

IV International Scientific-practical Conference “Media Education, Media Ecology, Media Literacy: Digital Media for the Future”



PROGRAM

9-10 February 2019

Moscow, Myasnitskaya street, 20, room 311, NRU HSE

Center for Digital Cultures and Media Literacy of the National Research University Higher School of Economics and Faculty of Communications, Media and Design of the NRU HSE hold the **IV International Scientific-practical Conference “Media Education, Media Ecology, Media Literacy: Digital Media for the Future”**.

Current challenges of the modern world include growing crisis of professional journalism, distortion of media space (propaganda, fake information, pranking, digital aggression, trolling, etc.), the “digital gap” of generations and territories increasing against this background, “informational uncertainty” and “informational overloading”, dismal state of intolerance to media in the whole world, manipulating and fundamental changes in media consumption of people in many countries of the world who tend to fail to discern news and advertising, facts and falsehood, and who do not think it necessary to verify their sources and enormous problems of ethics and media rights in the digital environment. Communication in its humanitarian aspect becomes the base for many professions of the future and that means that communicability, creativeness, critical thinking are the main things to learn.

The task of the international conference which will be held in Moscow for the fourth time is to extend and promote media information literacy (MIL) and critical autonomy of citizens with regard to the media.

The media ecology and media literacy field lies at the crossroads of many academic disciplines and is of interdisciplinary nature. The conference will gather scientists and teachers who are involved in conducting studies in various fields of media and education as well as media experts who work with content in digital industries, in order to discuss topical issues of freedom and liability in social environment, media ecology and media education. Media researchers from Finland, Sweden, Canada, Spain, Italy, Poland, USA, Hong Kong, Germany, Ukraine, Armenia, Belarus, Georgia, Kazakhstan, Moldova, experts of international and national Associations of Media Ecology and Media Literacy participated in the conference throughout all the years of its existence.

The main topics of the conference in 2019:

- Transmedia Literacy: new social and technological lifestyle and new digital forms of culture
- Media ecology and "critical autonomy": mentality of "communicative person" and "information availability restrictions"
- Transmedia production of media content in digital environment: new ethics and aesthetics of formats and practices
- Digital ethics and media law. Freedom and liability in digital environment

9 february

Day of science and special events

9:30–10:00

- **REGISTRATION**

10:00–10:30

- **OPENING**

Yasin E.G., academic supervisor of the NRU HSE, tenured professor, president of the fund “Liberal mission”

Kachkaeva A.G., director of Center for Digital Cultures and Media Literacy of the NRU HSE, professor

Kiriya I.V., head of School of Media, faculty of Communication, Media and Design of the NRU HSE, professor

10:30–12:00

- **SESSION 1. INTERDISCIPLINARY: “CENSORSHIP OF MIND, SCIENCE OF WISDOM AND CRITICAL THINKING IN THE ERA OF FAKE INFORMATION”.**

Why is it easier to agree with the majority? Why do fake news spread faster than truth and cause polarization of opinion? Why is it hard to reach consensus about the truth? What does one need to know about connection between algorithms and misbeliefs? How does artificial intelligence influence views on ethics and situation of post truth? How to learn to live in the world of uncertainty, accept something that is “different” and “unknown” and to keep the balance of your emotions? Is there a connection between the digital world, the concept “I am media” and our happiness?

- **“BIG BROTHER” IN OUR BRAIN: MENTAL MECHANISMS OF CONFORMISM AND INFORMATION DISTRIBUTION**

Vasily Klucharev, director of the Institute of Cognitive Neuroscience, deputy dean for behavioral sciences of the faculty of Social Sciences, tenured professor of the NRU HSE

- **DIGITAL MEDIA ARTIFACTS IN THE WORLD OF POST-TRUTH: CAN A PERSON STILL BE A CREATOR WITHOUT AN ARTIFICIAL INTELLIGENCE?**

Aleksey Neznanov, associate professor of the School of Data Analysis and Artificial Intelligence of the Faculty of Computer Science, Senior Research Fellow of the NRU HSE

- **HAPPINESS IN THE INFORMATION AGE: IS IT AN IDEAL OR A TRAP?**

Evgeny Osin, associate professor of the School of Psychology of the Faculty of Social Sciences, Deputy Head of the International Laboratory of Positive Psychology of Personality and Motivation of the NRU HSE

12:00–12:15– Coffee Break

12:15–14:15**• SESSION 2. MEDIA ECOLOGY. "DIGITAL" GENERATION, NEW SOCIAL AND TECHNOLOGICAL LIFESTYLE AND MEDIA LITERACY**

How do new social and technological lifestyle and creative digital environment form? How do natural digital skills and media practices of new generations influence forms of culture, media formats, collective self-expression? How do digital shift in culture and "digital disruptions" influence our everyday life and market of digital society? How does media education (which was traditionally considered to be education obtained with the help of media) transform towards the development of media-information and transmedia literacy, interdisciplinary methods and meta educational skills? Is it possible to decrease the level of non-critical thinking in a situation of uncertainty and polymedia? Why do media ecology and "critical autonomy" matter in regards to digital environment?

