



Express yourself! Media and information experiences

Day 1

Media Academy: Strengthening media literacy and social participation

Our programme

Day 1

Express yourself!
Media and Information
Experiences

Day 2

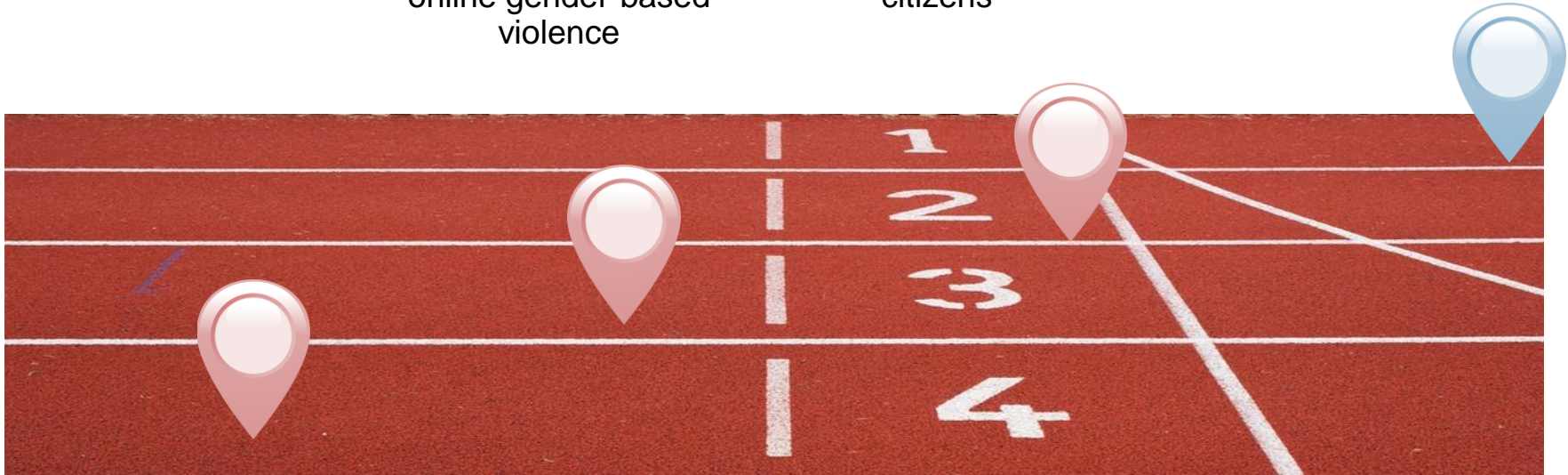
Think twice! Identify
manipulation,
disinformation and
online gender-based
violence

Day 3

Trust yourself!
Verification and
safeguarding for digital
citizens

Day 4

Motivate others!
Become multiplier for
media literacy



Our goals, rules, organisation

Goals

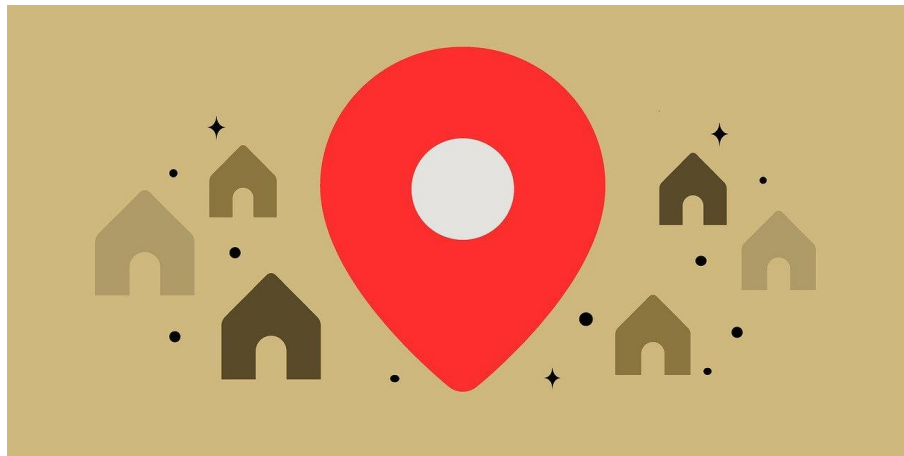
- Acquire knowledge, skills, experiences
- Exchange, create media products
- Pass on what has been learned to others

Rules:

- Constructive and respectful atmosphere

Organization:

- Energisers, rooms, materials



Day 1 | Morning



Afternoon



Media Moves

1 hour
Our media and
information experiences

Media Minds °1

1 hour
Our media &
information
experiences

Media Minds °2

1 hour
Our media &
information
experiences

Media Makers

- 2 hours
- Photo-Vox-Pop
“Media & Me”

