WP3. Formal Media Education

AUSTRIA

1. Education System

The Ministry of Education, Arts and Culture (Bundesministerium für Unterricht, Kunst und Kultur) is the supreme body in charge of overseeing primary and secondary education in Austria, as well as teacher training colleges.

The Länder are responsible for organizing grants, determining the recruitment of teachers, the building and maintaining of schools, assigning the number of students per class and setting the school calendar.

Schools enjoy considerable autonomy with respect to managing budgets and adapting the curriculum to their needs.

Compulsory education covers a period of 9 years. It starts at the age of 6 in primary school (or Volksschule) and continues with primary education in the Hauptschule which is in a stage of transformation. From 2012 until 2015-16 junior high schools are adapting to the Neue Mittelschule, which is the new high school for all students aged 10 to 14 years of age. In upper secondary schools technical education is offered as well as vocational and general education according to the interests and talents of students.

2. Policies in Media Literacy

In terms of policy development of media literacy the Ministry (BMUKK) establishes the "Fundamental Media Education Act" or Grundsatzerlass Medienerziehung.

The Austrian Ministry of Education developed in 2012 a new strategy for information technology which follows the guidelines of the Digital Agenda for Europe as developed by the European Commission in order to meet the objectives of the "Europe 2020".

> **Austria has incorporated the recommendations of the Digital Agenda for Europe in its development of policy on media literacy**

The digital agenda eFit 21 summarizes the fundamentals of Austrian ICT policies which cover numerous projects in information technology, defining strategies and major steps in education, arts and culture.

It highlights the Media Litercy Award initiative that encourages projects and conferences on media education in schools and organizes an annual competition where the best and most innovative educational media projects in European schools are presented.

3. Media Literacy and National Curricula

Media education, as a part of pedagogy in media education, has been an education principle in Austria since 1973 although it has not been integrated into the curriculum as a specific subject but managed transversally.

In 2013 media education and the use of ICT is now stipulated in the school curriculum "levels of training and competency models" (Bildungsstandarts und Kompetenzmodelle).

Medienbildung now appears as an integrated part of primary education in subjects such as: Language, Art and Social Studies, which belong to the areas of "Language and Communication" and "Creativity and Design". In high school media education is integrated into elective subjects, vocational guidance, German, Social Studies and other special school projects.

4. Tools to measure the Level of Competencies

There are several tools to measure competency levels of media literacy of citizens:

- EPICT (European Pedagogical ICT License) (Also Denmark, Italy, Ireland, Malta, UK)
- Zertificat e-Learning (E-learning Certificate)
- E-learning Cluster Austria

The eLearning Cluster Project offers people at secondary and tertiary level certificates in information technology as well as knowledge and skills in e-learning.

5. Teacher Media Training

Teacher training is done at universities and Pädagogischen Hochschulen. Since 1984 the subject of "Media Pedagogy" has existed in teacher training programs at the universities of Innsbruck and Vienna. At the other universities, although subjects related to teaching media, or Medienerziehung, can be taken, there is still no specialization in the subject.

E-learning strategies have been created which, in turn, have been successfully introduced in the faculty of education programs as eCoaching or EPICT (European Pedagogical ICT Licence) above.

In February 2010, the Austrian government enacted the Österreichische Internetdeklaration recommending the introduction of a minimum standard of infrastructure in schools to work

with new technologies, the better training of teachers in the field, the establishment and free access to new educational contents and the continued use of ICT in all areas of teaching and learning to promote critical use of the media.

6. ICT in Schools

The keys to the inclusion of ICT in Austrian schools can be summarized as follows:

- The rate of teachers who use digital media in the classroom in secondary education is a little higher in Austria than the average of the EU countries. A greater percentage of teachers has a positive attitude towards the use of new technologies.
- In primary schools teachers who rely on new technologies are few. Most show low confidence and negative attitudes towards ICT have little access to it and many obstacles to connect to the Internet.
- The situation is particularly precarious in primary education regarding the use of ICT in teaching and learning.

Iniciatives:

- Highlights the teaching support portal Bildung.at.
- Virtuelle Schule is at the service of active discussion and evaluation of the use of ICT.
- eLSA, e-learning and blended learning in the daily life of the school, projects of the Ministry of Education, Science and Culture.
- Education Group is the association of Education Highway and Bildungsmedienzentrum (Media Education Center) in order to support teachers in the development of educational materials for the classroom.
- BIFIE performs management tasks, applied educational research, monitoring and development of quality education by scientists and educators.

▬ Annex. Country Key Features

(a)	**Languages**	German (official nationwide) 88.6%, Turkish 2.3%, Serbian 2.2%, Croatian (official in Burgenland) 1.6%, other (includes Slovene, official in Carinthia, and Hungarian, official in Burgenland) 5.3% (2001 census)
	Population	8,221,646 (July 2013 est.)
	Major cities	VIENNA (capital) 1.693 million (2009)
	Government type	Federal republic
	GDP (Purchasing Power Parity)	$357.8 billion (2012 est.)

