

MEDIAWARE

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The purpose of the MediAware project is to combat disinformation and equip citizens to make informed decisions when it comes to not just consuming information but also producing or sharing media content. During the first months of 2024 it was time for the partners in the project to test the products developed; the MediAware Handbook, Toolkit and eLearning Hub with target groups in all seven partner countries; Spain, Sweden, Italy, Greece, Estonia, Ireland and Belgium. Here are some glimpses of the implementation.



COOSS, in Ancona, Italy, conducted the pilot tests as part of a training course for educators and practitioners working with adolescents and young adults providing them with innovative teaching materials to address the issues of "fake news" and "digital citizenship". The pilot with the learners was implemented in a course for the qualification of social and health care workers. In both pilots the activities were received with interest and enthusiasm and especially the many practical exercises were very much appreciated.



Vestifex in Narva, Estonia, organised one pilot for adult educators with adult trainers from different organisations, among them Tallinn University and other private organisations. They had previously accessed MediAware training materials online, via the MediAware eLearning Hub. Several modules and practical exercises were presented and meaningful discussions ensued and valuable observations, suggestions and praise were received. Another pilot, this time for learners, was conducted in libraries connected to an extensive library network.



CFL, in Söderhamn, Sweden, organised two different pilots with practitioners. The first one was attended by teachers, administrative staff, guidance counsellors and technicians working with adult education and the second one was attended by retired principals and teachers, now active in different organisations in society. In the pilots with learners, CFL targeted students in adult education and explored several modules of the Toolkit during the workshops. The evaluations of the pilots pointed out the importance and the usefulness of the products produced in the MediAware project.

FCB, in Brussels, conducted a piloting session in collaboration with various youth NGOs, reflecting a diverse range of backgrounds. During this session the young participants increased their understanding of topics such as fake news, media literacy, and the critical use of social media for self-expression.

The piloting organised by IASIS in Greece brought together a diverse group of participants, including psychologists, adult educators, social workers, volunteers, and professionals in education and special education. Key insights from this experience reveal that many people tend to propagate fake news about mental health. This aimed to equip professionals working in the field of mental health with the tools, techniques and methodologies to better manage and dispel myths. This initiative highlights the interdisciplinary benefits of the MediAware project, fostering a comprehensive approach to media literacy that enables participants to effectively address misinformation within their respective fields.

In Spain, the National Piloting event in Terramar, Mallorca, Spain, was a dual-session training day. The morning session was designed for trainers from a marketing agency and included a selection of practical activities from the MediAware Training Kit. The afternoon session was attended by adult learners from various sectors, including communication, law, education, and tourism and they engaged in interactive activities facilitated by the MediAware team.

FIP in Virginia, Ireland, conducted one pilot in a regional college, attended by both young people, and adult learners. Participants explored strategies to combat fake news and learned about fact-checking tools through the MediAware Training Kit, on the eLearning Hub. Participants gained insights into analysing media content and adhering to social media etiquettes, raising their understanding and building their media literacy competences. FIP conducted another pilot in the form of workshops designed to support professionals to improve their media literacy skills, by presenting tools that assist in critically analysing information and media and thus navigate the digital landscape effectively.



The feedback received in the partner countries clearly highlighted the necessity of working actively on all levels in society to combat disinformation and guide citizens when consuming, producing and sharing media. It also showed that the MediAware products, <https://mediawaremoooc.eu/>, can be of great importance in this process. Not just in the partner countries, but also in many countries across Europe, as the material is accessible in seven different languages.

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