

MEDIA LITERACY AT THE NATIONAL & REGIONAL LEVEL SUPPORTED BY THE EDMO HUBS (PART 1)

M&L SEMINAR || 22 MARCH 2023

Session moderated by [Sally Reynolds](#), Media & Learning Association/ EDMO, and [Emma Goodman](#), European University Institute / EDMO.



This event was organised by the Media & Learning Association as part of MLA's work in EDMO II, [Task V](#): Coordination of the Media Literacy activities.

Description: The network of 14 European Digital Media Observatory ([EDMO](#)) Hubs constitutes a **community active in all 27 member states aimed at countering disinformation and analysing its impact on society and democracy** both at the national and European levels. Each of these hubs is actively involved in promoting digital and media literacy as part of their mission and has dedicated teams working on the topic.

([Presentation](#)). 

During this session, we introduced the digital and media literacy work carried out by several of these hubs. The focus was on the following hubs:

- **ADMO** - Adria Digital Media Observatory (covering Croatia & Slovenia)
- **BROD** - Bulgarian-Romanian Observatory of Digital Media
- **MedDMO** - Mediterranean Digital Media Observatory (covering Greece, Cyprus & Malta)

Recording available [HERE](#) 

[Dražen Hoffmann](#), Researcher, GONG, Croatia ([Presentation](#)) 

ADMO - Adria Digital Media Observatory, presentation's plan:

1. *Pro-Fact: a springboard towards ADMO*
2. ADMO Overview
3. *A close-up on activities: research / cooperation with EDMO & national authorities / media literacy*

Links (all the references below are accessible in English - or google translate page):

Pro-Fact: <https://pro-fact.gong.hr/en/publications/>

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ADMO website (*pending): <https://admo.unidu.hr/>

List of 14 EDMO Hubs: <https://edmo.eu/edmo-hubs/>


ADMO announcement on the website of the Faculty of Political Science in Zagreb: https://www.fpzg.unizg.hr/znanost_i_istrazivanje/projekti/medunarodni_projekti/admo

Faktograf: <https://faktograf.hr/>

GONG: <https://gong.hr/en>

Q&A / Interesting questions asked in the chat:

- Can you tell us more about the prototype? Which Language is it - what type of news is it analysing? (See recording for answer)
- Can I ask how many pieces you are planning for TV special and what is your content strategy? (See recording for answer)
- Is it public? Yes

Milena Dobрева, Scientific Coordinator BROD & Associate Professor, GATE; Sofia University St Kliment Ohridski, Bulgaria. ([Presentation](#)) 

BROD - Bulgarian-Romanian Observatory of Digital Media presentation's plan:

1. *Where do we stand?*
2. *What is our previous experience?*
3. *What difference are we working to make?*

Links (all the references below are accessible in English - or google translate page):

BROD website (*pending): <https://brodhub.eu/>

GATE announcement: <https://gate-ai.eu/en/press-releases/gate-heads-a-regional-hub-to-combat-disinformation/>

BROD Project partners: https://www.youtube.com/watch?v=kjmMxJ31Syw&t=31s&ab_channel=GATE%3ABigDatafor%D0%B0SmartSociety

Media Literacy Coalition, Bulgaria: <https://gramoten.li/en/home/>

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Centrul Pentru Jurnalism Independent Romania, YouTube channel:


<https://www.youtube.com/@CJIRomania/videos>

Funky Citizens: <https://funky.org/en/>

BELUX Repository: <https://belux.edmo.eu/media-literacy/educational-tools/>

Q&A / Interesting questions asked in the chat:

- "Train the trainers" approach - who are BROD's trainers? How do you recruit them? (See recording for answer)
- Many hubs work on a need analysis in their region. What will be the scope (broad audience? media professionals? other professionals?) of the need analysis and what approach do you take to analyse the needs (survey? Or?)? (See recording for answer)

[Costas Constantinides](#), Faculty Member, University of Cyprus, Cyprus ([Presentation](#)) 

MedDMO - Mediterranean Digital Media Observatory presentation's plan:

1. *MedDMO Goals*
2. *Media Literacy Goals*
3. *The Media Literacy Landscape in MedDMO Countries*

Links (all the references below are accessible in English or google translate page):

MedDMO website: <https://meddmo.eu/>

Cyber Safety, Cyprus: <https://internetsafety.pi.ac.cy/>

BeSmartOnline! Malta: <https://www.besmartonline.org.mt/?AspxAutoDetectCookieSupport=1>

Framework for the Education Strategy for Malta 2014-2024:

<https://education.gov.mt/en/strategy/Documents/BOOKLET%20ESM%202014-2024%20ENG%2019-02.pdf>

Q&A / Interesting questions asked in the chat:

- General question for the older hubs: have any of you already tried sharing ML materials and translating them for your own hub?