	GDP real growth rate	0.6% (2012 est.)
	GDP per capita (PPP)	$42,500 (2012 est.)
	GDP composition by sector	Agriculture: 1.5% Industry: 29.4% Services: 69.1% (2012 est.)
(b)	**GDP per head (PPS)**	129.0 (year 2011) (Index, EU27=100)
(c)	**Year of EU entry**	1995
	Currency	Member of the eurozone since 1999 (€)
	Schengen area	Member of the Schengen area since 1995
(d)	**Pupils and students (ISCED levels 1-6) (1 000)**	1.481,8 (year 2011)
	Pupils at ISCED level 1 (1 000)	326,4 (year 2011)
	Pupils at ISCED level 2 (1 000)	352,6 (year 2011)
	Pupils and students at ISCED level 3 (1 000)	374,8 (year 2011)
	Students at ISCED level 4 (1 000)	66,2 (year 2011)

Sources: own design, using data from:

(a) Central Intelligence Agency (2013). *The World Factbook 2013-14*. Washington, DC [Retrieved from: https://www.cia.gov/library/publications/the-world-factbook/index.html]
(b) European Commission (2012). *Country Fact Sheet: Austria*. Directorate-General Regional Policy. Analysis Unit C3. European Commission [Retrieved from: http://ec.europa.eu/regional_policy/information/brochures/pages/country2012/index_en.cfm]
(c) European Union (2013). Member states of the EU. European Union [Retrieved from: http://europa.eu/about-eu/countries/index_en.htm]
(d) Eurostat (2013). Education and training. Pupils and students (tps00051). File: educ_ilev.xls [Retrieved from: http://epp.eurostat.ec.europa.eu/portal/page/portal/education/data/main_tables]

🟥 Sources:

Austrian Computer Society
http://www.acs.org.au/

Austrian Education News
http://www.bmukk.gv.at/enfr/school/aen.xmlhttp://www.ocg.at/

BIDOK - Behinderung Inklusion Documentation
http://bidok.uibk.ac.at/

Bundesministerium für Unterricht, Kunst und Kultur BMUKK
(Ministerio de Educación, Arte y Cultura)
http://www.bmukk.gv.at/schulen/unterricht/index.xml

Center for Advanced Studies and Research in Information and Communication Technologies & Society
http://www.icts.sbg.ac.at/

Democracy Centre Vienna
http://www.demokratiezentrum.org/en/home

EDUCAUNET
http://www.educaunet.org/

eFit 21 Strategy
http://www.efit21.at/en/

ENSI Environment and Schools Initiative
http://www.bmukk.gv.at/enfr/ensi/index.xml
http://www.ensi.org/

EPICT License
www.epict.at
http://epict.virtuelle-ph.at/

EUROPEAN COMMISSION. (2007). *Study on the Current Trends and Approaches for Media Literacy in Europe. Country profile: Austria v4.0*. Brussels: European Commission.
http://ec.europa.eu/culture/media/media-content/media-literacy/studies/austria.pdf

EUROPEAN SCHOOLNET. (2012). *Survey of Schools: ICT in Education. Country Profile Austria*. Brussels: European Schoolnet.
https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/Austria%20country%20profile.pdf

EURYDICE. (2013). *European Encyclopedia on National Education Systems*. *Austria Overview*. Brussels: European Commision.
https://webgate.ec.europa.eu/fpfis/mwikis/eurydice/index.php/Austria:Overview

"Grundsatzerlass Medienerziehung" (Decreto Fundamental de la Educación en Medios)
http://www.bmukk.gv.at/schulen/unterricht/prinz/medienpaedagogik.xml

Institut für Medienkompetenz - IMK
http://www.medienkompetenz.cc/

Internetdeklaration
http://einclusion.hu/2010-03-09/national-internet-declaration-a-basis-for-thecountry%E2%80%99s-ict-strategy/

HAWLE, R. & LEHNER, K (2011). *Austria. Country Report on ICT in Education*. Brussels: European Schoolnet.
http://insight.eun.org

HORNUNG-PRÄHAUSER, V. & GESER, G. (2010). *ICT in Initial Teacher Training: Austria Country Report*. Salzburg: Salzburg Research.

LEHNER, K. (2013) *Austria. Country Report on ICT in Education*. Brussels: European Schoolnet.
http://insight.eun.org

Mediamanual
http://www.mediamanual.at/en/index.php

Medienimpulse-Beiträge zur Medienpadagogik
http://www.medienimpulse.at/

Medienpädagogik, Bildungsmedien und Medienservice
(Departamento austríaco para la pedagogía de medios, medios educativos y servicios a los medios)
http://www.bmukk.gv.at/schulen/unterricht/prinz/medienpaedagogik.xml

Sistema educativo austríaco
http://www.bmukk.gv.at/enfr/school/schools.xml

Saferinternet.at - Austrian Awareness node
http://www.saferinternet.at/english/

Temas actuales en las políticas educativas de Austria
http://www.bmukk.gv.at/enfr/school/educ/heading1.htm4596.xml

Zertifikat e-Learning
http://www.zertifikat-elearning.at