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Mediterranean Digital Media Observatory

D4.1

Training Material

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Abstract	This report presents the work conducted for Task 4.1, which involved preparing all necessary training and educational materials to support MedDMO media literacy events.
Keywords	Training material, Educational material, Media Literacy, Greece, Cyprus, Malta

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Revision History

VERSION	DATE	MODIFIED BY	COMMENTS
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V0.2	11/11/2024	Theodora Maniou and Costas Constandinides (UCY)	Second Draft
V0.3	26/11/2024	Efthimios Hamilos (CERTH), Nikos Sarris (CERTH), Gorg Mallia (UoM) Megan Mallia (UoM)	Review
V0.4	27/11/2024	Dimitrios Giomelakis (UCY), Theodora Maniou (UCY)	Addressing review recommendations
V1.0	28/11/2024	Dimitrios Giomelakis (UCY), Theodora Maniou (UCY), Costas Constandinides (UCY)	Final Document



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Executive Summary

In this deliverable, we report on the work conducted under Work Package 4 (Media Literacy activities) and more specifically, in the context of Task 4.1. This Task involved preparing all necessary training and educational materials to support MedDMO media literacy events, for all identified audience categories (journalism students, journalists, and the general public) across the three participating countries. The preparation of these materials followed the identification of media literacy needs in the three countries, using various methodologies and practices, including an online survey, pre-intervention tasks and discussions with specific audience groups.

Overall, during the first round of the project, the MedDMO consortium produced:

- Materials in various formats, such as online guides/documents, video tutorials, presentations/slides, banners/visuals, and online quizzes.
- Materials for different audiences, including students at different levels in schools, journalism students, journalists, teachers and other organizations or the MedDMO community.
- Material in different languages, specifically Greek & English.

1. Video tutorials

Six video tutorials on fact-checking techniques were produced by AFP in both Greek and English (12 videos in total). The videos cover various topics, including the use of metadata in fact-checking, reverse image and video search practices, advanced web search and geolocation techniques, as well as tips for identifying false information on social networks.

Links on MedDMO website:

https://meddmo.eu/media-literacy/tutorials/ (English videos)

https://meddmo.eu/el/psifiakos-grammatismos/voithimata/ (Greek videos)

