

## Media literacy as intergenerational project: skills, norms, and mediation

ICA Pre-Conference, 23 May 2018

Claudia Riesmeyer, Thorsten Naab, & Ruth Festl

at Main Building (“Hauptgebäude”), Ludwig-Maximilians-University, Munich  
Geschwister-Scholl-Platz 1, Room F107 (subway station “Universität”)

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09.00 – 09:15: Welcome & Coffee

09.15 – 10.30: **Panel 1: “Age & the Concept of Generations”**

*Media pedagogy – just as old as you feel* (Rebecca Haubold)

*Media literacy among three generations of adults in Serbia* (Marijana Matovic)

*Finding an intergenerational basis for media literacy* (Marc Urlen)

10:30 – 10.45: Coffee Break

10.45 – 12.00: **Panel 2: “Self-Empowered Media Literacy”**

*Intra-EU migration and digital media literacy of children: case study of the Romanian northeastern rural area* (Delia Balaban & Viviana Huțuleac)

*Connecting for learning: media practices of children in Instagram*  
(Julián de la Fuente, Pilar Lacasa, & Sara Cortés)

*Digital technology for Indonesian young people: opportunities for education among university student* (Jee Young Lee & Didin Nuruddin Hidayat)

12.00 – 13.00: Lunch Break

13.00 – 14.15: **Panel 3: “Specific Concepts of Media Literacy”**

*You don't have to be quick to be information literate: comparing cognitive search strategies between younger and older adults*  
(Mareike Wieland & Rebecca Renatus)

*Approaching international news: towards a model of international media and news literacy* (Massimo di Ricco)

*The skilled and the interested: investigating the interaction effect of social media literacy and political interest on exposure to political content on social network sites* (Brigitte Naderer, Raffael Heiss, & Jörg Matthes)

14.15 – 14.30: Coffee Break

14.30 – 15:45: **Panel 4: “Intergenerational Stimulation & Demarcation of Generations”**

*Parent’s online self-disclosure and parental media trusteeship: how parents manage their own digital identity and that of their children* (Thorsten Naab)

*Media literacy and children’s school success: the role of low parental literacy and home literacy activities in the intergenerational transmission of inequality* (Natascha Notten)

*Contributions of teachers to youngsters’ media literacy* (Priscila Berger)

15.45 – 16.00: Summary & Farewell

16:00 – 17:00: Business Meeting of the Division “Media Education” of the German Communication Association (DGPK)

Free international guided tour through Main Building Ludwig-Maximilians-University, Munich (optional, registration necessary)

18:00: Dinner (optional, registration necessary)