Erasmus+ Virtual Exchange

IOOC: Gender In/equality in Media and Journalism

Overview

In this Interactive Open Online Course "Gender In/equality in Media and Journalism", participants will engage with learning resources and expert content developed by [Advancing Gender Equality in Media Industries (AGEMI)](#) while exchanging on different aspects of the gender-media relationship. Through virtual exchange, students and young media professionals will put their own experiences, values, and challenges in the forefront as a primary source for learning and application about gender equality in the media.

This 4-week course starts September 10, 2018 and consists of 4 modules. Participation is open to all, but will be of most interest to students, young media professionals, and journalists. All you need to participate is a smart phone or computer and internet access. This is a paced-course, and participants are expected to interact and meet weekly exchange requirements alongside their peers. The estimated time commitment is 1-2 hours per week.

An Erasmus+ Virtual Exchange badge is given to participants who successfully meet the course requirements.

You will access the course on the Sharing Perspectives Foundation's website: [here](#).

Questions about the course can be sent to agemi@sharingperspectivesfoundation.com

Outline

Week 1 – Representation

Learn:
- Gender representation in the news
- Norms and Stereotypes
- Who is allowed to speak, on what, and when?
- It's Not just Numbers
- Why do we get what we get?

Exchange:
- What identities influence your experiences and opinions, and how might they differ from your peers?
- How might someone with different identities than yours research, analyze, or report on an event or policy differently?
- If the message is the same, does it the gender matter of who says or writes it? Why or why not?

Week 2 – Leadership and Decision-Making

Learn:

- Women and leadership in media industries
- Research Trends And Patterns
- Issues of Structure
- Issues of Culture
- Changing the Picture

Exchange:

- What would be different, if anything, if there were more women in leadership positions?
- How have your experiences or upbringings contributed to how you view the relationship between gender and leadership?
- What do you attribute as the primary cause for the gap in women's leadership positions; why?

Week 3 – Digital Technologies

_____

Learn:

- Gender and digital technologies
- Theoretical background
- Looking for Unicorns
- Gender issues in data journalism
- Hacking the gender gap

Exchange:

- Were you raised with the idea that "computers are for boys?" How was this communicated (or not) to you?
- What are the digital skills that you bring to the table, and what do you lack?
- How do you see digitization being a contributor to the empowerment of women?

Week 4 – Advocacy

_____

Learn:

- Advocating gender equality in and through the media - from the grassroots to transnational arenas
- Media and advocacy tools
- A dialogue on current advocacy initiatives
- Media as spaces of advocacy

Exchange:

- How do you or can you advocate for media gender equality?
- Interviews exchange: interview friends, family, or people on the street to understand what they think about media gender equality and what they want to see changed.

Exchange Format and Platform

The exchange will consist of weekly prompts and ongoing conversations in an online platform (videologue.eu) where you will respond, react to others, raise questions for your peers, and bring other people from your communities into the discussions, all through short videos and moderated by an Erasmus+ Virtual Exchange facilitator. You can take part on your computer or mobile phone.

Expectations and Assessment

Upon successful engagement in the exchange, you will be awarded an Erasmus+ Virtual Exchange badge certifying your participation. Following are the expectations enabling you the best experience and how you can succeed:

1. You are expected to respond substantively to each prompt posted by the facilitator. A substantive recording indicates clearly that you have critically reflected on your own knowledge and experiences with active curiosity about the experiences and knowledge of others.
2. You will both ask your own questions and respond substantively to the posts of coursemates each week. Discussing the week's issues and exploring how these issues and resources link to your own work and experience are essential parts of learning together, and each member's participation is essential.
3. At a minimum, participants should post their initial responses by Tuesday each week and follow up with responses to classmates by Thursday each week. Each Friday, final responses to others' and the facilitator's reflection question should be posted.
4. All posts will adhere to the principles of dialogue, being respectful, honest, open, and curious. The exchange will be enhanced by your differences, and direct engagement in areas of controversy or misunderstanding is encouraged. In order to get the most out of this experience, you will contribute to making this a safe space to share and make mistakes while also being a challenging space to voice and hear other opinions and question your own assumptions.

Expectations for Asynchronous Discussion Participation

Criteria	Poor	Acceptable	Good	Excellent
Follow-Up Postings	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.
Content Contribution	Posts information that is off-topic, incorrect, or irrelevant to discussion.	Repeats but does not add substantive information to the discussion.	Posts reflective and substantive contribution	Posts reflective and substantive contribution; advances discussion by displaying curiosity on others' views.
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to other material.	Incorporates some references as well as personal experiences.	Uses references to content or personal experience to support comments.

You will be given a weekly participation score based on the below criteria that will determine your eligibility to pass the exchange and receive an Erasmus+ Virtual Exchange badge. A 65% score or above is required.

Assessment Criteria for Asynchronous Discussion Participation

Criteria	Poor 0 Points	Acceptable 1 Point	Good 2 Points	Excellent 3 Points
Frequency	Participates not at all.	Participates 1-2 times on the same day.	Participates 3-4 times but postings not distributed throughout week.	Participates 4-5 times throughout the week.
Timeliness	Doesn't submit any videos on time	Submits 1-2 videos on time	Submits 3-4 videos on time	Submits all videos on time

Erasmus+ Virtual Exchange

Erasmus+ Virtual Exchange is part of the Erasmus+ programme, providing an accessible, ground-breaking way for young people to engage in intercultural learning. Working with Youth Organisations and Universities, the project is open to any young person aged 18-30 residing in Europe and the Southern Mediterranean.

Through a range of activities, Erasmus+ Virtual Exchange aims to expand the reach and scope of the Erasmus+ programme through Virtual Exchanges, which are technology-enabled people-to-people dialogues sustained over a period of time.

Erasmus+ Virtual Exchange offers a safe online community to participate in facilitated discussions, increasing intercultural awareness and building 21st Century skills through Virtual Exchange. The project encourages and promotes intercultural dialogue, employability, and citizenship, strengthening the youth dimension of the EU neighbourhood policy.

This flagship project is established under a contract with the Education, Audiovisual and Culture Executive Agency, financed by the European Union's budget, and it is implemented by a consortium composed of Search for Common Ground, Anna Lindh Foundation, UNIMED, Sharing Perspectives Foundation, Soliya, UNICollaboration, Kiron Open Higher Education, and Migration Matters.

Advancing Gender Equality in Media Industries (AGEMI)

The Advancing Gender Equality in Media Industries (AGEMI) project takes an innovative and integrated

approach to combating gender stereotypes and promoting an equal, diverse and inclusive media sector which includes a Resources Bank of Good Practices and a set of learning resources – see more about the project here: www.agemi-eu.org