

### **EDMO HUBS MEDIA LITERACY DIGEST**

GET YOUR MONTHLY MEDIA LITERACY FIX! - JANUARY 2025

# SUBMISSION / RESEARCH ACCESS PLATFORM DATA

DCU FuJo and the UCD Centre for Digital Policy (Ireland Hub) have made a joint submission to the Public Consultation on the draft delegated act on access to online platform data for vetted researchers under the DSA.

# CAMPAIGN/ ONLINE HATE & FREEDOM OF THE PRESS

GADMO's initiative focuses on the threat to press freedom, highlighting daily harassment and threats faced by journalists. On World Press Freedom Day, they call for public support to protect independent journalism and ensure a free press.

# REPORT / MEDIA INNOVATION IN PORTUGAL

OBERCOM's - IBERIFIER report highlights that digital native young consumers prefer convenient, accessible news on social media, with current formats failing to meet their needs. It offers recommendations for brands to attract new audiences and grow reach.



### AI GUIDE FOR TEACHERS

NORDIS launched the "AI Guide for Teachers" at the NORDIS DIL Forum, covering AI literacy, ethics, & education. The guide helps teachers navigate AI's impact and responsible use. It follows international AI education recommendations.



#### **FREE ONLINE RESOURCES**

Média Animation (**BELUX**) offers
free online resources on
disinformation and media literacy,
providing educators and teachers a
foundation to explore these topics
with their audiences. With it, there is
the 2021 survey "Les jeunes et
l'info," conducted among students in
the Wallonia-Brussels Federation,
offering insights into how young
people access and engage with
information.



UNLESS THEY ARE TARGETED
AND ADAPTED
APPROPRIETELY, MEDIA
LITERACY EFFORTS, LIKE ALL
EDUCATIONAL PROGRAMMES,
RISK EXACERBATING
EXISITNG INEQUALITIES IN
SOCIETY.

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Ecorys Report, Policy Brief #3 "Engaging and meeting the needs of underserved populations", September 2024.



The Mediathon, organised by **BECID** and partners, was a one-day event in Riga on February 1 2025, empowering young creatives (18-23 years old) from the Baltic States to craft impactful social media content on key social issues. Participants received expert training, collaborated with media professionals, and competed for prizes, including iPads. Topics include media literacy, social issues, and fact-checking.