MedDMO Hub Presentation

General Information

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MedDMO Hub – 3 Countries

Greece

Cyprus

Malta

Southeast Europe (Mediterranean territory)

CONSORTIUM

meet the team

Mediterranean Digital Media Observatory

CERTH
CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

ARISTOTLE UNIVERSITY OF THESSALONIKI

University of Cyprus
Department of Social and Political Sciences

ATC
ATHENS TECHNOLOGY CENTER

Cyprus University of Technology

ELLINIKA HOAXES

AFP

TIMES MALTA

L-Università ta' Malta

The Consortium

1) Academic researchers & Universities

2) Fact-checkers

3) Journalists & media Organizations

4) Technology Experts

a. Strong academic research

b. Technological expertise

c. Established fact-checking capabilities

MedDMO Goals

1 Establish a new independent multinational hub

2 Actively participate in EDMO joint research activities & contribute to EDMO repositories

3 Establish effective procedures for the detection and analysis of disinformation campaigns

4 Empower disinformation discovery and monitoring with advanced verification tools

5 Create a multidisciplinary network capable of quickly detecting, analyzing & disclosing harmful disinformation campaigns

6 Support the growth of local fact-checking

MedDMO Goals

7 Assess the impact of disinformation campaigns

8 Organize media literacy campaigns for Greece, Cyprus & Malta

9 Support media & public authorities

Our implementation plan – 3 pillars

Disinformation Research

grouping the fact-checking research and fact-checking production to achieve maximum coherence and ensure that the goal of building a multidisciplinary community will be reached

Media Literacy

organizing training activities geared both towards professionals (training fact-checkers) and citizens (raising public awareness)

Media Monitoring

acknowledging the need of having an organized activity to monitor platform practices and media plurality and inform/support national authorities to safeguard the public interest

Media Literacy

in MedDMO Hub

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Digital Media
Observatory

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the European Union

Our Goals

✓ Produce customized training material

✓ Organize media literacy events

✓ Increase public awareness & help citizens develop critical evaluation skills

✓ Support local initiatives to tackle disinformation

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Main Tasks

✓ Prepare training material (UCY)

✓ Organize media literacy campaigns (AUTH)

> ➤ Both physical & virtual events

✓ Train the Fact-checkers (AFP)

Research

❖ Identify specific media literacy needs & disinformation impact – research ethics approval received:

- General online survey
  - Use of a questionnaire
- Focus group sessions
  - Target groups:
    - journalists, journalism students, general public

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Prepare training material

✓ Preparation of all necessary material to support media literacy events.

 ✓ following the identification of needs/gaps for media literacy & outcomes of survey and focus group research

✓ Build on experience, expertise and good practices to design training material & educational tools for different audiences.

The Media Literacy Landscape in MedDMO Countries

- MedDMO activities aim to further advance an already emerging Media Literacy Landscape and contribute to the growing body of literature specific to the region.

- Cyprus:
  - National strategy for a better internet.
  - Formal Education: The 'CyberSafety' project coordinated by the Cyprus Pedagogical Institute.
  - State-funded/supported film festivals offer trainings and screenings to enhance young people's media literacy.
  - Non-profit organizations, such as 'Media What', are actively involved in media-literacy activities/projects.

- Greece:
  - National Strategy for digital transformation – main goal: development of digital skills in the educational community as a whole
  - The National Alliance for Digital Skills and Employment - citizens can participate in seminars and training programs and enrich their digital skills.
  - The National Centre of Audiovisual Media and Communication – supports audiovisual and digital education

- Malta:
  - National strategy: Digital Malta - promotes media literacy and online safety among young people
  - FRAMEWORK FOR THE EDUCATION STRATEGY FOR MALTA 2014-2024 – main goal: advance digital skills in compulsory education curricula and invest in ICT infrastructure in classrooms.
  - BeSmartOnline!: working towards the establishment of a Safer Internet Centre in Malta

Source: Youth Wiki Platform (EU online portal which presents information about national youth policies)

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