Activity „You and the media“

Media Minds^o1 | Exchange! Our media experiences

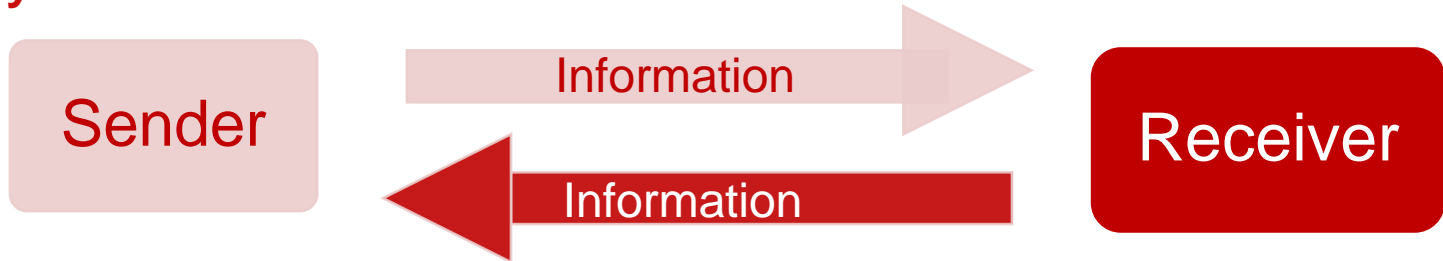
Media are means of communication (e.g. newspaper, radio, television, internet, social media) that transport information between people.

Activity „You and the media“

1. One-way-communication



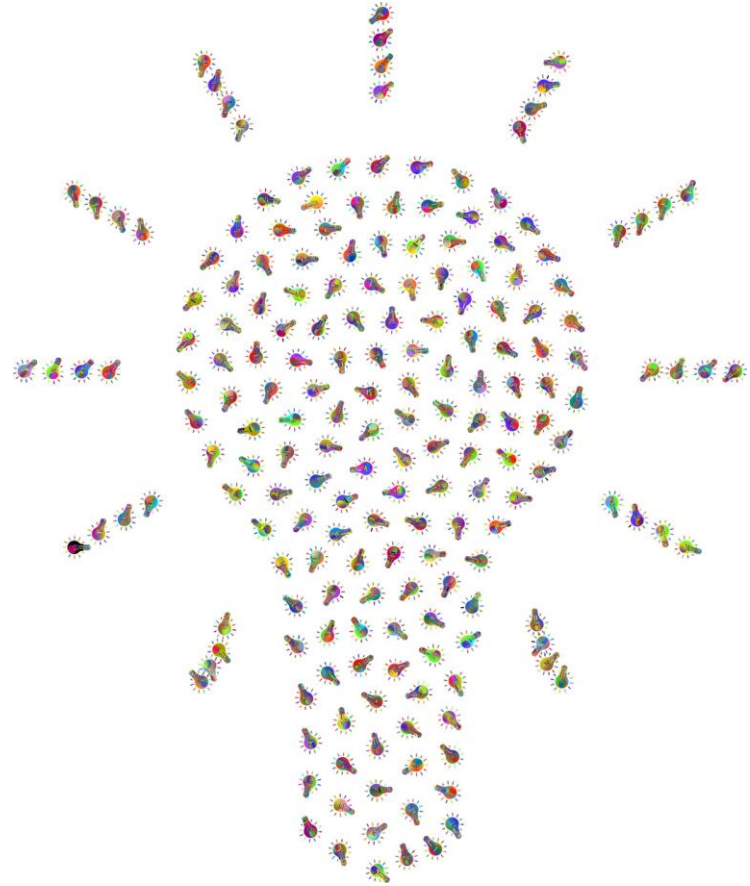
2. Two-way-communication



Activity „You and the media“

Take-away

- Media are channels of communication that transfer information between people.
- There are different types of media.
- It is important to be aware of the potential opportunities and dangers media bring.



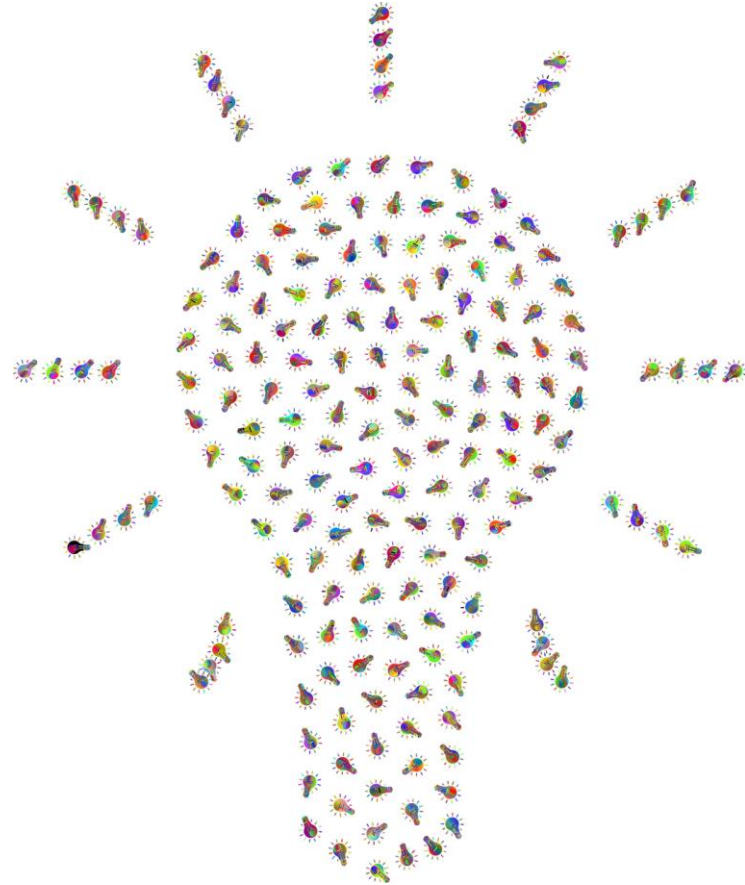
Activity „Characteristics of information“

