

## The IMEDIAL project is coming to an end .. Let us summarise its main findings!

IMEDIAL project aims to increase the MEDIA literacy skills of adults to combat misinformation, false news and cyber aggression.

### Fake news sources

#### Who



### IMEDIAL workbook

The workbook includes methodology, materials, examples, exercises, tests revealing the techniques used by media creators and helping the educators to achieve the goal of the trainings.

The workbook puts a strong focus on how to allow workshops participants to think critically about the media messages, to consume them in a conscious way, to know strategies and tricks used by media broadcasting services and how to “filter” the content, thus staying unbiased about the messages transmitted.

## IMEDIAL cards

The cards contain concrete activities/exercises instructions for educators.

The cards' layout is made of a set of activities: Name of the activity, Description, Tips, Duration and Materials needed to implement the activity.

There are 5 card categories: Ice-breakers, Written text analysis, Visual content analysis, Multimedia content analysis, Reflections.

The Cards have been used during the Learning Activity held in Matera on May 2022, together with the Workbook to help educators to deliver the activities and training phase to the young groups.

MULTIMEDIA CONTENT ANALYSIS

Online MEDIA Literacy skills

Multimedia content analysis

**FAKE NEWS ON FACEBOOK**

**DESCRIPTION:** The multimedia content analysis is helping the learner to use the social media in a different way and be more aware about fake news. The facilitator divides participants into groups and asks them to find in 20 minutes fake news on Facebook pages or website and analyze the main characteristics, the content and the language used. Then, in the last 10 minutes of the activity, together with the facilitator, the participants discuss on how to be aware of fake news on some social media channels.

**Duration:** 30 minutes  
5 to 10 minutes for discussion

REFLECTIONS

Online MEDIA Literacy skills

reflections

**ADVERTISING**

**DESCRIPTION:** The reflections exercise helps learners to analyze cyberbullying and understand the meaning of it. The facilitator divides the participants into groups, and asks them to search online some adverts on cyberbullying and then reflect in groups if the content was useful, interesting, powerful and effective. In 45 min they have to make their own advertising campaign on how to fight cyberbullying, using visual tools, creating a slogan square cyberbullying and in the last 15 min, they have to present it in front of the others. The campaign can be made digitally, manually or even as a performance or role play.

**Duration:** 1 hour

WRITTEN CONTENT ANALYSIS

Online MEDIA Literacy skills

Written content analysis

**READING A TEXT**

**DESCRIPTION:** The activity of reading text analysis can help learners to improve their language skills, the comprehension of the text can be useful for them to reflect on the topic and acquire more self-thinking and knowledge. The facilitator distributes to the group of participants different texts about recent news or facts, at least 3 texts on different topics or subject. The facilitator will also provide learners with a worksheet listing all the characteristics to be spotted and taking T.P. this will allow them to have a clear guide and immediate assessment. Then the learner or the group of learners should identify and reflect on fake news based on the language used, focusing on specific words, sentences, adjectives and underlining them with a colorful pen. The learners have to find out which one is a fake news explaining why, which are the terms, words, vocabulary, sentences used and how to detect them next time. At the end of the activity, a group discussion can be organized in order to analyze the fake news and how to pay attention to them in reading texts online.

**Duration:** 30 min.  
5 to 10 min. for discussion

VISUAL CONTENT ANALYSIS

Online MEDIA Literacy skills

Visual content analysis

**PICTURE MEANING**

**DESCRIPTION:** The visual content analysis helps learners to memorize concepts easily and be more creative. In this activity the facilitator asks participants to discover the meaning of the colors by using projecting three flags: rainbow, trans, and MAP. The facilitator divides participants into groups and asks to search the flag related to cyberbullying and understand what it really means. In the last 10 min, they can discuss and analyze in group what they discovered by searching on internet the meaning of the three flags, spotting the difference between them and in which context was used.

