Media literacy within EDMO

16 September 2022

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5 Pillars
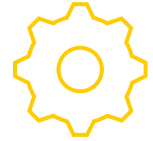
Setting-up a **secure online collaborative platform for fact-checkers and researchers** supporting the analysis of disinformation campaigns and a **web portal**

Supporting and facilitating coordination of independent **fact-checking** activities, mapping of fact-checking activities in Europe and the **searchable directories** aggregating fact-checks and **media literacy** material

Creating a **governance body** which ensures public trust regarding the work of the platform and establishing a **framework to provide secure access to data of online platforms** for research purposes

Supporting and facilitating the coordination of **academic research activities** and creating a repository with relevant peer-reviewed scientific literature

Providing relevant academic input and policy analysis **support**

EDMO's Media Literacy activities

EDMO is focused on supporting existing and new efforts by media literacy practitioners and in the field, including of course the national hubs, who have all committed to media literacy work.

To do this we are building the resources to offer:

- An overview of media literacy in Europe (including who's doing what, country profiles, where to find the latest research, key contacts)

- Inspiration to practitioners through a searchable collection of case studies of projects that, for example, meet particular objectives, involve particular stakeholders or target particular audiences.

- A forum for knowledge exchange and networking.

Current projects

- Working on building country profiles for each member state (with input from hubs and other national experts) to offer an overview of the state of media literacy including relevant national policies or frameworks, responsible institutions, status in the national curriculum, and key stakeholders. Additional stakeholders and projects will gradually be added and linked.

- Organising training sessions: the first took place earlier this year for media literacy practitioners on evaluation and assessment, with the goal of equipping participants with the knowledge and tools to better track the impact of their media literacy interventions.

- Investigating how to best improve cross-country collaboration between practitioners, starting with the national Hubs.

(multi)/National EDMO Hubs

Each hub will contribute to the creation of a multidisciplinary community by pulling together academic researchers, fact-checkers, media practitioners and other relevant stakeholders to create a network capable of:

- Detecting and analysing disinformation campaigns, as well as producing content to support mainstream and local media and public authorities in exposing harmful disinformation campaigns;

- Organising media literacy activities at national or multinational level;

- Providing support to national authorities for the monitoring of online platforms' policies and the digital media ecosystem.

They are independent from any national or EU public authority.
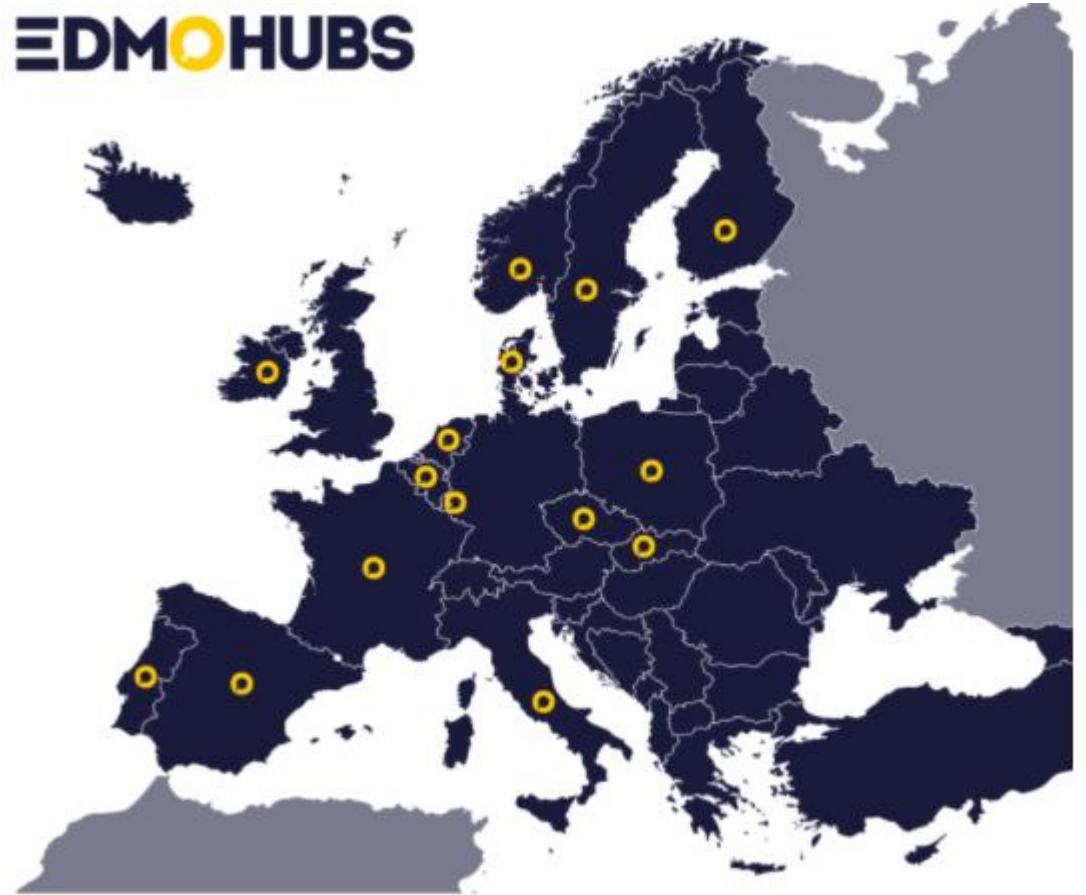
Media literacy in the Hubs

The hubs are developing ambitious projects such as:

- teacher trainings on delivering media literacy courses
- media literacy workshops for journalists and other professionals who are seen as multipliers in the spread of knowledge
- integration of media literacy in the classroom via meetings of practitioners with students
- educational games for direct training of children and young people, as well as video-campaigns and podcasts.

Some are building on and expanding existing initiatives, others are starting new projects. There is also a discussion underway about a joint media literacy day.

The hubs will share their results and resources with the goal of benefitting the whole media literacy community.

Thank you!

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