IO1/A3 – National reports

National Report

Bulgaria
E-academy

February 2020

Table of Contents

1. Introduction

1.1 Objective and scope of the research

Describe briefly the objective of the research (referring to the project) and its scope

Media literacy is the ability or the skills to critically recognize and evaluate the quality and authenticity of the information published in all kinds of media. Nowadays it is highly important for parents to have a very good level of media literacy in order to educate their children how to use internet content and social media in a safe and useful way. The MELI project aims to develop a training program on media literacy for parents, a web application and a parents' guide on media literacy. The objective of this research is to identify the media literacy state in the partner countries, to identify already existing good practices and the particular needs for further parents` education on the topic.

1.2 Methodology

Describe briefly the methods used to collect data:
  - *Desk research: how did you collect data? Which tools did you use to find and select data? When and where did you do the research? What sort of materials / information did you search for?*

The desk research was conducted using online public sources such as from the Ministry of Education, NGOs, articles.

  - *Questionnaires: when, where and how did you collect answers? What sort of media / channels did you use to promote the survey? How many replies have you collected?*

The questionnaire was translated into Bulgarian and was uploaded on Google forms. The link was sent to target group representatives (parents, NGO`s) using social media channels and e-mail. We got 60 answers in the period 9-19.1.2020.

  - *Focus group interview: how did you organize the meeting? How did you choose participants? How many people participate? When was it and how long did it take? What tools / methods did you use during the interview?*

The focus group interviews took place in E-business Academy`s office in the period 11-13 February 2020. We interviewed 5 target group representatives – parents, NGO`s representatives working with parents, children and students.
We introduced the desk research and the survey results to the focus group representatives and asked them about their opinion and recommendations. The duration of each interview was appr. 1 hour. The questions we asked were:

- Please describe your organisation and in what manner it`s work is connected with children and parents (when applicable)

- How old are your children or the children you work with.

- Which are the main problems/issues you (or parents/children you work with) face when using online media.

- To what extent you are aware of the implications of the footprints you leave behind when you and your children go online.

- What would you recommend us to include in our training program.

2. Desk research results

Present the results of the desk research that has been done. Make sure to answer the following questions:
- *What is the current policy framework and government's strategy on media literacy (including -if found - in Digital policy, education policy, youth policy, children policy etc).*

In 2005 in Bulgaria has been founded Bulgarian Center for Safe Internet (https://www.safenet.bg/). The main aims of this center are: processing of reports of child pornography and computer abuse against children and minors; counseling by telephone and online channels of children, minors, parents and teachers in cases of online child incidents; developing and conducting various trainings for children, young people, parents, teachers and other professionals. Although this center has developed some initiatives and materials for parents, their main target group are the children and the teachers.
According to a research conducted in 2016 the age when children enter the Web for the first time is 7 while in 2011 is was 10. That means the kids have access to a global network at an age when they do not yet have enough skills to cope with all the challenges it provides. Another important outcome of this research is that 73% of the children under 13 have a profile on social networks. Most social networks do not allow people under the age of 13 to have profiles on them. However about ¾ of the Bulgarian children under the age of 13 have profiles that are often unprotected due to a false age (usually the adult age). This puts children at high risk of unwanted contacts and contacts with inappropriate content. Parents involvement in creating an account and using maximum settings protection can reduce the risks to some extent, though often parents are not familiar with the filters and possible options to help protect their child's profile. Also every third child has a public profile and does not use the privacy and security settings that exposes it to additional risks of unwanted contacts.
According to this research 10 % of the children have received a sexual content messages, 21% have met live with someone they only know from the Web (at age 15-17 - 39%), half of the children admit that they cannot distinguish between true and fake content on the internet.

At a state level in 2018 the Ministry of Education and Science took the decision to take steps towards building digital media skills and competences by introducing media literacy classes in the classroom for students in the 11 grade, as well as introducing digital literacy classes for third graders. At the same time, most teachers lack the necessary training and clarity on how to teach media literacy. Taking into account the survey results this is a very small step towards increasing the media literacy awareness in the country. Although the introduction of media literacy classes and computer modeling in primary school will have some benefit in raising

children's awareness and familiarity with the digital media environment, this is not enough to build the skills and competencies they need .

The most actively working organization in the field of media literacy in Bulgaria is the Media Literacy Coalition. Every year (since 2018) they organize the Media Literacy Days - a campaign that promotes the need to introduce media literacy into education. In 2019, the main focus of The Days is the ability to recognize fake news. The coalition organizes various training activities for children and teachers. This year 2020 during the Media Literacy Days "Assotiation Parents" organizes thematic parents meetings on the topic. Next year 2021 our project MeLi will be part of this campaign.

