

Prof. Dr. & Dr. Honoris Causa Sabahudin Hadžialić, BiH, Europe

Assoc. Prof. Dr. Anupam Kumar, India, Asia & Doctorand Vi Thi Phuong, Vietnam, Asia

December 2022



„Media literacy and Media ethics – case study on social media“

- *Why media literacy have not been implemented within the schooling system in India as the “must” subject within the primary school?*
- *Why children do not know about media literacy and media ethics in general?*
- *For which reason children are kept away from the basic critical thinking approach and development of human mind towards better understanding of the society for the purposes of being better...for them, in the future?*



➤ Children are much more exposed to the risk of negative consequences of the influence of media messages because kids are on much lower level of development – in cognitive, emotional and moral point of view – and does not have experience in real life for the adequate processing of media messages.

Media content and youth: special ethical issues

But, when we leave childhood we are faced with three possible, problematic issues:

1. No progress, 2. Problematic experience and 3. Development of special abilities



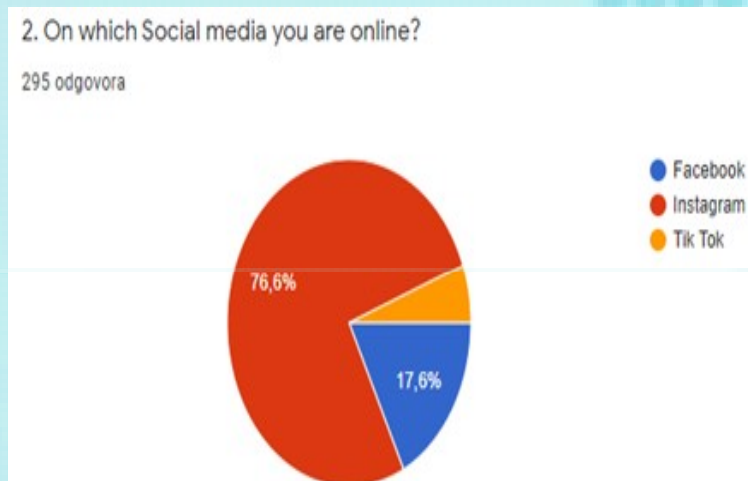
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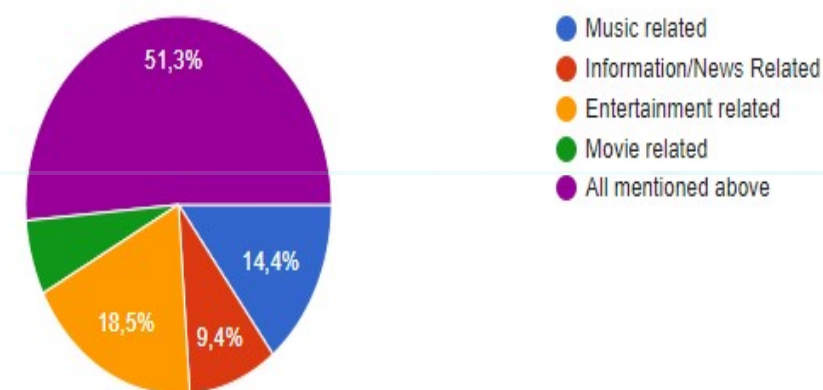
➤ On a Question 2 of the Survey, out of 309 children (10-14 years old), we gathered 295 answers where majority of the children are on Instagram social media.



➤ Children are following a variety of issues online. Out of 298 answers, majority of them (51.3 %) follows everything mentioned within the questioners:

3. Which kind of media you follow within your Social media?

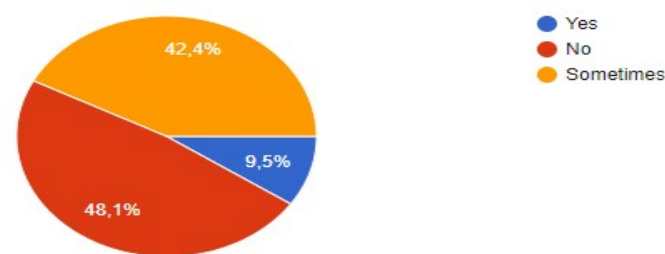
298 odgovora



➤ But, also, majority of them have found some violent and humiliated issues online, being on Social media (42.4 %).

