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MEdia Literacy for SEnior European citizens

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1. Digital Landscape and Media Literacy Challenges for Seniors

Unit 1: Challenges of Seniors
Unit 2: Digital and Media Literacy and Motivation
Unit 3: Tailoring Training for Seniors
Unit 4: Digital Citizenship

Ediciones Octaedro S.L

Unit 4: Digital Citizenship

Towards an inclusive and active digital citizenship

The unit in brief

- General context of the Digital Citizenship and the EU view and mission

- The disinformation, a challenge for digital citizenship

- Elderly citizens has their own vulnerabilities and specific needs.

- Practical resources

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Introduction

In this unit we explore the concept of "Digital Citizenship", addressing key areas for senior citizens and viewing some practical activities.

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General Context:
Needs and Challenges

How New Information and Communication Technologies (NICTs)can foster an "interconnectedness of social capital", facilitating alternative networks of cooperation and collective action?

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Governance and digital citizenship in the EU

For more than a decade, the EU has promoted the use of ICT in public administration, under the premise that the digital era demands more transparency, accessibility and participation.
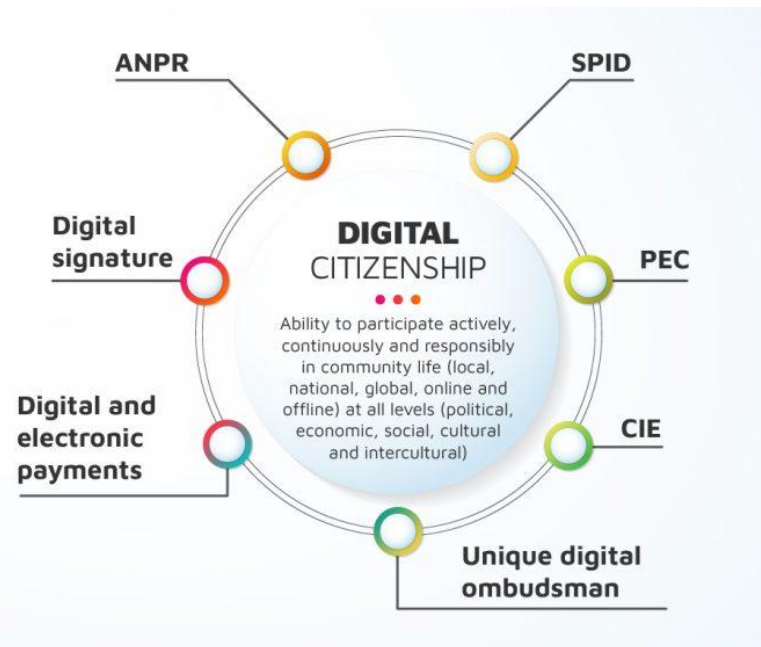
According to the European Commission, ICTs have the potential to expand communication spaces and facilitate access to and representation of the social diversity that makes up the continent.

To achieve this, public administration must open up spaces for dialogue, form ethical citizenship, promote social participation and foster a culture of empowerment and dialogue.

Although the EU has made notable progress compared to other OECD countries in terms of public representation and management, it is still need strengthening the dynamics of citizen participation and collaborative resource management.

eEUrope 2005 Plan:
https://eur-lex.europa.eu/ES/legal-content/summary/eeurope-2005.html#

ANPR

SPID

Digital signature

DIGITAL
CITIZENSHIP
• • •
Ability to participate actively, continuously and responsibly in community life (local, national, global, online and offline) at all levels (political, economic, social, cultural and intercultural)

PEC

Digital and electronic payments

CIE

Unique digital ombudsman

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Towards an inclusive and active digital citizenship

Digital citizenship encompasses the **responsible and ethical use of digital tools**, with an emphasis on **respect**, **privacy** and **safety** online.

Digital citizenship:

Set of political and social practices that seek to influence or transform institutions through the use of media and technologies characterised by the digitisation of their messages and content, such as the Internet or information and communication technologies (ICTs) in general, including mobile phones.

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Towards an inclusive and active digital citizenship

Digital citizenship is not just a skill, but an **opportunity** for senior citizens to **develop a confident and active presence** in the digital world

- Digital citizenship is fundamental to **humanising technology**.

- The processes of information exchange and communication **create a community**

- It is key to prepare the entire educational community (students, teachers, parents and principals) for create a **responsible and informed participation**.

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Towards an inclusive and active digital citizenship

Linking **key components** of the education system – such as curriculum, education policy, pedagogy,

- Developing ICT competencies for teachers represents a significant step forward in the **integration of ICT** in the education system.
- A focus on **education policy** at these levels could, for example, make it easier for educational institutions and their communities to adopt the use of specific hardware, software and digital content.