Media Minds^o1 | Exchange! Our media experiences

Activity „Characteristics of information“

Take-away

- When being shared, information loses accuracy, changes and may become false.
- Sharing inaccurate information makes people partly responsible for its propagation.
- Time pressure hinders people from verifying the information exactly.
- Information has to be assessed critically before sharing.



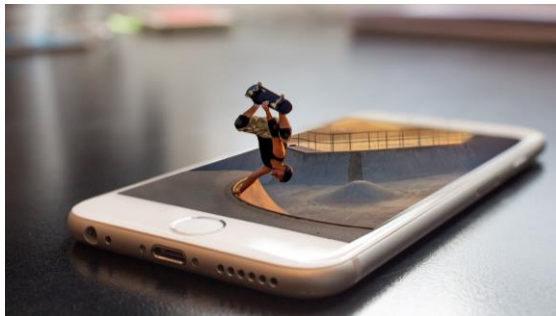
A close-up photograph of a white ceramic teacup with a gold rim and handle, filled with a golden-brown liquid. A single white daisy with a yellow center is floating on the surface of the liquid. The cup sits on a matching white saucer with a gold rim and a floral pattern. Several other daisies are scattered around the saucer on a light-colored wooden surface. A semi-transparent white banner is overlaid on the left side of the image, containing the text "Time for a short break".

Time for a short break

Activity „Your Newsfeed on Social Media“

Media Minds°2 | Exchange! Our media experiences

Activity „Your Newsfeed on Social Media“



Task for the group work

Exchange about challenges in your newsfeeds on social media.

Each group is focusing on one aspect:

- Group 1: Posts that are **not credible** to you
- Group 2: **Posts that are not relevant** to you
- Group 3: Posts containing **gender stereotypes**
- Group 4: Posts containing **online (gender-based) violence**

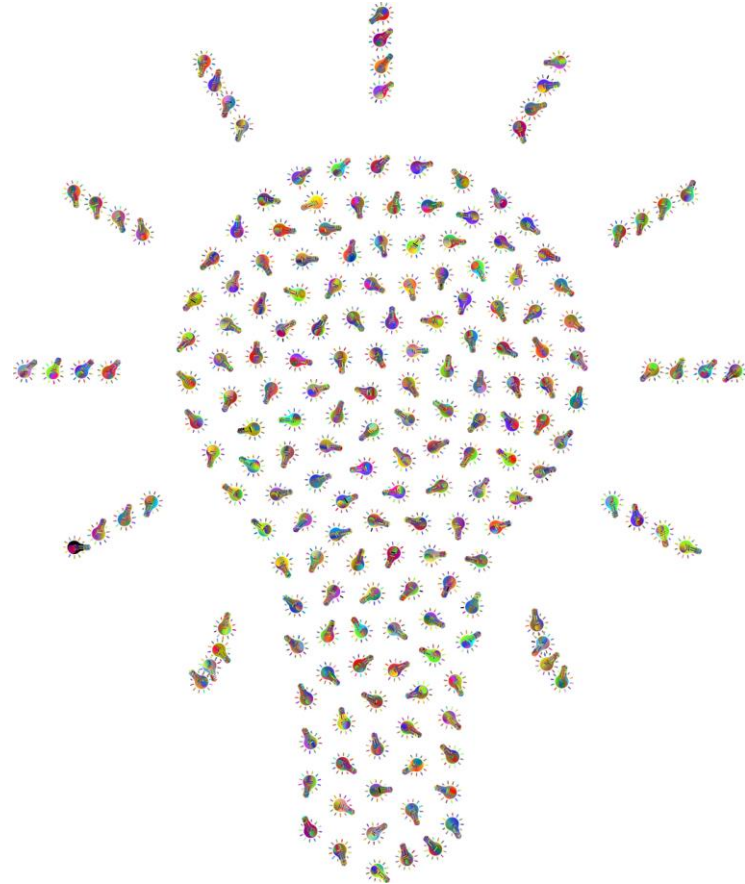
Choose **two specific example** from your newsfeeds that you want to show. Take **screenshots** and upload them.

Prepare a **brief presentation** about your research and examples (2 min).

Activity „Your Newsfeed on Social Media“

Take-away

- The information in social media newsfeeds is selected by an algorithm based on users' interests and is in disorder.
- The posts are neither controlled nor verified, everybody can publish anything. Professional and non-professional sources are mixed.
- A social media user needs to critically evaluate the information in the newsfeed (relevancy, truthfulness, stereotypes, violence).