4. Do you find, depending of the answer on question No. 3, above, any of the media offensive in regard violence, humiliation and/or defamation towards your age and, if suitable, gender:

295 odgovora



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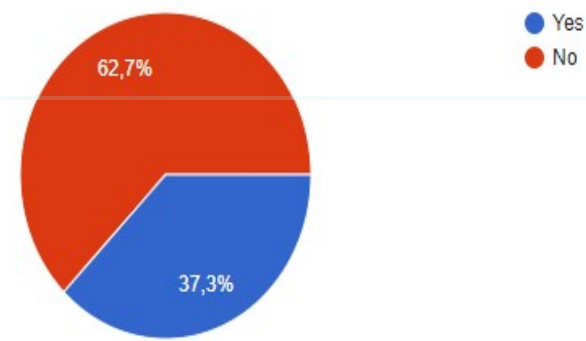
3

➤ Only 37.3 % of the children talk about social media in school and ethical issues within it.

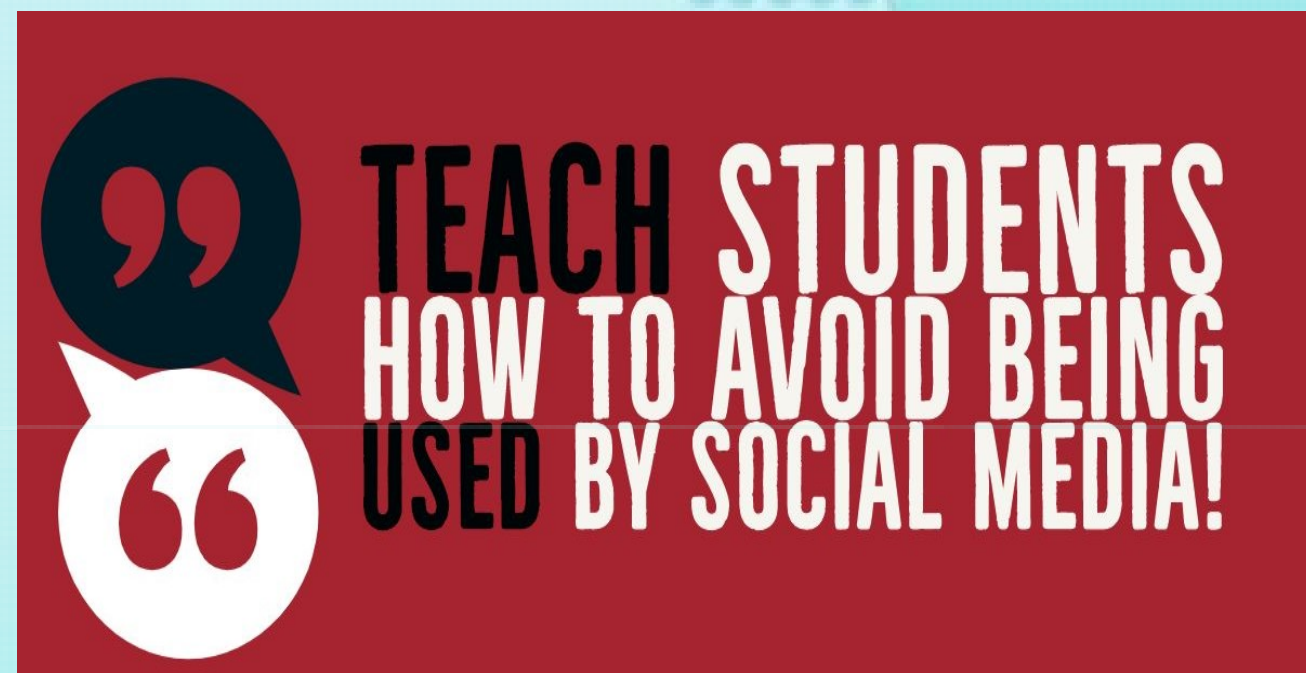
Social watchdogs and abusive content

6. Do you talk in the school about social media and ethical issues within it?

292 odgovora



➤ Social “watchdogs” are never far away from the center of the scene when we are talking about follow up of the content in social media.