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Disinformation, a challenge for digital citizenship

Digitalization has fueled the spread of **rumours, hoaxes,** and **false information,** posing challenges to building informed and engaged societies.

- **Key Question:**

Why is media literacy essential for digital citizenship?

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54% of Spaniards use social networks as their primary source of information.
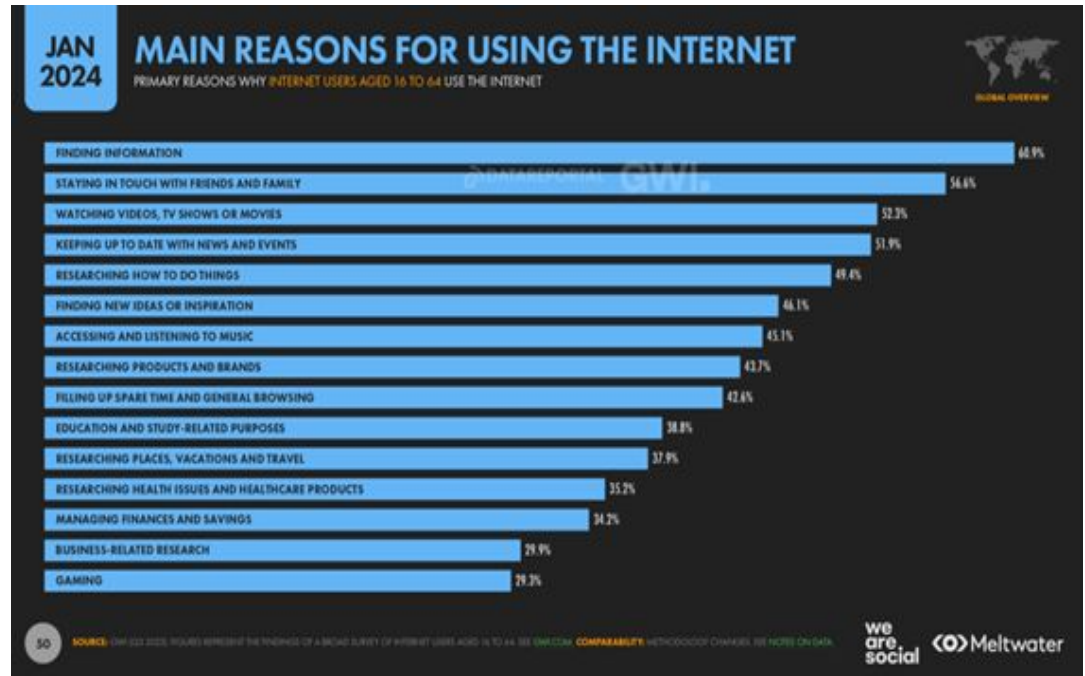
In **Europe (2023):**

37% of people use social networks for news, equal to the percentage using radio.

42% rely on online press and news platforms for information.

Global Insight:

