



## Media Literacy for Adult Learners

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## Developing eLearning – a Vital Process

**MediaL** and **eLearning** projects (ESF):  
Media literacy and the eLearning Centre or  
the process of introducing eLearning and  
promoting the training model



## Promoting and Valorising eLearning

- Pori Adult Education Centre's projects are designed for promoting and valorising **Media Literacy and eLearning**.
- The various project tasks are expanding and advancing as **a process**.
- We will offer eLearning knowledge and skills to actors in the **adult education field of vocational training**.



## Media Literacy Package and eLearning Centre

- 📁 The pilot training target group is taken into consideration by choosing the introduction to eLearning as the first cornerstone - **a media literacy package** will be developed.
- 📄 Another process cornerstone for these projects is the creation of the **eLearning Centre**.



## Things to Support eLearners

- The Orientation studies
  - This part is comprehensive enough, motivating & personal
    - to be able to send students home to study on the net
    - to support learning of the profession
    - to boost self-confidence and provide help in the information society
- Tutoring
  - Aim to support learners with new learning culture.



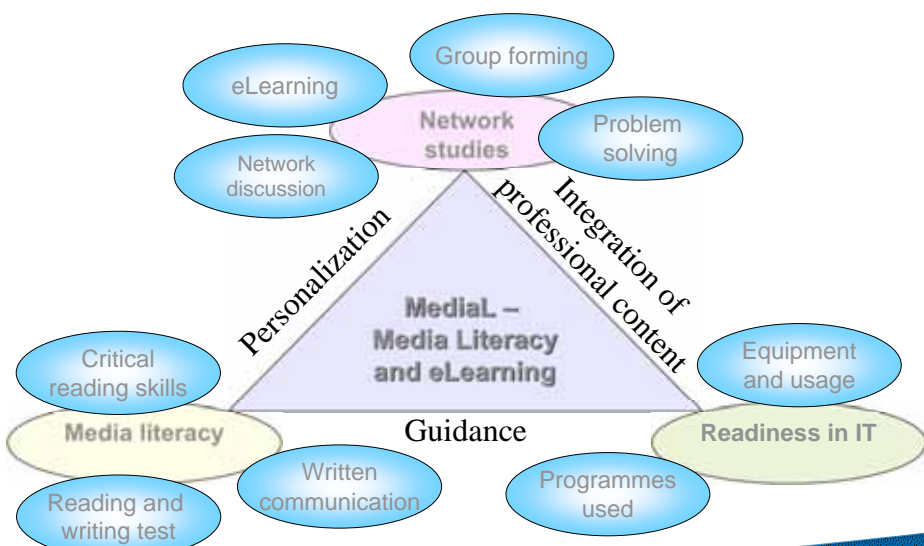
Media Literacy Package along the journey

6 credits



## Media Literacy Package

- The content of the package is divided into three main sections
  1. **Media literacy skills**, in which critical literacy, process writing and testing of adult reading and writing abilities are emphasised,
  2. **IT skills** in using software as well as information and communication equipment,
  3. **eLearning** including group forming and creative problem solving.



## Substance Areas of the Package

- Media Literacy
  - Written communication
  - Literacy
  - Reading and writing tests
- Readiness in Information Skills
  - Programmes needed
  - Equipment and usage
- Learning
  - eLearning
  - Network discussion
  - Problem-based learning
  - Group formation
- **All subjects are presented in such a way, that the students do not just get the ready knowledge, but have to work on exercises.**



## The Basics of Computer Handling

- The preparation starts with the basics of computer handling.
- The students will get used to working with computers and lose the anxiety in using computers for the first time.
  - Get an insight into the structure of a computer and the connected components
  - Learn how to use
    - Essential programmes like Word for Windows and Excel
    - The Internet and find their way there
    - E-mail programmes, forums, chat, portfolio etc.
- Furthermore they deal with design matters and learn how
  - to create a website or a presentation using Word and PowerPoint
  - to design graphics with Adobe Photoshop.



## Learning and Self-Esteem

- Learning styles and motivation strategies
  - Own learning habits analytically
- Different kinds of teaching and tutoring
  - Especially for eLearners it is often difficult to find suitable ways to absorb information and to motivate themselves because learning online means to learn most of the time alone at home “staring” at the computer.
- Social and scheduling considerations
  - Self-discipline is essential.



## Reading and Writing Skills

- **Media literacy**
  - The ability to use, understand, create, analyze and criticize all kinds of media
  - The reliability of sources
  - How media influences opinions
- Specific use of words and pictures to **gain** and **produce** information.
- The skill to **create** media is decisive
  - Especially in eLearning courses, where a student can show his/her knowledge and skills exclusively in written works
- The **rules** to take into account in the Internet
  - copyright laws and netiquette.