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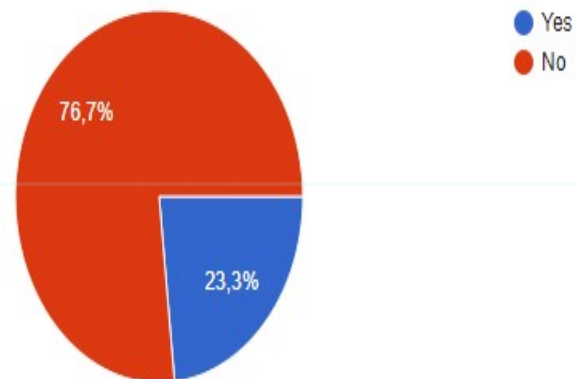
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Media literacy is the critical approach what you see and hear

8. Do you talk in the school about media literacy?

292 odgovora



Having in mind that 23,3 % (68 persons) out of 292 (17 persons – 5,5 % disqualified answers of total 309 persons) talk in school about media literacy rise a question about 224 (76,6 %) and their focus on critical thinking within the world of living.



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Conclusion and Recommendation

1. Weak Media literacy
2. Need to expand knowledge and importance of media literacy
3. Include the subject of media literacy in the school

➤ Finally, media literacy is important for democratic society.

➤ Democracy cannot co-exist with media literacy.

➤ Media literacy is conditio sine qua non of democracy.



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<https://www.washingtonpost.com/news/powerpost/wp/2016/06/22/democrats-stage-protest-on-house-floor-to-force-gun-control-votes/?noredirect=on>

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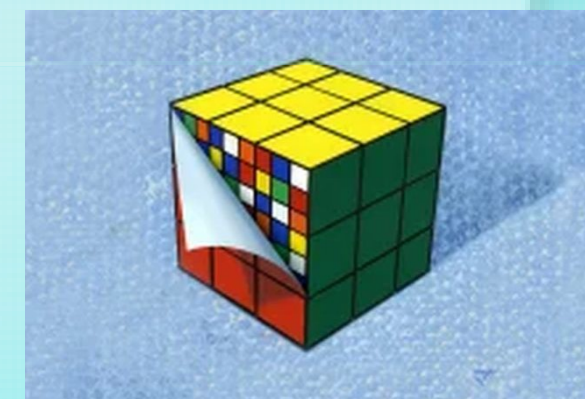
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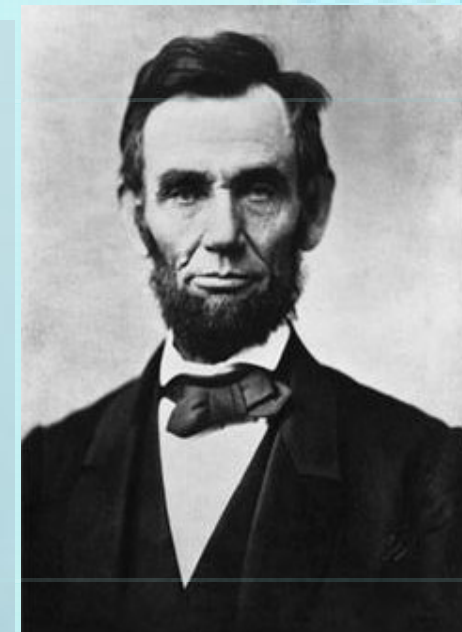
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THANK YOU
FOR YOUR
ATTENTION



“Don’t believe
everything you
read on the
Internet just
because there’s
a picture with a
quote next to it.”

—Abraham Lincoln

ANY
QUESTIONS
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