60.9% of internet users aged 16-64 use the internet primarily to find information (*We Are Social, GWI*).
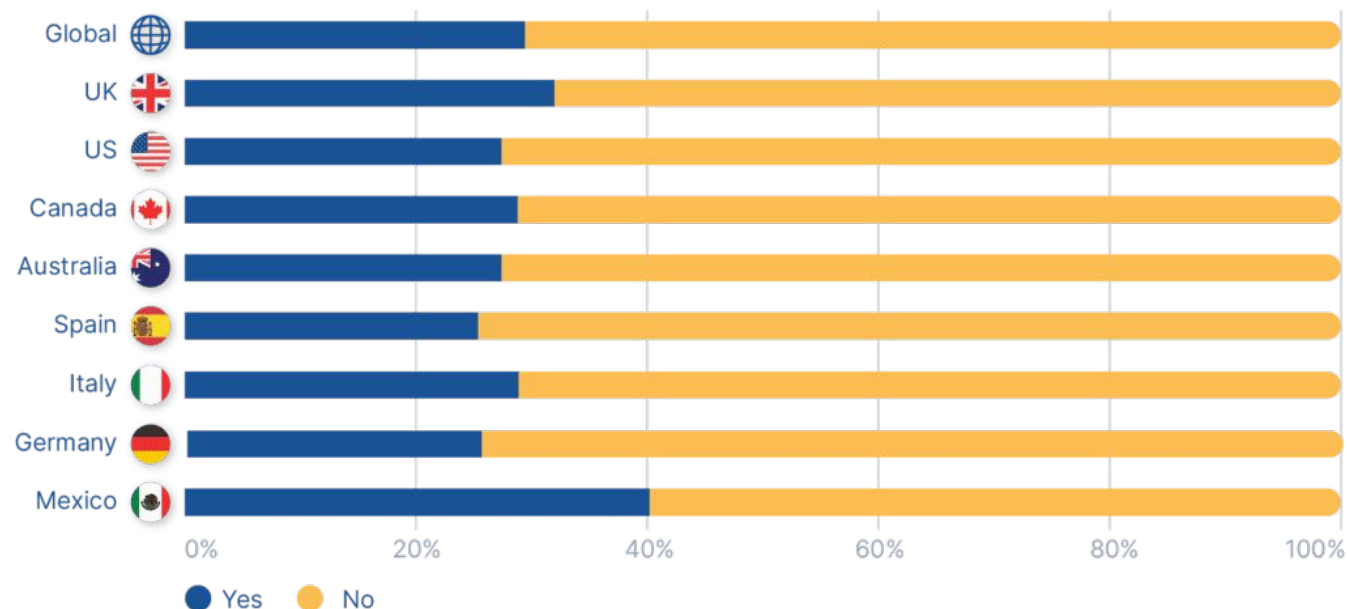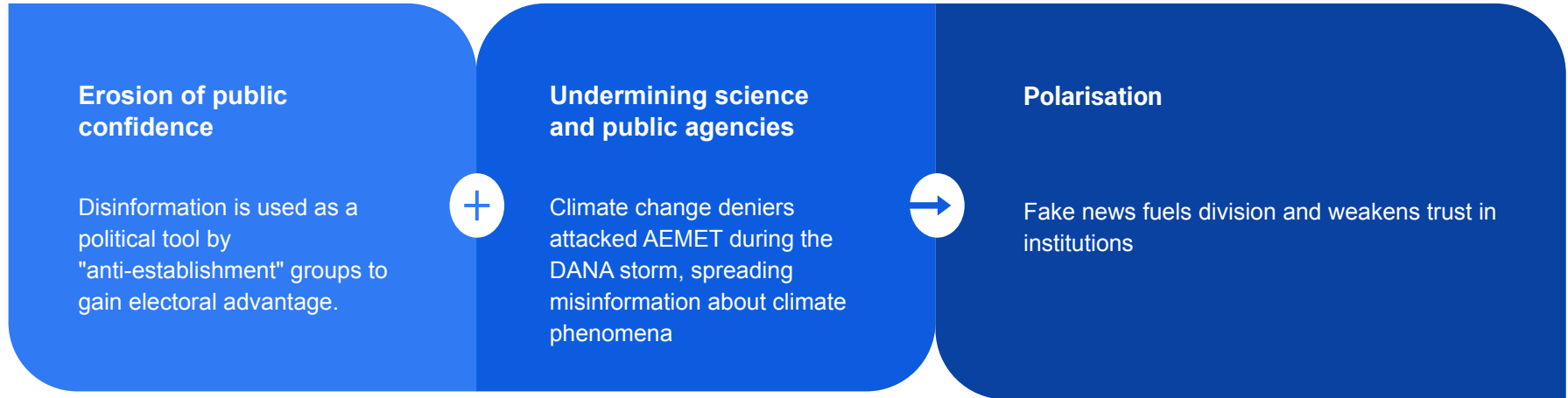

JAN 2024 — MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

Reason	%
FINDING INFORMATION	60.9%
STAYING IN TOUCH WITH FRIENDS AND FAMILY	56.6%
WATCHING VIDEOS, TV SHOWS OR MOVIES	52.3%
KEEPING UP TO DATE WITH NEWS AND EVENTS	51.9%
RESEARCHING HOW TO DO THINGS	49.4%
FINDING NEW IDEAS OR INSPIRATION	46.1%
ACCESSING AND LISTENING TO MUSIC	45.1%
RESEARCHING PRODUCTS AND BRANDS	43.7%
FILLING UP SPARE TIME AND GENERAL BROWSING	42.6%
EDUCATION AND STUDY-RELATED PURPOSES	38.8%
RESEARCHING PLACES, VACATIONS AND TRAVEL	37.9%
RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS	35.2%
MANAGING FINANCES AND SAVINGS	34.2%
BUSINESS-RELATED RESEARCH	29.9%
GAMING	29.3%

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Do you know what a deepfake video is?

