


## EVENT DESCRIPTION SHEET

*(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)*

 Please provide one sheet per event (one event = one workpackage = one lump sum.)

PROJECT	
<b>Participant:</b>	[1] - [Evro Advans Association] (Euro Advance)
<b>PIC number:</b>	[899809928]
<b>Project name and acronym:</b>	[Read Twice] — [R2]

EVENT DESCRIPTION	
<b>Event number:</b>	[9.1]
<b>Event name:</b>	Beyond the Headlines: Tools and Skills to Detect Disinfo in the News
<b>Type:</b>	[trainings]
<b>In situ/online:</b>	[online]
<b>Location:</b>	[online]
<b>Date(s):</b>	12 January 2024
<b>Website(s) (if any):</b>	<a href="https://www.themayor.eu/en/read-twice">https://www.themayor.eu/en/read-twice</a> <a href="https://www.eventbrite.co.uk/e/beyond-the-headlines-tools-and-skills-to-detect-disinfo-in-the-news-tickets-775666468287?aff=oddtcreator">https://www.eventbrite.co.uk/e/beyond-the-headlines-tools-and-skills-to-detect-disinfo-in-the-news-tickets-775666468287?aff=oddtcreator</a> <a href="https://www.themayor.eu/en/a/view/read-twice-webinar-will-arm-the-public-against-disinformation-12234">https://www.themayor.eu/en/a/view/read-twice-webinar-will-arm-the-public-against-disinformation-12234</a> <a href="https://www.themayor.eu/en/a/view/next-friday-here-s-what-you-ll-get-from-the-upcoming-webinar-on-disinformation-12279">https://www.themayor.eu/en/a/view/next-friday-here-s-what-you-ll-get-from-the-upcoming-webinar-on-disinformation-12279</a> <a href="https://www.themayor.eu/en/a/view/emotions-and-perceptions-disinformation-exploits-the-things-that-make-us-human-12294">https://www.themayor.eu/en/a/view/emotions-and-perceptions-disinformation-exploits-the-things-that-make-us-human-12294</a>

	<p><a href="https://euroadvance.eu/en/emotions-and-perceptions-disinformation-exploits-the-things-that-make-us-human/">https://euroadvance.eu/en/emotions-and-perceptions-disinformation-exploits-the-things-that-make-us-human/</a></p> <p><a href="https://euroadvance.eu/en/read-twice-webinar-will-arm-the-public-against-disinformation/">https://euroadvance.eu/en/read-twice-webinar-will-arm-the-public-against-disinformation/</a></p> <p><a href="https://euroadvance.eu/emoczii-i-vazpriyatiya-dezinformacziyata-izpolzva-tova-koeto-ni-pravi-hora/">https://euroadvance.eu/emoczii-i-vazpriyatiya-dezinformacziyata-izpolzva-tova-koeto-ni-pravi-hora/</a></p> <p><a href="https://euroadvance.eu/nauchete-se-da-chetete-otvad-zaglaviyata-s-bezplaten-uebinar-sresthu-dezinformacziyata/">https://euroadvance.eu/nauchete-se-da-chetete-otvad-zaglaviyata-s-bezplaten-uebinar-sresthu-dezinformacziyata/</a></p> <p><b>Other mentions:</b></p> <p><a href="#">WEBINAR OF READ TWICE GOES BEYOND THE HEADLINES</a> - Bulgarian-Romanian Observatory of Disinformation</p> <p><a href="#">Read Twice organises final webinar about tools and skills to detect disinformation</a> – Cicant Research Center</p> <p><a href="#">Playlist with the recordings from the webinar on YouTube</a></p>
<b>Participants</b>	
Female:	117
Male:	58
Non-binary:	2
From country 1 [Bulgaria]:	43
From country 2 [Belgium]:	21
From country 3 [Austria]:	2
From country 4 [Croatia]:	5
From country 5 [Germany]:	29
From country 6 [Finland]:	1
From country 7 [France]:	1
From country 8 [Greece]:	4

From country 9 [Italy]:	11		
From country 10 [Luxembourg]:	6		
From country 11 [Malta]:	1		
From country 12 [The Netherlands]:	4		
From country 13 [Portugal]:	16		
From country 14 [Romania]:	26		
From country 15 [Slovakia]:	1		
From country 16 [Slovenia]:	1		
From country 17 [Spain]:	5		
Total number of participants:	177	From total number of countries:	17
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<b>Concept</b>			
<p><b>Beyond the Headlines: Tools and Skills to Detect Disinfo in the News</b> took place on Zoom on 12 January 2024. It was organized by Euro Advance Association in close collaboration with all project partners. The event's objective was to increase the access and use of digital tools for countering disinformation. such as fact checking platforms, games, mobile applications and e-learning resources in countering disinformation.</p> <p>After an initial introduction in which the Read Twice project manager presented the project, its concept and scientific basis and after a warmup exercise, the remainder of the event included theoretical and more practical components.</p> <p>Two first panels were more theoretical with practical examples. The first session invited specialists from different spheres (research, university, NGO) to present various aspects of disinformation: cognitive, ethical, philosophical. A special focus on the Finish experience and educational model was put to underline why the country scores consistently first on the Media Literacy Index. The more comprehensive concept of digital information literacy was introduced. A few interesting initiatives, including EU-funded project like SOLARIS (Horizon Europe) analyzing deepfakes and trust in AI-generated content were presented.</p> <p>The second panel focused on how disinformation is produced and how it can be debunked using technological tools. A popular social media influencer explained the mechanisms that social media platforms use to put forward some types of content over others, as well as what content creators do to get popular online. In contrast, it was explained how the same mechanisms are being used by mal-</p>			