Activity „Fact vs. opinion, Real vs. AI“

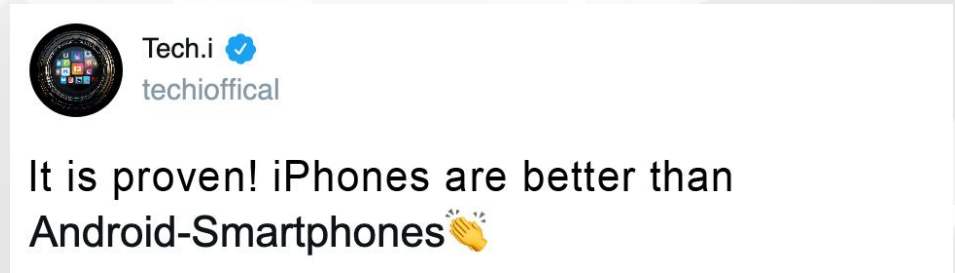
Media Minds°2 | Exchange! Our media experiences

Fact or opinion?

A **fact** is generally valid and can be proven true with some **form of evidence**.

An **opinion** is a personal view. It is **subjective** and not universally valid. An opinion is often shaped by feelings or emotions.

Fact or opinion?



Fact or opinion?



Web Ninja
@WebNinja24

👉 Anyone who uses social media should act responsibly and protect both themselves and others.

4:17 PM. Sep 15, 2024 . [Twitter for Android](#)

18k Retweets **14k** Likes



Fact or opinion?



The first
Women's world cup
was held in 1991
in China,
marking a significant
milestone for women
in soccer.

Which image was generated with AI?



Which image was generated with AI?



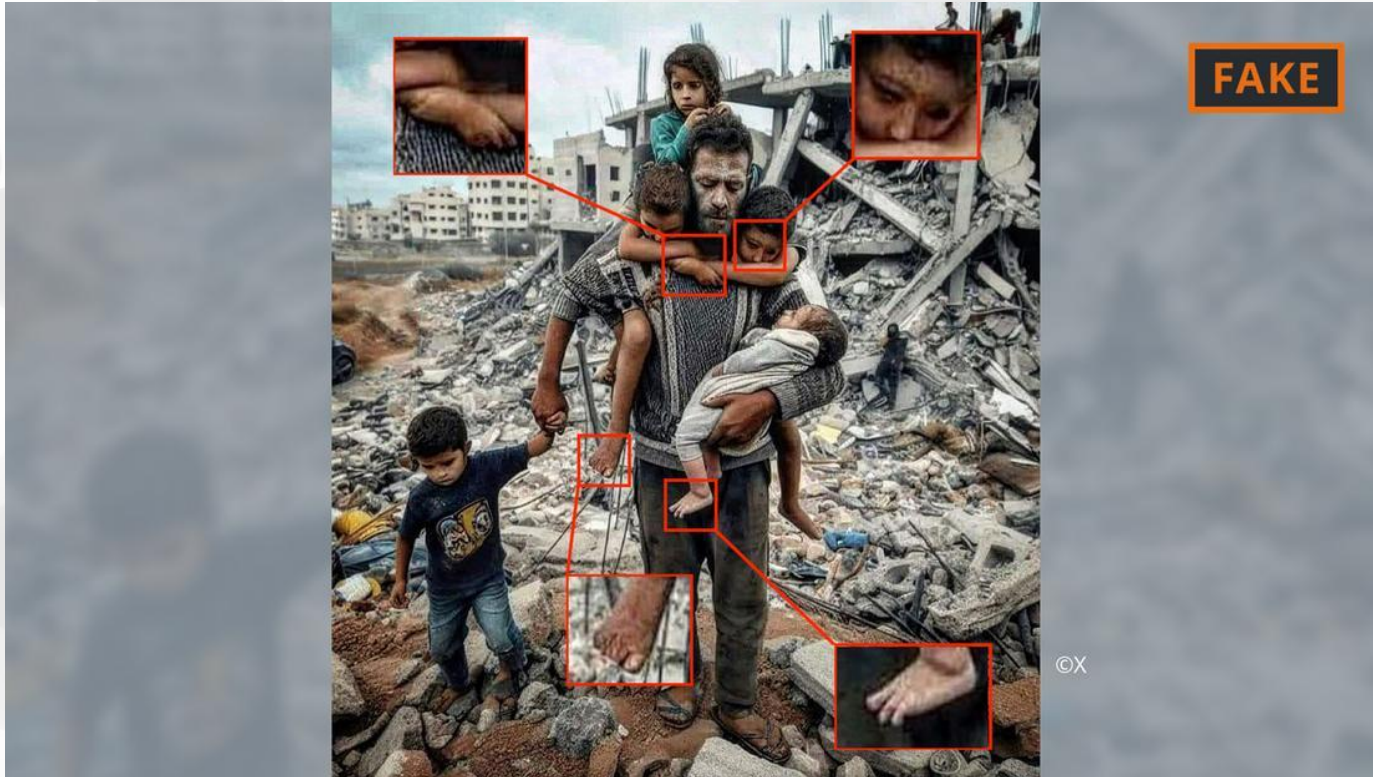
Real or AI-generated?



