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# *BENEDMO Media Literacy*

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Network



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# Partners



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Universiteit  
Leiden





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# Flemish and Dutch media consumption

Internet penetration rate



Trust in media



Online = main news source?



Public channels



Concentration of media ownership



## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News		For All
1	Facebook	39%	(-)	69%
2	YouTube	19%	(+1)	53%
4	WhatsApp	16%	(+4)	54%
3	Facebook Messenger	14%	(+2)	50%
5	Instagram	12%	(+3)	35%
6	TikTok	6%	(+3)	16%

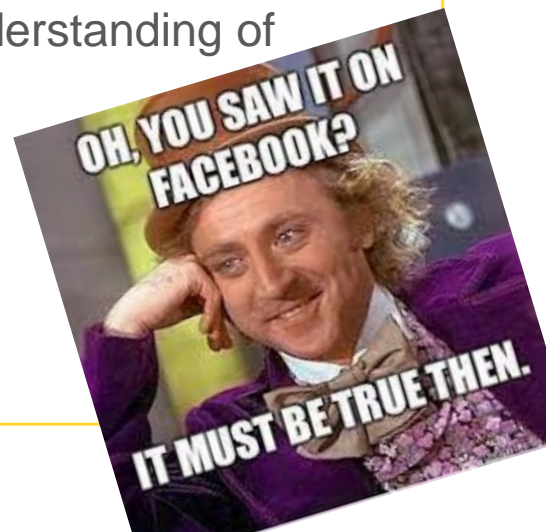
## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All	Rank	Brand	For News	For All		
1	Facebook	27%	(+1)	61%	4	Instagram	10%	(-)	34%
2	WhatsApp	19%	(-3)	75%	5	Twitter	7%	(-1)	14%
3	YouTube	14%	(-1)	50%	6	LinkedIn	5%	(-)	20%

## *What does media literacy mean in the context of disinformation?*

People that are resilient against disinformation have

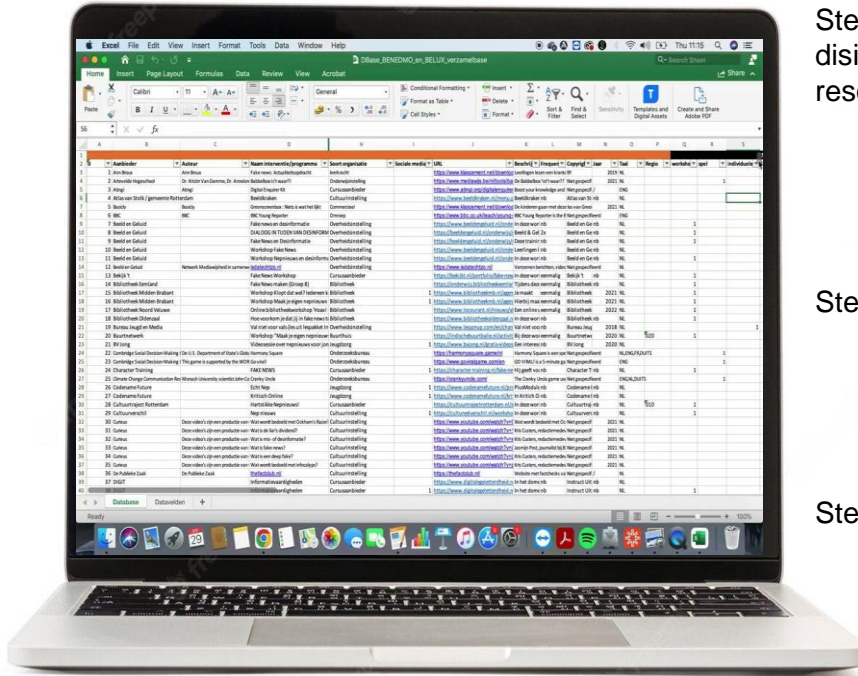
- The awareness that disinformation exists and understanding of why it exists
- A certain ability to recognise disinformation
- The tools to adequately respond to disinformation





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# Working towards a repository



Step 1: Create database with disinformation related media literacy resources. They need to be:

