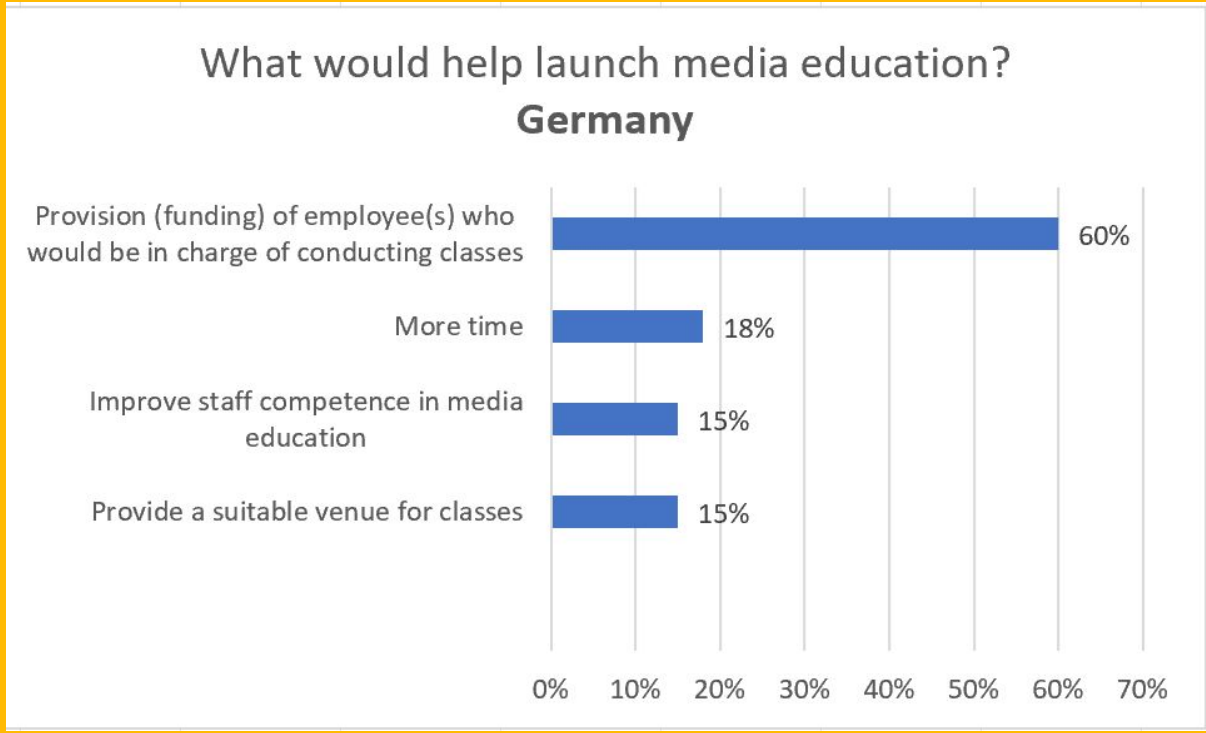
What would help launch media education?
(for libraries which do not run it, but plan to)



What would help launch media education?
(for libraries which do not run it, but plan to)



What would help launch media education?
(for libraries which do not run it, but plan to)



That is it for now:)

Fit and Fakten Survey 2023