



information matters



## Information Matters Project

The INFORMATION MATTERS project is focused on developing and piloting learning materials for elderly people and training program for adult educators, with focus on digital and media literacy, in response to the implications created by the global infodemic, misinformation and fake news.

The INFORMATION MATTERS is based on the understanding that media literacy is the ability to evaluate, analyse, and understand media messages in all forms with a critical eye, while digital literacy helps individuals navigate an increasingly online world (incl. understanding how social media platforms, websites, and apps interact with society).



## Objectives

- To enhance elderly people's digital and media literacy competences, through the development and exploitation of innovative interactive learning materials with focus on tackling the infodemic, misinformation and fake news, expected to cause positive effect on at least **300 adults in Bulgaria, Romania and Austria** during the project lifetime and **at least 3000 across Europe** by mid-2025.
- To enhance adult education staff's competences to effectively engage in building elderly people's digital and media literacy, through the development and piloting of a training programme to directly upskill **120 adult educators** during the project lifetime and at least **400 by mid-2025**.
- To promote the importance of and the benefits from enhancing elderly people's digital and media literacy by effectively disseminating the project activities and results, reaching out to **3000 stakeholders** from across Europe.

## Partners



**BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH** was founded in 1990 as an independent Austrian organisation for providing continuous training, vocational qualification and career services. Its main activities comprise the development of innovative training programmes for young (+16) individuals and adults, many of them disadvantaged and with migration background, on continuous and vocational training, counselling & coaching and activation for job seekers and employees.

[www.best.at](http://www.best.at)



**CREFOP Foundation (Resource Center for Vocational Education and Training)** is a non-governmental organization founded in 2006 in Romania, whose main mission for which it is committed is to promote inclusive education and innovation in vocational and vocational training. CREFOP is an authorized provider of vocational training provider, servicing a number of approx. 1500 trainees annually, who are engaged in programs of initiation, qualification or specialization in various professions, in the field of construction, services and tourism.

[www.crefop.ro](http://www.crefop.ro)



**EAVI – the European Association for Viewers Interests** – was established in 2005 as an international non-profit body. It was the first organisation to recognise the importance of media literacy and citizenship at a European level with the goal of enabling citizens to engage competently with media. EAVI has two main objectives for implementing activities across Europe. EAVI has two main objectives for implementing activities across Europe: inform EU policy-making processes.

[www.eavi.eu](http://www.eavi.eu)



**Global Libraries – Bulgaria Foundation** was founded in 2013 as a non-profit organization in public interest with the mission to contribute to the inclusion of the Bulgarian public in the global digital community, to raise their quality of life, and to promote civic participation – all through the means of the public library network in Bulgaria. The foundation joins the efforts of Bulgarian ministries, local authorities, and non-government organizations working for sustainability and further development of the public library as both a physical and a virtual place of strong support for its communities.

[www.glbulgaria.bg](http://www.glbulgaria.bg)



**PR Care** is a Bulgarian PR agency, founded in February 2015. PR Care specializes in corporate, health and social PR, and communications with the NGO sector.

PR Care provides wide range of services in the areas of public communications – from strategy planning and risk management to public affairs and conception design, from media relations and media monitoring to content analysis and media planning.

[www.prcare.bg](http://www.prcare.bg)

## What is Media Literacy?

Media literacy is the ability to access, use, evaluate, create and participate in the media.



Media literacy is conceived as a core competence for citizens of all ages living in today's digitalised world. For older adults, the ability to use digital technology to their benefit may decline with age, putting older people at the risk of being more excluded and isolated from the rest of society.

Disinformation is commonly referred to as 'fake news,' and it seriously threatens the credibility of information sources and causes public harm on many layers. Media literacy training functions as a strong instrument used to combat the spread of false information by empowering citizens to fight fake news. While typically targeted at younger generations within an educational setting, older individuals should also be encouraged to participate and benefit from it.

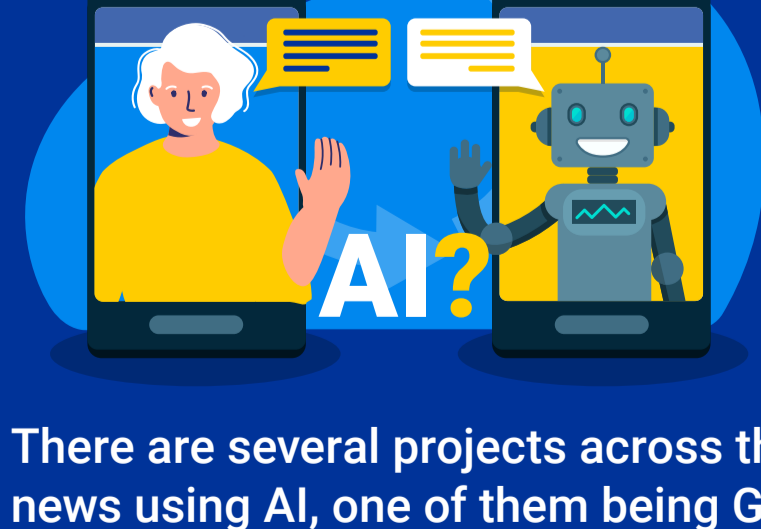
The benefits of acquiring media literacy skills include keeping them active and stimulating cognitive challenges, and promoting more autonomy and emotional well-being, as technology may help in lowering barriers of loneliness and isolation.

Just like young people, elderly individuals also possess the capacity to acquire digital skills, depending on their individual differences. Therefore, employing media literacy training can amplify their digital resilience, equipping them with the ability to better discern fake news from the real ones. In order to boost their digital resilience, it is crucial for trainers to consider the diversity within the age groups, assess each individual's digital proficiencies across a spectrum of digital capabilities, and remember that "it is never too late for 'third-agers' to learn.

The ten modules of digital lessons for trainers will be available on the project website in February 2024:

- Module 1** Media Literacy, Concepts & Theory
- Module 2** Media Literacy for Older People
- Module 3** Media Literacy and Technology
- Module 4** Media Literacy Hardware & Software
- Module 5** Media Literacy & Digital Well-Being
- Module 6** Media Literacy & Digital Services
- Module 7** Media Literacy & Social Media Platforms
- Module 8** Media Literacy & Disinformation
- Module 9** Media Literacy & Privacy
- Module 10** Media Literacy & Citizens Participation

## The relation between AI and fake news



Since the rise of AI in the world, the changes are more and more visible. We talk about changes in our daily lives, including the ones regarding news and media literacy. One of the most important assets we need to take into consideration is related to the fact that AI can influence in both good/positive ways but also in negative ones.

There are several projects across the world and Europe regarding the combat of fake news using AI, one of them being GoodNews, for spotting the fake news. It emphasizes on the fact that skills such as critical thinking are more important than technology, in order to combat the fake news: Another project to be considered is Fondango, which has the goal in trying, testing and then to validate several AI tools that could be put in use in order to identify disinformation. The main purpose is, as we can see, to tackle media disinformation, but also to train media professionals in data literacy and in managing data better.

However, artificial intelligence is not the only issue when it comes to disinformation, but rather are the skills of critical thinking, analysis and comprehension of information.

Learn more at [www.informationmatters.eu](http://www.informationmatters.eu)

