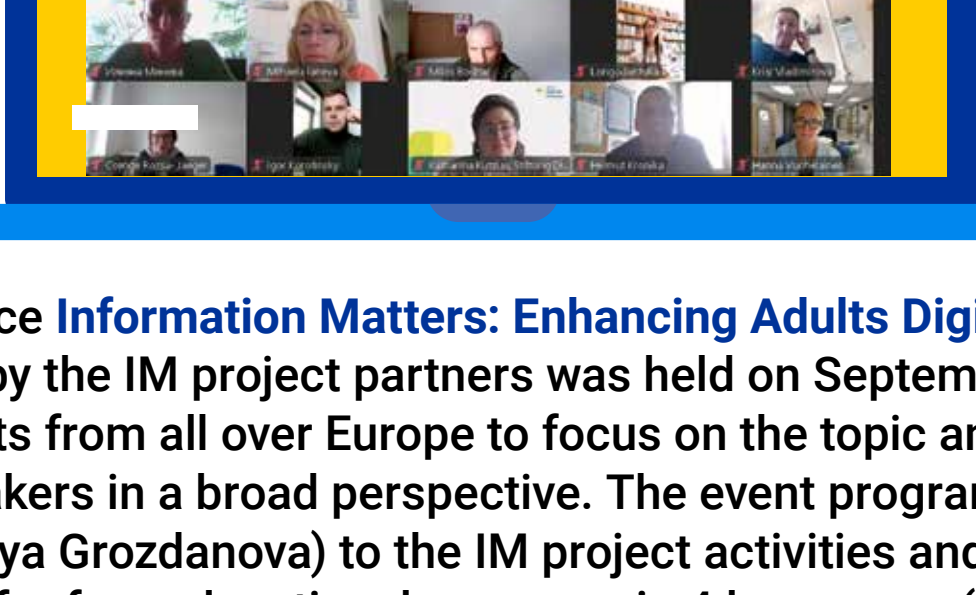




Online Conference on MEDIA LITERACY FOR ADULTS Targeted at European Stakeholders



The online conference **Information Matters: Enhancing Adults Digital and Media Literacy**, organized by the IM project partners was held on September 26, 2024 engaging participants from all over Europe to focus on the topic and discuss it with the invited keynote speakers in a broad perspective. The event program consisted of an introduction (by Vanya Grozdanova) to the IM project activities and resources produced, available for free educational purposes in 4 languages (Bulgaria, English, German, Romanian), followed by introduction to the importance of Media Literacy education among elderly users today (by Paolo Celot), a dive into AI's algorithms and its interaction with democracy (by Nikola Tulechki), and ended up with an interactive workshop on fake news fighting (by Justine Toms). Experts in the field of media and digital literacy, librarians, adult educators, policymakers, representatives of non-governmental organizations whose practice has intersections took part in the event stating interest in the project's results.

