

# Communications Commission

Promoting Media Literacy and Parental Control

April 2025

An abstract graphic in the bottom right corner consisting of several overlapping, thick, rounded lines in shades of purple, blue, and green, creating a sense of movement and connectivity.

# Media and Information Strategy

Objective: Strengthening society to ensure safe navigation in digital spaces and equipping people with the right tools to help make informed decisions



Equip parents with legal tools to help control the content their children consume

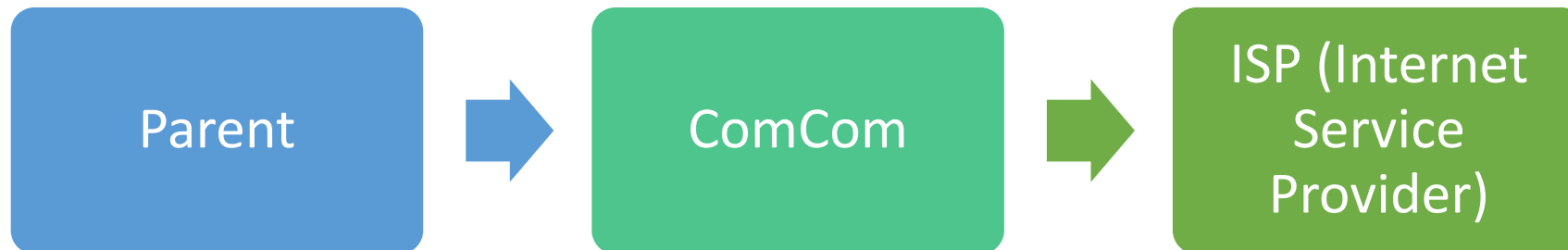


Promote media literacy and raise awareness to safe use of the Internet and digital resources



# Empowering Parents: Children's Online Protection Regulation in Georgia

- ✓ Parents as key actors
- ✓ Platforms must label harmful content with age-appropriate warnings
- ✓ (7, 12, 15, 18+) Special rating lists created by the ComCom

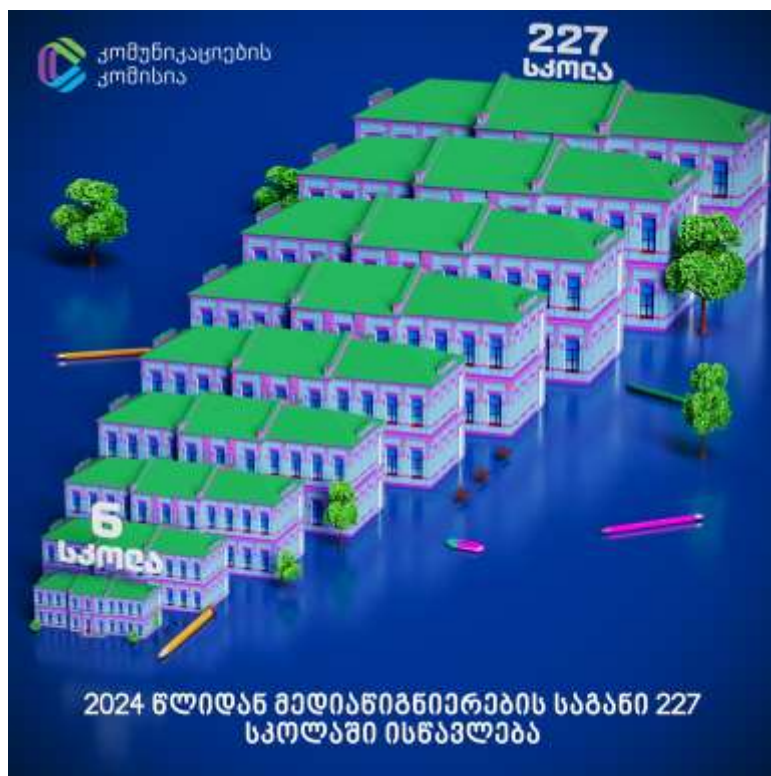


## Media Literacy Projects

- Integrating Media Literacy into Formal Education
- Competition - Media Literacy Olympiad
- Competition - Truth or Fiction?!
- Digital Adoption Program
- National Research on Media Literacy
- Media Literacy Online Platform



# Integrating Media Literacy in Formal Education



Starting from the 2024-2025 academic year, 227 schools offer media literacy as an elective subject. 90% of these schools are in regions.



Throughout the 2024-2025 academic year, media literacy is taught through informal activities (clubs, projects) in 647 schools.



2500 teachers were trained










9 informational sessions were held in different regions, attended by around 300 school principals.

