«Propuesta de formación en social media literacy: Talleres para y con adolescentes y jóvenes sobre YouTube con una perspectiva de genero inclusiva»

Engl. transl.: "Social media literacy training proposal: Workshops for and with teenagers and young people on YouTube with an inclusive gender perspective".

# Details

## Year

2018

## Scope

Local

## Countries

Spain

## Type

Empirical research – Qualitative

## Methodologies

* Focus group
* Textual / documentary / content analysis
* Participatory

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

15-20 years old

## Funder

Pacto de estado contra la violencia de género (2018) del Ministerio de la Presidencia, Relaciones con las Cortes e igualdad

## Funder Types

National Government / Ministry

# Goals

To promote prosumption among teenagers and test how YouTube can act as a tool for the prevention of gender-based violence among this group.
This general is articulated in the following sub-objectives:
1. To understand how adolescents perceive and recognise the presence of gender-based violence on YouTube.
2. To provide adolescents and young people with the theoretical basis to conceptualize gender-based 2. To provide adolescents and young people with the theoretical basis for conceptualising gender-based violence based on examples on YouTube.
3. To establish how an educommunicative action can take advantage of consumption and creation on YouTube to promote mental models or forms of action that collaborate in the prevention of gender-based violence. of action that collaborate in the prevention of gender violence among the adolescent group.
4. To facilitate conceptual and creative instruments for tackling the prevention of gender violence, such as audiovisual projects in YouTube format.
5. To analyse the models and formats that adolescents themselves propose for the prevention of gender violence.