



# HDMO's Media Literacy Actions

**April 19, 2023**

Presentation by Laura Aniot (Idea Foundation)  
Presented at Media and Learning Association's webinar

# HDMO consortium partners



Political Capital – research

AFP – fact-check

ePressPack – website

Idea – media literacy

MJ / Lakmusz – fact-check

Mérték – research

# **HDMO - Media Literacy Actions**

## **Core Tasks**

6 teacher trainings

4 e-learning materials

2 media campaigns

3 fact-checking trainings for journalists

Verification tools and video tutorials

# HDMO - Media Literacy Actions

## 6 teacher trainings

- Organized by Idea Foundation
- Since 2019
- Budapest and other cities in Hungary
- Elementary school teachers
- 3 phases: e-learning material, 2-day in-person training, 8-week teaching placement
- Scholarship-supported, accredited trainings

**Main themes:** information environment, news industry, background and types of false and misleading information, the psychology of information reception and processing, filtering skills, critical thinking, fact checking toolset

# HDMO - Media Literacy Actions

## 4 e-learning materials

- Prepared by Idea Foundation
- 13-18 age group
- **Topics:** Manipulative Information Techniques; Traits of Quality Content; Fact-checking Toolset; Critical Thinking Skills
- Independently or within formal education, teacher guides included

# **HDMO - Media Literacy Actions**

## **Media Literacy Campaigns**

- Prepared by Idea Foundation
- Target audience: 13-18 and adult population
- Risks and opportunities in fighting disinformation
- Based on HDMO's research

# HDMO - Media Literacy Actions

## 3 Fact-checking trainings

- Organized by AFP
- Target audience: Hungarian journalists of selected media organizations
- Goal: promote fact-checking toolsets and skills
- 4-day trainings
- AFP's experienced speakers
- Free of charge

# **HDMO - Media Literacy Actions**

## **Verification tools and tutorials**

- Prepared by AFP
- Target audience: adult population
- InVid – WeVerify tool made available in Hungarian
- 6 video tutorials / other educational materials on how to use the tools



# **HDMO - Media Literacy Actions**

## **Complimentary Tasks**

50+50 fact-checks by Lakmusz

suited for teenagers in style and topic + seniors

Conference panel on media literacy

on the state of media literacy in Hungary and the role of the school  
system in media education



# Thank you!

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