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TOOLS & AWARENESS ABOUT DISINFORMATION, ALGORITHMS & MEDIA
A Creative Europe project
Co-funded by the European Union

TOOLS & AWARENESS ABOUT DISINFORMATION, ALGORITHMS & MEDIA

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9 European partners have come together to raise awareness of the **impact of AI and algorithms in the media**

- both positive and negative
- at the level of the production of news and the level of how it is received by the public

How? In exchanging best practice and designing educational resources.

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9 partners

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média
ANIMATION

UCLouvain

Université Paul Valery Montpellier 3

Università degli Studi Firenze
FORLILPSI
Dipartimento di Formazione Lingue, Intercultura Letterature e Psicologia

Tampere University

karpos

Institute of Communication Studies

IFJ FIJ

IAME

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A starting seminar to identify priorities

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A major cross-perspective seminar (June 2024) ⇒ **Strategic plan**

1. Reflecting on AI's Positive and Negative Roles in Media Production
2. Addressing AI-Generated Biases and Ethical/Deontological Implication
3. Developing Skills as a Critical AI Prompter (in Media Reception and Production)
4. Evaluating Audience Perception/Awareness/Emotions Regarding AI Outputs
5. Creative Prompting and AI Training

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A decentralized phase

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Regional workshops with over 500 participants

- In all partner countries and other regions of Europe
- Based on the strategic plan
- To collect good practices, local resources and innovative ideas

Webinars and an online community

- To share locally collected practices
- To exchange perspectives

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The Media Edukathon : to involve media educators in co-creation

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- Early September 2025, during three days
- **60 professionals of 16 nationalities**
- **From the fields of research, journalism, education and teaching**
- Gathered at the foot of the Acropolis in Athens
- Their goal? **To jointly develop educational projects on artificial intelligence and its impact on the media.**
- Based on data collected over a year and a half by the TADAM project in Europe during workshops and webinars.

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The Media Edukathon : to involve media educators in co-creation

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Their mission? To respond to a specific issue with an innovative, turnkey educational concept.

A methodology inspired by hackathons: brainstorming sessions, instruction sheets, consultation sessions with an expert, challenges, group work, creative solutions and a touch of competitive spirit.

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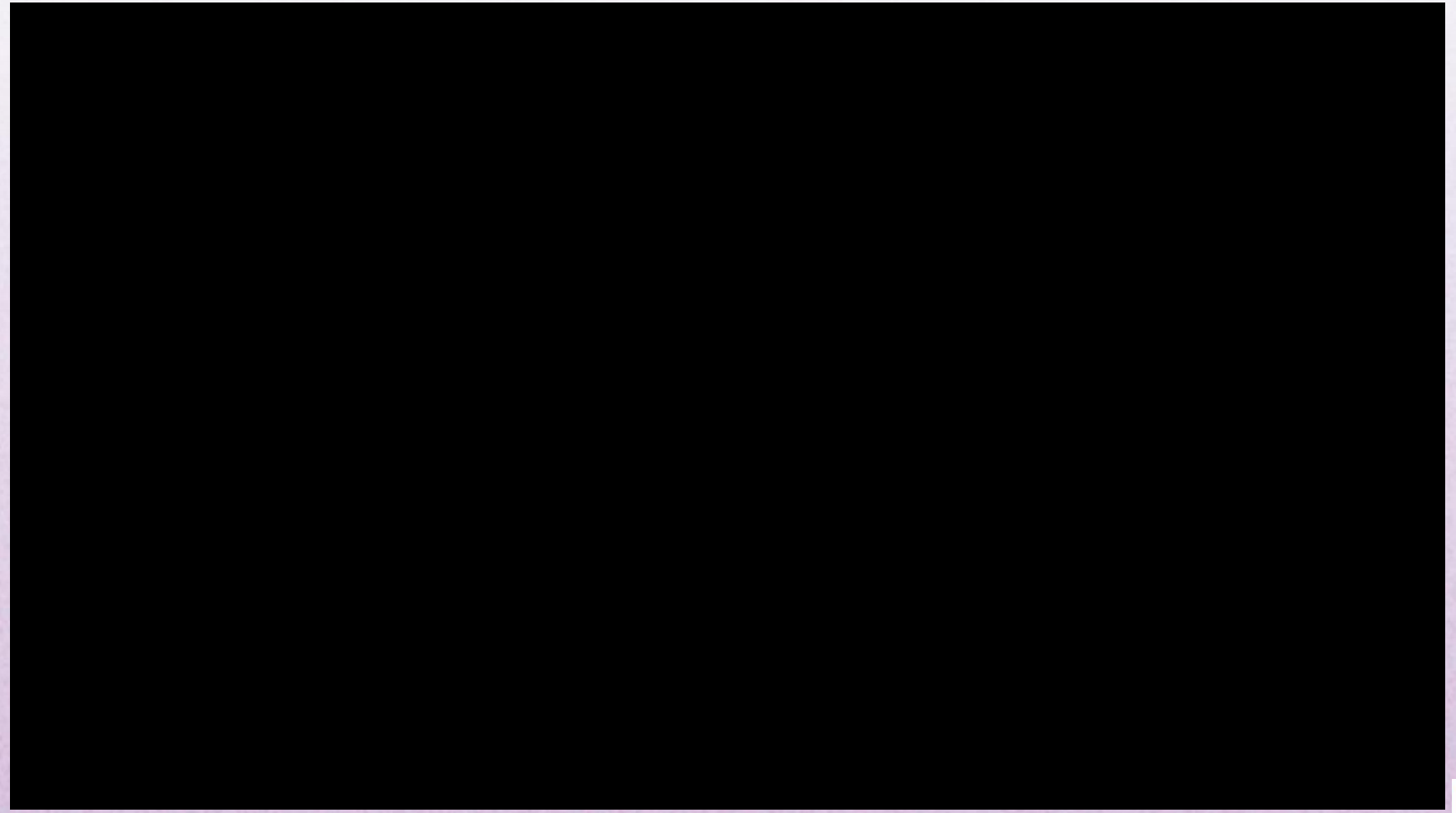
The Media Edukathon



