



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 103**

LEARNING BY READING

1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	Maarit JAAKKOLA	Erik ELIASSON
Job title	<i>Lecturer in Journalism</i>	<i>Lecturer in Journalism</i>
Organisation / Media	<i>University of Tampere</i>	<i>University of Gothenburg</i>

2. Summary

The objective of our MEDIANE exchange was to produce a report on journalism students' media behaviour that would serve as a basis for developing general educational material for journalism education. The starting point for our report formed a comparative survey on journalism students' media habits in Sweden and Finland (N=329). The questionnaire to collect material in our respective countries was sent out in the spring 2014. The results of the survey were compared to national averages of media use to see if journalism students differ in their media usage from their peers. This was expected to be useful information for journalism educators who could then more thoroughly address the theme in classroom. We found that journalism students are more active consumers of the media than their average peers. The students read particularly morning papers more actively than the corresponding population on average in both countries. Finnish students read more evening tabloids than their Swedish peers. With high ownership rates of laptops and smartphones, students are technologically well-equipped. Based on the findings of our exploratory survey, we also came up with some pedagogical suggestions for journalism educators, including the BYOD principle, mobile learning and personalized scaffolding of reception.

3. Dissemination of the Output

We are looking forward to our report being uploaded online on the MEDIANE homepage. After that we will inform our colleagues and networks about our output in the programme. A note will be published on the webpage and Facebook page of our institutions. We also tweeted about the progress of our project with the hashtag #MEDIANE.

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4. Biographies of the authors

Maarit JAAKKOLA - Finland

*Lecturer in Journalism - **University of Tampere***

Maarit Jaakkola is Lecturer in Journalism at the School of Communication, Media and Theatre (CMT) at the University of Tampere, Finland. She regularly teaches courses on print and online journalism as well as editorial management and leadership, social media and cultural journalism. Her research interests include the professionalism and the change of cultural journalism, art criticism, social media and online pedagogy. She has written on journalism for international peer-reviewed journals such as *Journalism*, *Journalism Studies*, *Journalism Practice* and *International Journal of Cultural Studies*. Furthermore, she is the author of the Finnish introductory book of journalism *Hyvä journalismi* ("Good journalism - introduction into journalistic writing", 2013). A former cultural journalist for e.g. *Helsingin Sanomat* and the Finnish Press Agency and an experienced upper secondary school teacher specialized in communications and media literacy, Mrs. Jaakkola nowadays also works as a vocational educator in teachers' and journalists' continuing education.

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Erik ELIASSON – Sweden

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Erik Eliasson is Lecturer in Journalism at the Department of Journalism, Media and Communication (JMG) at the University of Gothenburg, Sweden. He regularly gives lectures and workshops in web journalism, newspaper design, storytelling, research methods, news graphics and photo journalism. He is the co-author of the book *Att fånga läsaren* ("Capture the reader – a handbook in newspaper design and editing", 2011, 2nd ed.). Mr. Eliasson has an extensive journalistic and educational record including work as reporter and subeditor/page designer at two of Sweden's major newspapers *Aftonbladet* and *GT*. He started one of Sweden's first periodicals on the web – Volvo's staff magazine *Volvo Nu* in 1996. Between 1995 and 1999, Mr. Eliasson edited the multilingual *Volvo Global Magazine*. In 2001, he wrote the script to the e-learning course "Volvo Induction Programme" which was mandatory teaching material for every new Volvo employee worldwide.

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