- *Who (both people and institutions) deals with "media literacy" in your country: we need a list of stakeholders with information, what they do, what they offer to different target groups (do they have a special offer for parents?); the following table will be useful:*

Name of an expert / institution dealing with media literacy	Contact data (a website address / contact person)	Offer (what can they deliver – trainings? Articles? Applications? Etc.) What is their speciality? Which methods do they use?	Target group(s) – to whom do they address?	Other comments / additional information (for example: innovations? Impact? Transferability?
Assotiation Parents	https://roditeli.org/	The assotiation takes part in in different discussions at national and local levels; it is member of EPA; Projects: "Digital skills for the children in 21 century", Empowering children in the digital age through early development of digital literacy",	Children, parents, teachers, stakeholders	

		"Creating a better online environment for children through protection, prevention and education", "Literate children in the digital world"		
MEDIA LITERACY COALITION	https://gramoten.li/	The Coalition for Development of Media Literacy of Bulgarian children brings together organizations working in the field of education, media and civil society. The coalition is open to all organizations that support the mission and are active in the field of education. They organize "Media Literacy Days" every year where different events take place.	Children, parents, teachers, stakeholders	
Bulgarian Center for Safe Internet	https://www.safenet.bg/	Different events, trainings and educational materials for	Children, parents, teachers, stakeholders	

		children, parents, teachers		

- *"Media literacy" in my country – an overall view and conclusions from the desk research Please, be analytical! Compare the existing offers and choose the most interesting ones. Is there any offer in media literacy for parents?*

Although there are existing materials, events, trainings and organisations dealing with media literacy the overall level of media literacy among Bulgarian parents and teachers is low. Only a specific parent`s segment who are active and interested in the topic are actually aware what media literacy is.
The Bulgarian Center for Safe Internet has developed training materials on different topics addressed to parents and teachers - https://www.safenet.bg/bg/materiali.
Every year (since 2018) the Media Literacy Coalition organizes Media Literacy Days - a campaign that promotes the need to introduce media literacy into education.

3. Questionnaires' results

Present the results of the questionnaires – how many people replied? Each question from the questionnaire should be presented with a simple graphic / table and a short comment about the result.
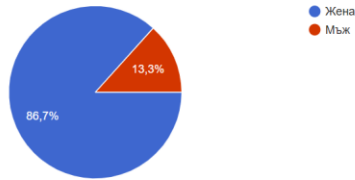
For Bulgaria we received 60 answers for the survey questions.

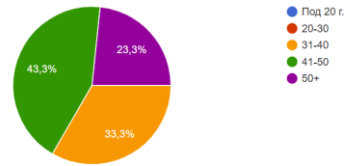### I.   Statistical information

The statistical information about the participants is as follows:

- 52 women (86.7%) and 8 men (13.3%)
- age of the respondents were mostly between 41-50 (43.3%) and secondly parents between 31- 40 (33.3%) and thirdly parents at the age of 50+ (23.3%). For our surprise there wasn`t participants at aged 20-30 although they were invited to participate.
- Most of the parents who participated in the survey have children between 7 and 12 years old (32.2%), the next group have also children 18+ (28.8%), ages of 13-18 (23.7) and below 6 years old (15.3%).
- 91.5% of the participants live in a big city while 5.1% in a city less than 100.000 inhabitants. 3.4% of the responders live in a small city. This answer is also a surprise for us as we targeted people from different regions. The conclusion here is that parents from small cities and rural areas are less active and/or less aware about the importance of media literacy.
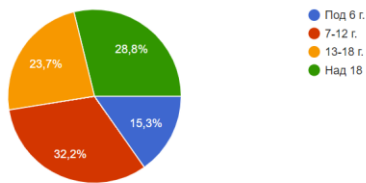- The academic level of the participants: 98.3% are with higher education level.
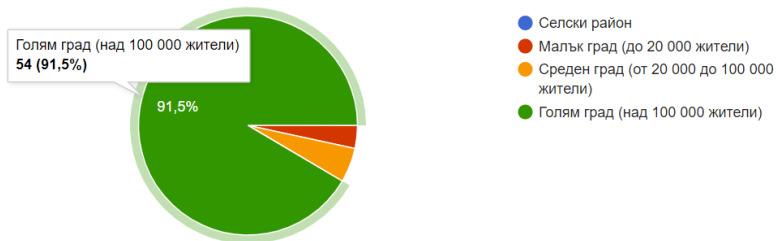
Пол

60 отговора

- Жена
- Мъж

86,7%

13,3%

Възраст:

60 отговора

- Под 20 г.
- 20-30
- 31-40
- 41-50
- 50+

43,3%

33,3%

23,3%

Имам деца в следните възрастови групи:

59 отговора

- Под 6 г.
- 7-12 г.
- 13-18 г.
- Над 18

28,8%

15,3%

32,2%

23,7%

Местоживеене:

59 отговора

Голям град (над 100 000 жители)
54 (91,5%)

91,5%

- Селски район
- Малък град (до 20 000 жители)
- Среден град (от 20 000 до 100 000 жители)
- Голям град (над 100 000 жители)