## The Orientation Results In

- Though all topics can be handled only shortly during these orientation weeks, the students will get a basic knowledge that makes it easier for them to gain more knowledge and skills.
- When the job-related phase starts they will be able to manage all the necessary computer actions sovereignly
- The students will get an insight into media literacy in a way that will benefit them for the rest of their lives as members of a modern IT society.

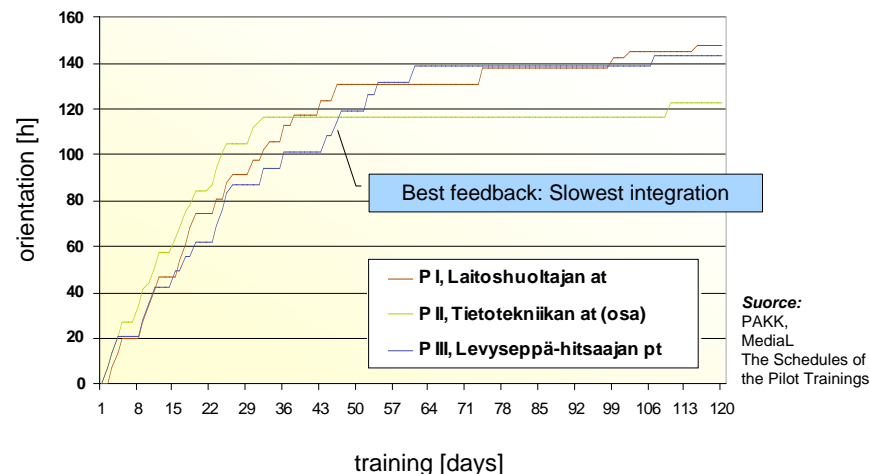
## The Media Literacy Package

- Developed in MediaL-project (ESF)
- The extent of the whole training is 60 credits
- Orientation to eLearning 6 credits, 10 % of the whole training



- A lot of exercise examples from profession studies
- Separate exercises for every pilot course.

## Cumulative Implementation of Orientation



## Development of Key Tasks 1

Task	MediaL — Media Literacy Skills and eLearning 2003–2005	eLearning Centre 2005–2007
Principal task	To develop a media literacy package	To create the eLearning Centre
Principal area of operation	Satakunta province	State province of Western Finland (= 1+6 provinces), includes also international aspects
Volume	Over 2 years, 0.4 million euros, 2 x 1/2 persons/year	Over 2 years, 1.0 million euros, total of 2 1/2 persons/year

## Development of Key Tasks 2

Task	MediaL — Media Literacy Skills and eLearning 2003–2005	eLearning Centre 2005–2007
Target groups and dissemination	<p>Promotion</p> <ul style="list-style-type: none"> <li>Regional Employment and Economic Development Centre</li> <li>Provincial employment offices (6)</li> <li>Adult Education Centres (4)</li> </ul> <p>Seminars in cooperation with</p> <ol style="list-style-type: none"> <li>Ministry of Labour and</li> <li>the eLearning project.</li> </ol> <p>Publications:</p> <p>our publication <i>Medialukutaitoa ja verkko-oppimista työvoimapolitiittiseen aikuiskoulutukseen</i> (Media literacy skills and eLearning for vocational adult education), Lasse Vallemmaa (ed.)</p>	<p>Promotion and valorising</p> <ul style="list-style-type: none"> <li>Provincial Employment and Economic Development Centres (6)</li> <li>Employment offices (67)</li> <li>Adult Education Centres (17)</li> <li>International cooperation</li> </ul> <p>Seminars in cooperation with</p> <ol style="list-style-type: none"> <li>MediaL project,</li> <li>Grundtwig 2 initiative,</li> <li>Another lead initiative of the institution (Job Rotation Centre).</li> </ol> <p>Publications:</p> <ul style="list-style-type: none"> <li>Participation in several publications</li> <li>About practices: <i>Osista kokonaisuuksiin – Kehittäjäorganisaatiot ESR-projektien tukena</i> (From parts to a whole – Development organisations as ESF project supporters), Tiina Kallio et al.</li> <li>Our own publication in planning</li> <li>Web site</li> </ul>



## Development of Key Tasks 3

Task	MediaL — Media literacy skills and eLearning 2003–2005	eLearning Centre 2005–2007
Career advisors and teachers	Information sessions in employment offices, eTeaching training for teachers in the province.	Information sessions for all target groups, regional development days, tutoring, mentoring and an extensive training programme for teachers: <ul style="list-style-type: none"> <li>•Introducing students to eLearning</li> <li>•eLearning and Mobile Learning</li> <li>•Teacher's IT skills.</li> </ul>



## Development of Key Tasks 4

Task	MediaL – Media literacy skills and eLearning 2003–2005	eLearning Centre 2005–2007
Pilots	3 pilots in our own institution	3 supra-regional pilots in other institutions
Contact Information	Project Manager Lasse Vallemaa, <a href="mailto:lasse.vallemaa@poriakk.fi">lasse.vallemaa@poriakk.fi</a>	eLearning and Media literacy matters Lasse Vallemaa, <a href="mailto:lasse.vallemaa@poriakk.fi">lasse.vallemaa@poriakk.fi</a> and Niina Engblom. Project Manager Leena Parker