https://vimeo.com/1115441334

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9 activity concepts, 9 ways to question AI

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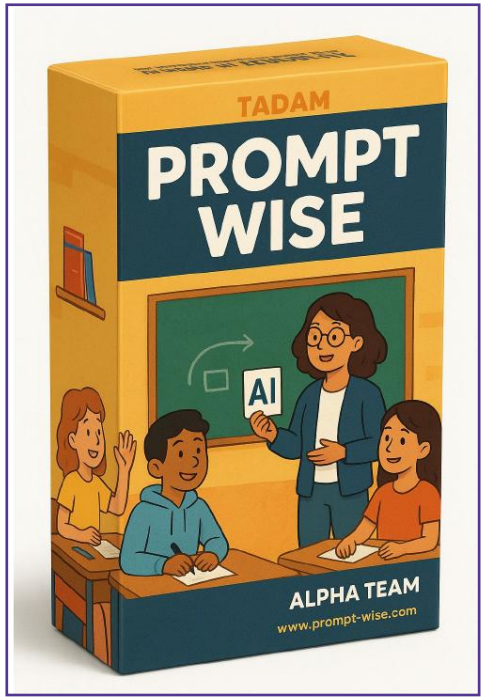
At the end of the process, no fewer than nine teaching aids or resources on critical thinking applied to AI were presented:

- **Prompt *Wis(c)e***: A card game where participants **learn to challenge AI biases**, reflect on their own role as media creators, and understand how human creativity, judgement, and collaboration remain essential in AI-assisted contexts.