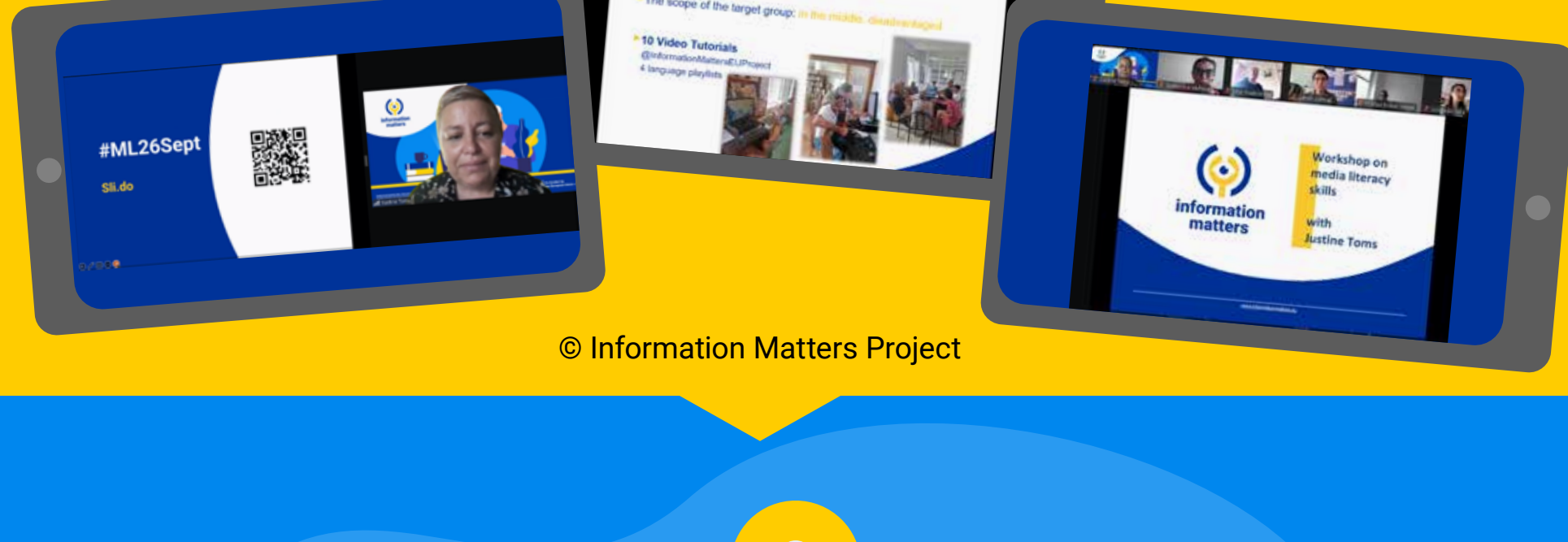
You can watch online the recordings of the two conference keynote speeches by following the links below:

LINK 1: Current trends in media literacy in Europe and the importance of media literacy training for senior citizens

A talk by Paolo Celot, Founder and Director of EAVI discussed the current media literacy trends in Europe, focusing on the importance of media literacy training for senior citizens.

LINK 2: "Tailored content for everyone?" How artificial intelligence is helping propaganda and hurting democracy"

A talk by Nikola Tulechki, a linguist and knowledge engineer at Ontotext talked over AI's relation to propaganda and to democracy.



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A Conference on MEDIA LITERACY HELD IN SOFIA Wrapped Up the Purposes of the IM Project

An in-person conference took place on **October 15, 2024** in Sofia wrapping up the Information Matters project and **discussing the purposes and effects of informal digital and media literacy education today**. All five IM partner organizations participated and presented the IM learning materials for adults, the IM training programme designed for adult trainers, and the results of the pilot trainings in Bulgaria, Romania and Austria. Discussed were also the topics of informal education via Erasmus + opportunities, and empowerment of adult learners by self-directed learning programmes. Four adult trainers, who participated in the piloting of the media and digital literacy training for elderly people in Bulgaria, shared their experience with the audience, providing inspiration and motivation among their colleagues in the audience. The event also provided practical workshops on media literacy and fake news, as well as one on health information literacy. The conference was attended by an audience of over 150 participants - librarians, adult educators and university students, NGO representatives.

Read more about the event by following this link:

<https://informationmatters.eu/what-results-the-information-matters-conference-in-sofia-shows>