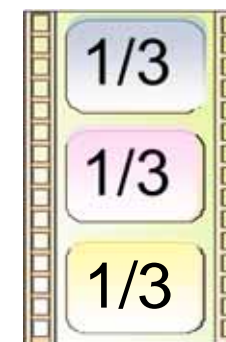
## Pilot Descriptions

- The general structure of the pilot training has been applauded in the external evaluation of the MediaL project.
- The structure consists of contact hours, eLearning and practical training, one third of each.
- MediaL: duration 60 credits, of which introduction to eLearning 6 credits.
- eLearning: duration 30 credits, of which introduction to eLearning 3 credits.
- The pilots have an essential role in the development of these projects.



## MediaL – General Structure of the Training

- Contact teaching
- On-the-job-learning
- eLearning



- **Media literacy package – 6 credits**



## Student Backgrounds

Background information	Pilot MediaL 1	Pilot MediaL 2
Gender	W 10 (started 11), M 1	W 10, M 2
Year of birth (oldest and youngest)	1952, 1965	1947, 1983
Mean of age	44 years	41 years
Basic education	Majority: only comprehensive school	Majority: only comprehensive school
Professional education	3 does not have any profession	All have a profession
Unemployed (average)	5 months	8 months
Working experience	4...32 years average 16 y	1...32 years average 12,5 y

## Pilots of MediaL

	Training and its field	Key theme; number of students	Observations
M1	Preparatory training for Further Qualification in Institutional Cleaning	eLearning assignments 12 (11 women, 1 man)	Creation of a multiprofessional orientation team
M2	Preparatory training for Computer Driving License AB-level examination	eLearning tutoring 12 (10 women, 2 man)	eLearning instructions
M3	Preparatory training for Vocational Qualification of Plater-Welders	Personalisation 12 (1 women, 11 man)	Differentiation of a very heterogeneous group

## Pilots of eLearning Centre

	Training and its field	Key theme; number of students	Observations
E1	Preparatory training for Further Qualification of Entrepreneurs	Report on the net (business plan) 12 (6 women, 6 man)	No job placements; focus on the process of written output
E2	Course towards Tourism and Catering sector	Introduction to eLearning 12 (10 women, 1 man)	Selecting a suitable education field on the net
E3	Finnish in Finnish for immigrants with experience in the engineering field	Immigrant education and eLearning 12 (6 women, 6 man)	Objective: Wiki and blog during eLearning

## Essential Components to Functional Change

### Labour administration

Orientate the staff of labour administration to the possibilities of eLearning

### Teachers

Train and orientate adult educators to eTeaching

### Pilot courses

Being a pioneer in developing eLearning practices of employment training during the pilot courses

### Media literacy package

**Produce** orientation material for media literacy and eLearning.



## eLearning Solutions

- The institution has its
  - [own e-learning](#) environment and
  - [MOODLE](#) platform
    - now our own Moodle-server
  - Training has been provided on the net for 6 years
    - own choices, preferences, labour pains
- Learning environment must develop all the time
  - The project has taken part in developing as well as provided its point of view and demands
  - Is part of every institution's important development process
- Continuous renewal of the strategy of information and communication technology in education.



## The Pedagogical and Didactical Approaches

- We want to emphasise collaborative and investigative eLearning, Learning by Developing /Inquiry Learning.
  - Self-motivated learners
    - Self-motivation is one of the key subjects of eLearning
    - Time management is essential for eLearners to be able to reach their goal
    - Active and reflective processors
  - Also
    - Problem-based learning
    - Experience-based learning
      - Based on the theories of humanistic psychology
  - Constructivism.



## Net-Based Teaching

- Consists of many factors
  - Learning tasks, material
  - Counseling (learning process, study)
  - Interaction activities (chat, discussion forum, email etc.)
  - Wiki, blogs, portfolio
  - Net meeting programmes.



## PAKK Supports Teachers and Developing

- Needs to encounter a new teaching culture
  - Organises training for future eTeachers
  - Further education for eTeachers (about eOrientation, eTutoring, LOs)
- Needs for technical support
  - eLearning Centre -project offers technical and pedagogical support for teachers
- The Development unit (KEHY)
  - Connects all the eTeachers together
- Mainstreaming the eTeaching ideology for all teachers who are willing to teach via the net



## The Future

- Further productizing of the MediaL and eLearning concepts
  - Deepening the philosophy and pedagogy of the net courses
  - Recording lessons and using net meeting programs
  - Organisational development
    - More co-operation
  - Development unit and projects going strong.
- For the philosopher of e-Learning

"The Visionary is the Only True Realist."

Federico Fellini



## Further Information

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