**Duration:** 30 min.  
10 min. for discussion

ICE BREAKERS

Online MEDIA Literacy skills

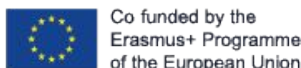
Ice breakers

**WHO KNOWS THE FAKE NEWS?**

**DESCRIPTION:** This icebreaker activity is designed to welcome attendees and warm up the conversation among participants in a meeting, training, or team building session. This icebreaking activity helps people to comfortably meet and know each other with the support of a facilitator. The facilitator asks the participants to search a article and to write on a small white rectangular card or post-it a general example of an incident or experience of cyberbullying header known or have accessed to and on another piece of paper write the name. All these cards are going to be mixed and then the facilitator sticks these cards on a white board to let participants check their responses. Then, each participant has to connect each sentence with the name of the person in order to remember better name, the writer is the learner who associates each sentence with the correct name of the manager. At the end, in the last 5 minutes the facilitator can comment briefly the sentence about the fake news together with the group.

**Duration:** 15 to 20 min.  
5 to 10 min. for discussion

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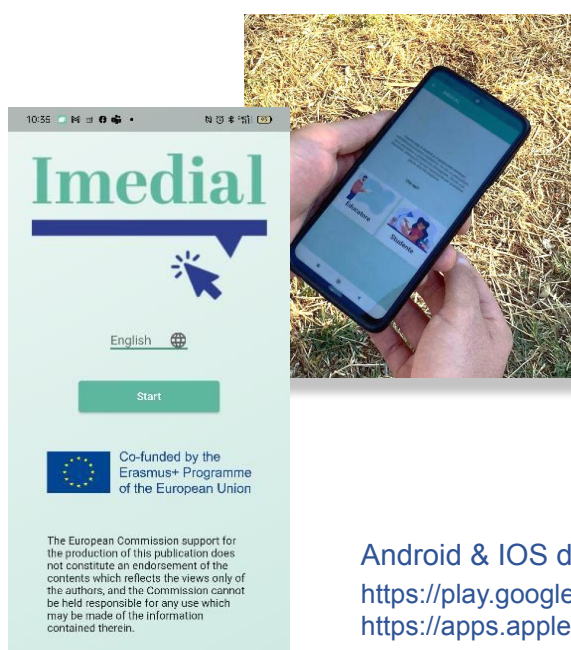


## IMEDIAL app

A useful tool for both educators and workshop participants to distribute IMEDIAL cards to both groups.

The app contains two types of cards:

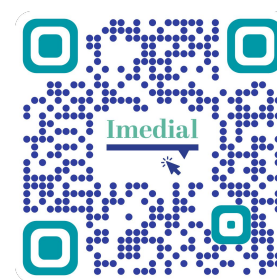
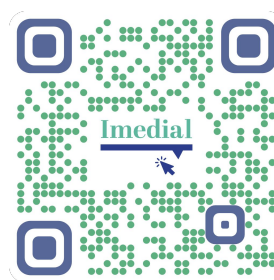
- Cards for educators in a digital version,
- Cards for participants with materials and resources (pictures, texts, videos, etc.) to use during workshops.



**DOWNLOAD THE APP**

for ANDROID

for IOS



Android & IOS download links:

<https://play.google.com/store/apps/details?id=eu.dcnet.imedial>  
<https://apps.apple.com/us/app/imedial/id1625279103>

## Events promoting the results

Each project partner has organised a national event in its country by the end of September 2022, an important and strategic occasion to promote the project and discuss about the main results achieved during the last two years. Participants were invited to download the IMEDIAL APP and try it out by selecting the profile to which they belong.



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## Some final considerations

Social media are today an incredibly powerful instrument of news creation and distribution. The emergence and ubiquitous nature of issues like “fake news”, “microtargeting” and “cyberbullying” demonstrate the power that a diverse range of actors ascribes to social media. It is therefore of the utmost importance to understand the forces and the causes that generate this phenomenon that is seriously changing the present society.

The IMEDIAL project aims to provide long-term and sustainable impact for the target group of learners, the partnership itself, business organisations and other stakeholders. The purpose is to create positive change in the society and to raise awareness of fake news, providing them with new media literacy skills. Sustainability is also in line with the principles of Erasmus+ programme.

Partners have met in Valencia (Spain) on 8th and 9th of September for the last project meeting where all outcomes and results have been evaluated and a discussion on the sustainability and on the finalisation of the SWOT analysis have been conducted.

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## Let's keep in touch!

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