

ERASMUS+ „EDUFICATION – USING SOCIAL MEDIA TO COMBAT FAKE NEWS“

At one glance

Zeitraum	01.03.2022 – 31.03.2024
Zielgruppen	Youth and youth worker
Methoden	workshop conception, media production, social media, video and image editing, implementation manual
Ziele	<ol style="list-style-type: none"> I. Design of a workshop to anchor essential media skills youth work using a widely used social media app, e.g. Instagram or TikTok. The focus of the series of lessons is on the one hand on the identification and handling of fake news and on the other hand on the independent production of educational content (video or photo story) for social media applications. II. youth learn to analyze and reflect on information from the digital world and its trustworthiness. III. youth learn how to create target group specific educational media content for social media apps in order to actively participate in the fight against disinformation in their social networks. IV. youth worker should be enabled to incorporate the topic of disinformation and media production into the national framework curriculum in a targeted manner and with little effort.

Summary

For several years, different interest groups have been trying to divide social groups across Europe with fake news. In doing so, the goals of the interest groups run counter to the objectives of a united Europe and social coexistence. Young people are equally targets or recipients of fake news (Grunddaten Jugend und Medien 2021), because almost all young people over the age of 13 own a smartphone and two-thirds are registered with social networks (JIM Study 2020). While the acquisition of social competences takes place in school and under the supervision of educators and parents, competence building in the digital world has remained underrepresented throughout Europe until now. Young people often encounter the content of their networks independently without experience and without adequate concepts for action. On the other hand, the content of social media influences the behaviour of young people. Often unquestioningly but without malicious intent, young people transform critical digital content into the analogue world, the classroom, the schoolyard or the circle of friends, thus contributing to the normalisation of critical content.

To meet this challenge, social media popular with the target group, such as Instagram, TikTok and their counterparts, can be harnessed. In addition to self-promotion and product placement, these apps and

their features such as photo stories, reels, etc. can also be used to disseminate educational content in a compact and target group-oriented manner to combat fake news.

This is where the project comes in. On a medium relevant to them the project fosters the critical reflection of news and information among young people and teaches them digital skills as well as digital media production within the framework of youth work (e.g., youth organizations or school). This is done in accordance with national and European strategies ("Bildung in der digitalen Welt", Germany; "Digital Education Action Plan 2021-2027", EU) using the topic of "Fake News".

For this purpose, four Intellectual Outputs (IOs) will be produced within the framework of the project: (1) a concept for a workshop, (2) production of video and image material for a social media app, (3) a concept for a train of trainers and (4) the implementation of train of trainer workshops.

In the project period, a workshop will be designed to learn digital competences on the topic of fake news using a social media app. Competent use of social media also includes productive use of social media application. Therefore, youth learn how to independently create educational posts with free image and video editing software to debunk fake news in their own networks. In order to support the youth worker professionals in carrying out the workshop, appealing media contributions on the topic of fake news (videos, photos, stories) are produced on one of the social media applications.

For the optimal implementation of the lesson series, a concept for the implementation of a train of trainers will be developed, which will be carried out before the first implementation. The concept can then be reused for further training of youth worker professionals to implement the lesson series in other youth organizations.

About Studio2B

As a social enterprise, Studio2B pursues the goal of making education, career orientation and vocational training more modern, creative and digital. For this purpose, Studio2B has been developing innovative concepts and implementing diverse educational offers for young people, students, trainees, employees and job seekers at home and abroad since 2012. Studio2B creates 360 - explorations of numerous professional profiles and dual study programs, develops interactive and multimodular 360 video training courses and conducts career orientation workshops at schools. Studio2B works with over 3800 schools, 400 companies and numerous local and international partners. Many of Studio2B's projects are supported by the European Social Fund, the Federal Republic of Germany, the State of Berlin and the Berlin business community. Studio2B is also a laureate of the competition "Excellent Landmarks in the Land of Ideas" 2019, as well as video service provider of North Rhine-Westphalia.

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