



MIND THE FEED

DEVELOPING MEDIA LITERACY SKILLS

Created as part of the Youth Exchange “Mind the Feed” which was held from 25th of June till 4th of July of 2026 in Kaunas, Lithuania



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Thank you!



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INTRODUCTION TO THE "MIND THE FEED" PROJECT

"Mind the Feed" was an international Erasmus+ youth exchange that took place in Kaunas, Lithuania, from 25 June to 4 July 2026. The project brought together young people from Lithuania, Cyprus, Romania, Bulgaria, and Latvia, creating an international learning environment where participants explored the challenges of today's digital world while sharing different cultural perspectives.

Organised by Go Forward LT and funded by the European Union through the Erasmus+ programme, the project aimed to create an educational and experiential platform where young people could strengthen their media literacy skills, critically engage with digital information, and better understand the importance of responsible communication in our lives.



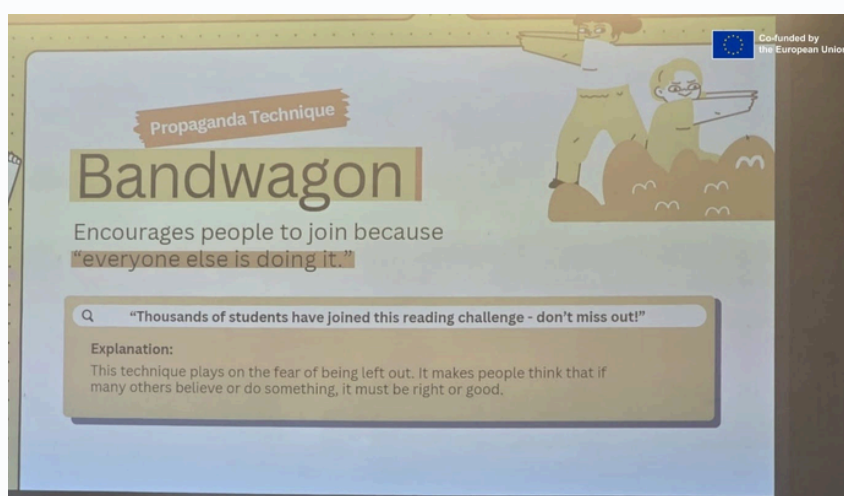
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WHY MEDIA LITERACY MATTERS?

We live in a world where information is available at our fingertips. Every day, we scroll through hundreds of posts, videos, headlines, and comments without always questioning where they come from or why they appear in our feeds. While access to information has never been easier, distinguishing reliable content from misleading or manipulated information has become increasingly challenging.



Media literacy is the ability to access, analyze, evaluate, create, and share information critically and responsibly. It helps people recognize misinformation, propaganda, clickbait, and media bias, while understanding how algorithms influence the content they see online.

For young people, media literacy is an essential life skill. By developing critical thinking and fact-checking skills, they can make more informed decisions, resist manipulation, and become more responsible and confident digital citizens.



CRITICAL THINKING IN THE DIGITAL AGE

In the digital age, we are constantly surrounded by information from social media, news platforms, influencers, and other online sources. Critical thinking helps us question what we see instead of automatically accepting or sharing it.

Critical thinking means questioning information before accepting or sharing it. It includes checking sources, verifying evidence, separating facts from opinions, comparing different perspectives, and recognizing bias or manipulation.

Algorithms also influence what we see online by showing content based on our interests and previous activity. Critical thinking helps us look beyond our personal feed and make more informed decisions. A simple approach: pause → question → check → compare → decide.



UNDERSTANDING DISINFORMATION AND FAKE NEWS

Fake news is false or misleading information presented as if it were real news.

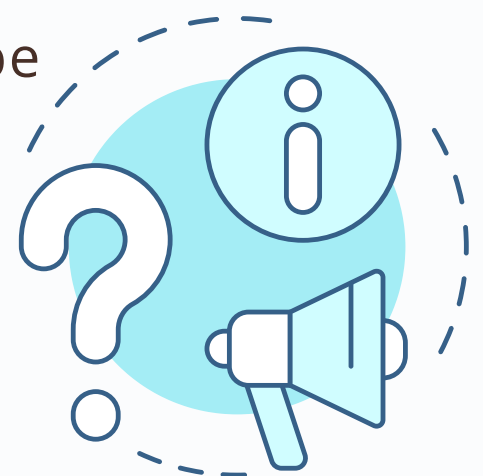
Disinformation is false or manipulated information deliberately created and shared to deceive or influence people.

