

Study of the media literacy competencies mobilised by young adults as part of their civic participation

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SOCIETAL ISSUE: a paradox between

Digital media = Participation opportunities

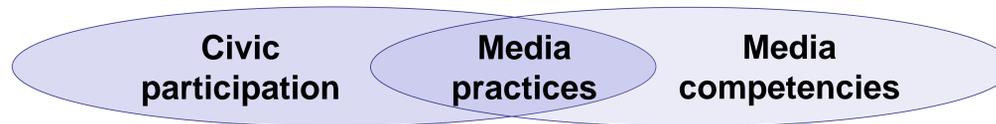
- **Production** and **distribution** of ideas, public **deliberation**, and network **organization** (Bennett, 2008)
- Potential to strengthen young people's **participation** in civic and political life (Kahne *et al.*, 2012)

Today's young adults = Critical and disconnected

- **Distrustful** and **critical** of traditional politics (Andolina *et al.*, 2002; Cammaerts *et al.*, 2014)
- **Disconnected** from conventional politics (Bennett, 2008 ; Dahlgren, 2003) and **less connected** to a wide range of institutions (Flanagan *et al.*, 2009 ; Flanagan & Levine, 2010)

RESEARCH QUESTION

What are the **media literacy competencies** mobilised by **young adults** as part of their **civic participation** ?



THEORETICAL FRAMEWORK

Civic participation: a broad view of politics

- It appears when publics congregate around a **common perception** of a problematic situation and around a **will to act and to control** this situation collectively (Cefaï, 2011)

Young adult civic participation

- **Transition period**: late adolescence → mature adulthood
- **Political identity** = highly predictive of political positions held later (Flanagan & Levine, 2010)

Media competencies: definition

- **Competence** = a process of mediation between the intentionality of individuals, their own resources and the resources of their environment; mobilized to adapt to new situations in a new and non-stereotyped way (Jacques, 2016)
- **Media competencies** = mobilised into **media devices** (Peraya, 1999)

METHOD: comprehensive and mainly inductive

Exploratory interviews

- Having a 1st overview of media practices
- Listing civic groups
- Doing a self-reflective work

Observations of 2 civically-engaged groups' meetings

- Describing their engagement context
- Identifying a **limited number of topics**

Iterative phases for each topic

Interviews of young adults from the 2 groups

- Deepening our comprehension of their engagement **context**
- Exploring their media **practices** and the **meanings** they assign to them

Analysis (and potential additional readings)

- Identifying the **characteristics** linked to those practices and meanings
- Articulating those characteristics in competence **categories**

Comparative approach

- Identifying recurring **problems** for each topic
- Categorizing young adults **conceptions** of those problems
- Characterizing their **solutions** to those problems
- Defining **degrees of complexity** within the practices observed

Integrated three-dimensional matrix of media literacy

	RECEPTION	PRODUCTION
ACCESS	(Access)	
	Navigation	Organisation
INTERACTION with a media message	Analyse	Creation
PARTICIPATION as a member of a community	Reflexion	Social action
	+ DIMENSIONS: informational, technical, social	

(Denouël, 2012; Fastrez & De Smedt, 2012; Hobbs, 2010; Carpentier, 2016)

RESEARCH USEFULNESS

Research perspective

- Developing an **empirically grounded conceptualization** of the media competencies mobilized by two civically-engaged groups
- Allowing an innovative insight into digital divide issue through a **collectivist vision** of media competencies
- Inspiring the **methodological approach** of future research on media literacy

Societal perspective

- Supporting the integration of citizen-oriented media education into **compulsory education** and **life-long learning** (including in civic or political organizations)
- Encouraging **civically-engaged people** to be self-reflective