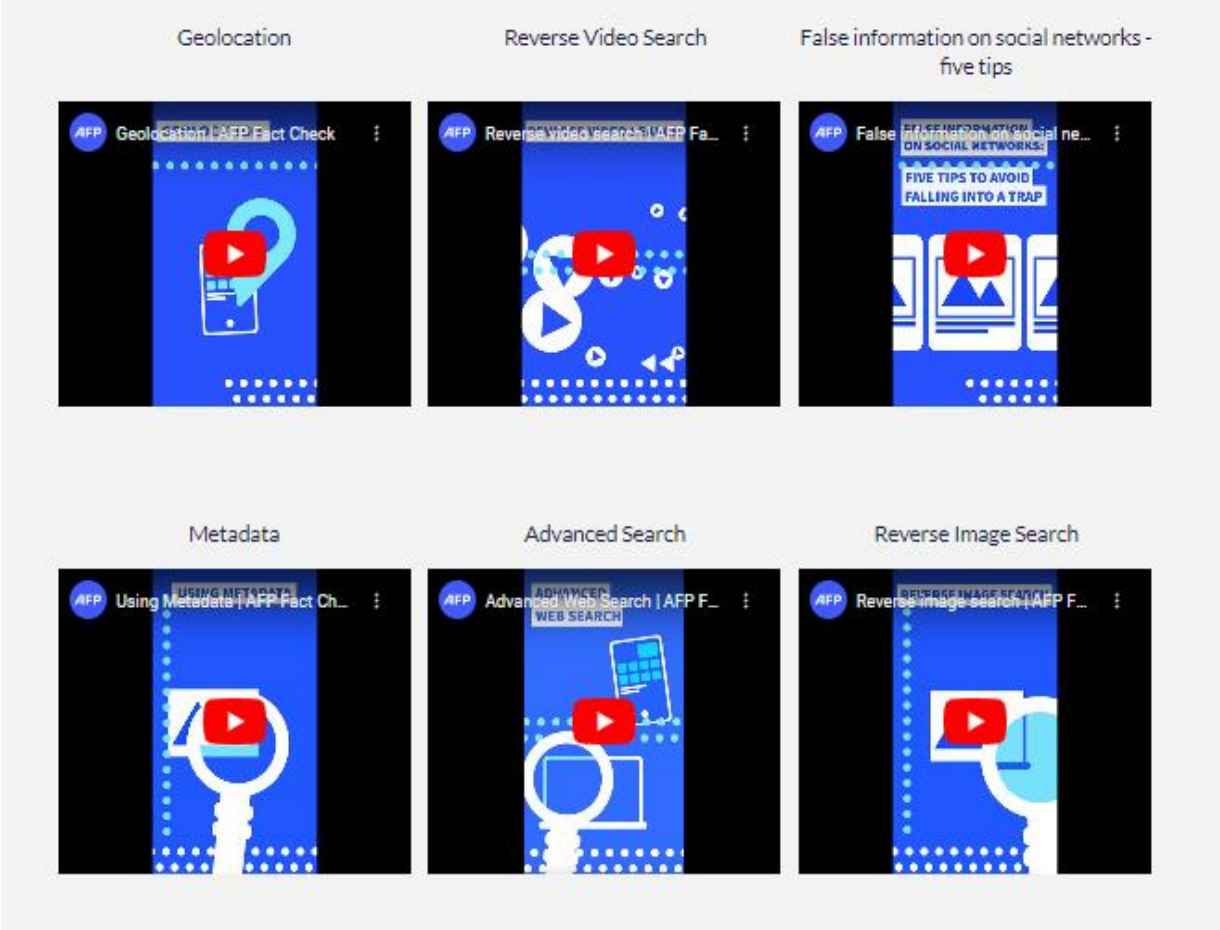

Figure 1: Video tutorials on MedDMO website

2. The Deepfake Knowledge Base

An educational online guide/booklet (optimised also for tablet/mobile devices) about deepfakes, available in both Greek and English, providing readers with content and information on topics such as: What are deepfakes? How are deepfakes generated? How can you spot a deepfake?

Links on MedDMO website:

https://meddmo.eu/about-deepfakes/ (English version)

https://meddmo.eu/el/about-deepfakes/ (Greek version)



Figure 2: The Deepfake knowledge Base produced by MedDMO

3. Online educational quizzes

Online educational quizzes, available in both Greek and English, designed for the general public to test their verification and fact-checking skills. These quizzes can also be used by trainers in different media literacy activities and events.

Links on MedDMO website:

https://meddmo.eu/check-out-our-quizzes/ (English version)

https://meddmo.eu/el/check-out-our-quizzes/ (Greek version)