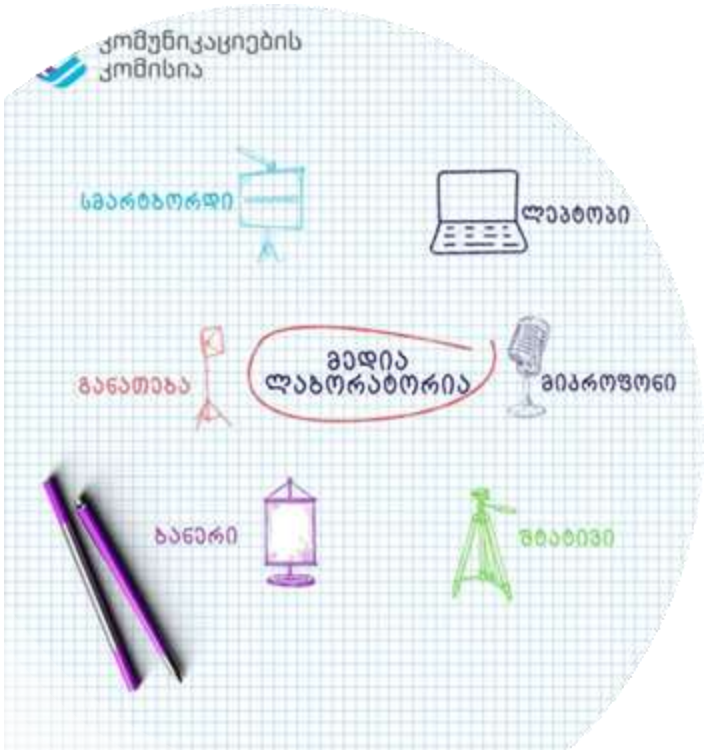
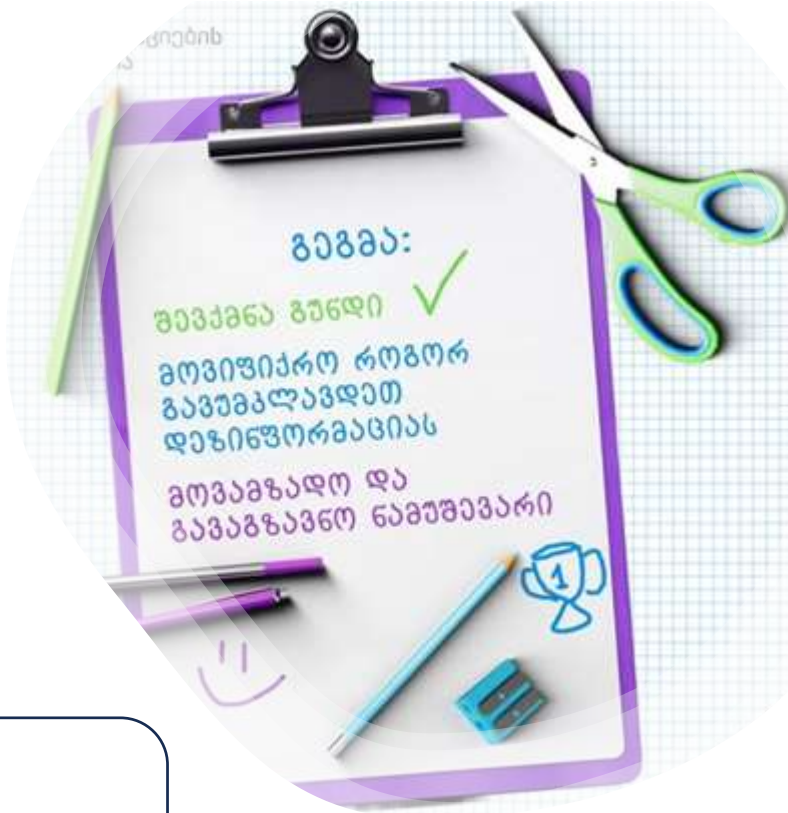


# Media Literacy Olympiad

How to deal with disinformation?


-  2780 students
-  430 teachers
-  504 application
-  476 school

-  Top 10 application was selected
-  Each participant received a certificate
-  Only 1/3 of participants were from Tbilisi



**Category I**  
Grades I-V

**Category II**  
Grades VI-XII

 ComCom provided the Media Lab to the winning schools and equipped them with high-tech prizes to produce various media products

# Truth or Fiction?!



12 terms, 8 for students and 4 for university students



180 awareness raising seminars



Over 4600 beneficiary



Over 1200 applications

# Digital Adoption Program

**Goal: Equip the residents with essential digital skills and internet literacy, enabling them to navigate the technological world**



Remote, mountainous rural areas of Georgia



Raise awareness about digital literacy, use of digital services, and the safe use of the Internet



Two modules:

- ✓ Digital Literacy
- ✓ Safe Use of the Internet and Cyber Hygiene



560 practical thematic seminars  
200 targeted villages/settlements  
7600 beneficiaries, including children aged 14+





# Media Literacy National Platform

- The media literacy online platform is yet another tool aiming to raise awareness about media literacy among children, students, teachers and parents.
- It serves as a hub for diverse stakeholders working to promote media literacy in Georgia, including public agencies, international organizations, civil society, and academia.
- It offers open access to the latest educational resources and informative notes on disinformation, misinformation, digital rights, fact-checking, and safe internet use. An online platform is a tool for fostering critical thinking, digital citizenship, cyber hygiene, and informed media consumption.



