

JULY, 2025



ERASMUS+ PROJECT

MEDEA

# NEWSLETTER

MEDEA - Developing Media Literacy to debunk gender related media manipulation and fake news  
No. 2024-1-LV01-KA210-ADU-000243248



**WELCOME TO THE PROJECT  
BY OUR TEAM FROM**

Zonta Club  
of Jelgava



Skill Up Srl



Novosadska  
Novinarska Skola



## Welcome to the MEDEA

Who do we find the project important?

**Over 40% of women** globally experience online abuse, including cyberstalking, doxxing, and deepfake pornography (Amnesty International, 2023)

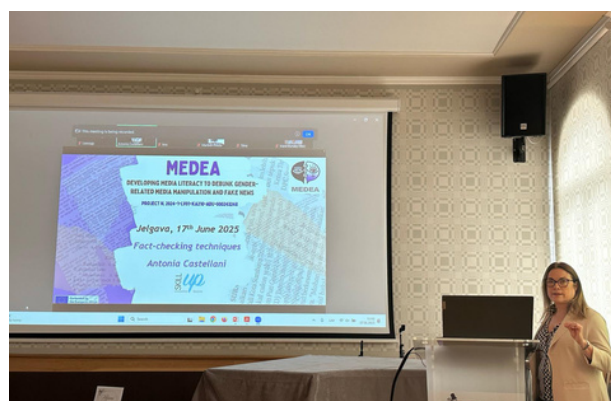
UNESCO reports that **73% of women journalists** have experienced online harassment, doxxing, or cyberstalking

**Over 85% of EU Citizens See Fake News as a Threat** (European Commission, 2022)

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## Our project is finalising, please follow us to receive the results

- On June 17, 2025 the project's final Conference "Critical Thinking and Media Literacy in Digital Environment" was held in Jelgava, Latvia, where the main project's results were presented
- The Conference was followed by the partners meeting, where we discussed the success and challenges of the project



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Written by the Project Team

## What are the Online Tools?

- We have tested several online tools and are inviting you to do the same:

-Snopes ([www.snopes.com](http://www.snopes.com)) – Debunks viral misinformation  
-FactCheck.org ([www.factcheck.org](http://www.factcheck.org)) – Verifies political claims  
-Google Reverse Image Search – Helps detect fake or edited images  
-How to detect a deepfake video:  
<https://www.youtube.com/watch?v=3fQjGr8c4Mk>

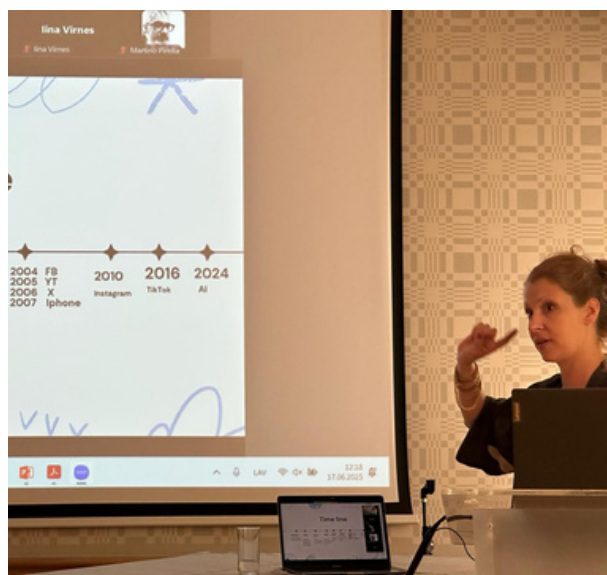
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## Digital Violence Includes

- Cyberstalking**: Persistent and unwanted surveillance or contact through digital means
- Online Harassment**: Sending offensive, threatening, or abusive messages via digital platforms
- Doxxing**: Publicly sharing private or identifying information without consent
- Non-consensual Sharing of Intimate Images** (Revenge Porn):
- Distributing explicit content without the subject's consent**
- Gender-based Hate Speech**: Spreading derogatory or violent content targeting individuals based on gender (ICRW, 2025)



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## What Happens Next

This is the Final Newsletter of our Project, however...

- Our team will continue working on the project's results dissemination and further research, as we are pleased to have received invitations to participate in several seminars
- The work on dealing with violence is a continuous issue that needs to be taken very seriously and should be integrated into schools and universities, e.g. Finland, where media literacy is taught from early school years, is reported to have less fake news and digital violence
- Misinformation isn't just an online issue-it has real-world consequences. The recent study from the European Commission has found that fake news is often used to discourage women from running for office
- If you receive or see any suspicious information, send it to the respective authorities, don't spread it further (even to your family members, etc.)
- Thank you all and we hope to meet you in our seminars or other projects

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