Real or AI-generated?



Real or AI-generated?



AI: Reality or cliché?

“A doctor in front of a hospital”



“A social worker in front of a house door.”



KI Midjourney (16.08.24)

Explore Images of Workers Generated by Stable Diffusion

A color photograph of a **doctor**



STABLE DIFFUSION RESULTS

SKIN TONE	I	II	III	IV	V	VI	GENDER	MEN	WOM.	AMB.
SHARE (%)	38	25	12	10	10	4	SHARE (%)	87	7	6



Explore Images of Workers Generated by Stable Diffusion

A color photograph of a **social worker**



STABLE DIFFUSION RESULTS

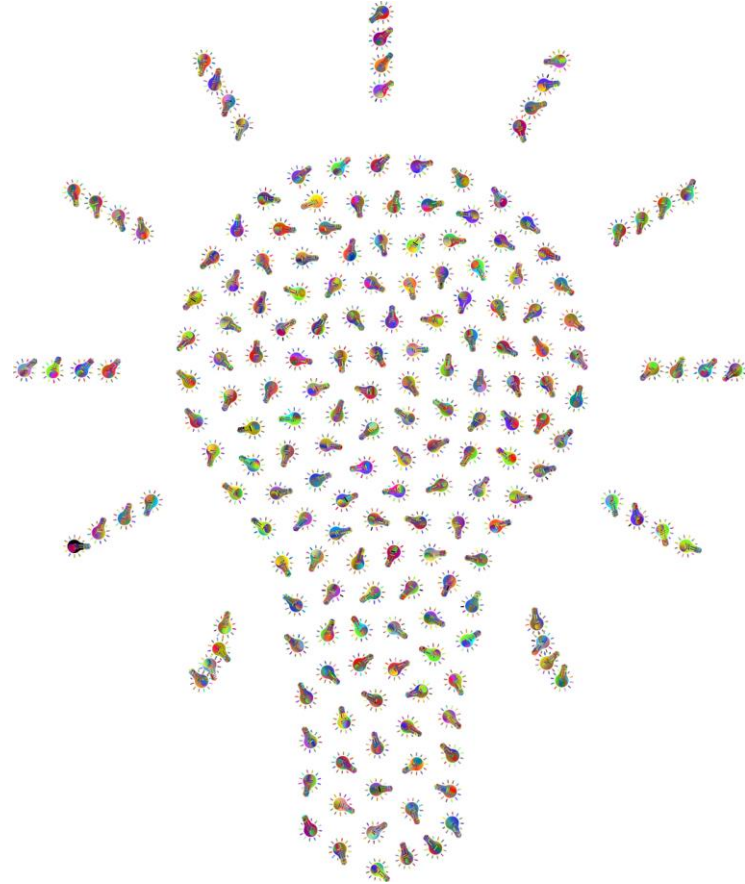
SKIN TONE	I	II	III	IV	V	VI	GENDER	MEN	WOM.	AMB.
SHARE (%)	8	10	13	13	36	20		10	85	5



Activity „Fact vs. opinion, Real vs. AI“

Take away

- To be well informed, it is necessary to distinguish between facts and opinions as well as between real and AI-generated content.
- AI-generated content is now easy to create and difficult to differentiate from real content. It often contains stereotypes.
- In the media, facts and opinions as well as real and AI-generated content can be mixed.
- Especially on social media (as a tool for expressing opinions), there are many opinions and AI-generated content that are not clearly labelled as such.



A close-up photograph of a white ceramic teacup with a gold rim and handle, filled with a golden-brown liquid. A single white daisy with a yellow center is floating on the surface of the liquid. The cup sits on a matching white saucer with a gold rim and a floral pattern. Several other daisies are scattered around the saucer on a light-colored wooden surface. A semi-transparent white triangle is overlaid on the left side of the image, containing the text.

Time for a short break

Activity „Communication“

Media Moves | Express yourself! Media and information experiences



Time for Lunch

Activity „Media preparation”

Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media preparation“ – Photo Vox-Pop

Planning

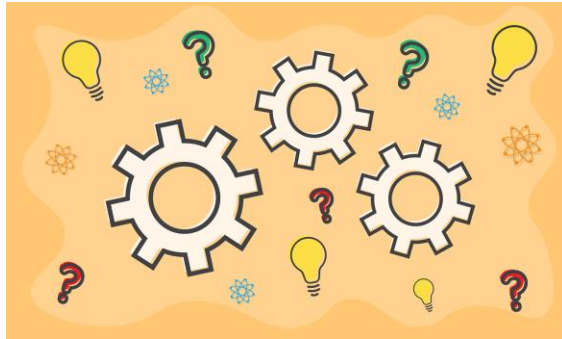
- Brainstorm ideas
- Choose the best idea
- Plan the concept
- Check the concept
- Prepare the production

Production

- Distribute roles and responsibilities
- Produce according to the plan
- Stay flexible

Postproduction

- Look at productions and select
- Further editing and improving
- File the photos

