

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	Fundación Alternativas - FA
PIC number:	892134124
Project name and acronym:	Media Literacy for Democracy —MFLD

EVENT DESCRIPTION	
Event number:	WP8
Event name:	MFLD International Workshop - Spain
Type:	1 day International Workshop
In situ/online:	In situ
Location:	Madrid - Spain
Date(s):	14 November 2023
Website(s) (if any):	https://fidu.it/language/en/media-literacy-for-democracy-cerv-programme/ https://fidu.it/language/en/media-literacy-for-democracy-international-workshop/ https://www.apmadrid.es/apm-event/la-fundacion-alternativas-organiza-el-debate-alfabetizacion-mediatica-e-informacional-en-la-era-de-las-fake-news-el-14-de-noviembre-en-la-urjc/?utm_source=rrss&utm_medium=post&utm_campaign=eventos&utm_term=alfabetizacion-mediatica&utm_content=fundacion-alternativas https://fundacionalternativas.org/actividades/alfabetizacion-mediatica-e-informacional-en-la-era-de-las-fake-news/
Participants	
Female:	15
Male:	10
Non-binary:	0
From country 1 Spain:	21
From country 2 Ireland:	1
From country 3 Italy:	1
From country 4 Bulgaria:	1

From country 5 Poland:	1		
Total number of participants:	25	From total number of countries:	5
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>The third Media Literacy for Democracy international workshop was held <i>in situ</i> in Madrid, on November 14th, by Fundación Alternativas in collaboration with the MLFD Consortium and the University Rey Juan Carlos I of Madrid. The event brought citizens into the conversation about the various factors contributing to the spread of disinformation, policy initiatives, research being conducted, and potential strategies to promote the future of media literacy in the European Union. European students and experts exchanged ideas about the role that governments, media workers, CSOs, and online platforms play in this significant challenge. A panel of qualified and knowledgeable speakers communicated ways to raise awareness about disinformation, current techniques in tackling foreign interference, and the role of journalism in separating fact from fiction.</p>			
Participants:			
<p>The call for interest to gather the participants of the International Workshop has been shared through MLFD partners, via email, social media and through a press release sent to Spanish news agencies and journalist associations.</p> <p>Participants, coming from the participating countries, were from different backgrounds, such as students, statistic experts, independent journalists, and legal professionals. The workshop involved a total of 25 participants, 12 of them aged between 18 and 35:</p> <p>Country of residence: Italy, Spain, Bulgaria, Ireland, Poland</p> <p>Average age: 35 Female: 15 Male: 10 Non-binary: 0 Working language: English</p>			
Objectives:			
<p>The workshop aimed to deepen participants' understanding of the various factors contributing to the spread of disinformation. By shedding light on how foreign state actors use disinformation as a geopolitical tool, the workshop highlighted the potential threats it poses to human rights and democratic values.</p> <p>The workshop also provided a platform to discuss and explore existing policy initiatives and ongoing research efforts to combat disinformation. Experts shared valuable insights into the European Union's multifaceted response, comprising various levels of engagement, including civil society and governmental measures.</p> <p>Moreover, the workshop explores effective strategies to promote media literacy within the European Union and globally. Participants actively engaged in discussions to empower citizens as critical information consumers and raise awareness about democratic issues. The importance of media literacy education as a powerful tool in countering disinformation was underscored.</p> <p>Another crucial workshop objective was to encourage cross-sector cooperation and citizen engagement in tackling disinformation. Participants examined the roles of governments, media workers, civil society organisations, and online platforms in addressing disinformation challenges. The goal was to foster collaboration and concerted efforts in the fight against disinformation.</p> <p>In conclusion, the workshop highlighted the vital importance of safeguarding free media, academia, and civil society. By emphasising their role in stimulating open debates and protecting democratic participation from malign interference, the workshop highlighted the need to defend these pillars of democracy.</p>			
Results:			
<p>The workshop outcomes were significant:</p> <p>Participants gained valuable insights into the manipulative strategies employed by foreign state actors in spreading disinformation. This understanding highlighted the potential impact on victims of human rights abuses and the need for robust responses.</p>			

Jorge Tuñón, professor of Journalism at Carlos III University, presented their research about the European Union's comprehensive response to disinformation. The workshop provided a comprehensive view of the policy initiatives and efforts to counter disinformation effectively.

Miguel Martín, from Diacrónica Consulting, analysed the message and formats of expressions of fake news. His intervention focused on fast-spreading disinformation and the manipulation through decontextualized images and words, also giving examples in written press, video, and social media. Having a set of fact-checking tools for discovering fake news was exciting. Questions to ask oneself when consuming information, in order to avoid intentional manipulation, were shared.

We included the journalist perspective of Alfonso Bauluz, from Reporters Without Borders. He reflected on the responsibility of double checking the pieces of information and the challenges of actual journalists in a precarious profession, where they compete with more and more formal and informal media.

An interesting discussion was brought about war journalism and, specifically on the Israel-Palestine conflict and the way that war reporters should do their work properly in a complex environment where different agents try to impose a message that is convenient for them, and how the information should be checked on complex terrains. Specific examples were analysed.

Ongoing research presentations brought to light various aspects of disinformation, including the case study of the role that disinformation has played on the cryptocurrency phenomena, and the economic effects of mis- and disinformation on a highly volatile market. This presentation was made by Víctor Ventura, who is doing a PhD in this field at Juan Carlos I University.

Feedback:

- Participants appreciated the workshop's multidisciplinary approach, which fostered a deeper understanding of the complexities of effectively countering disinformation.
- A collective reflection was organized using a design thinking methodology, where participants analysed the headlights and insights of the workshop, but also the weakness of themes that, in their opinion, should be studied deeply.
- Some participants shared their motivations and stories on dealing with counter information at different levels. We tried to address if there were any specific characteristics of disinformation based on the language, culture or zones.
- The workshop's success in sparking conversations and ideas about countering disinformation demonstrated a strong commitment to promoting media literacy within the European Union and beyond, from both young students, and, remarkably, young professionals in the CSOs sector.
- Besides, the coffee break offered the participants the opportunity of networking.

Dissemination:

The workshop has been promoted on FA and MLFD social media channels. A press note has been sent to news agencies. In addition, information about the event have been promoted throughs FA's usual mailing subscribers. Poster and flyer, as well as a summary of the results, were published on FIDU's website and on MLFD social networks.