False or manipulated information can take many forms: misleading headlines, edited photos, out-of-context information, fabricated stories, deepfakes, propaganda, and AI-generated content. It often spreads rapidly because it attracts attention and triggers emotions.



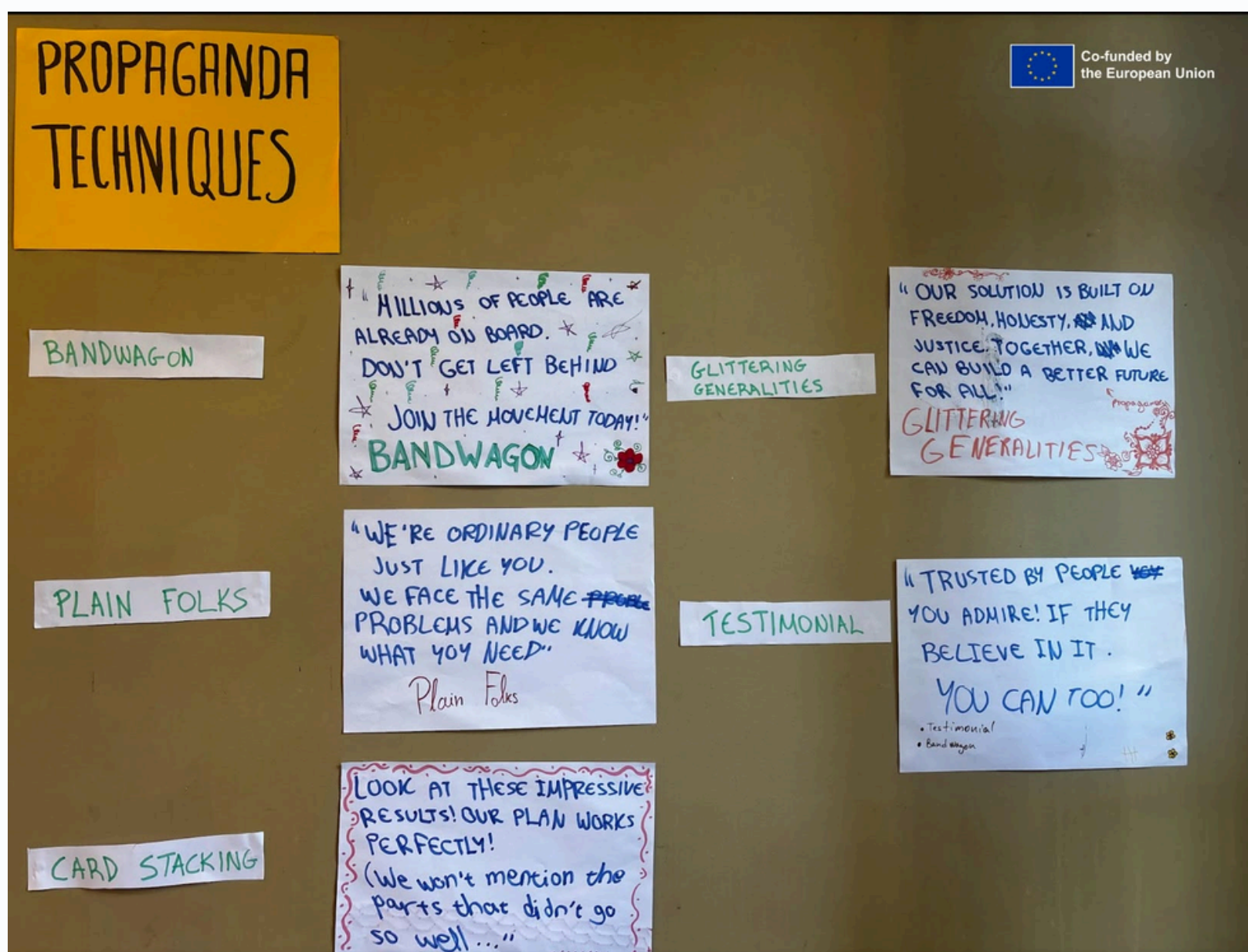
To identify questionable information, ask:

- Who created it and why?
- Is the source reliable?
- What evidence supports the claim?
- Is the headline telling the whole story?
- Do other reliable sources report the same information?
- Could the image, video, or information be manipulated?



