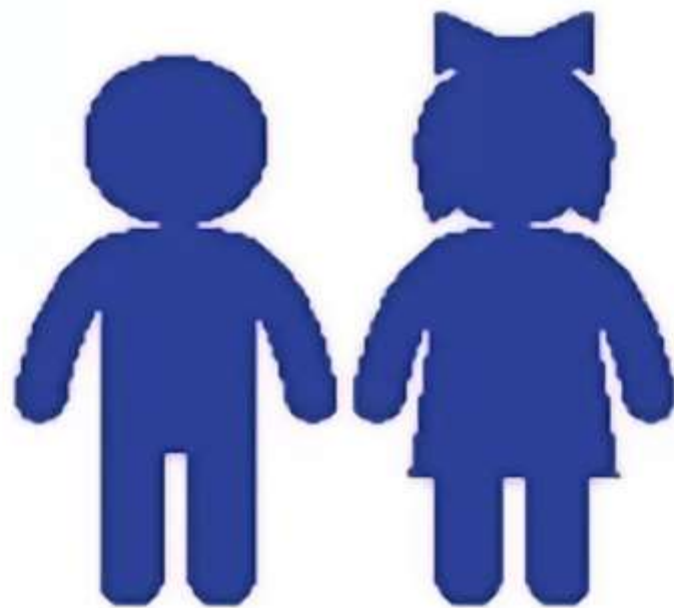


# **Country Report: Albania – 11th BRAF Meeting on Child Protection in Media Services**

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# PROTECTION OF CHILDREN IN MEDIA SERVICES



## Legal Framework and Provisions

I. Audio and audiovisual programs offered by audiovisual media service providers that may harm the physical, mental, or moral development of children will only be broadcast in a manner that ensures children will not normally hear or see them, through the selection of broadcasting times, the application of age verification tools, or other technical measures. The regulatory bodies take protective measures in proportion to the effects these programs have on the moral, mental, and physical development of children. The most harmful audio and audiovisual programs, with content such as violence and pornography, will be subject to stricter measures.

II. The Broadcasting Code, approved by AMA Decision No. 60, dated 10.07.2023, highlights several issues regarding the standard of respecting human rights. The Code sets the rules, standards, and broadcasting practices in accordance with the provisions of the legal and sub-legal acts in force in the Republic of Albania. Regarding the protection of minors, and especially children, the new Broadcasting Code explicitly contains a number of provisions to guarantee the rights, interests, and moral and legal requirements for the protection of this vulnerable category, especially minors.

III. A significant step by the Audiovisual Media Authority has been made not only through legal changes, such as the inclusion of video sharing platforms in the Law 97/2013, as amended, but also through the approval by decision no. 128, dated 23.12.2024 of the Board of the regulation "On the special requirements that video distribution platform providers must meet for the creation and operation of transparent, effective and user-friendly systems". The Regulation on Video-Sharing Platforms aims to clarify the way these platforms operate in the territory of the Republic of Albania and the relevant procedures for handling complaints addressed to them also in regard to hate speech.

# The work of the institution in the direction of protecting minors

The Complaints Council, as the responsible structure, has reviewed 349 complaints, sent respectively:

- 72.5% - from individuals;
- 14.6% - from institutions;
- 6.3% - from law firms;
- 5.9% - from civil society;
- 1.4% - from the media;
- 1.3% - from commercial entities.

The complaints presented had the following subjects:

- 59.5% - the best interest of the child;
- 15.2% - violation of the dignity of the victim;
- 8.9% - violation of privacy;
- 8.6% - the right to reply;
- 5.7% - gender discrimination/sexism;
- 5.7% - violation of dignity;
- 1.7% - images/acts of violence;
- 1.2% - racial discrimination;
- 2.3% - commercial communications in audiovisual media;
- 21.5% - other ethical violations (complaints that are not directly related to a specific media content but to broader issues in the audiovisual market, such as the program structure of audiovisual media service providers, the use of unethical language, inaccuracies or deviations in speech, or issues arising from a lack of understanding of the characteristics of media genres);
- 13.5% - violations outside the scope of AMA's activity, as defined by Law No. 97/2013 "On Audiovisual Media in the Republic of Albania," as amended."