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Card game *Prompt Wis(c)e*

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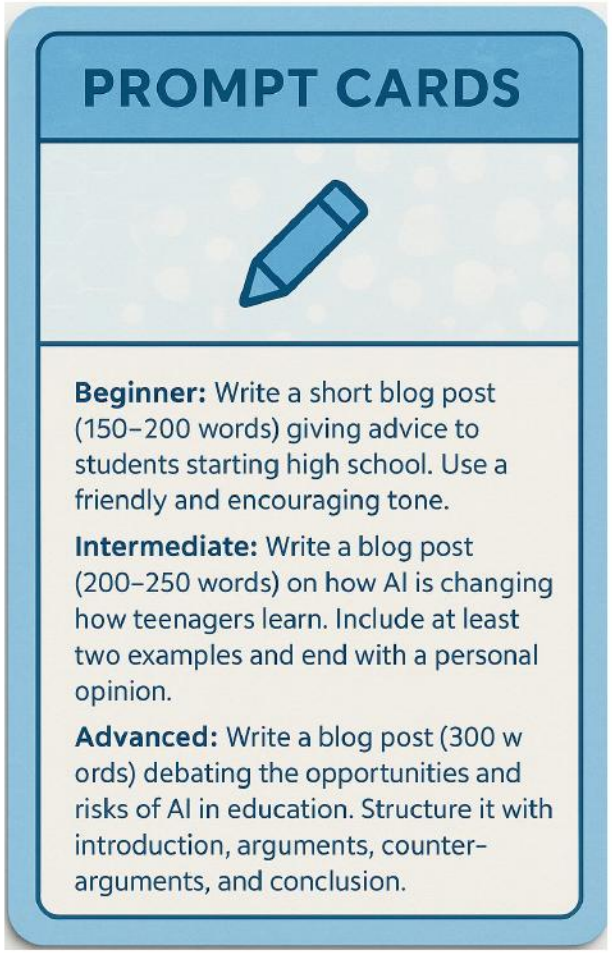

Let's test it

Card game *Prompt Wis(c)e*

LENS OF ETHICS

Beginner: Does the advice feel safe and respectful?

Intermediate: Does it respect copyright and avoid plagiarism?

Advanced: Could the post reinforce inequalities or risky behaviors?

Tips: Reprompt: "Rewrite the blog post ensuring ethical and safe advice. Compare: which version feels more responsible?"

Beyond AI: "If you were writing this post without AI, what ethical rules would you follow?

LENS OF PERSPECTIVE

Beginner: Whose voices are included (only the student)?

Intermediate: Which perspectives are missing (teachers, parents)?

Advanced: Who benefits or loses power from the way the post is framed?

Tips: Reprompt: Rewrite the blog post including multiple perspectives. Compare: which version feels more balanced?

Beyond AI: How could you gather different perspectives in real life (e.g., interviews, surveys)?

LENS OF ACCESSIBILITY

Beginner: Are there difficult words? Would classmates understand it?

Intermediate: Is it accessible for non-experts? Does it use jargon?

Advanced: Does it assume cultural knowledge? Is it inclusive for all readers?

Reprompt: "Rewrite the blog post in clear and inclusive language. Compare with the original: which is easier to read?

Beyond AI: "How would you write this blog for your peers without AI? How would you test if they understand it?"

Card game *Prompt Wis(c)e*

9 activity concepts, 9 ways to question AI

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- ***Storyframed - How AI frame your cinematic story*** (awarded for its inspiring method): an animation tool that allows participants to learn by doing and question **the limits and creative possibilities of generative image AI** through the creation of film storyboards: will AI be able to avoid stereotyped representations?

9 activity concepts, 9 ways to question AI

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- ***AI and Journalism*** : educational scenario for a workshop aimed at journalists to reflect on **how AI will shape journalism from an ethical and critical perspective**, to explore strategies for protecting jobs and to make proposals for safeguarding freedom of expression.

- ***MY WAI – Myths, Witness and Critical dialogue with AI*** **:** A course that invites teenage students to discover a new way of using generative AI. Instead of viewing AI as a shortcut for completing tasks, the programme encourages them to see it as a ***thinking companion***: a tool for questioning, challenging and refining ideas.

- ***My Best Friend Chatty*** (awarded as best finalised project): a media literacy 'toolkit' website on **AI chatbots, critical thinking and emotional intelligence** to help children understand the digital world and develop their resilience and critical thinking skills.

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9 activity concepts, 9 ways to question AI

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- ***ABNORMALAIZE*** : A workshop for students to challenge **stereotypes and bias** in the media generated by AI.
- ***AI for Artistic Imperfection*** : An educational scenario for a workshop in which participants engage in a collaborative and creative process to produce fictional content that reflects current public issues, using **AI text generation and storytelling tools**.
- ***Stereo-tips* :** online activities for secondary school teachers who wish to address the concepts of **stereotypes and bias** using AI in the classroom.