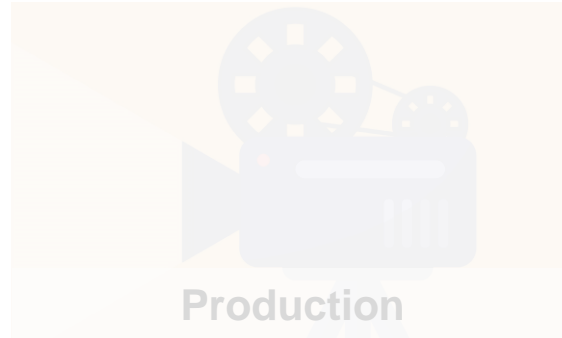


Activity „Media preparation“ – Photo Vox-Pop

Plan

Using the worksheet, plan a photo vox pop with **3 photos & texts** that answer the following questions:

- Which media do we like to use the most? (Photo 1)
- What do we like about them? (Photo 2)
- What don't we like about them? (Photo 3)



(1) Which media do we like to use the most?



(2) What do we like about it?



(3) What don't we like about it?



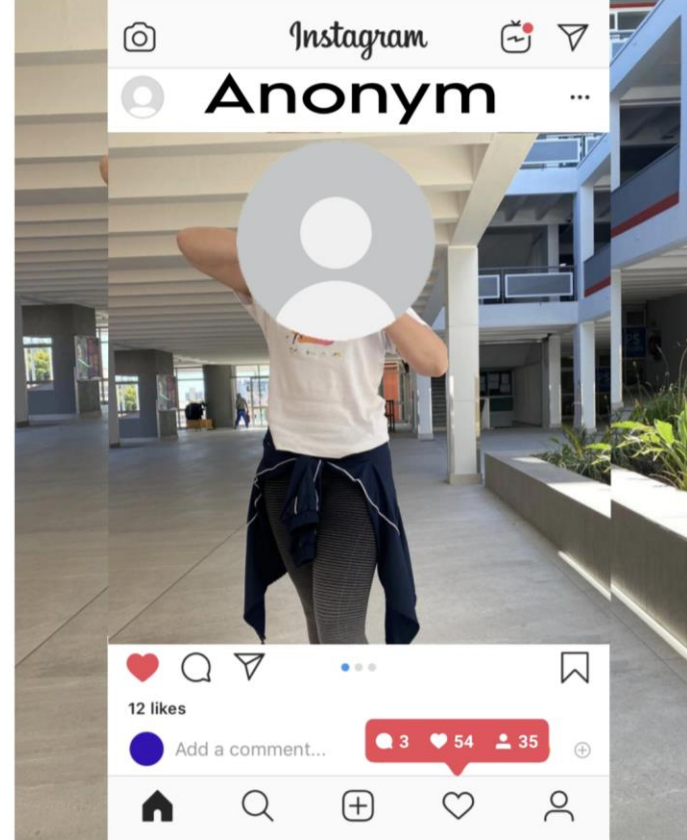
(1) Which media do we like to use the most?



(2) What do we like about it?



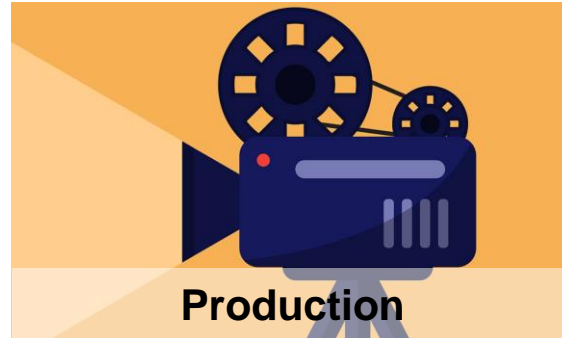
(3) What don't we like about it?



