



Leading education
and social research
Institute of Education
University of London

20 Bedford Way
London WC1H 0AL
Tel +44 (0)20 7612 6000
Fax +44 (0)20 7612 6126
Email info@ioe.ac.uk
www.ioe.ac.uk

Contents

Background	1
Aims	1
Analysis	1
Research Methods	2
Further information	2

Developing Media Literacy: towards a model of learning progression

This is the first large-scale systematic research project to explore the practice of media education in schools. The research team will work with teachers over a three-year period to develop teaching strategies and materials, to implement these and to study the outcomes.

Aims

The specific aim of the project is to develop a model of learning progression in media education. This model will seek to specify what children of different ages might be expected to understand about media; and how their learning could develop over time, and in the course of a sequence of learning activities. The researchers will begin by developing a working definition of media literacy, and will then test and further develop this in the light of classroom experiences.

Analysis

The analysis will focus on two key themes. Firstly, it will explore how media education relates to – and potentially builds upon – what students already know about media. This will mean looking at the different types of ‘informal’ knowledge about media that students acquire outside school, and how this relates to the ‘formal’ knowledge they encounter in the classroom. Secondly, it will look at the relationships between different communicative ‘modes’ in media education – for example, looking at how students move between verbal language and other forms of communication such as visual images. It will also explore the relationship between the two key dimensions of media education: critical media analysis and creative media production.

Research Methods

The research team will work with teachers of children aged from six to sixteen from contrasting social-economic backgrounds in London and Cambridge. The study will explore the long-term development of students' media literacy by following parallel groups of students over a three-year period. It will also compare forms of media literacy and learning in different age groups, by conducting parallel learning activities across five age groups.

The research will involve detailed classroom observations, interviews with teachers and students, and the evaluation of students' work. The project team, consisting of teachers and researchers, will meet on a regular basis to reflect on practice, and to compare findings across the age groups and the different locations. The findings of the project will be disseminated nationally and internationally through academic publications, professional development and teaching materials.

Further information

Information about the project will appear on the website of the [Centre for the Study of Children, Youth and Media](#) or for further details please contact [David Buckingham](#).