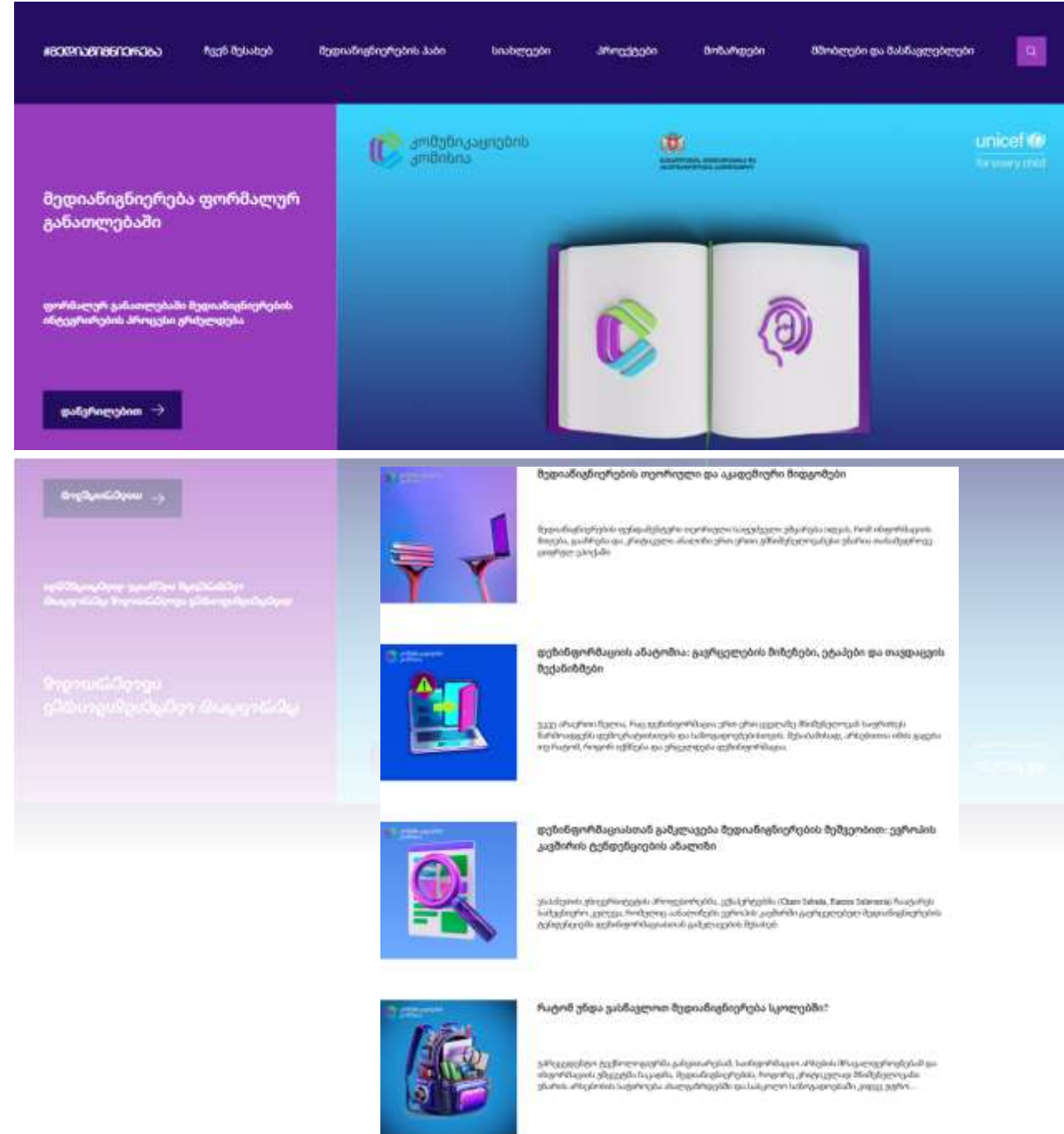
150 informational articles



33 partner organisations



More than 117 000 visitors



## National Research on Media Literacy

- **Goal:** Conduct a needs assessment to determine the level of media and information literacy in society
- **Approach:** The UNESCO Global Media and Information Literacy Assessment Framework
- **Survey type:** Quantitative and qualitative
- **Focus group:** Population of Georgia (12+)
- **Survey scale:** At least 1500 respondents
- **Survey length:** Pending in 2025



**National Research on Media and Information Literacy**

Thank you!

