



Media literacy research and policy in Europe: A review of recent, current and planned activities

Thursday, 12 September 2013

Université Saint-Louis – Brussels, 119 Marais Street, building “Prefecture”, 6th floor, room P61

Programme	
09:30–10:00	<i>Arrival, registration and coffee</i>
10:00–10:30	Welcome and introduction Geoffroy Patriarche, Université Saint-Louis Sonia Livingstone, London School of Economics and Political Science
10:30–11:30	Panel 1: Reviewing the state of play in the European Union Matteo Zacchetti, DG Information Society and Media Unit "MEDIA Programme and Media Literacy", European Commission Paolo Celot, European Association for Viewer Interests Chair: Sonia Livingstone, London School of Economics and Political Science
11:30–12:30	Panel 2: Positioning EC actions in a wider policy context Lee Hibbard, Council of Europe Wouter Gekiere, European Broadcasting Union Divina Frau-Meigs, Université Sorbonne nouvelle Andrea Millwood Hargrave, Institute of International Communications Chair: Kirsten Drotner, University of Southern Denmark
12:30–13:30	<i>Lunch</i>
13:30–14:30	Panel 3: Measuring media literacy (concepts, metrics, implementation) Monica Bulger, Oxford Internet Institute and EMEDUS Alison Preston, Head of Media Literacy Research Ofcom Ralph Catts, School of Education, University of Stirling Chair: François Heinderyckx, Université Libre de Bruxelles
14:30–15.30	Panel 4: Future challenges and next steps Sirku Kotilainen, University of Tampere Brian O’Neill, Dublin Institute of Technology Paolo Celot, European Association for Viewer Interests Matteo Zacchetti, European Commission Chair: Uwe Hasebrink, Hans Bredow Institute and University of Hamburg
15.30-16.00	Conclusion Sonia Livingstone, London School of Economics and Political Science Divina Frau-Meigs, Université Sorbonne nouvelle