• "DIGITAL ABORIGINES". MILLENNIALS COMPARED TO PREVIOUS GENERATIONS (EMPIRICAL ANALYSIS)

Vadim Radaev, doctor of sciences in Economic Theory, professor, Department Head of the Laboratory for Studies in Economic sociology, First Vice Rector of the NRU HSE

• "TRUST BUT VERIFY": PROBLEMS OF MEDIA LITERACY FORMATION AND CRITICAL THINKING OF RUSSIAN STUDENTS (RESEARCH DATA)

Anna Kachkaeva, Svetlana Shomova, Anna Kolchina, Center for Digital Cultures and Media Literacy of the NRU HSE

• TRANSMEDIA LITERACY IN THE NEW MEDIA ECOLOGY

Carlos A. Skolari, professor, Universitat Pompeu Fabra, Barcelona

• THE USES OF MEDIA LITERACY: UNDERSTANDING NEW LITERACIES AS DYNAMIC

Julian McDougall, professor and Head of Center for Excellence in Media Practice, Bournemouth University

14:15–15:00 – Lunch**15:00–16:30****• SESSION 3. POSTER SESSION. TRANSMEDIA PRODUCTION OF MEDIA CONTENT IN DIGITAL ENVIRONMENT: FORMATS AND PRACTICES**

How does transmedia transform media textuality, production logic and practices of media consumption? How does the production of symbolic forms change in social media? What do immersive practices of augmented, mixed, virtual reality, gamification, polymedia, interactive VR film production change in our perception about educational, scientific, museum projects? How does audio visual "immersion" create the dialogue between classical and modern in media art? How do museums and exhibitions with an open-minded time frame transform into trans historical ones? What are the esthetic forms of consumer engagement into documentary and artistic fields of media content? Can we be sure that multimedia project will not turn into means of manipulative behavior while forming policies that person

transforms from "delusive reality" into "real" reality without feeling the boundaries? What meta competencies are needed for new creative practice and changing creative professions?

Mikhail Zygar, Karen Shainian, creative studio "Future History" (projects "1917. Free History", "1968.Digital", "The Russian History Map", "1000 steps with Kirill Serebrennikov")

Anton Utkin, Natalia Pokrovskaya, authors and producers of online series "Vse Slozhno" (Everything is complicated) (portal "Takie dela") – winner of European movie festivals in 2018

Olga Shishko, Senior Curator in the Department of Contemporary Art, Cinema and Media Arts at the Pushkin State Museum of Fine Arts, cofounder of "MediaArtLab"

10 february

Day of science and discussion

10:00–12:00

• SESSION 1. MEDIA FREEDOM AND LIABILITY IN SOCIAL MEDIA

In the digital era the optimism about big media freedom has shifted towards concerns about disinformation that is spread in social media, on one hand, and new censorship laws that are passed all over the world, on the other hand. Are digital media responsible for user generated content? Can the freedom of expression of users' opinions be guaranteed? What approaches exist in the international law, the EU law and the Russian law?

• “INTERGOVERNMENTAL APPROACHES TO REGULATION OF TRANSBORDER DISINFORMATION YESTERDAY AND TODAY”

Andrey Richter, professor, senior advisor of the OSCE Representative on Freedom of the Media

• “NEW PLATFORM REGULATIONS IN THE EU AND THEIR IMPACT ON FREEDOM OF EXPRESSION”

Joan Barata, professor, Stanford Center for Internet and Society

• “FAKE NEWS VS MEDIA LITERACY”

Julian McDougall, professor and Head of Center for Excellence in Media Practice, Bournemouth University

• “RUSSIAN NEW MEDIA REGULATION AND SELF-REGULATION: WHICH OF TWO EVILS IS LESS HARMFUL FOR FREE SPEECH?”

Elena Sherstoboeva, associate professor of the School of Media of the Faculty of Communications, Media and Design of the NRU HSE

12:00–12:30 – Coffee Break

12:30–14:30

• ROUND TABLE DISCUSSION. MEDIA LITERACY AND MEDIA EDUCATION. RESEARCH AND PRACTICAL EXPERIENCE

Participants:

Roman Bakanov (Kazan), **Oleg Shevtsov** (Belgorod), **Ivan Pechishev** (Perm),

Natalia Chicherina (Sankt-Peterburg), **Galiya Ibraeva** (Kazakhstan),

Irina Zhilavskaya (Moscow), **Gulim Amirkhanova** (Kazakhstan)

Moderator:

Anna Kachkaeva, director of Center for Digital Cultures and Media Literacy of the NRU HSE, professor



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