# Media Literacy in Albania

**As part of Media Education, AMA, in collaboration with the Turkish regulatory authority, carried out an educational audiovisual campaign with over 20 videos for children and parents, aiming to promote the safe and beneficial use of audiovisual content and guidance in the digital environment. The videos have been published on the Authority's website and social media networks. Additionally, AMA organized advisory roundtables for different age groups, initially focusing on preschool children.**

# MEDIA LITERACY

**Media Literacy** is the general concept of the ability to critically analyze the content published in the media and to determine its accuracy or reliability.

Media Literacy develops the ability to:

- ✓ Decode media messages;
- ✓ Asses the impact of these messages on thoughts, feelings and behaviors;
- ✓ Create the media with thought and awareness.



# THE TIME THAT CHILDREN SPEND ON DIGITAL MEDIA:



**2 TO 8 YEARS OLD**  
CHILDREN SPEND AN  
AVERAGE OF TWO  
HOURS A DAY;

CHILDREN AGED **8 TO**  
**12 YEARS OLD** SPEND  
FOUR TO SIX HOURS;



TEENAGERS **OVER 12**  
**YEARS OLD** SPEND AN  
AVERAGE OF SEVEN TO  
NINE HOURS A DAY



# **BENEFITS:**



The messages, images, information, and the experiences we daily engage through media help in shaping our beliefs, perspectives, values and identity



When used well, media can entertain, inform, and engage our children in positive ways



The use of media helps young people become more competent in the digital age



Media allows children and young people to express themselves and connect with others like them, as well as stay in touch with family members or friends who live far away



# The negative effects of Digital Media:

● INTERNET SAFETY

● LOW SELF-ESTEEM

● BODY SHAMING

● CYBERBULLYING

● DEPRESSION AND  
SUICIDE

● REINFORCEMENT OF  
STEREOTYPES

● MISINFORMATION

● SUBSTANCE ABUSE AND OTHER  
RISKY BEHAVIOURS





## UNDERSTANDING MEDIA MESSAGES

- Objective
- Target audience
- Prejudice and perspective

## CRITICAL THINKING

- Credibility assessment
- Identifying logical mistakes

## ANALYSIS TECHNIQUES

- Persuasive techniques that include
  - **Emotional responses:** The use of emotions such as fear, happiness or anger to influence.
  - **Bandwagon Effect:** Encouraging other people to act because "everyone else is doing the same thing".
  - **Testimonial:** The use of endorsements from famous figures or satisfied customers.
- Visual and audio techniques

# PREJUDICE RECOGNITION

## TYPES OF PREJUDICE

- ✓ **Selection:** Choosing specific stories or details to include or leave out from the content.
- ✓ **Placement:** Positioning of the content to imply its importance.
- ✓ **Framing:** Presenting information in a way that favors a specific interpretation over others.
- ✓ **Self-awareness**

# MEDIA CREATION

- **Ethical creation:** integrity, transparency and respect for intellectual property.
- **Technical skills:** technical skills, including writing, video editing, graphic design and understanding of digital platforms.



# DIGITAL EDUCATION



**Internet Safety:** understanding privacy settings, recognizing the risk of sensitive data theft, and protecting personal information.



**Digital Footprint:** it means understanding how online behavior can be tracked and how it can impact personal reputation and privacy.



**Managing information overload:** includes using reliable sources, setting limits on media consumption, and being aware of the time spent away from the internet.



# MEDIA LITERACY EFFECTS

Media literacy is not only about understanding the media, but it also encourages a critical mindset and responsible behavior in a world overwhelmed by the media.

