

## – INTRODUCTION –

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The 12-13 Project was carried out by IFI between September 2012 and May 2013, with the support of the BAI and the Arts Council. The aim of the project was to map media usage among young people between the ages of 12 and 13, and to investigate whether or not media literacy interventions could have any direct impact on their subsequent media habits and attitudes.

## — INTRODUCTION —

The impetus for this project came from both BAI and IFI. IFI have an interest in continuing their investigations into media literacy following the recommendations of their action research project, *Film Focus* (2012)<sup>1</sup>. The BAI have a remit to promote media literacy under the Broadcasting Act 2009 and were thus prompted to pose relevant questions. Both organisations share an interest in contributing to Ireland's profile in media literacy debate at national, European and international level, alongside the major reports of EU Kids Online<sup>2</sup>. With an established history of collaboration through the work of the IFI Irish Film Archive in the cataloguing and archiving of completed Sound and Vision projects, and BAI's representation on the Advisory Group of the *Film Focus* Research Project, the 12-13 Project was developed as a new endeavour that would further the media literacy concerns of both bodies.

From the outset, the 12-13 Project was defined to operate within the context of IFI Education's school programme, drawing on established education contacts as well as promoting new networks in the fields of media education and production. Although the predominant target audience was 6<sup>th</sup> Class Primary School, the age range meant it also overlapped into First Year Secondary School. Curricular context was offered by the digital media elements of the National Literacy Strategy<sup>3</sup> (2011), the Primary Curriculum Review<sup>4</sup> (Phases One & Two), the Language Curriculum Research Reports<sup>5</sup> and the new Junior Cycle<sup>6</sup>. All of these provided useful reference points through their recognition of the use of digital media technologies among young people and the potential for learning therein.

Before commencing our research, we looked at international media education programmes, and how their effectiveness was measured. In the absence of agreed assessment of digital and media literacy skills, and given that this piece of research was introductory, our decision was to focus on attitudinal change following our media interventions rather than attempt to measure specific skills development. Finally, although we set out to concentrate on 'out of school' media usage, we worked with participants both in and out of school, in order to ensure an adequate sample.

The 12-13 Project reflects the support of the IFI and the IFI Board, the BAI, the Arts Council, the Media Loggers, the teachers, parents and guardians who enabled the young people's participation and the media producers and providers who devised and delivered workshops. Not unsurprisingly, those who took part in our interventions were already keen media users. The research, therefore, didn't preach to the unconverted, but at the same time it highlighted the possibilities for future research and connections between local media and young consumers. This report is a summary of the complete project from conception to delivery to evaluation. We hope you find it stimulating and useful in your media literacy endeavours.

**Alicia McGivern**      **Thomas McGraw Lewis**

*Irish Film Institute, November 2013*

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1 [www.ifi.ie/learn](http://www.ifi.ie/learn)

2 EU Kids Online, the pan-European survey funded by the EC Safer Internet Programme (2007 – ongoing) [www.eukidsonline.net](http://www.eukidsonline.net).

3 [www.education.ie/en/Publications/Policy-Reports/lit\\_num\\_strategy\\_full.pdf](http://www.education.ie/en/Publications/Policy-Reports/lit_num_strategy_full.pdf)

4 [www.ncca.ie/en/Publications/Reports/Primary\\_Curriculum\\_Review\\_Phase\\_2\\_Final\\_report\\_with\\_recommendations.pdf](http://www.ncca.ie/en/Publications/Reports/Primary_Curriculum_Review_Phase_2_Final_report_with_recommendations.pdf)

5 [www.ncca.ie/en/Curriculum\\_and\\_Assessment/Early\\_Childhood\\_and\\_Primary\\_Education/Primary\\_School\\_Curriculum/Language\\_Curriculum\\_Research\\_Reports/intlangreport.pdf](http://www.ncca.ie/en/Curriculum_and_Assessment/Early_Childhood_and_Primary_Education/Primary_School_Curriculum/Language_Curriculum_Research_Reports/intlangreport.pdf)

6 [www.juniorycycle.ie/](http://www.juniorycycle.ie/)