Country	Yes	No
Global	~29%	
UK	~32%	
US	~27%	
Canada	~28%	
Australia	~27%	
Spain	~25%	
Italy	~28%	
Germany	~26%	
Mexico	~40%	

● Yes ● No

Electoral processes are the peak period for deepfake and disinformation use, with **an 80% increase in fake accounts** according to Meta (Facebook, Instagram, WhatsApp)

Disinformation Framework

Erosion of public confidence

Disinformation is used as a political tool by "anti-establishment" groups to gain electoral advantage.

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Undermining science and public agencies

Climate change deniers attacked AEMET during the DANA storm, spreading misinformation about climate phenomena

→

Polarisation

Fake news fuels division and weakens trust in institutions

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Older adults are particularly vulnerable to **misinformation**, and research has shown that they are more likely to **share false news...**

Seniors face significant challenges in identifying disinformation.

Studies have repeatedly shown that they struggle to differentiate between credible and false information in the digital environment, making them prime targets for misleading content.

Studies referenced: [Disinformation in the senior population: the impact of verification on information credibility](#)", by the Ideograma–UPF Chair

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Key areas of digital citizenship for older people

Empowering Seniors to Navigate the Digital World Safely and Confidently

Privacy and security
Help older adults understand the importance of protecting their personal information online

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Key areas of digital citizenship for older people

Empowering Seniors to Navigate the Digital World Safely and Confidently

Avoid scams and misinformation
Older people are often targets of online scams, so it is essential to teach them how to recognise and avoid them

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Key areas of digital citizenship for older people

Empowering Seniors to Navigate the Digital World Safely and Confidently

Respectful and ethical digital interactions
Discuss how to interact respectfully online, promoting a positive environment on social media and communication

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Practical Activities

Set privacy controls

FAKE NEWS

Model positive online communication

Identify misinformation and scams

PRIVACY SETTING

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Resources
Country cases

The National Plan for Digital Skills is a key pillar in promoting digital citizenship, especially among older adults.

Initiatives like "Conectados" by the Cibervoluntarios Foundation:

- Practical workshops on social networks, safe browsing, and digital participation.

Impact in rural communities:

- Workshops enable online administrative procedures.
- Promotes digital inclusion and reduces barriers to public services

NATIONAL PLAN
FOR DIGITAL SKILLS

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Resources
Country cases

Portugal Digital aims to accelerate digital transformation across all sectors

- Digital literacy workshops.
- Online platforms for skill-building.
- Partnerships with local organizations.

Impact:

- Empowering underserved populations to participate in the digital economy.
- Portugal Digital Academy offers courses to enhance digital skills and promote digital citizenship.

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Resources
Country cases

Nonni Digitali campaign by RAI and the Ministry of Innovation:

- Provides audiovisual tutorials on online safety, device setup, and recognizing fake news.

Repubblica Digitale:

- Promotes digital citizenship and skills across all age groups.
- Focuses on inclusivity and bridging the digital divide.
- Intergenerational sessions in cities like Bologna encourage active participation of older adults in digital communities.

REPUBBLICA
DIGITALE

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Resources
Country cases

- Greece's digital public services slightly below EU average (75.9 vs 79.4), with recent 17.5% annual growth.
- 2023: 52.4% of population with basic digital skills (EU average: 55.5%).

Government Response:

- Digital Skills program launched to improve digital competencies.
- Focus on digital inclusion, especially for vulnerable groups through various initiatives.
- Promoting greater participation in the digital society.

GREEK DIGITAL
Skills & Jobs Coalition

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Resources
Country cases

Volkshochschulen (adult education centers) offer courses on:

- Cybersecurity, identifying fake news, and ethical social media use.

Example: **Volkshochschule Berlin** organizes workshops for older immigrants, combining digital skills training with language support to promote inclusion and active participation in the digital society.

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Digital Citizenship

Empowers seniors to navigate online spaces safely and confidently...

Building Skills

Practising these skills helps seniors:

- Protect themselves online.
- Contribute positively to the digital community.

Encouragement for Trainers

Trainers should inspire seniors to:

- Take pride in being respectful and safe digital citizens.
- Recognize their value in fostering a positive digital environment.

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MELISE
State of the Art Report

We invite you to consult the
**"Inventory of Best Practices and
Educational Resources"** on the
**MELISE project website:
https://meliseproject.eu/?page_id=382**

- There you will find a comprehensive analysis of media literacy in senior citizens in countries such as **Italy, Greece, Portugal, Austria, Germany, Ireland and Spain**.

- In addition, you can delve into more specific aspects, such as **existing initiatives in your local context**, together with **best practices** and outstanding **educational resources**.

- The report also **addresses the main challenges and issues**, underlining the urgent need to promote media literacy for senior citizens, a priority also highlighted by the European Union.

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THANK YOU!

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