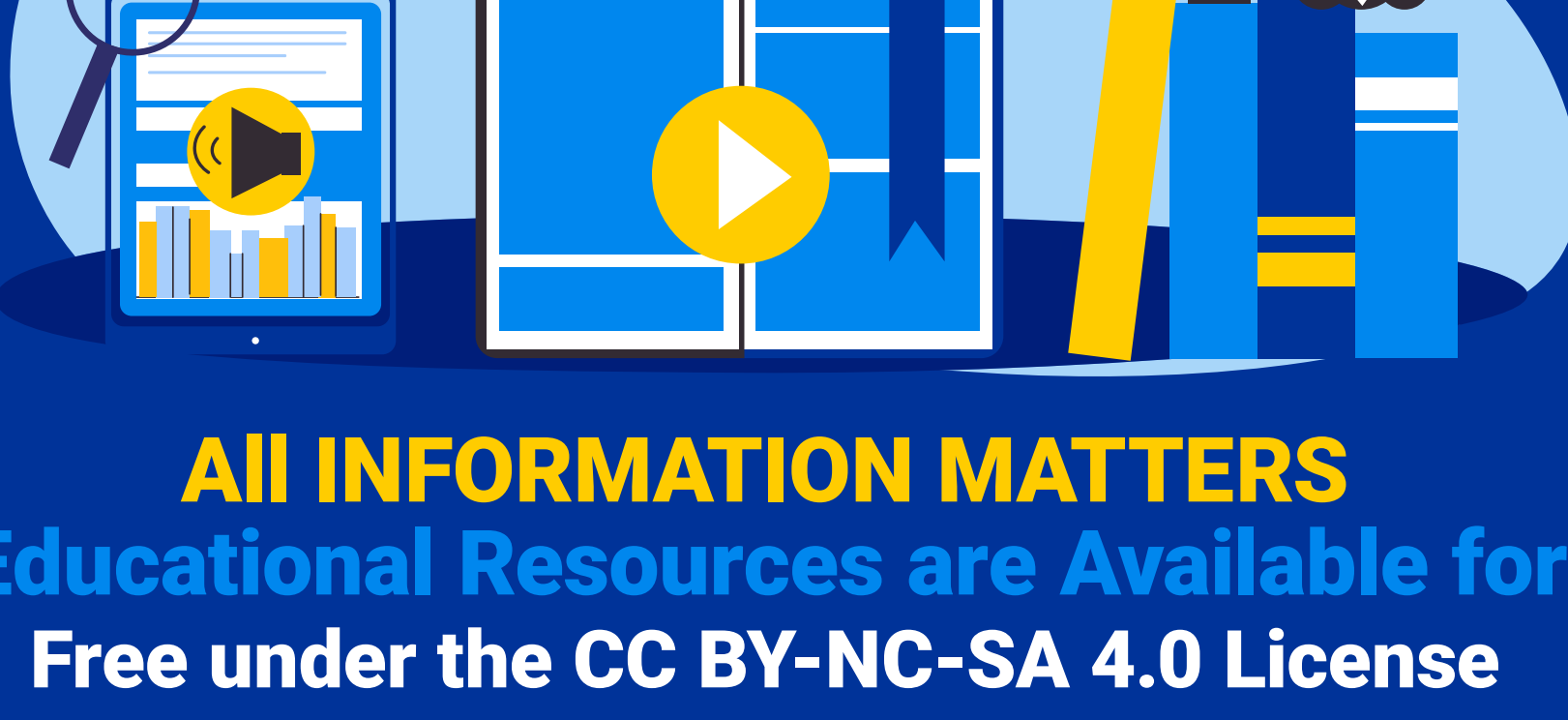
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Get to Know the CASE STUDIES On the Pilot Trainings of Seniors in Austria, Bulgaria and Romania

Pilot training sessions for adult learners 55+ have been implemented in 2023, in parallel, in Bulgaria, Austria and Romania. Over 400 adults participated in the training led by more than 170 adult educators prepared to introduce them to the current state of media and digital literacy in the form of an introductory course. The feedback of the trainers and the participating elderly people was collected by the partner organizations implementing the pilot training - Global Libraries Bulgaria, BEST Institut and the CREFOP Foundation, and served for further production of a case study report, consolidated by the other project partner EAVI. It is meant to support the IM project results advocating the importance of media and digital literacy education among adults on European level. The report is also freely accessible, published on the IM website. Read it here:

<https://informationmatters.eu/pilot-trainings-of-seniors-in-austria-bulgaria-and-romania-a-case-studies-report>



ALL INFORMATION MATTERS Educational Resources are Available for Free under the CC BY-NC-SA 4.0 License

The educational videos designed especially for elderly users, as well as the digital training course for adult educators, developed with the purpose to support them in teaching media and digital literacy to adults 55+, are all produced under the CC BY-NC-SA 4.0 license. The meaning of the license abbreviation is: Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International. Explained that means that this license requires that reusers give credit to the creator; it allows reusers to be distributed, remixed, adapted, and built upon the material in any medium or format, for noncommercial purposes only; also, if others modify or adapt the material, they must license the modified material under identical terms.

Access the IM results on the links below and implement them in your practice to support digital and media literacy empowerment of elderly users around Europe:

- The 10 digital lessons for adult trainers are available in the 4 project languages on the IM website:

<https://informationmatters.eu>

- All video tutorials for elderly users are accessible as well in the four project languages on the IM YouTube channel:

<https://www.youtube.com/@InformationMattersProject/playlists>



Partners

