Conference: Critical Thinking and Media Literacy Tools in Digital Environment

MEDEA - Developing Media Literacy to debunk gender-related media manipulation and fake news

No. 2024-1-LV01-KA210-ADU-000243248

Aim of the project

OBJECTIVE 1: Provide media literacy tools to promote mindful and responsible media consumption and production

OBJECTIVE 2: Raise awareness and fighting Tech-Facilitated Gender-Based Violence (TFGBV)

TFGBV

any violent act that is committed, assisted, aggravated or amplified by the use of technologies or other digital tools that is directed against women because they are women and/or that affect women disproportionately.

This is directly connected to the transversal priority of "Inclusion and diversity."

Understanding Media Literacy

Media Literacy: The ability to critically analyze, evaluate, and create media content responsibly

Digital Literacy: Focuses on navigating online platforms and verifying online sources

Fact-Checking: Assessing the accuracy of information before accepting or sharing it

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Media Literacy

A 2024 survey indicated that **72%** of Americans believe media literacy skills are crucial for identifying misinformation [bu.edu](bu.edu)

Despite this, **half of the respondents** were unaware if their local public libraries offered media literacy training, pointing to a gap in education [bu.edu](bu.edu)

The tourism industry heavily relies on **user-generated content**, making it susceptible to the spread of disinformation

61.4% of the world's population — a whopping 4.95 billion people — use social media (Statista, 2023)

A UNESCO report highlighted that only around **20% of the global population has adequate digital literacy skills.** This gap in skills hinders individuals from recognizing credible information and increases susceptibility to online scams, misinformation, and cyberbullying (UNESCO, 2022)

The Economist Intelligence Unit reports that **38% of women worldwide reported personal experiences with online violence and 85% have witnessed digital violence against other women** (EIU, 2023)

Cyber violence against women and girls

Violent online behavior ranges from online harassment and public shaming to the desire to inflict physical harm including sexual assaults, murders and induced suicides. With more access than ever to the internet, cyber violence against women and girls (cyber VAWG) has taken on a global dimension.

73% of women are abused online

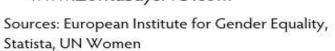In Europe, **1 in 10** women have experienced cyber-harassment since the age of 15

Women aged **18-24** are at a heightened risk of cyber VAWG

In the U.S., **81%** of women have been harassed on social media

#ZontaSaysNO | #16Days
www.ZontaSaysNO.com

Sources: European Institute for Gender Equality, Statista, UN Women

ZONTA SAYS NO
TO VIOLENCE AGAINST WOMEN

MEDEA

Co-funded the Europe

Critical Thinking

Managerial Importance: 72% of managers believe critical thinking is key to an organization's success, yet only half believe their employees actually demonstrate this skill. This highlights a significant gap between perceived importance and actual proficiency.

Skills Gap: A 2023 survey of 600 human resources professionals by Wiley found that nearly **70% reported a skills gap** in their organization, a significant increase from 55% in 2021. Among the skills severely lacking are cognitive skills like problem-solving and critical thinking.

We do this work because we believe it is very important to us and society!

Enjoy this day!

Thank you!