Activity „Media preparation“ – Photo Vox-Pop

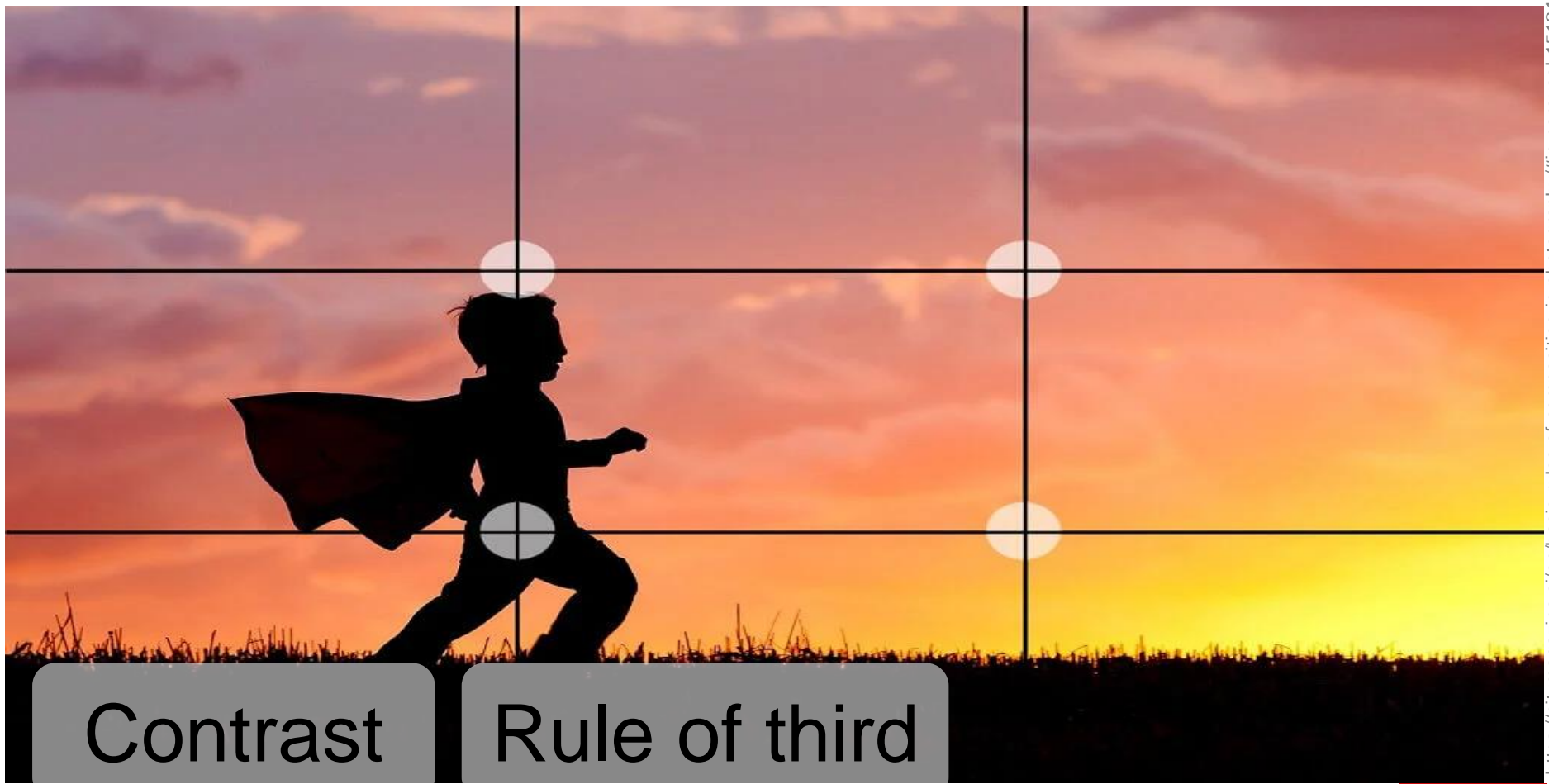
Production

- Distribute roles and responsibilities
- Produce according to the plan
- Stay flexible when necessary
- Use design principles for impactful photos
 - Background, lighting, contrast, rule of thirds, ...





Contrast



Contrast

Rule of third

<https://citymagazine.si/en/basic-rules-of-composition-in-photography/#jp-carousel-151342>



<https://expertphotography.com/figure-to-ground-photography-composition/>

Contrast

Rule of third

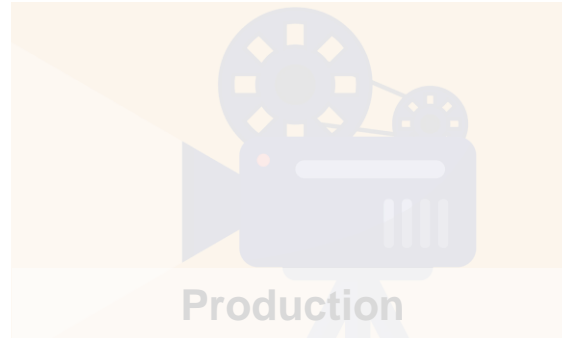
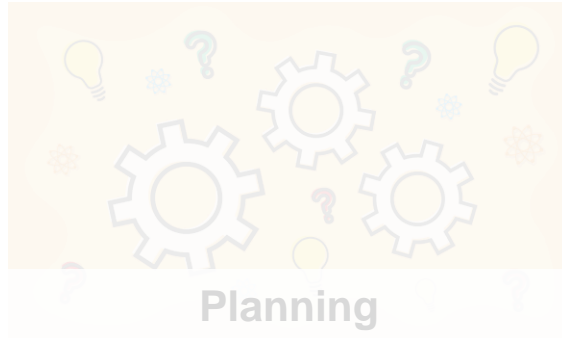
Background

Activity „Media production“ – Photo Vox-Pop

Post-Production

Edit the photos with an app. Make your message clear.

- Crop as needed.
- Adjust contrast / colours / filters.
- Add text, speech bubbles, and emojis.
- Save it. Transfer all for the presentation.



