

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	CARDET CENTRE FOR THE ADVANCEMENT OF RESEARCH & DEVELOPMENT IN EDUCATIONAL TECHNOLOGY LIMITED (CARDET)
PIC number:	999738552
Project name and acronym:	[An intergenerational active debate on how countering disinformation to empower citizens] — [MEDIWISE]

EVENT DESCRIPTION			
Event number:	WP11		
Event name:	Fake News and the business world – Local event 2		
Type:	Workshop		
In situ/online:	In-situ		
Location:	Cyprus, Nicosia		
Date(s):	18th of June 2024		
Website(s) (if any):	https://www.mediawise-project.eu/		
Participants			
Female:	26		
Male:	18		
Non-binary:			
From country 1 [Cyprus]:	44		
...			
Total number of participants:	44	From total number of countries:	1
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>CARDET hosted the second workshop of the Fake News Workshop on June 18, 2024, in Nicosia, Cyprus. Like the first workshop, this event brought together a diverse and intergenerational audience, including university students, young people, older adults, and seniors. The primary goal was to enhance media literacy and critical thinking skills, focusing this time on the impact of fake news on businesses and personnel. The workshop succeeded in hosting intergenerational dialogue and promoting knowledge transfer. A total of 44 participants attended the workshop, comprising 26 females and 18 males.</p> <p>The event started at 09:30 with a smooth registration process. Participants received informational</p>			

materials, the day's agenda, and logistical details. At 10:00, Nikolas Athinis, Project Manager of MediaWise, officially opened the workshop. He welcomed the attendees and provided an overview of MediaWise's mission and the event's structure. Nikolas emphasized the importance of media literacy, particularly in the context of business, setting the stage for the day's discussions and activities.

Session 1: How Can Businesses Survive In The Era Of Fake News?

Mr. Christos Tandelle, Senior Officer of the KEBE at the Department of Industrial Relations, Social Policy & Human Resources Development, led the first session. Mr. Tandelle discussed the challenges businesses face in the era of fake news, explaining how misinformation can damage a company's reputation and financial standing. He shared strategies for businesses to identify and mitigate the risks associated with fake news. The session included examples of recent incidents where businesses were practically affected by misinformation, leading to an engaging discussion among participants. Some examples discussed were the Corona Beer Sales Drop Due to COVID-19 (2020), where during the early stages of the COVID-19 pandemic, false associations between the coronavirus and Corona beer led to a sharp decline in sales for the brand. Despite having no connection to the virus, misinformation spread online caused consumer confusion and harm to the company's sales. Another example shared was the 5G and COVID-19 Conspiracy Theories (2020) where several telecommunications companies faced backlash due to conspiracy theories linking 5G technology to the spread of COVID-19. This misinformation led to vandalism and arson attacks on 5G infrastructure in multiple countries, impacting the operations and finances of telecom companies.

A brief break from 11:45 to 12:00 allowed participants to network and reflect on the morning's insights.

Session 2: How Fake News Can Harm Your Business and Your Personnel

Mr. Stelios Polydorou from the SEK Trade Union conducted the second session, focusing on the harmful effects of fake news on both businesses and their personnel. Mr. Polydorou provided real-life examples of how fake news can lead to employee mistrust, reduced morale, and even legal issues. He offered practical advice on how businesses can support their employees in identifying and addressing fake news, emphasizing the role of internal communication and education. Mr. Polydorou mentioned real life examples such as the Facebook Data Breach Misinformation (2018) where during the Cambridge Analytica scandal, numerous exaggerated and false reports about Facebook's data handling practices spread online. This misinformation caused not only a public relations crisis but also led to internal confusion and distrust among employees. Many workers questioned the company's ethics and their own job security, prompting Facebook to implement more transparent internal communications and staff support programs.

Interactive Session 1 with Kyriacos Stoupas

Trainer of non-formal methodology, similar as to the first local event, Kyriacos Stoupas, led the first interactive session using non-formal activities. Participants engaged in a "*Choose a Side*" activity, discussing true and false statements about news items. This exercise was designed to help them identify fake news and understand their responsibility in spreading or debunking misinformation.