RECOGNIZING PROPAGANDA AND ONLINE MANIPULATION

Propaganda is communication designed to influence people's opinions, emotions, or behaviour. Online, it can appear through social media posts, videos, memes, advertisements, misleading headlines, edited images, or carefully selected information.



These techniques can make messages persuasive without necessarily making them accurate. Learning to identify them helps us separate emotional persuasion from evidence-based information and recognize when media content is attempting to shape our opinions or behaviour.

FACT-CHECKING AND VERIFYING INFORMATION



Fact-checking is the process of checking whether information is accurate, reliable, and supported by evidence. It is an important media literacy skill that helps prevent misinformation and disinformation from spreading.

Before trusting or sharing information, it is useful to:

- **Check the source** – Who published the information, and is the source trustworthy?
- **Check the author and date** – Is the information current, and who is responsible for it?
- **Look for evidence** – Are claims supported by facts, data, or reliable references?
- **Compare sources** – Check whether other credible sources report the same information.
- **Verify images and videos** – Visual content can be edited, taken out of context, or AI-generated.
- **Read beyond the headline** – Headlines can exaggerate or misrepresent the actual content.

A useful rule to remember is: **don't just believe it – verify it.**

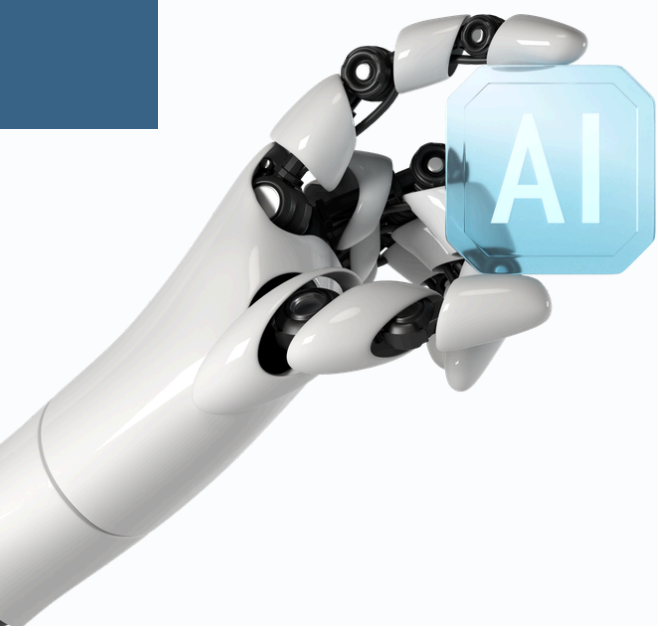


ARTIFICIAL INTELLIGENCE, ALGORITHMS AND DEEPPFAKES

Artificial intelligence and algorithms increasingly influence how information is created, selected, and distributed online. Social media algorithms personalize our feeds based on our interests, previous activity, and interactions. While this can make content more relevant, it can also repeatedly expose us to similar opinions and perspectives.

AI-generated content can produce realistic text, images, audio, and videos. One example is a deepfake – digitally created or manipulated media that can make a person appear to say or do something that never actually happened.

When encountering digital content, it is important to check the source, look for context, verify information through other reliable sources, and be cautious with highly emotional or surprising content. As AI-generated media becomes more realistic, critical thinking and verification become even more important.



THANK YOU!

We would like to express our sincere gratitude to the Erasmus+ programme, the Youth Affairs Agency, and the European Union for making the “Mind the Feed” youth exchange possible. Their support created an opportunity for young people to strengthen their media literacy, develop critical thinking skills, and learn how to navigate today’s complex digital information environment more safely and responsibly.

To everyone reading: thank you for being part of this journey. We hope this booklet encourages you to question what you see, verify before you share, recognize manipulation, understand the influence of algorithms and AI, and make informed decisions online. Media literacy starts with curiosity and awareness – and every click, share, and reaction is an opportunity to use these skills.

Stay curious. Think critically. Check the facts. Mind the feed.



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