Завършено образование:
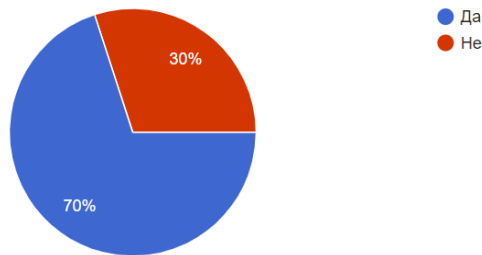
60 отговора

98,3%

- Основно
- Средно
- Висше
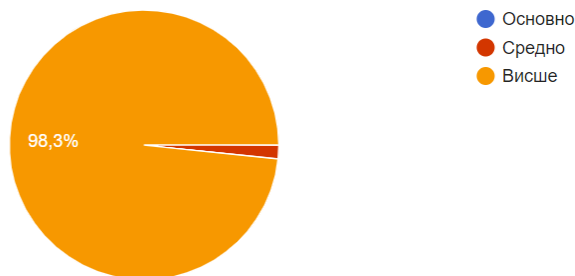
II.   Media literacy knowledge

1. **On our first question: Have you ever heard of the term „media literacy"? 70% answered with "Yes" and 30% with "No".**
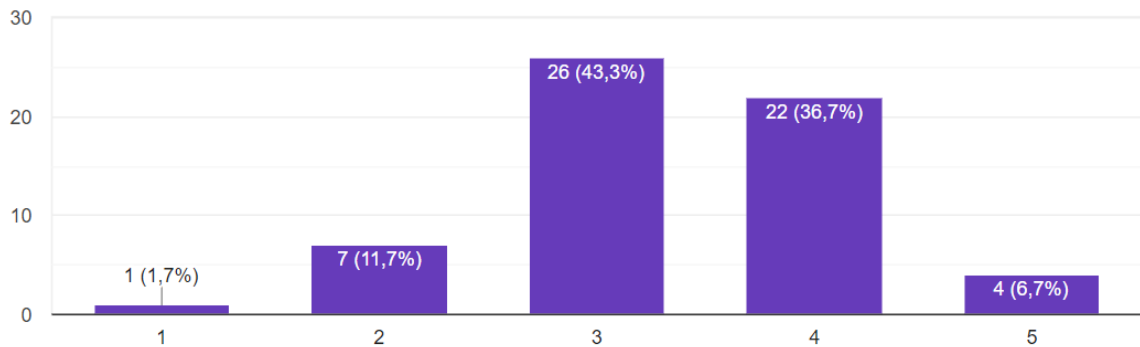
1. Чували ли сте термина „медийна грамотност"?

60 отговора

- Да
- Не

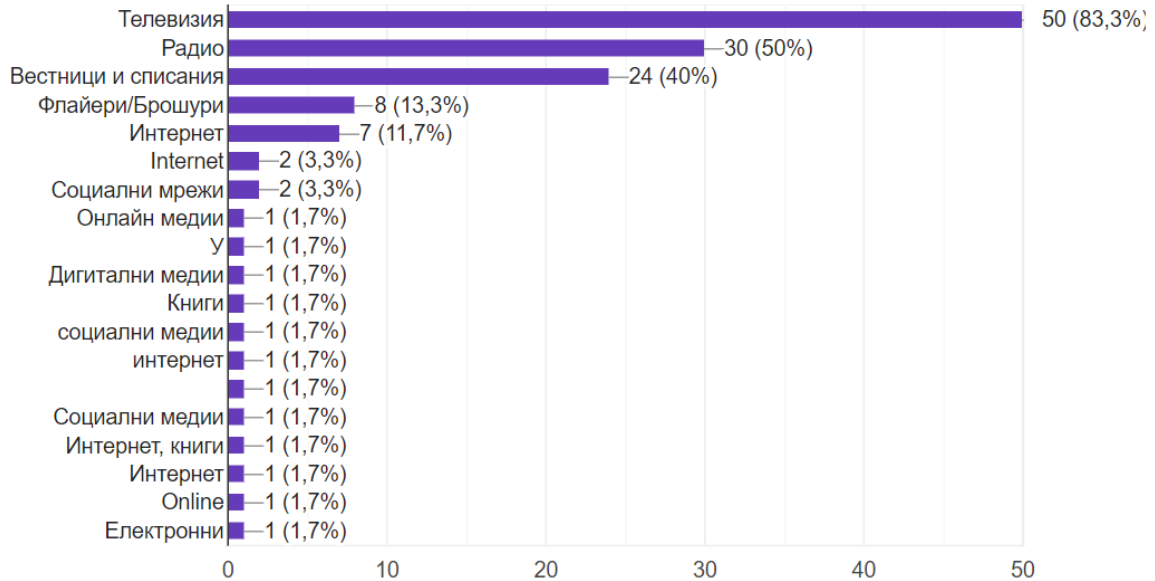## 2. Education level in media literacy

60 отговора

The figure above shows the level of education of the participants in Media Literacy. 43.3% of the respondents have declared their proficiency in using digital media is in Level 3 and the second high percentage was of the 36.7% saying that their level of education in this topic is 4. Another 6.7% has expert level in Media Literacy. 13,4 % said that their skills are low.