**Personal development:** improving the orientation and understanding of media content, which leads to more informed decision-making, better comprehension of the world and greater resilience against misinformation and propaganda.

**Civic engagement:** Media literacy empowers individuals to participate more effectively in democratic processes. Informed citizens are better equipped to engage in discussions, vote wisely, and hold those in power accountable.



# MEDIA LITERACY EDUCATION AND SOCIETY

**Media literacy has brought measurable and significant changes in several aspects of education and society:**

Improving students ability to detect fake news and better understand media content

The development of students skills in elementary schools in using and creating media content

Positive results in the context of online learning appear to contribute to an increase in academic performance and students satisfaction with their education

It helps students become more responsible media consumers, while also preparing them for more critical and effective participation in society



# CONCRETE RESULTS IN MEDIA LITERACY



## Improvement of Information Assessment Skills

70% of the students who participated in Media Literacy programs showed significant improvement in their ability to identify and evaluate information sources



## Identifying Fake News

60% of the students who participated in Media Literacy programs improved their ability to detect fake news after completing the course



## Academic Performance in Online Learning

Media Literacy improved students academic performance in online learning, showing an increase of 15-20% in their test scores compared to students who did not participate in these programs



## Engagement and Social Skills

Participation in Media Literacy activities increased students civic and social engagement by 25% compared to those who did not have access to these programs



## Cyberbullying Reduction

Media Literacy led to a 30% reduction in cases of cyberbullying among students who were involved in digital education programs

# Empowering audiences has been and continues to be a strategic objective of the Audiovisual Media Authority, concretized in these areas:

**1. Promotion** of the complaint mechanism as a tool for meeting the public's expectations regarding audiovisual offerings.

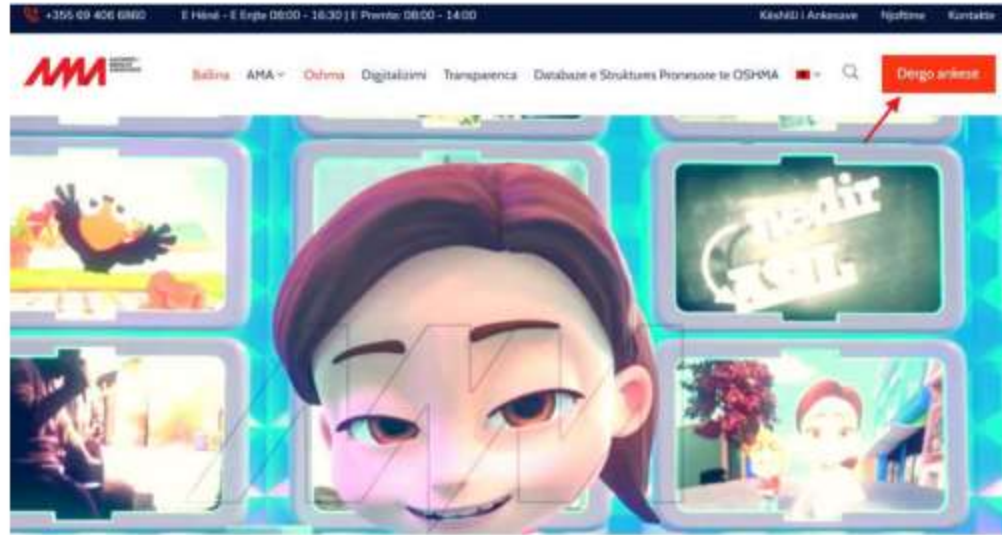
**2. Information, awareness, and sensitization** campaigns aimed at familiarizing the public with the ethical standards of audiovisual offerings based on existing laws and subordinate acts

**3. Thematic consultations** with stakeholders and market actors





# MEDIA LITERACY AND “COMPLAINTS”



The functioning of the “complaint mechanism” is one of the main areas for measuring the public’s media literacy and the extent of its use for improving standards in the audiovisual market

