

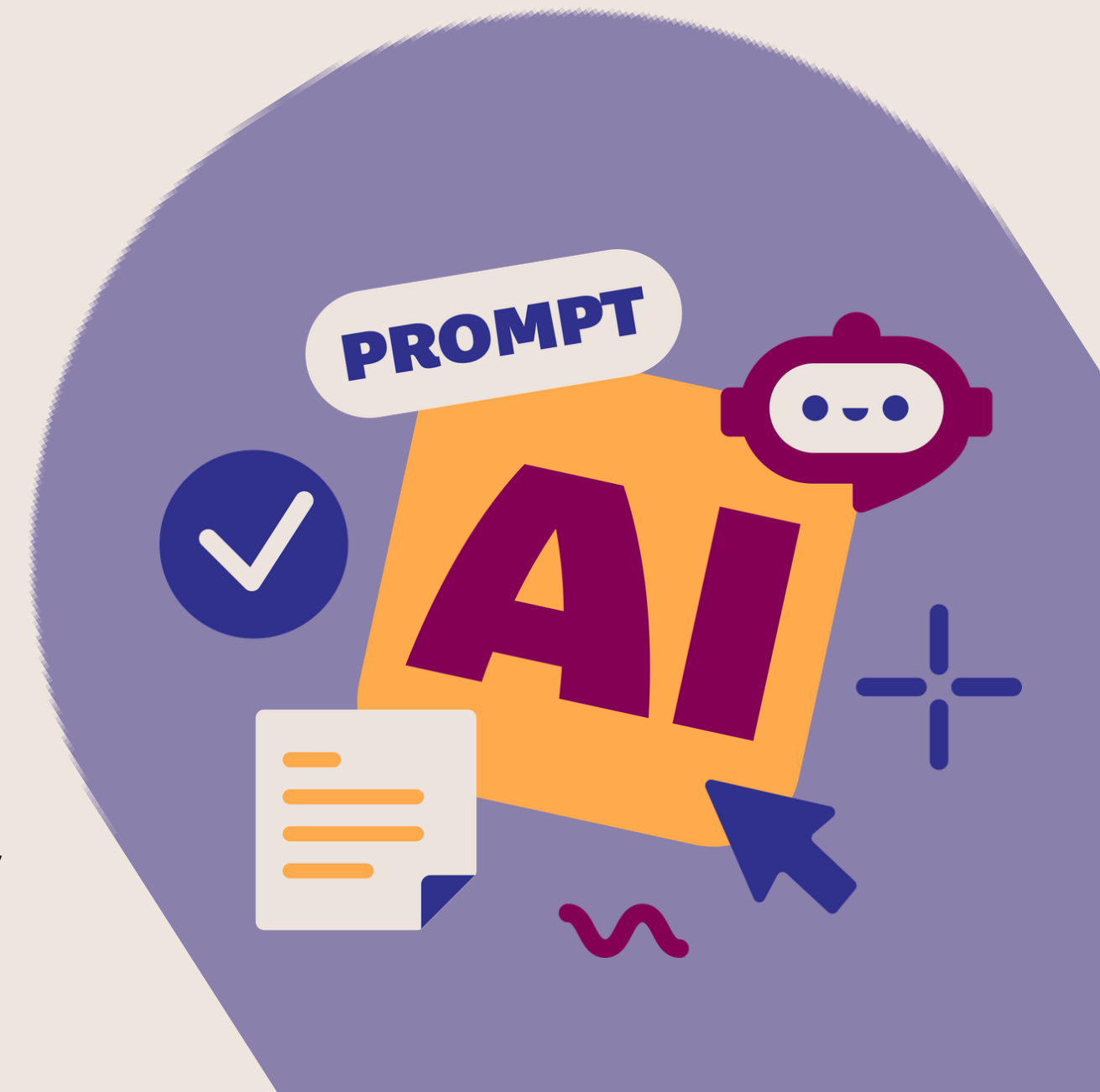
MEDIA LITERACY



Media & Learning

From policy to practice: advancing GenAI Literacy in Higher Education

Wednesday 20 May, 14:00-15:15 CEST



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From policy to practice: advancing GenAI Literacy in Higher Education

14:00 – Welcome remarks & Introduction

14:05 – Chloé Pété, Media & Learning Association:
Introduction of the AI-LITERATE project

14:15 – Lucia Mesquita, Lusófona University:
*Mapping AI Literacy, Agency and Disinformation Resilience
in Higher Education*

14:30 – Piotr Litwin, DEMAGOG:
Case studies presentation

14:45 – Nicola Bruno, Dataninja:
Blended learning programme

15:00 – Q&A (15 mins) and wrap-up

Webinar Agenda

AI-LITERATE

Framing the Challenge



AI-LITERATE is a European response to a structural transformation in HE

- Rapid rise of Generative AI in education
- Increasing exposure to AI-driven disinformation
- Need for critical, ethical and pedagogical AI integration
- 5-country European consortium
- Bridging research, education and media practice

Objectives

From AI Adoption to Critical Capacity



Develop informed and reflective AI users

Strengthen resilience to AI-driven
disinformation

Support ethical integration of GenAI in
teaching & learning

Empower educators as key mediators of
AI literacy meditate

Contribute to EU digital citizenship and AI
Act priorities

Evidence Base

Why this matters?