3. Which traditional media do you mostly use?

3. Кои традиционни медии използвате най-често? (може да посочите повече от един отговор)

60 отговора

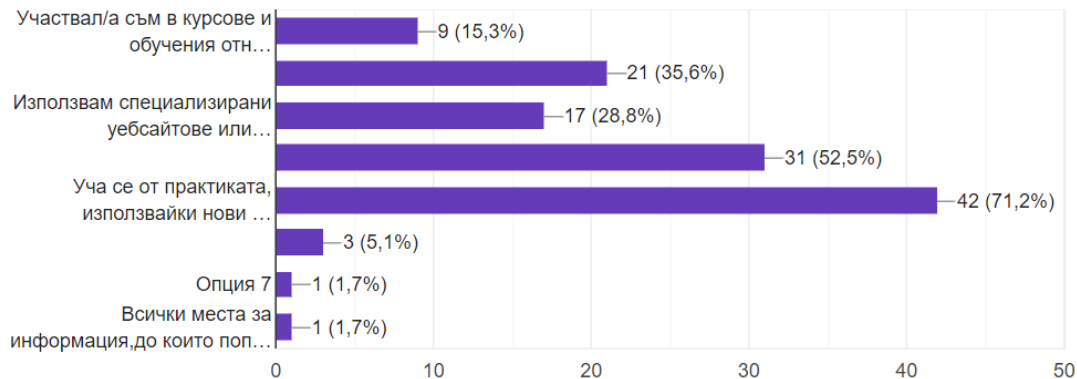|	
Телевизия	50 (83,3%)
Радио	30 (50%)
Вестници и списания	24 (40%)
Флайери/Брошури	8 (13,3%)
Интернет	7 (11,7%)
Internet	2 (3,3%)
Социални мрежи	2 (3,3%)
Онлайн медии	1 (1,7%)
У	1 (1,7%)
Дигитални медии	1 (1,7%)
Книги	1 (1,7%)
социални медии	1 (1,7%)
интернет	1 (1,7%)
	1 (1,7%)
Социални медии	1 (1,7%)
Интернет, книги	1 (1,7%)
Интернет	1 (1,7%)
Online	1 (1,7%)
Електронни	1 (1,7%)

83.3% of the participants declared that they use mostly TV while their second choice is the radio (50%). Their next choice is newspapers and magazines (40%) and the 13.3% is informed by leaflets and advertisements. The percentage of people informed mainly via digital media is small.

4. From where do you draw knowledge concerning digital media?

4. Откъде се информирате относно дигиталните медии? (може да посочите повече от един отговор)

59 отговора

|	
Участвал/а съм в курсове и обучения отн…	9 (15,3%)
	21 (35,6%)
Използвам специализирани уебсайтове или…	17 (28,8%)
	31 (52,5%)
Уча се от практиката, използвайки нови …	42 (71,2%)
	3 (5,1%)
Опция 7	1 (1,7%)
Всички места за информация,до които поп…	1 (1,7%)

The figure above shows the sources that the participants mostly use to get knowledge about digital media.
Most of the participants 71.2% have responded that they use learn by experience. 52.5% takes feedback from friends and family. 35.6% read professional articles about this issue. 28.8% use specialised websites or applications.

5. Which digital media tools do you use?

5. Кои дигитални медии и инструменти използвате? (може да посочите повече от един отговор)

60 отговора
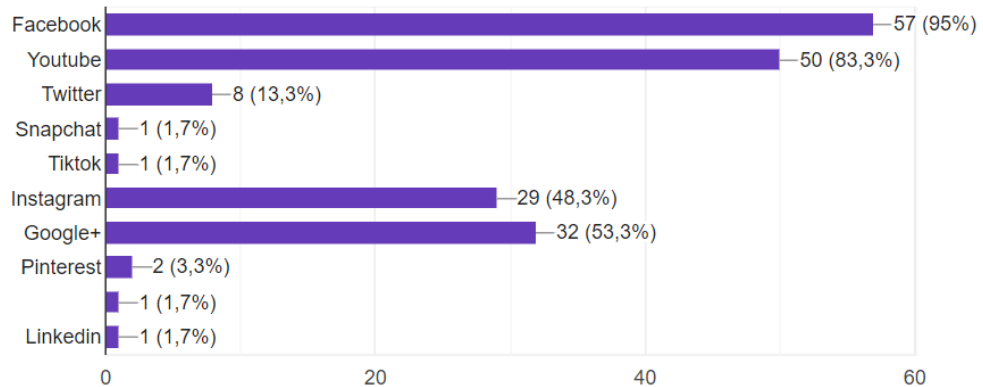
The figure above presents that parents in Bulgaria use mostly Facebook (95%) and Youtube (83.3%) followe by Google+ (53.3) and Instagram (48.3). Twitter is not that popular (13.3%). The other digital media are almost unknown.