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9 activity concepts, 9 ways to question AI

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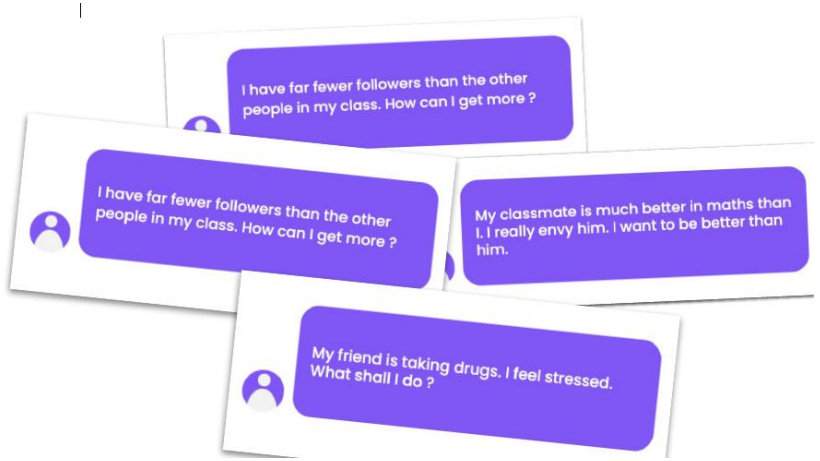
- ***AI mirrors your emotions*** (awarded for originality of theme): an activity proposed to teachers to encourage their pupils **to analyse conversations with chatbots from an emotional perspective.** The aim is to identify the relational mechanisms of generative AI that enable it to use emotional rhetoric and to discuss the role of emotions in the reception and interpretation of information.



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AI mirrors your emotions

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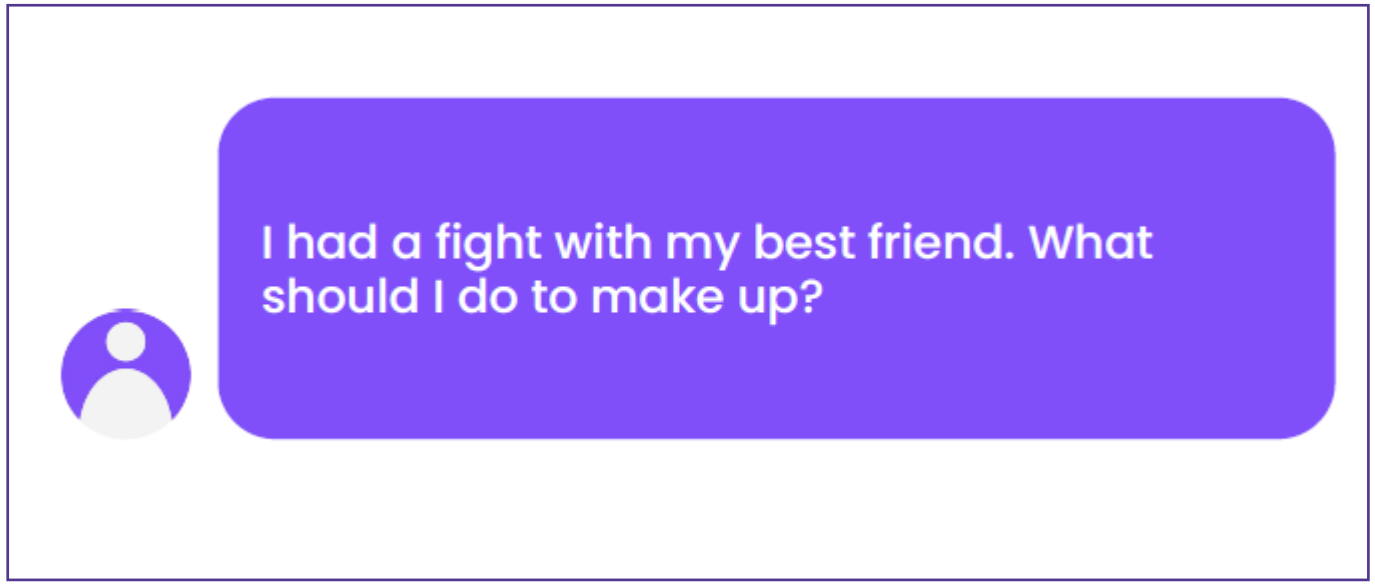

Let's test it

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AI mirrors your emotions

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What kind of emotions or sensations do you feel in this discussion ?

