



MEDIA EDUKATHON

SHOW & TELL



AVRA TOULIOU

From Chatbot to Co-Pilot: A Practical Guide to Designing AI for Media Literacy

How do we teach media literacy in a world saturated by AI? At Readlab, we believe AI is both the core challenge and a powerful part of the solution. In this fast-paced case study, we share our journey building two distinct AI-powered educational tools.

First, we explore the dilemmas of creating an AI information partner, a chatbot that had to balance being practical

yet creative. Second, we showcase our work in utilising GenAI to deliver dynamic feedback in interactive exercises, thereby transforming the AI from a simple tool into a learning coach.

Attendees will leave with practical design principles for creating their own impactful media literacy activities that use AI as both a subject of critique and a partner in learning.

BORBÁLA TIMÁR

Digital Child Radar 2.0 – Mapping Online Vulnerability for Safer Classrooms

The «Digital Child Radar» is a profiling tool identifying children's online vulnerabilities based on personality, media use, digital well-being, and parenting background. After creating 20 profiles in 2022, the renewed study in autumn 2025 involves

1,500 students to develop class-level vulnerability maps and media literacy lesson plans. The tool has been presented at major conferences and is now open to international collaboration.

CAMILLE TILLEUL

AI, Media & Professional Practices: Building a Critical Community

The Club de la Presse du Hainaut-Mons works on three main areas: public debates, communication coaching for nonprofits, and media literacy.

This presentation highlights how AI is reshaping these missions, raising key questions about its impact on information, journalism, communication and work.

It then introduces a new project: a community of practice on AI in the cultural nonprofit sector.

This group will explore AI's benefits—like better processes, enhanced creativity, and new ways to connect—while tackling challenges such as bias, ethics, and job effects through a media literacy lens.

Finally, the presentation shows how this community will address critical issues to promote ethical, diverse, and responsible AI use.

European School Radio: The Youth Radio and Podcasting Community in the AI Era

The European School Radio, as a project with a huge archive of student-generated podcasts, provides a tremendous educational benefit. As part of the “Kids Radio Europe” project, we developed a content-based AI recommendation engine to address this challenge. The presentation demonstrates

how artificial intelligence can successfully contribute to creating pathways for students and educators to navigate large amounts of content, with the objective of not losing any educational value in the process.

FABRICE MAKEM ASSONKOOH

Empowering African Youth through Media and Information Literacy (MIL): Lessons from the EMI237 Caravan

How can we bring media literacy to underserved youth in rural and peri-urban areas?

This presentation will showcase the EMI237 Caravan, a travelling educational initiative in Cameroon that uses local languages, storytelling,

and mobile tools to raise awareness about disinformation, hate speeches and AI content. Insights, impact, and replicability will be shared.

LAURE DELMOLY

CLEMI & De Facto, a platform about disinformation

After a brief presentation of the CLEMI (French Centre for Media and Information Literacy), we will dive into De Facto. A platform created to enable everyone to understand the current challenges of

disinformation by offering a variety of formats

LAURENCE GAIFFE

How to deal with Ai impact in MLL sessions

The Lille School of Journalism runs a major media and information education programme: classroom sessions, social centres, adult training, teaching aids, research and events. The issue of AI is a natural part of these

sessions, which focus on what information is, its sources and how it is handled. We're tackling it in a new game we've created, «Do I publish or not?», as well as in our adult training sessions.

NICOLETA FOTIADE

Teachers & AI in the classroom

The challenges that the Mediawise teachers have raised this year about the use of AI in the classroom (especially the ethical use) with a presentation of strategies Mediawise recommended.

TOLUWANIMI VICTORIA OLUJOBI

Bridging the Media and Information Literacy Gap for Local Communities and Children in Africa.

The presentation will examine the barriers hindering MIL adoption in rural communities in Africa, including issues of infrastructure, language, cultural relevance, and policy gaps. It will also showcase practical strategies and success stories from across Africa where grassroots

initiatives, libraries, NGOs, and educational institutions have successfully integrated MIL into community programs.



MEDIA EDUKATHON

The Athens University History Museum
Tholou 5, Plaka, 10556 Athens

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