



# The market place of values and goals in media education

Analytical skills				
Art				
Articulation				
Communication skills				
Community				
Control				
Courage				
Creativity				
Critical thinking				
Discovery				
Empowerment				
Experience				
Experiences of success				
Experiment				
Expression				
Free space				
Freedom				
Fun				
Intrinsic motivation				
Knowledge				
Learning through mistakes				
Orientation				
Participation				
Perfection				
Personal growth				
Problem-solving				
Responsibility				
Safety				
Self-confidence				
Self-efficacy				
Self-expression				
Self-reliance				
Social skills				
Stamina				
Success				
Technical skills				
Willingness to compromise				





# Method: The market place of values and goals in media education

## Objective

This exercise invites a group of youth workers to discuss the meaning and goals of their media educational activities: first individually, then together as a group. It helps to outline shared priorities. The results can be used as guiding principles to give direction to planning in the future.

Time needed: 30 to 60 minutes, depending on the size of the group

## Activity

Step 1: The first task is for everybody to individually choose 12 values which are important for them in their work, e.g., when they are planning new projects and activities for their target group, and mark them in the first column.

Step 2: The participants work in pairs: they compare their selections and discuss them with the aim of coming up with 9 shared values (2nd column).

Step 3: The participants work in two groups (the pairs from the previous step stay together) and have the task to narrow the list of commonly shared values down to 6 (3rd column).

Step 4: All participants have a discussion together. The goal is to agree on the 3 most important values shared by all of them (4th column).

The trainer explains each step and keeps an eye on the clock (each step usually takes 5 to 15 minutes), but otherwise doesn't interfere with the discussion. You get more interesting results, if you do not adhere to the time schedule too strictly: if possible, allow the groups enough time to come up with a solution that feels right. This exercise often results in intense discussions and in-depth exploration of what specific words mean to us – this is valuable and takes time. Depending on the setting, it might be necessary to clarify that the exercise is about work values (media education in youth work) – and not about core life values in general.

Step 4 is challenging, especially (but not only) in big groups. It is up to the participants how they come up with a decision. Often, one group member starts to facilitate the discussion and make notes on a flip chart (you might want to have one ready). Some groups use a rather pragmatic approach: they decide to cast a vote and accept the majority decision. Others find it important to keep on talking until they reach a consensus. Sometimes groups come up with new words that express better what they all agree upon.

The activity as described may be carried out with groups of 8 and more. For smaller groups, 3 steps are sufficient: each one individually (9 words), half of the group (6 words), whole group (3 words).



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