6. What is the reason you use social media or media tools?

6. Каква е причината да използвате социални медии или медийни инструменти? (може да посочите повече от един отговор)

59 отговора
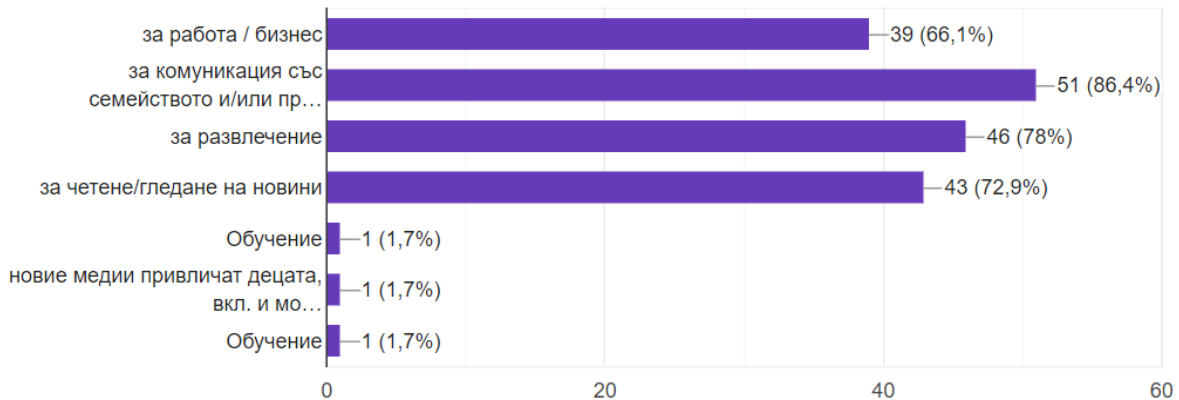
The figure shows the reasons that parents use digital or other media. The highest percentage is for using social media for communicating with family and friends (86.4). 78% use it for fun, 72.9% declared they use it for professional reasons. A very small percentage (1%) is using it for education or in order to be in help for their children.

7. Do you know new digital media tools used by your children?

7. Познавате ли новите дигитални медийни инструменти, които използват децата ви?
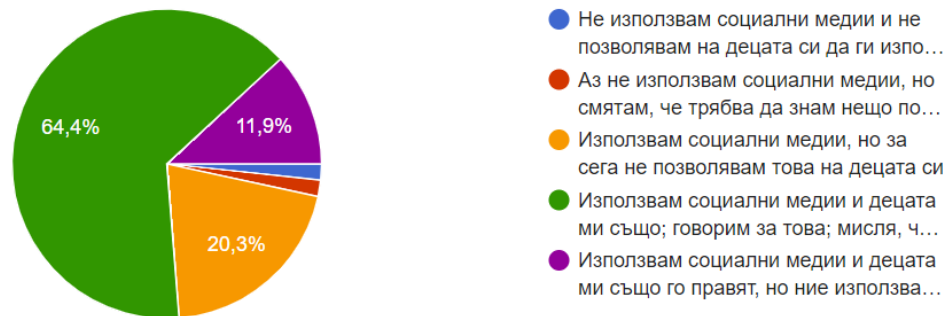
60 отговора
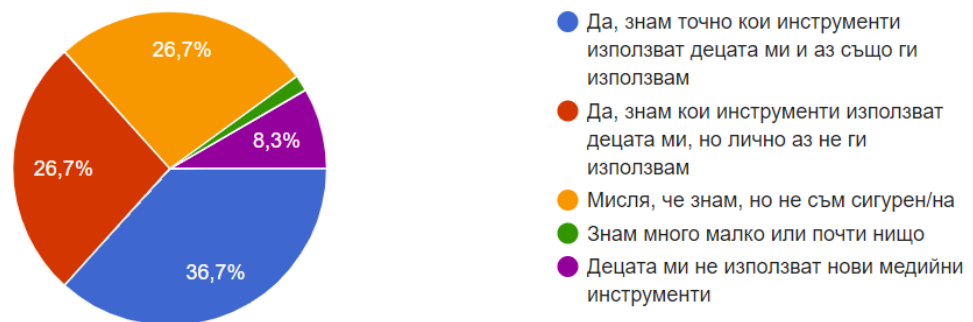
The chart shows the level of awareness of parents in respect to the tools-applications their children use. 36.7% of the parents responded that they are aware of the tools used by their

children and they use them as well. 26.7% of the responders stated that they are aware but they don't use the same tools or applications as their children. 26.7% responded that 'they think they know what their children use but they are not sure' while 8.3% noted that their children do not use digital media.