intended actors to spread disinformation. The influencer also shared a personal story of how unwillingly she misinformed her audience with unverified advice and how she later reacted to correct the situation. A press officer from the European Parliament explained how the democratic institution is often subject to disinformation campaigns, mentioning a few lines of the disinfo narratives and concrete cases where MEPs were addressed by malicious actions. In the same line of thought, a scientist explained what the most popular disinformation narratives in Bulgaria are, measured with scientific accuracy and expressed his views on how this might impact democracy and trust in institutions.

Finally, a third practical session involved journalists from the German Deutsche Welle and the Portuguese newspaper Publico, who explained their fact checking procedures, tools, they are using and dangers that might arise in their business. In particular, a Publico's editor shared examples of how far right actors are using falsified Publico articles and titles, to disseminate disinformation and kidnap from Publico's legitimacy. Digital tools against disinformation such as SPOT (for geospatial searches), MIL (how to verify toolkit), Google site search, Google Reverse Image Search were presented.

### **Participants**

The event was open to the general audience, with free registration on a popular online registration platform. A wide campaign to boost registrations was implemented on social media by all partners, on EACEA corporate channels, webinar speakers and their corporate channels, as well as by participating influencer, who has + 700 000 subscribers on TikTok alone.

This led to 203 total registrations, 177 of whom – from CERV eligible countries (18 countries in total). All registered participants received the slides from the event, while the full recordings were published on YouTube, where they can be seen by everyone interested on the web, which ensures additional impact beyond the registered participants.

The profile of participants is very varying, including: policymakers, scientists, communication professionals, trainers, youth workers, digital marketing experts, NGO representatives, students, professors, among others.

### **Agenda**

(speaker's names are removed for privacy reasons)

#### **Opening session**

- PRESENTING RESULTS OF THE READ TWICE PROJECT

#### **Panel 1: Generative AI, ethics and cognitive dimensions of disinformation**

- COGNITIVE LAYERS OF DISINFORMATION
- DEMYSTIFYING DEEPPAKES: LESSONS FROM THE SOLARIS PROJECT
- DIGITAL INFORMATION LITERACY: LESSONS FROM FINLAND
- MODERATED DISCUSSION AND Q&A

**Panel 2: How disinformation is produced, spread and debunked?**

- HOW DO YOU GET YOUR POSTS TO BE VIEWED ON SOCIAL MEDIA?
- DISINFORMATION ABOUT THE EUROPEAN PARLIAMENT AND ELECTIONS
- UNCOVERING THE DYNAMICS OF DISINFORMATION NARRATIVES IN BULGARIA: TWO CASE STUDIES
- MODERATED DISCUSSION AND Q&A

**Panel 3: A journalists' toolkit for fact-checking with Deutsche Welle and Publico**

- LEVERAGING AI TO FIGHT DISINFORMATION IN THE JOURNALISTIC DOMAIN
- HOW THE FAR RIGHT IS USING THE IMAGE OF OFFICIAL NEWSPAPERS TO SPREAD DISINFORMATION
- MODERATED DISCUSSION AND Q&A

**Conclusion and filling the CERV survey****Achieved results, impact and sustainability**

The CERV survey results show very high satisfaction with the event (4.8/5). Even participants who feel acquainted with the topic of disinformation admit they learned a lot. A recommendation was given to increase the number of such events dedicated to Bulgarian audience. Moreover, the webinar sustained a high number of participants throughout the event (6 hours) which testifies to a great interest and captivating content.

The sustainability of the result is maintained through a video recording, available on YouTube. Furthermore, all registered participants received the slides from the event.

**Social media campaign “Read twice, Don’t Repeat Lies”**

During the period of the implementation of WP9, was also the heat part of the International Social Media Campaign “Read Twice, Don’t Repeat Lies”. Its aims: “To encourage citizens, stop, read again and check if the information they read across any media platform is accurate and reliable through implementing international “Read twice, don’t repeat lies” social media campaign.

The campaign was implemented on the social media channels of Read Twice, but also – two influencers participated in different ways.

First of all, a Bulgarian influencer, popular among young audience prepared a YouTube video and two Instagram reels on disinformation and fake news, including descriptions of basic terminology, available tools and platforms to fact check and report content, informing about Read Twice project results and

encouraging people to read more carefully and fact check before sharing online. The results (by the time of preparing the report):

- 23,000 views of the video, 178.900 impressions, 16.200 viewers, 29.3% in the age groups 18-24 and 39.3% in the age group 25-34 years.

An additional 7,200 international accounts were reach by the second social media influencer with a story announcing her participation in the webinar on 12 January.

The Read Twice project channels and Euro Advance FB pages reached 6 k people on Facebook (project-related posts only) and on Instagram for the period December – January.

**HISTORY OF CHANGES**

VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).