The session was highly interactive, challenging the critical thinking of the participants and promoting active participation. Statements given to the participants to agree on were as below:

- If we see an article on social media and we decide to share it and after we discover that it was fake news, that makes us equally responsible with the person who first published it.
- Everybody's lie.
- Approximately 30% of our memories are false
- We shouldn't trust our opinion since everyone holds unconscious beliefs about various social and identity groups (BIAS)
- We can never be 100% sure about a story if it's true.
- I can identify most of Fake News.
- I have officially reported at least once in my life Fake News (Either to the source or to the authorities).
- A fake news website can spread fake news faster than real news.
- If you spread fake news unintentionally, then it is not your fault.

Participants were then asked to write down in small teams of 4 on A1 paper examples of fake news they are aware of and how they could recognize them.

Open Discussion Session

An open discussion session provided a platform for participants to share their specific needs, ideas, and recommendations. This session was crucial for gathering diverse perspectives and setting a collaborative environment. Participants discussed the unique challenges faced by businesses in

combating fake news and proposed tailored solutions for different organizational contexts.

Conclusions

The workshop concluded with a summary of the key takeaway. Participants reflected on what they had learned and discussed how they could apply these insights in their daily lives and professional environments. Nikolas Athinis thanked everyone for their participation and emphasized the ongoing importance of media literacy efforts.

Key Outcomes and Recommendations

- **Intergenerational Learning:** The workshop facilitated intergenerational dialogue, with younger and older participants sharing perspectives and learning from each other.
- **Enhanced Critical Thinking:** Interactive sessions improved participants' ability to critically analyze news and identify fake news.
- **Practical Skills:** Participants gained hands-on experience with fact-checking and media literacy strategies applicable to business contexts.
- **Community Engagement:** The open discussion session highlighted specific needs and ideas from the community, providing valuable insights for future initiatives.

Topics Discussed

The workshop covered various projects, actions, and campaigns aimed at increasing critical thinking and awareness about fake news, particularly in the business environment. Sensitive topics such as the global business and fake news current situation issues in the media were also discussed. Participants analyzed how these topics are spread online and learned about the creation of news and misinformation.

Conclusion

The Fake News Workshop in Nicosia on June 18, 2024, was a successful and impactful event that met its objectives of promoting media literacy and critical thinking, especially in the context of business. The event hosted an environment of learning and collaboration, equipping participants with the tools needed to navigate the complex media landscape. The insights and recommendations gathered will inform future efforts to combat fake news and support informed, critical engagement with media.



Local events in Cyprus

18.06.2024	2 LOCAL EVENT in Nicosia, Cyprus
Audience	<i>Target groups:</i> university students, young people, older adults, seniors.
AGENDA	
09:30–10:00	Registration
10:00–10:30	Introduction by the Project Manager of MediaWise Nikolas Athinis <ul style="list-style-type: none"> - Welcoming; - About MEDIWISE/event; - Structure of the event.
10:30–11:45	Session 1: How Can Businesses Survive In The Era Of Fake News? <ul style="list-style-type: none"> - By Christos Tandelle Senior Officer of the KEBE at the Department of Industrial Relations, Social Policy & Human Resources Development
11:45–12:00	Break
12:00–12:45	Session 2: <i>How Fake News Can Harm Your Business and your personell</i> <ul style="list-style-type: none"> - By Stelios Polydorou, SEK Trade Union
12:45 – 13:45	<i>Interactive session 1/through non formal activities by the trainer Kyriacos Stoupas</i> <ul style="list-style-type: none"> - <i>Choose a side: (True / False Statements with small discussion)</i> - <i>How to identify fake news</i> - <i>Our responsibility on Fake News</i>
13:45-14:15	Open discussion session <ul style="list-style-type: none"> - <i>Specific needs and ideas;</i> - <i>Recommendations;</i>
14:15 – 14:45	Conclusions