8. Which of the listed sentences describes you the best

8. Кое от следните изречения ви описва най-добре

59 отговора

● Не използвам социални медии и не позволявам на децата си да ги изпо…

● Аз не използвам социални медии, но смятам, че трябва да знам нещо по…

● Използвам социални медии, но за сега не позволявам това на децата си

● Използвам социални медии и децата ми също; говорим за това; мисля, ч…

● Използвам социални медии и децата ми също го правят, но ние използва…

The chart above shows the perceptions of parents in Bulgaria in regards to their children involvement on social media. 64.4% of the participants responded that they communicate with their children about social media and think that are aware of how they use social media but they need to learn more. 20.3% responded that they use social media but so far they don't allow their children to do so. 11.9% of the parents claimed that they use different platforms than their children and need to learn more about the new trends on social media. 1.7% do not use social media but their children do and feel that they need to learn more in order to protect their children when they use them.

9. Parents' interest on attending the MeLi course related to Media Literacy

9. Планираме да организираме обучение на три нива за родители, с 5 двучасови сесии на всяко ниво (3 нива, 10 часа всяко). Бихте ли искали да участвате в поне едно ниво на курса?

60 отговора

- Определено да
- Вероятно да
- Вероятно не
- Определено не
- Не мога да преценя
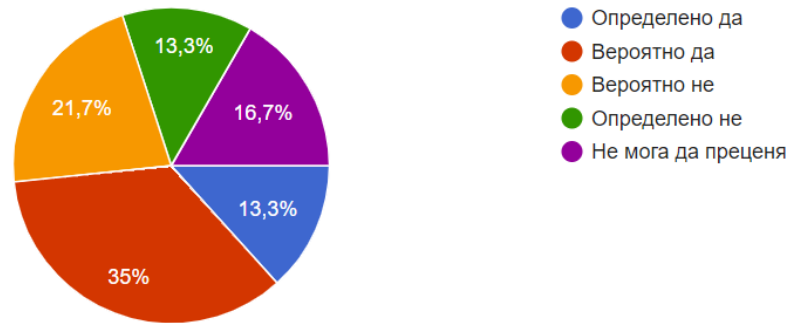
In the chart above, 35% participants of the survey responded that most probably they will be interested in attending a training seminar related to media literacy. 21.7% said that they will probably not be interested. Another 16.7% said that they are not sure. An equal percentage of participants (13.3%) answered with "definitely yes" or "definitely no".

10. Parents' perception on the topics to be included in the training course

Bulrarian participants are mostly interested in the topics: Cyber security; Privacy and digital footprints; Internet addiction; Parents' control tools.

11. Parents' opinion on the training methods to be used

11. Обучението по медийна грамотност има за цел да насърчи осведомеността за влиянието на медиите и да създаде активна позиция както към използването им, така и към създаването на съдържание. Кои от изброените теми и методи за обучение биха били най-интересни за вас? (изберете само 5 отговора, които са най-подходящи за вас):

58 отговора
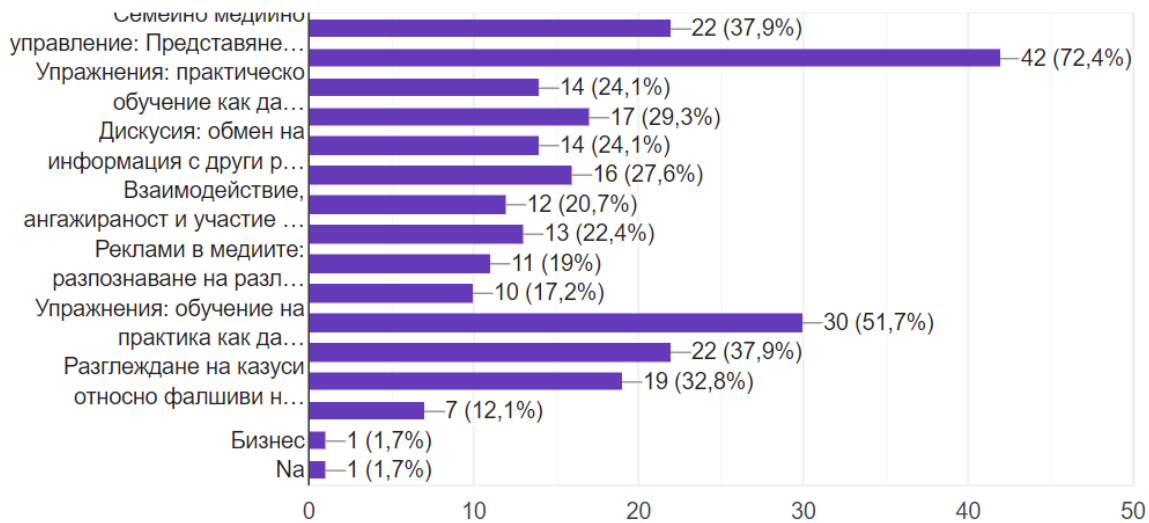
The Figure above indicates the training methods that parents would be more interested in using. The priority is about Cyber security (72.4%) participants said so and that they need as much different training methods as possible. Privacy terms and protection in an advanced level through exercises is also a priority for 51.7% of the responders while 37.9% parents stated that would like to know more about   Family Media Management and Case analysis concerning behaviours. Another 32.8% are interested in Case analysis concerning fake news.

