# MEDIA
# *EDUKATHON*

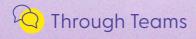## PHONE-A-FRIEND

TADAM
.EDUCATION

# ANTHONY BELLANGER

General Secretary of the
International Federation of
Journalists (IFJ)

## Expertise:
The impact of AI on the work
of journalists

Anthony Bellanger is a French and Belgian journalist, trade
unionist and historian. Since 2015, he has been the General
Secretary of the International Federation of Journalists
(IFJ). In his role as General Secretary, Anthony has been
instrumental in launching the IFJ's global charter of ethics
for journalists. He has also actively engaged in negotiations
with employers, governments, and the International Labour
Organization (ILO).  He is currently leading the IFJ AI (artificial
intelligence) group.

💬 Through Teams

# ARNAUD CLAES

Resarcher, UCLouvain, Belgium

## Expertise:
Relationships with AI and anthropomorphism

Arnaud Claes is a post-doctoral researcher at UCLouvain, his research lies midway between human-computer interaction and media literacy. After a thesis on the interface design of recommender systems, he is now focusing on the use of artificial intelligence by journalists in local newsrooms and the design of hermeneutic technologies.

Through Teams

# CHLOE
# TRAN PHU

Media literacy trainer at Media
Animation, resources centre,
Belgium

## Expertise:
## AI stereotypes and gender representation

Chloe Tran Phu will be sharing her experience and findings on AI-generated images that reflect and amplify social discrimination, mainly because of the prejudices that structure the training data for the algorithms that make up these AIs.
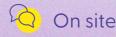
On site

# ELSIE RUSSIER

Training Manager at Media Literacy Center (CLEMI), France

## Expertise:
Transferability for teaching resources to a school audience

Elsie Russier will present an example of a teacher training workshop that allows participants to question the role of generative artificial intelligence in information production, while also putting them in situations.

On site

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# GÉRALDINE WUYCKENS

Haute Ecole Albert Jacquard,
Belgium

## Expertise:
Design Fiction

Géraldine Wuyckens's thesis «Using Design Fiction to Develop a Critical Inquiry Method in Media Education» receive in 2022 the Marieli Rowe Innovation for Media Literacy prize. She will be able to support ideas by incorporating methods that use design fiction.

On site

# IRENE ANDRIOPOULOU

Director of Creative Hub,
Greece

## Expertise:
Critical and creative media literacy with Gen AI in two sectors: school-wise and industry-wise

Irene Andriopoulou providse consultancy contextualizing critical and creative media literacy with Gen AI in two sectors: school-wise and industry-wise. She explores content management challenges at the crossroads between Gen AI and Media and Information Literacy skills, with a special attention to the role of online digital players (platforms, intermediaries, content providers, service providers), ethical encounters and how users can benefit both, as co-creators of content and critical curators of information.

On site

# JASMIN BUDDENSIEK

Doctoral candidate at the Institute for
Political and Communication Studies at the
University of Greifswald,
Germany

## Expertise:
## Media Education in schools settings

Jasmin Buddensiek's research focuses on international comparative perspectives in media education, with a particular emphasis on Germany and France. In her doctoral thesis, she examines media education in school settings in both countries. She has also worked on the professionalization of teachers in the field of media education.

Through Teams

# MAARIT JAAKKOLA

Co-Director of Nordicom,
University of Gothenburg,
Sweden

## Expertise:
## Creative prompting

Maarit Jaakkola has participated in group tests of AI tools used in journalism. She will share her experience of how AI can support journalistic work across different formats, including text, audio, visual and audiovisual content. She experienced various methods of practical experimentation with a range of AI tools.

Through Teams

# SAIJA SALONEN

Doctoral Researcher, AI
Literacy, TAU,
Finland

## Expertise:
Vulnerabilities and inclusive
media education

Saija Salonen cares deeply about making sure everyone's
voice is heard and valued. For the past seven years, She has
worked as a producer on inclusive media activities, and for
over 20 years she has been involved in youth media, digital
art, community media, and media education. In hermaster's
thesis, she focused on inclusive media education from a
social pedagogical perspective.

On site

# THIBAULT PHILIPPETTE
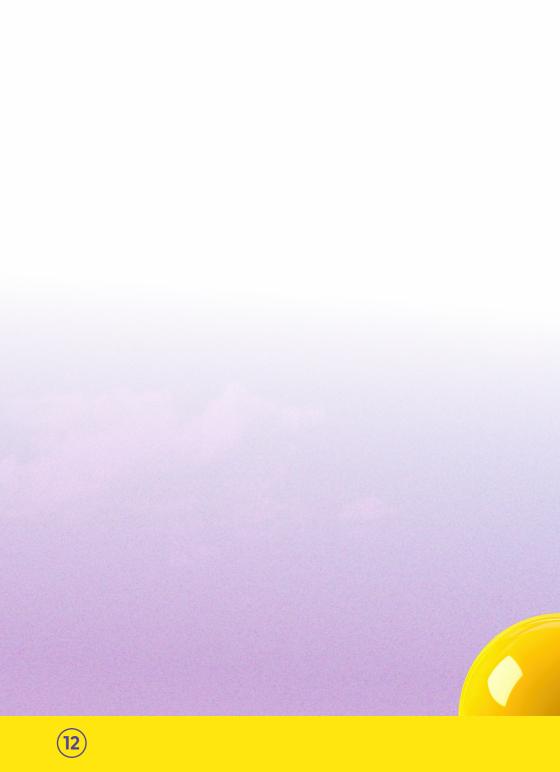
Professor of Communication
at UCLouvain,
Belgium

## Expertise:
Ludology, media education, and participatory design methodologies audience

Thibault Philippettes' research and teaching examine how iterative, user-centred approaches — such as design thinking, roleplay, and serious game design — can foster collaborative ideation and the development of creative, meaningful projects. He supervises a range of educational media initiatives, with a particular focus on methodological framework'ritical inquiry with hands-on experismentation. His interventions often take the form of structured workshops, integrating co-creation, scenario building, and reflective analysis, with the aim of enabling teams and learners to innovate collectively.

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# MEDIA *EDUKATHON*

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

Organised by **média** ANIMATION  **Καrπος**  UNIVERSITÉ PAUL VALÉRY MONTPELLIER 3

With  **UCLouvain**  I A M E  GReMS Groupe de Recherche en Médiation des Savoirs  IFJ IFJ IFJ

Institute of Communication Studies  UNIVERSITÀ DEGLI STUDI FIRENZE FORLILPSI  Tampere University

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