A systemic gap between usage, competence, and governance

- 86% of students use AI tools, but lack critical skills
- 40% of faculty identify as AI beginners
- Institutional AI guidelines often incomplete or absent
- 80% of students report dissatisfaction with AI integration
- Growing risk of AI-generated misinformation

AI-LITERATE has first build a shared European evidence base

- Multi-country needs analysis (5 countries)
- Mapping AI literacy gaps in HEIs
- Analysis of disinformation dynamics in GenAI contexts
- Institutional and policy landscape review
- Identification of transferable practices across Europe

Phase One

Desk Research & Mapping



Phase Two

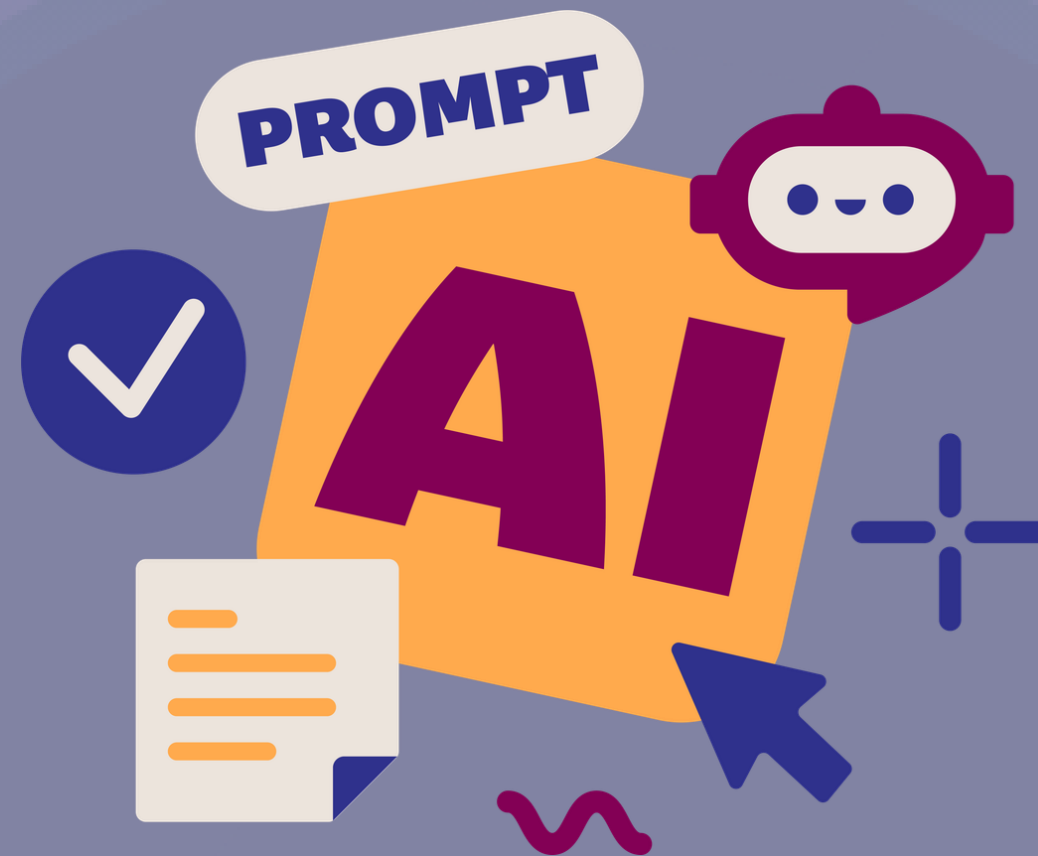
*From evidence to
practice and
institutional change*



The project translates research into training, practice and policy tools

- Blended learning programme (20h online + Bootcamp)
- Interdisciplinary training for students & professors
- Media Lab: production of multimedia outputs
- Development of HEI AI literacy guidelines
- Replicable European toolkit for institutions

Thank you



For more information on the project, check out:

www.ai-literate.eu