ASSESSMENT CRITERIA FOR MEDIA LITERACY LEVELS
GUIDE MAP - DIMENSION 1: **INDIVIDUAL COMPETENCES**

Criteria	Components	Indicators
USE SKILLS (technical)	Computer and Internet Skills	• Computer Skills • Internet Skills
	Balanced and Active Use of Media	• Internet Use • Newspaper circulation • Going to the Cinema • Reading Books • Mobile phone subscriptions
	Advanced Internet Use	• Buying by Internet • Reading News by Internet • Internet Banking
CRITICAL UNDERSTANDING COMPETENCES	Understanding Media Content and its Functioning	• Reading Text • Classifying written and audiovisual texts • Distinguishing media content • Elements to which the user attaches importance to rely on the information • Classifying Websites • Classifying media platforms and interaction systems
	Knowledge about media and media regulation	• Media concentration • Knowledge and opinion regarding the media regulation subject • Do you know which institution sanctions possible violations of the law operated by TV stations? • Do you know the authorized institution to turn to when you noticed something insulting, injurious or offending on TV, radio or Internet? If the answer is yes, name it • Rules and rights applicable to media content • Perceptions of the watershed • Knowledge about regulation on internet • Author / Use right
	User Behavior	• Exploring information and critical search of information • Checks made when visiting new websites • Judgements made about a website before entering personal details
COMMUNICATIVE ABILITIES	Social Relations	• User-created content in the EU • Creating a profile or sending a message in a social networking website.
	Citizen Participation	• Internet for Cooperation • "User Centricity" on online public services • Citizen Participation activities ever done • E-government usage by individuals
	Content Creation	• Media Production Skills • Experience of creativity • User Created Content

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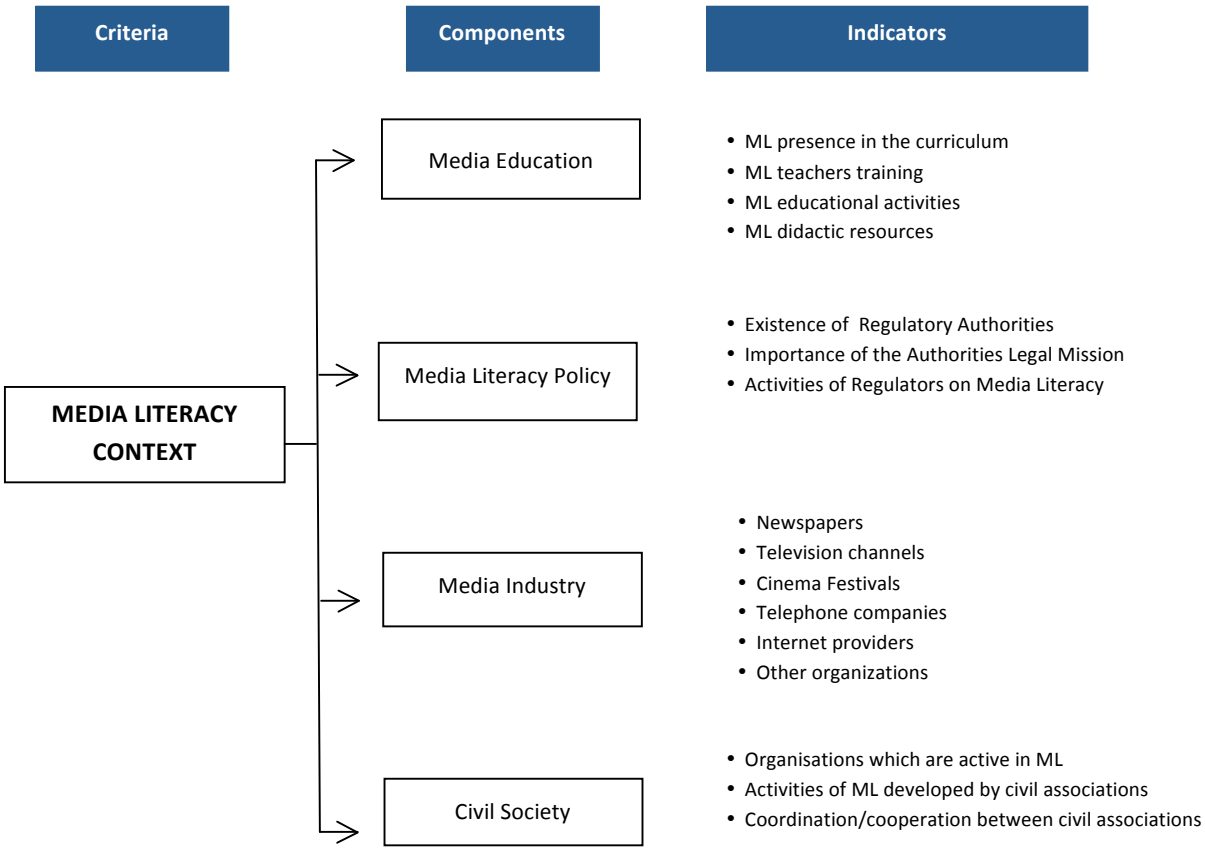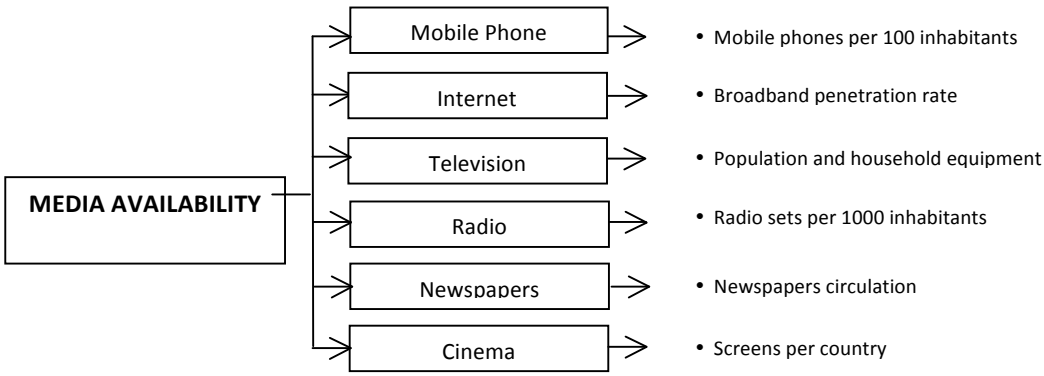
GUIDE MAP - DIMENSION 2: **KEY ENVIRONMENTAL FACTORS**