- Usable
- Adaptable
- Recognisable
- Timeless

Step 2: selection based on

- Impact on 'resilience against disinformation'
- Learning method

Step 3: explore gaps

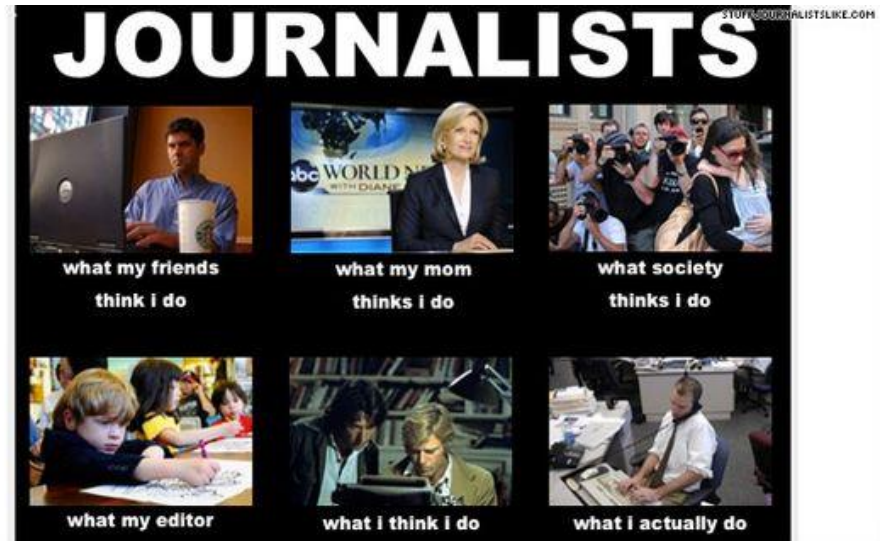


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## *Professionals: journalists*

*“All factcheckers  
are journalists  
but not all  
journalists are  
factcheckers”*

Source: MediaNumeric State of the Art Report into Data-Driven Journalism





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# *Workshops for students in journalism*

- Discussing how and why disinformation spreads and its impact
- Understanding disinformation strategies and applying digital verification techniques
- Q&A with professionals
  - Bellingcat researcher
  - Press bureau data journalist
  - Fact checker





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- Learning in real life context
- Working with professionals





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## *Other professionals, an example*



A digital toolbox where librarians can find the essential input and inspiration for setting up a learning route on the topic of misinformation



KB } nationale  
bibliotheek





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# *The Media Literacy Network Organisation*

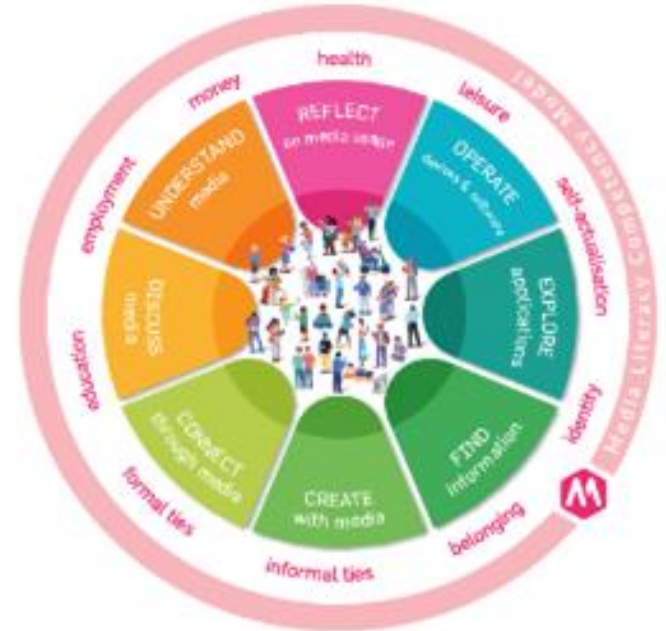
- 1200 partners
- Campaigns & events
- Tools & Models
- Websites
- Scientific counsel



Network  
Mediawijsheid



- **Understanding & finding information:** Learning to look more critically at media and be aware of how they operate
- **Exploring & connecting:** Experiencing and understanding the (intended or unintended) effects of media
- **Reflecting:** Gaining more insight into your own media behaviour
- **Dialogue:** Talking about media: at home and in the classroom
- **Creating:** Experiencing how to use, create and share media yourself



## *Best practices*





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# BAD NEWS

From fake news to chaos! How bad are  
you? Get as many followers as you  
can.

# MEDIA

# MASTERS

- Serious game for 10 - 12 year olds
- National competition during the Week of Media Literacy (3 to 11 November 2022)
- Who is the most media-savvy class in the Netherlands?
- Rest of the year Theme Missions available
- 50 partners & 100 questions
- Themes: Cybercrime | Sexting & Grooming | Online bullying Health / digital balance | Social Media & WhatsApp | Privacy Advertising Search & Find | Fake news | Journalism Vlogging & Photography | Imagery | Thinking like a computer | Technology & future Gaming



**MARGA FOLLINGS**

but it's also very interesting for the teachers.

DE WERKRUIMTE GROEP 6/7/8  
DE WERKRUIMTE AN KINDCENTRUM BOXMEER





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# *Thank you*

→ [www.benedmo.eu](http://www.benedmo.eu) ←



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