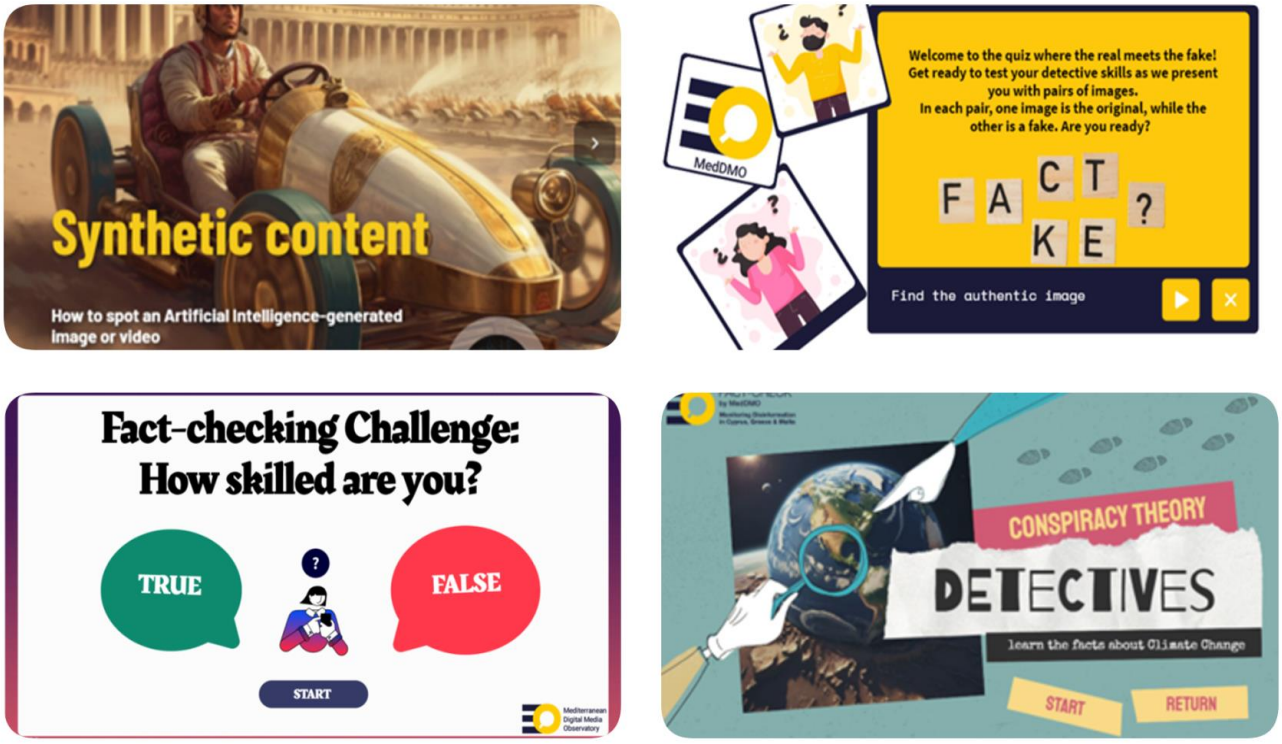

Figure 3: Different online quizzes on verification and fact-checking skills

4. Educational presentations

Several educational presentations (more than fifteen) and worksheets, including media literacy content, have been created by various partners and used in media literacy events. These presentations were aimed at diverse audiences and MedDMO's target groups, including journalism students, journalists, and the general public.



Figure 4: Several educational slides and presentations were produced for MedDMO media literacy events

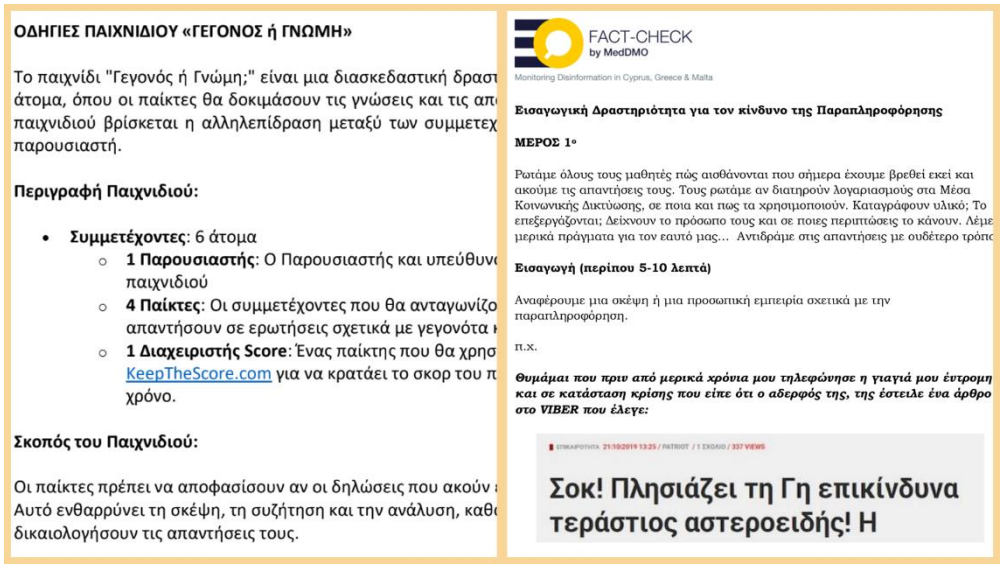

Figure 5: Worksheets (in Greek language) for different Media Literacy activities

5. A lesson plan for journalism students

A university lesson plan (designed for a total of 10 lectures of three hours each) for journalism students that includes a variety of suggested educational materials and content, such as presentation slides, assignments/worksheets, and relevant literature.

This course is designed to educate students about the growing issue and the challenges posed by information disorder in the digital age. The course is designed for university students studying journalism, but with some adjustments, it can also be suitable for anyone interested in learning about online mis- and disinformation and how to combat these phenomena.

Link for the lesson plan



Figure 6: Excerpts from the lesson plan for journalism students

6. Information and content on verification tools

Information and educational content about the multimedia analysis tools have been made available to MedDMO fact-checkers to assist them in their daily work of detecting and countering disinformation.