## SOME OF THE INDICATORS ARE

- ✓ An increasing trend in the overall number of complaints
- ✓ An increasing trend in the number of individual complainants
- ✓ User-friendly procedures for complainants



# MEDIA LITERACY THROUGH CAMPAIGNS



Media Literacy audiovisual campaign (23 videos) focusing on raising public awareness about the responsible use of audiovisual and online media

FJALË TË HUAJA TË PËRDORURA	ZGJEDHJE E MUNDSHME PËR ZËVENDËSIM
✗ STIMULIM	✓ NËNË
✗ UTILITAR	✓ I DOBISHËM
✗ I DESTINUAR	✓ I PARACAKTUAR

Weekly awareness campaign "**SPEAK ALBANIAN**" aimed at the language standards used in media, focusing on cleaning the language of foreign words used excessively



Awareness campaign focused on preschool children aged 5 due to their developmental characteristics and need for guidance in the audiovisual and digital world as they approach an important milestone in their lives, such as schooling



# MEDIA LITERACY THROUGH COLLABORATION

## • LEGISLATIVE INITIATIVES AND REVIEW OF SUBORDINATE ACTS:

- amendments of Law 97/2013 “On Audiovisual Media in the Republic of Albania” modified, within the framework of transposing Directive 2018/1808 of the EU;
- review of the Broadcasting Code – the most important subordinate act of the audiovisual market in the Republic of Albania

## PARTNERSHIP WITH NGO:

8 projects for media literacy: perception surveys, discussion forums, studies and publications focused on the ethical standards of OSHMA

## INTER-INSTITUTIONAL COLLABORATION

- joining the working group for the drafting and implementation of a national strategy on media literacy initiated by ISHM
- Collaboration with the Municipality of Tirana (General Directorate of Kindergartens and Nurseries)

# CONCLUSION

## Media Literacy is important because:

Provides the necessary tools and skills to be a safe and competent consumer of media

Expands the concept of literacy because today's messages come in various forms, and reading and writing cannot simply refer to the ability to read and write

Empowers all individuals to engage in a global media environment

Empowers and guides decision-making skills in democratic systems

Protects against disinformation, hate speech and the misdirection of the public

Helps marginalized social groups in understanding how the media operates, why stereotypes exist, how decisions are made and why "who does what" is important

Helps in learning to consume media images with an active, critical mind and to ask the right questions

## We have established a collaboration with the TikTok platform



### How it works:

We have opened a dedicated channel where citizens, interest groups, civil society and anyone else can report audiovisual content that they deem harmful.

Reported content is reviewed by a team of specialists set up in the AMA.

Content found in violation of the law are reported in the channel dedicated to AMA, opened by TIKTOK, together with the legal interpretations and violations that these contents cause to Albanian law.

### Types of harmful content:

Violence

Children's rights

Right of communities

# The results of this collaborative regulation established:

Following the cooperation agreement with TikTok, we have these results:  
In accordance with the legal framework and regulatory obligations in force, from August 22, 2024, to March 6, 2025, a total of 888 complaints related to media content were administered and processed. Below are the key data from this report:

## Classification of Complaints

Complaints identified as legal violations: 357

Video/audio under review: 11

Video/audio removed: 346

## Classification of Removed Content

From the analysis and review of complaints, a total of 346 pieces of content were removed, classified as follows:

- 20 videos for acts of violence
- 3 videos for hate speech based on sexual orientation
- 2 videos for religious hate
- 31 videos for images of criminal activities
- 153 videos for exposing children to pornography, drugs, alcohol, tobacco, and violence
- 124 videos for inciting violence and hatred
- 13 audio files for language exceeding moral and ethical standards

In conclusion, the AMA, in its capacity as the regulatory authority in the field of audiovisual media, consistently and continuously monitors all audiovisual content to ensure compliance with legal requirements regarding the protection of fundamental rights and freedoms, particularly the rights of minors, during their broadcasts.

**THANK YOU**

**QUESTIONS?**