(Joy, gratitude, Anger, Fear, Anxiety, Nostalgia, Indifference, Confusion, Frustration, Excitement, Amusement, Inspiration...)

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AI mirrors your emotions

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- Elements of language : vocabular, rhetoric, ...
- Argumentation : How the conversation is argued in a way to build/maintain the conversation
- Phatique items : all the signs and items that check that the user is still in the conversation, in the relationship.
- Emotional engagement : the emotions conveyed by the conversation
- Platform design : the technical and esthaetics elements that support the relationship buliding.

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AI mirrors your emotions

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"Take a step back, make the first move, express your feelings without accusing them, and listen to their side of the story, showing that you want to move forward in the relationship."

You have to re-write this advice in a **HUMOROUS** way. Your answer :

You have to re-write this advice in a **BOSSY** way. Your answer :

You have to re-write this advice in a **SUPPORTIVE** way. Your answer :

You have to re-write this advice in an **UNDECIDED** way. Your answer :

You have to re-write this advice in a **MEAN** way. Your answer :

You have to re-write this advice in a **CASUAL** way. Your answer :

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AI mirrors your emotions

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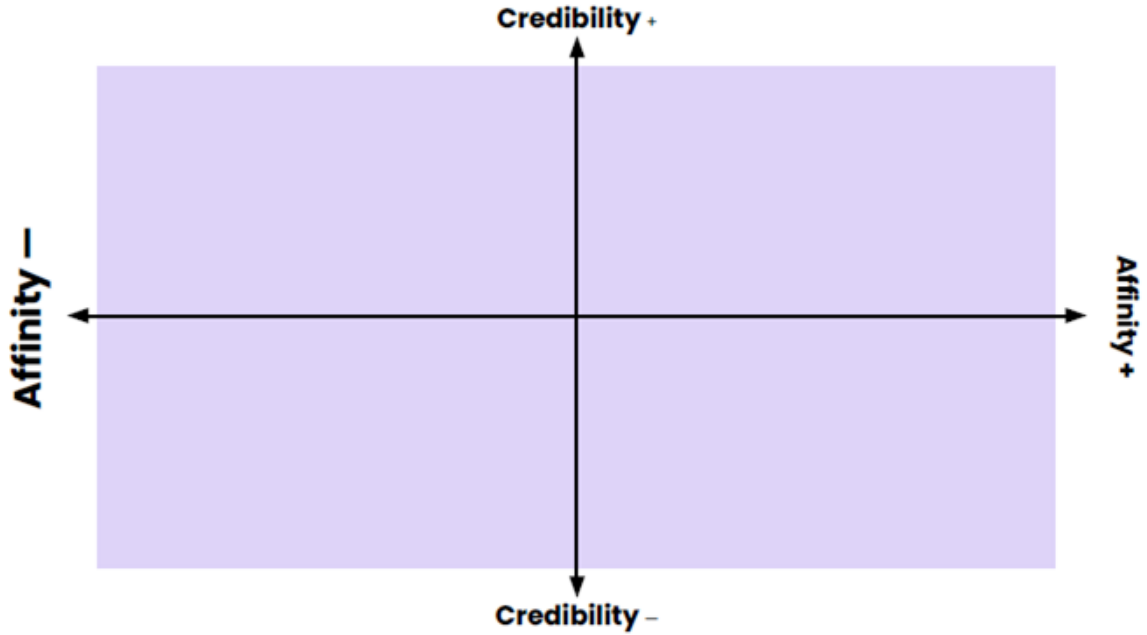

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Impact

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At the end of the event, participants felt that their expertise had been enhanced by:

- transnational collaboration (4.39/5)
- cross-sector collaboration (4.5/5)
- strengthening their network (4.85/5)
- the creation of a European community of practice in media literacy (4.37/5)

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THE TADAM TOOLKIT
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Available online from December 2025
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