

# ADMO

# Adria Digital Media Observatory

March 22, 2023



# ADMO Project

- ❖ **Project number:** 101083909
- ❖ **Project name:** EDMO Adria Digital Media Observatory / ADMO
- ❖ **Call:** DIGITAL-2021-TRUST-01
- ❖ **Type of action:** DIGITAL-SME
- ❖ **Starting date:** January 1, 2023.
- ❖ **Duration:** 30 months
- ❖ **Coordinator:** University of Dubrovnik
- ❖ **Total project costs:** 1.769.376,99 €
- ❖ **Grant amount:** 944.366,47 €
- ❖ <https://admo.unidu.hr/>  
(website pending as of Mar 2023)



# Consortium members



SVEUČILIŠTE U DUBROVNIKU  
UNIVERSITY OF DUBROVNIK

fpzg Sveučilište u Zagrebu  
Fakultet političkih  
znanosti



oštro

edmo.eu



This project has received funding  
from the European Union



# Pro-Fact: a springboard towards ADMO

- EDMO-funded Small-Scale Media Project (2021-2023)
- Body of research on Covid-19-related disinformation in Croatia
  - And – by way of mutual language intelligibility – the post-Yugoslav region
- A rich body of research on spreaders, discourses, and impact of disinformation
  - <https://pro-fact.gong.hr/en/publications/>
- A network of experts plugging into ADMO



# CONSORTIUM BODIES

## STEERING COMMITTEE

### The SC will:

- Ensure the Project's quality and completeness towards designated targets,
- Provide feedback towards the consortium partners

## SCIENTIFIC AND RESEARCH COMMITTEE

### THE SRC will:

- Be in charge of fostering quality of research, including conceptualization, research instruments, and reviewing research reports
- Ensure that research is conducted to understand disinformation phenomena better
- **At least one delegate in the scientific committee coming from research-involved organizations (FFZG, FPZG, UNIDU, FER) in the Project.**

# ADMO OVERVIEW

## WP1

- D1.1** – Inaugural meeting
- D1.2** – Progress reports
- D1.3** – Final report
- D1.4** – Communication and dissemination plan

## WP2

- D2.1** – prototype of AI-powered system
- D2.2** – 6 analytical reports
- D2.3** – Analytical reports on reasoning behind conspiracist and anti-conspiracist

## WP3

- **D3.1** – Reports on Code of Practice on Disinformation and financial viability of Croatian news media sector
- **D3.2** – website and its integration with EDMO
- **D3.3** – updated version of platform

## WP4

- **D4.1** – Production of continuous flow of fact-checks

## WP5

- **D5.1** – Annual visibility and outreach report of the promo activities and events
- **D5.2** – 5 trainings for journalists and students of journalism
- **D5.3** – Media literacy education activities for citizens



# Some deliverables worth mentioning

- production of continuous flow of fact-checks
- publication analytic reports on disinformation (content, sources, origins of narratives, acceptance and debunking, reasoning behind conspiracist and anti-conspiracist behaviour)
- trainings for journalists and student of journalism, media literacy education activities for citizens
- *N1 disinfo* TV special

# A close-up on activities: research

- **Prototype of AI-powered system for early detection**
  - Prototype system for promptly detecting emerging online disinformation campaigns with a potential negative impact on public opinion





# A close-up on activities: Cooperation with EDMO and national authorities

- **Reports on Code of Practice on Disinformation in Croatia and on the financial viability of the Croatian news media sector delivered**



# A close-up on activities: Media-literacy and dissemination

- N1 Disinfo – a monthly 45 minutes special format that is broadcast on a television program
- Trainings for journalists and students of journalism
- Media literacy education activities for citizens



# Thank you!

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