Activity „Media production”

Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media creation“ – Photo Vox-Pop

Task

Using the worksheet, plan a photo vox pop with **3 photos & texts** that answer the following questions:

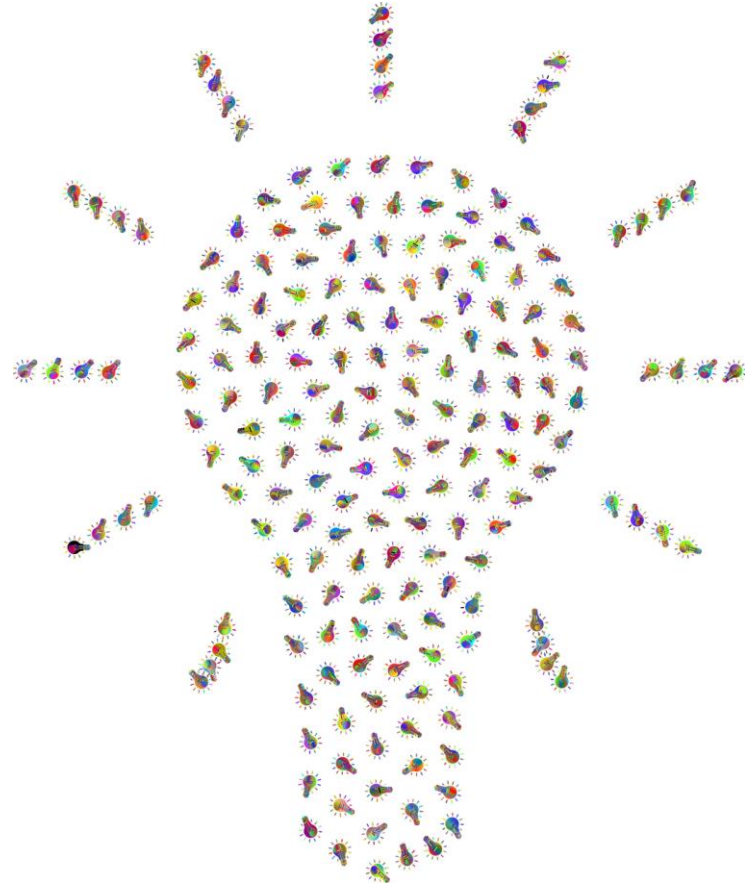
- Which media do we like to use the most? (Photo 1)
- What do we like about it? (Photo 2)
- What don't we like about it? (Photo 3)



Activity „Media preparation & media creation“

Take away

- To produce meaningful photo-vox-pops, it is important to plan the (visual) messages, apply basic composition rules and use post-production techniques to make the message clear.
- Media are a tool for expression. Producing media is fun, strengthens creativity and teamwork.



Activity „Media presentation”

Media Makers | Photo Vox-Pop “Media & Me”

Activity „Media presentation“

Why is constructive feedback important?

- Appreciate the achievements
- Learn from each other
- Identify areas for improvements
- Exchange suggestions about how to improve

How do we give and receive constructive feedback?

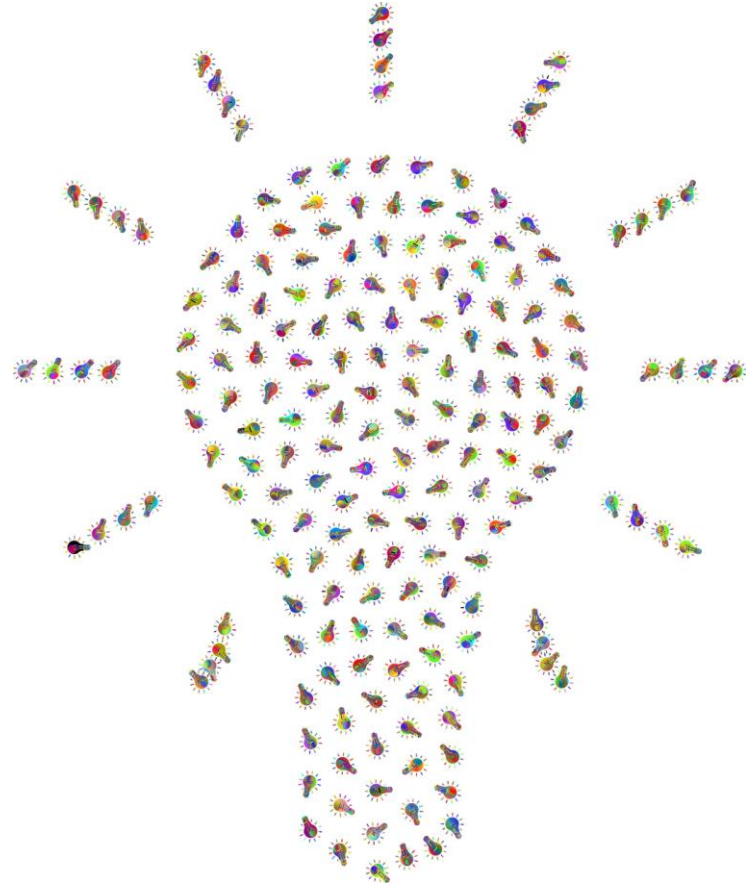
- What do I like?
- Where do I see room for improvement?
- What are my suggestions?



Activity „Media presentation“

Take-away

- Through providing and receiving constructive feedback, achievements, room for improvement and further suggestions are addressed to encourage personal growth and learning from each other.





Express yourself! Media and information experiences

Day 1

Media Academy: Strengthening media literacy and social participation