Links on MedDMO website:

https://meddmo.eu/media-literacy/tools/ (English language)

https://meddmo.eu/el/psifiakos-grammatismos/ergalia/ (Greek language)

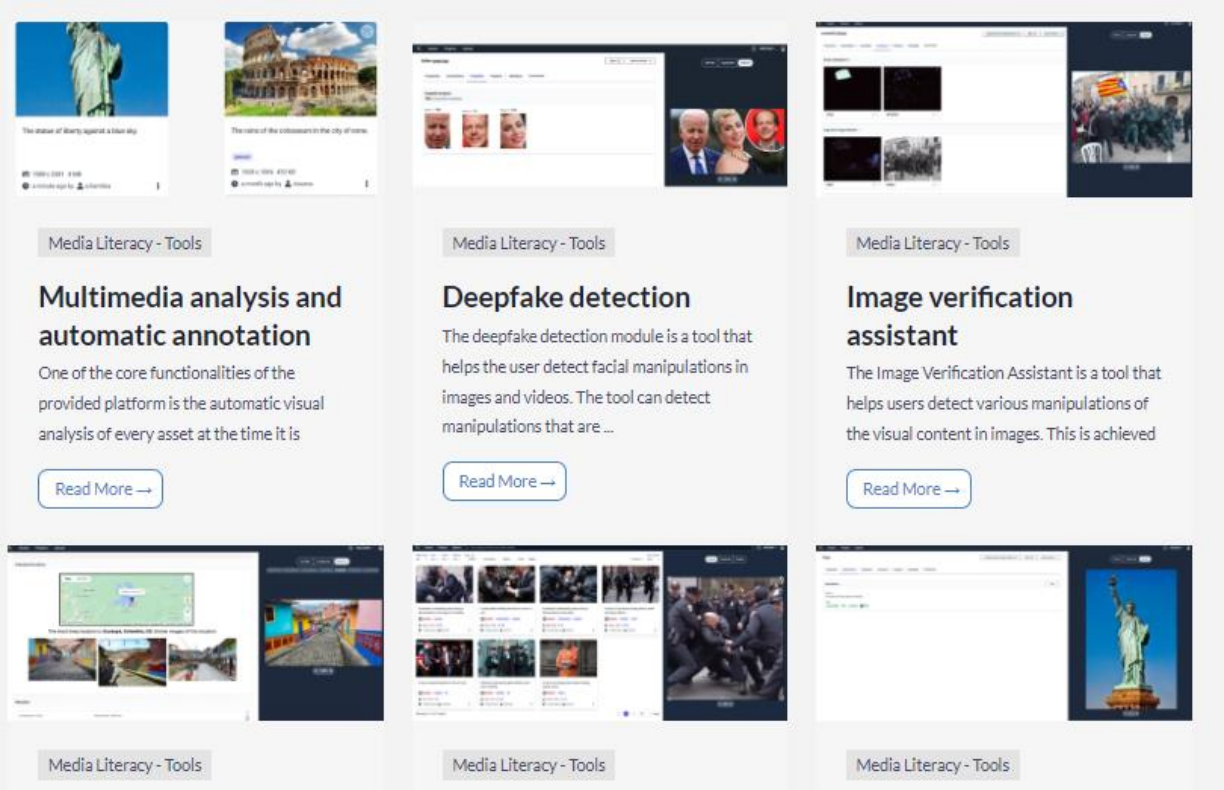

Figure 7: Educational content on various tools available on the MedDMO website

7. 'Be Smart' Campaign Visuals & Messages - Greek translation

Educational content (both visual and textual) on mis/disinformation related to the 'Be Smart' Campaign and the 2024 European Parliament Elections was translated into Greek as part of the campaign coordinated by EDMO.

Links on MedDMO website:

https://meddmo.eu/el/psifiakos-grammatismos/be-election-smart/ (Greek content produced by MedDMO)

https://meddmo.eu/media-literacy/be-election-smart/ (English content provided by EDMO)



Figure 8: Visuals and messages in Greek for the 'Be Smart' campaign

8. "Create Your Own Fake News" Web app

A Web application demonstrating how easily news items (both text and images) can be generated using AI.

Links:

https://noesis.mever.gr/disinfo/fakenews/index_en.html (English language)

https://noesis.mever.gr/disinfo/fakenews/index.html (Greek language)



Figure 9: The "Create Your Own Fake News" web app



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