MEDIA LITERACY AT THE NATIONAL & REGIONAL LEVEL SUPPORTED BY THE EDMO HUBS (PART 2)

M&L SEMINAR || 19 APRIL 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:

- **BECID** - Baltic Engagement Center for Combating Information Disorders (covering Lithuania, Latvia & Estonia)
- **GADMO** - German-Austrian Digital Media Observatory (covering Germany & Austria)
- **HDMO** - Hungarian Hub Against Disinformation (covering Hungary)

Recording available **HERE**

Iānis Buholcs, Associate Professor at Vidzeme University of Applied Sciences, Latvia (**Presentation**)

BECID - Baltic Engagement Center for Combating Information Disorders, presentation's plan:

1. *BECID work' approach*
2. *Media Literacy Activities Undertaken*
3. *Media Literacy Activities Planned*

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

BECID's website: https://becid.ut.ee/
DELFI: https://www.delfi.lv/
Re:Baltica: https://en.rebaltica.lv/
BECID Media Literacy Approach: https://becid.ut.ee/media-literacy/
BECID Media Literacy Materials: https://becid.ut.ee/mil-videos/
BECID Media Literacy Training for Teachers: https://becid.ut.ee/mil-events/

Q&A / Interesting questions asked in the chat:

- What would be the platform for targeting the Russian-speakers? Or where would the campaign take place to target them? (*See recording for answer*)
- Will you offer your planned media literacy materials in the national languages or also in English? (*See recording for answer*)
- How do you invite teachers for the training on media literacy? Do you select them somehow or they simply register for the training? How does this process look like? (*See recording for answer*) + **Answer**: "In the recent media literacy training that we provided for teachers in Lithuania, we utilised an extensive collaborative network that is established between Vytautas Magnus University and certain Lithuanian schools. The feedback was very positive, especially regarding the practical hands-on training part with tips and tools to use in their daily lives/work".
- Opinion festival you mentioned - is it in Estonia? happening annually in Lithuania: https://diskusijufestivalis.lt/

Florian Löffler, Project Manager, CORRECTIV, Germany (**Presentation**)

GADMO - German-Austrian Digital Media Observatory presentation's plan:

1. *GADMO Overview*
2. *What's new about GADMO?*
3. *Different activities undertaken*

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

GADMO Hub website: https://gadmo.eu/en/
CORRECTIV: https://correctiv.org/en/
dpa: https://www.dpa.com/de
GADMO Media Literacy Approach: https://gadmo.eu/en/media-literacy/our-approach/
BurgerAkademie: https://buergerakademie.info/
Reporter Fabrik: https://reporterfabrik.org/
Dpa Factify: https://dpa-factify.com/
AFP Learning Platform: https://digitalcourses.afp.com/
Use the News: https://www.usethenews.de/en

Q&A / Interesting questions asked in the chat:

- How is GADMO (and the other main actors on the media literacy space) cooperating in terms of Platforms - meetings - discussion of different approach (*See recording for answer*)
- Can you tell us more about the point of contact for citizens? How do you work with spamming? And how do you find young people to help you - from schools or universities? (*See recording for answer*)
- How important is a technical preparation (in light of what AI is able to produce) and how to gain that preparation - Do we speak of a way of tracking video and pictures in order to certify them? (Thinking of something like blockchain) (*See recording for answer*) + **Answer**: "there are these two initiatives https://c2pa.org/ and https://contentauthenticity.org/ which are working on technical solutions on content authentification"
- Is there any plan to get the more vulnerable (less media literate) people interested in the festival? (See recording for answer) + **Answer**: "Well, our approach is always to make it as accessible as possible. The festival is based in a very central location in town, it has stages and little shows and interactive formats (and also snacks), so that visitors might have no real connection to the journalistic world or are less media literate can explore the festival much easier: https://campfirefestival.org/en/"

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Laura Aniot, Assistant Project Manager, Idea Foundation, Hungary (Presentation & Notes)

HDMO - Hungarian hub against disinformation presentation's plan:

- *HDMO Consortium Partners*
- *HDMO Media Literacy Actions - Core Tasks*
- *HDMO Media Literacy Actions*

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

HDMO Hub (still under construction): http://hdmo.hu/
Idea Foundation website: https://ideaalapitvany.hu
Lakmusz (fact-check) by Magyar Jeti: https://www.lakmusz.hu/
Mérték: https://mertek.eu/ (also in English)
Political Capital: https://politicalcapital.hu/ (also in English)
444 by Magyar Jeti: https://444.hu/
Qubit by Magyar Jeti: https://qubit.hu/
Paivi Rasi-Heikkinen, University of Lapland, Finland, Older People in a Digitalized Society: From Marginality to Agency: https://books.emeraldinsight.com/page/detail/older-people-in-a-digitalized-society/?k=9781803821689

Q&A / Interesting questions asked in the chat:
- We know that the Hungarian media regulator NMHH hosts a National Media Literacy Center in Budapest...which is your relationship with it (if you have one)? (*See recording for answer*)
- Can you talk about how you reach seniors for media literacy training. (*See recording for answer*)
- What are the main challenges of recruiting teachers for the trainings and how do you mitigate them? (*See recording for answer*)

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