EVENT DESCRIPTION SHEET

PROJECT	
Participant:	101147983 - Januam gUG - JAN
PIC number:	882538108
Project name and acronym:	Immunising citizens against dis/misinformation - IMMUNE 2 INFODEMIC 2

EVENT DESCRIPTION	
Event number:	5
Event name:	Navigating the Digital Landscape: Media Literacy & AI-driven Mis/Disinformation
Type:	Webinar
In situ/online:	online
Location:	Germany
Date(s):	16.09.2025, 29.10.2025
Website(s) (if any):	https://januam.org/navigating-the-digital-landscape/
Participants	
Female:	32
Male:	70
Non-binary:	-
From country 1 [Germany]:	74
From country 2 [Netherlands]:	6
From country 3 [France]:	1
From country 4 [Belgium]:	7
From country 5 [Spain]:	2
From country 6 [Italy]:	3
From country 7 [Finland]:	1
From country 8 [Greece]:	1
From country 9 [Poland]:	2
From country 10 [Malta]	1

From country 11 [Denmark]	1		
From country 12 [Ukraine]	1		
From country 13 [Bosnia and Herzegovina]	1		
From country 14 [Hungary]	1		
Total number of participants:	102	From total number of countries:	14

Description

WP5 was implemented by **Januam gUG** through **two online Workshops** designed to raise awareness of AI-driven disinformation and enhance participants' critical thinking, media literacy, and digital resilience — fully aligned with WP5 objectives.

Overview of the Two Workshops

1. **First Workshop**
   - **Date & Location:** 16.09.2025, Online
   - **Target Group:**
     - **i.** Community leaders & social entrepreneurs
     - **ii.** Digital literacy advocates & educators
     - **iii.** Researchers and practitioners in disinformation studies
     - **iv.** Professionals building digital resilience in organizations
     - **v.** Individuals supporting vulnerable groups
     - **vi.** Anyone concerned about the impact of AI-generated disinformation
   - **Participants:** 86
   - **Format & Content:** The online workshop "Navigating the Digital Landscape: Media Literacy & AI-driven Mis/Disinformation" focused on strengthening participants' capacity to recognize, understand, and counter AI-enabled misinformation and disinformation. The event featured three expert speakers covering behavioural science, cybersecurity and policy, and community-based approaches. Through expert presentations and interactive discussions, participants explored key topics including psychological resilience, democratic risks of AI-manipulated content, and community-based strategies for media literacy. Participants were introduced to concrete tools such as prebunking, fact-checking strategies, community collaboration models, and ethical AI considerations to strengthen collective resilience.
   - **Results:** The workshop successfully raised awareness among participants about the scale and speed of AI-generated disinformation. Attendees gained practical skills in identifying manipulated content, understanding AI-driven psychological manipulation, and applying critical-thinking frameworks. The session also fostered cross-sector dialogue, encouraging collaboration between community groups, educators, and digital-literacy actors. A key outcome was the call to form a consortium to co-develop inclusive "AI Literacy for Communities and Good" programs, as well as recommendations to integrate AI literacy and media-resilience content into language courses and school materials. Participants expressed interest in ongoing cooperation and capacity-building activities.

2. **Second Workshop**

    - **Date & Location:** 29.10.2025, Online
    - **Target Group:** Students, educators, journalists, civil society members, and anyone interested in democracy, media literacy, and technology.
    - **Participants:** 16
    - **Format & Content:** The online workshop was originally planned on MS Teams but, due to global disruptions in Microsoft Azure services, it was delivered via Google Meet. The session was designed to be inclusive and accessible, combining presentations on AI-generated disinformation, real-life examples, and interactive exercises. Participants engaged in discussions and guided activities to strengthen critical thinking, digital literacy, and community awareness of misinformation.
    - **Results:** Participants gained practical skills to identify AI-driven disinformation and better understand manipulation techniques in media. They reported increased confidence in critically evaluating information and suggested that AI literacy and disinformation topics be included in educational materials and multilingual booklets for broader community reach.

Workshop Themes

The workshops were designed to be interactive, with questions incorporated throughout. It was structured around four main themes:

1. **Layers of AI-Driven Manipulation**

During the workshop, participants were introduced to the different layers of AI-driven manipulation. Manipulation by Design was explained, showing how AI systems structure information environments and prioritize emotional and polarizing content. Manipulation by Deployment demonstrated how malicious actors use AI tools to create and distribute deceptive content. Manipulation by Interaction highlighted how manipulation can emerge from users' relationships with AI systems and the psychological trust built.

2. **Societal Impact of AI Disinformation**

Participants explored the societal consequences of AI-driven disinformation. It was shown that AI-generated content contributed to the erosion of shared reality and public trust, affected elections and decision-making processes, increased social polarization, and facilitated mass personalized misinformation through bots, fake websites, and social media profiles.

3. **Building Digital Resilience and Multilayered Intervention**

Participants engaged in exercises on multilayered intervention strategies. At the system level, transparency, ethical standards, and algorithm audits were demonstrated. At the personal and community level, prebunking (psychological immunity) and debunking (fact-checking) strategies were practiced to strengthen resilience. Furthermore, independent audits, citizen AI councils, and societal norms were presented as effective approaches for participatory oversight and regulation.

4. **Real-Life Cases of AI Disinformation**

Real-life examples of AI disinformation were presented. Participants examined deepfakes and rapid information spread during elections and conflicts, fake images, news, and videos on social media, and algorithmic manipulation and cognitive DDoS attacks to understand the impact and risks.

5. **The Role of Communities and Civil Society**

The role of communities and civil society was emphasized. Participants learned how NGOs, local networks, and public advocacy can pressure technology companies to act responsibly. Methods to extend media and AI literacy to excluded groups through multilingual and accessible educational materials were also presented.

6. **Individual and Collective Responsibility in AI Usage**

Participants were guided to develop critical awareness and skepticism towards AI-generated information. Collective responsibilities were highlighted, including the importance of public standards and citizen engagement to ensure effective regulation and protect information integrity.

Participants and Results Summary

- **First Workshop:** 86 participants , 14 countries
- **Second Workshop:** 16 participants, 3 countries

Overall Results

The **two online workshops** successfully engaged participants on the topic of AI-driven disinformation and media literacy. In total, the workshops reached a global audience, with the first workshop recording 1,018 page views, 202 registrations, and 128 attendees (**including 86 from EU countries**). The second workshop had 50 page views, 25 registrations, and 23 attendees (**including 16 from EU countries**).

Participants reported improved understanding of AI-generated disinformation, increased confidence in identifying misleading content, and enhanced critical thinking and digital literacy skills. Feedback suggested that AI literacy and mis/disinformation topics should be integrated into educational materials and multilingual resources to reach a broader audience.

The workshops demonstrated that interactive, accessible, and practical sessions can effectively raise awareness and build community resilience against AI-driven misinformation.

Key Recommendations from Participants

1. Participants suggested organizing regular meetings among social organizations to coordinate actions and develop innovative approaches to counter disinformation.

2. They recommended integrating content on mis/disinformation and AI literacy into course books to strengthen educational outreach.

3. Participants proposed the organization of additional online workshops and the adaptation of online learning systems (LMS) to ensure free and accessible education for the public.