12. Interest in the practical application of the training course

12. Ако участвате в обучението, бихте ли могли да правите практически домашни задачи между тренировъчните сесии (например да изпробвате някои инструменти, да въведете семейни навици и т.н.)?

60 отговора

- ● Да
- ● Не
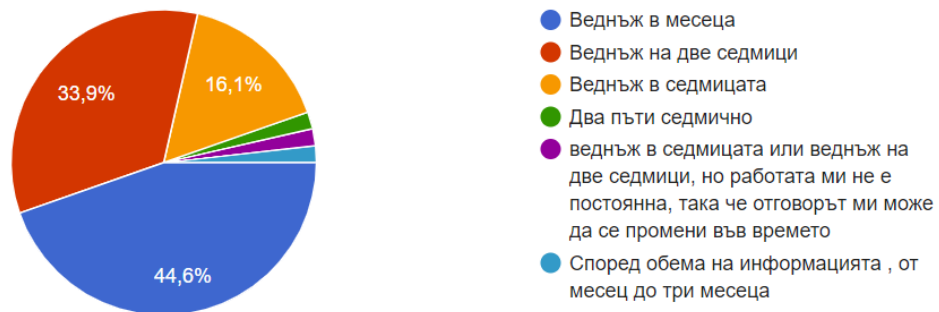- ● Не мога да преценя

Да
29 (48,3%)
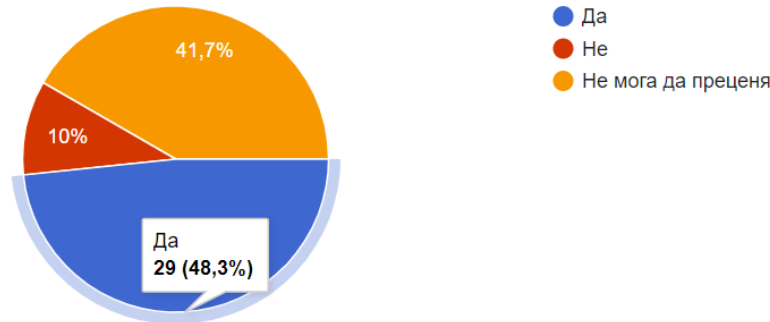
48.3% of parents asked stated that they feel confident enough to support the training after its implementation and relate it to their everyday habits. 41.7% of parents participating in this particular survey responded that it is quite hard for them to answer whether they would feel ready to disseminate the content or the impact of the training to their family and friends. 10% is negative in attending any training.

13. Parents' interest in attending the training course

13. Ако участвате в обучението, колко често бихте искали да се провеждат двучасовите сесии?

56 отговора

- ● Веднъж в месеца
- ● Веднъж на две седмици
- ● Веднъж в седмицата
- ● Два пъти седмично
- ● веднъж в седмицата или веднъж на две седмици, но работата ми не е постоянна, така че отговорът ми може да се промени във времето
- ● Според обема на информацията , от месец до три месеца

The chart above explains parents' interest in attending the training course to be developed. Most of the parents (44.6%) said that they will be interested in attending the course once a month whereas, 33.9% responded that they could attend the course one in a two weeks' time. 16.1% said that they can attend the course once a week.

14. Parents' interest in the development of a web platform related to media literacy skills development

14. Бихте ли искали да използвате уеб приложение с допълнителна информация за медийна грамотност за родители?

59 отговора
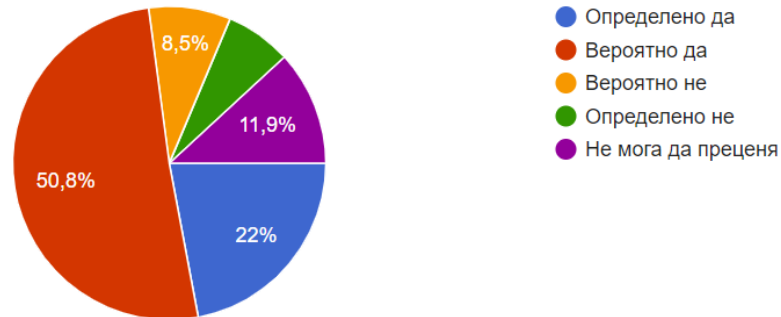
The chart shows parents' opinion on the development of a web platform which will be educating them in Media Literacy. Most of the parents answered that they will be interested in it. Specifically, 22% noted 'Yes, surely' and 50.8% responded 'Yes, probably'. 8.5% of the responders stated that they are probably not interested in using the platform and 4 participants stated that he/she is surely not interested in it.

