

Finnish Media Education Projects 2009–2013

Study of the project applications funded in the administrative sector of the Ministry of Education and Culture

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Introduction

Finnish media education is a diverse field that includes the work of a variety of actors. Projects are important elements of media educational work and the funding provided by the Ministry of Education and Culture (MoEC) is essential for many of the project operators. (MoEC 2013; Lundvall & Andersson 2012.) In 2014, National Audiovisual Institute conducted the first comprehensive study focused on Finnish media educational projects funded by the MoEC.

Conducting the Study

Data consist of the original application documents of 232 projects. Altogether the projects were funded from more than 20 different funding sources of the administrative sector of the MoEC.

In order to be included in the study, the project had to be:

- considered media educational (in their goals and activities)
- wider in scope than one municipality (national or regional)
- targeted to children, young people, professionals, parents/guardians or other relevant stakeholders
- focused on development or training
- funded between the years 2009–2013

The data were analysed using content analysis. The study takes both a quantitative and a qualitative approach to the data. Statistical analysis was made using the SPSS program.

References

Lundvall, A. & Andersson, J. (2012) Katsaus mediakasvatuksen toimijoihin. Helsinki: Mediakasvatusseura.
MoEC (2013) Good Media Literacy; National Policy Guidelines 2013–2016. Publications of the Ministry of Education and Culture, Finland 2013:13.

Full report in Finnish:

Palsa, L., Pääjärvi, S., Tossavainen, T. & Pekkala, L. (2014) Mediakasvatushankkeet 2009–2013. Selvitys opetus- ja kulttuuriministeriön hallinnonalalla rahoitetuista hankehakemuksista. Helsinki: Kansallinen audiovisuaalinen instituutti.
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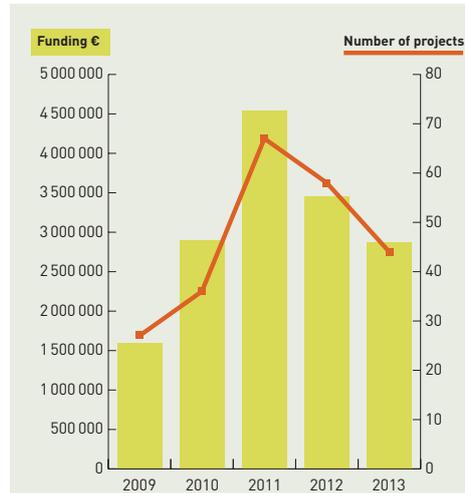


Table 1. Annual funding and the amount of the projects funded.

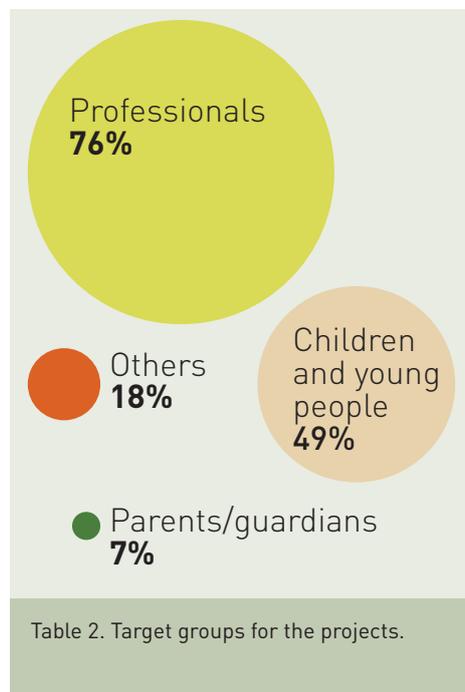


Table 2. Target groups for the projects.

Results

How much funding?

The 232 funded projects applied a total of 25 630 000 € in funding in a five year period. Total funding for these projects was 15 350 000 €, which was approximately 60% of the funding they applied. Annual funding varied from 1.6 million euros to 4.5 million euros. (Table 1.)

To whom and what?

The projects' most common target group was comprised of teachers and other professionals who work with children and young people (e.g., librarians). The second largest target group was made up of children and young people. (Table 2.) The majority of the projects aimed at professionals were addressed to school teachers.

The most commonly planned project activities were training events, creating or developing education materials, and educational workshops.

Discussion and Conclusions

This study provides the first overview of the media educational projects funded in the administrative sector of the Ministry of Education and Culture in Finland. Drawing a coherent picture of the fragmented project field is important for future resource allocation and effective development processes.

The results suggest that projects have typically been directed at professional educators, especially school teachers. It would be important that funding would cover projects targeting a wider range of those who work with children and young people. For example, there is not yet a designated funding source for projects targeting early childhood education professionals.

It is important to continue investigating different aspects of media educational projects, such as project outcomes or other areas that have not as yet been studied. In addition, local projects and projects funded by other public or private operators would deserve a review of their own.