A short paragraph resuming the main conclusions should be added at the end of this chapter:
-   *What are the main characteristics of the responding people?*

The statistical information about the participants is as follows:

- 52 women (86.7%) and 8 men (13.3%)
- age of the respondents were mostly between 41-50 (43.3%) and secondly parents between 31- 40 (33.3%) and thirdly parents at the age of 50+ (23.3%). For our surprise there wasn`t participants at aged 20-30 although they were invited to participate.
- Most of the parents who participated in the survey have children between 7 and 12 years old (32.2%), the next group have also children 18+ (28.8%), ages of 13-18 (23.7) and below 6 years old (15.3%).
- 91.5% of the participants live in a big city while 5.1% in a city less than 100.000 inhabitants. 3.4% of the responders live in a small city. This answer is also a surprise for us as we targeted people from different regions. The conclusion here is that parents from small cities and rural areas are less active and/or less aware about the importance of media literacy.
- The academic level of the participants: 98.3% are with higher education level.

-   *What are their main needs / expectations / interests?*

Parents in Bulgaria are not very familiar with the different media literacy topics. An issue that we should address is the dissemination of the created tools and material in small towns and rural areas as the survey results showed that people in these regions are not interested even in participating in the survey.

The main topics that are of interest for most of the participants are: Cyber security; Privacy and digital footprints; Internet addiction; Parents' control tools.

- *How many people showed their interest to the project (i.e. gave one's e-mail address)?*
-

22 of the participant gave their e-mail address for further communication and want to receive information about the training materials

4. Focus group interview

Briefly present the interviewees, their backgrounds, experiences and expertise

	Name	Profession	Organization	Information (No of children, Age)
1	Lili Georgieva	Consultant	Ustremeni – a career consultancy company working with women	1 child, 8 years old
2	Ganka Petrova	Personal and business coach		2 children, 16 and 21 years old
3	Velina Dragijska	NGO Manager	NGO "Inspire Bulgaria" – program "Kidz Wellcome" - Kidz Welcome is an organisation that aims to support the parents in the process of raising their children by providing them with a better environment. We serve as a bridge between the business and the parents by providing information and	Working with parents and children 0-10 years old

			training to the business how to provide childen-centric services. As well we involve both sides for active contribution to the environment - renovation of playgrounds, parks, accessibility improvement (stroller and wheelchairs) and etc.	
4	Cvetanka Hristova	Expert in a consultancy agency		1 child 14 years old
5	Valentina Georgieva	Educator, Trainer, NGO Manager	Manager of NGO "Drujestvo Znanie"	1 child 20 years old

Describe the collected results, in particular,
  - *Describe the main issues that you wanted to clarify / understand / deepen during the interview (taking into account the results of the questionnaires)*
  - *Describe the main conclusions from the discussion*

The following table might be useful:

Issue / Problem	Answer / conclusion
- Misleading information (different claims by marketing campaigns of products, services and etc. that don't prove true)	- Education of the parents and empowering them to speak and educate their children - Information how parents to double-check reviews especially about children care products
- Lack of consolidated information – parents and teachers are not aware that there are already some training and educational material they could use	- Dissemination campains

-	Online safety for the children	- -	Parents education and raising of their awareness To include information for new not so known/popular ways for online hidden threats
-	Parents report about not only about adult-children online abuse but also about children-children abuse	-	Parents control and conversations, knowledge about the ways to deal with such topics
-	Lack of trust from the children to their parents (children don`t dare to share what happens online to their own parents; sometimes they trust other adults and share however in most cases they just don`t share)	-	Work with parents on the trust issue
-	Screen addiction	-	Controlling tools for parents (time restriction and content)
-	Use of applications that are not popular among parents	-	Parents education
-	Parents and children are not aware that they leave footprints every time they go online.	- -	Tips on how parents can deal with these issues. List of resources, videos, tools etc. which parents can use to be informed about the dangers and how to prevent them.

3. Conclusions and recommendations

Comment the collected results and provide recommendations at national level, especially present your reflections and suggestions concerning the training programme.

The results of the desk results for Bulgaria show that there are organisations dealing with media literacy for children, teachers and parents however the awareness among parents is still very low and most of them don't`know that some specialized materials exist. The overall conclusion is that these materials are not enough and also that parents need more information and empowerment to get engaged with the topic.
There are some measures undertaken as a national policy however they cover the very minimum of the needs.
The main topics of interest for the training material are: Cyber security; Privacy and digital footprints; Internet addiction; Parents' control tools. Another big issue that arose during the focus group interviews was the trust between parents and children – with whom children dare to share their problems, questions and concerns and on the other hand - to which extent they tend to accept information from their parents without resistance.

Attachments:

Please, attach the full Excel sheet with the data collected through the questionnaire (raw data exported from the Google form that you used)