



# TOOLS & AWARENESS ABOUT DISINFORMATION, ALGORITHMS & MEDIA



Co-funded by  
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## Cross-perspective Seminar

Exploring Frontiers:  
Enhancing Media and Information  
Literacy in an AI-Driven World



Wednesday 12th June, 2024 · 9:00 AM



[HTTPS://TADAM.EDUCATION/](https://tadam.education/)



LOUVAIN-LA-NEUVE  
BELGIUM

Time	Activity	Title	Who
8:30	Welcome		
9:00	Introduction	The TADAM Project & The cross-perspective seminar objectives	Bérénice Vanneste (Media Animation, coordinator) Thibault Philippette (UCLouvain, partner)
9:30	Keynote	Rethinking Media & Information Literacy in a AI-Driven World	Pierre Fastrez (FNRS Senior Research Associate, UCLouvain)
10:15	Coffee break		
10:45	Panel 1	AI Literacy, Explainability & Public Understanding	Sirkku Kotilainen (Tampere University, Tadam expert) Gabriele Biagini (University of Florence, Tadam expert) Sarah Labelle (UPVM 3 Montpellier, Tadam expert) Matthew Montebello (University of Malta, invited expert) Moderator: Thibault Philippette (UCLouvain) Rapporteur: Tuulikki Alamettälä (Tampere U.)
11:45	Panel 2	Social Use & Impact of AI	Stefano Cuomo (University of Florence, Tadam expert) Maria Ranieri (University of Florence, Tadam expert) Matthew Montebello (University of Malta, invited expert) Daniel Bonvoisin (Media Animation, Tadam expert) Moderator: Sirkku Kotilainen (Tampere U.) Rapporteur: Marie-Caroline Heid & Céline Paganelli (UPVM)
12:45	Lunch		
14:00	Panel 3	Impact of AI on journalism, work & employment	Maria Leonida (Karpos Centre, Tadam expert) Tim Dawson (IFJ, Tadam expert) Rayya Roumanos (U. Bordeaux, IJBA, invited expert) Antonin Descampe (UCLouvain, invited expert) Moderator: Pamela Moriniere (IFJ) Rapporteur: Theodora Angelopoulou (Karpos)
15:00	Panel 4	AI, Political Manipulation & Bias	Florian Glibert (Media Animation, Tadam expert) Vladimir Delov (ICS Skopje, Tadam expert) Rayna Stamboliyska (RS Strategy, invited expert) Alain Strowel (UCLouvain, invited expert) Moderator: Monika Aksentievskaja (ICS Skopje) Rapporteur: Nisrine Salameh (IFJ)
16:00	Coffee break		
16:30	Concluding remarks	Perspectives from the seminar	Manuel Gentile (National Research Council of Italy, Institute for Educational Technologies)
16:45	Wrap-up	Collaborative Integration	<b>All Attendees</b> Moderator: Thibault Philippette
17:30	End		



# Invited experts



**Pierre Fastrez** is a Senior Research Associate at the Belgian National Fund for Scientific Research (FNRS) and a Professor of Information and Communication at the Université catholique de Louvain (UCLouvain) in Belgium. His research primarily focuses on media literacy, including the definition of media literacy competences and the development of assessment methods for these skills. He has contributed significantly to the field through numerous publications and his role in editing influential works, such as "Media Literacy and Media Education Research Methods: A Handbook (Routledge, 2024)".



**Matthew Montebello** is a full professor and the Head of the Department of Artificial Intelligence within the Faculty of ICT at the University of Malta. He leads the Agent Technology Research Group. His research interests focus on AI in education, agent technology, intelligent drones, web intelligence, and smart applications. Montebello has published notable works, including "AI-injected e-Learning" and "Ambient Intelligent Classrooms". He is member of the EU Commission expert group on Artificial Intelligence (AI) and Data in Education & Training (E03774).



**Rayna Roumanos** is an associate professor of journalism at the Bordeaux Aquitaine Institute of Journalism (IJB) at the Université Bordeaux Montaigne. She specializes in the digital transformation of journalistic practices, focusing on data journalism and new editorial approaches. Roumanos leads the AlgoJ project, which examines the role of algorithms in journalism, supported by the Nouvelle Aquitaine Region.



**Antonin Descampe** is assistant professor of digital journalism and media innovation at UCLouvain, and holds a Ph.D. in electrical engineering from the same university. His research interests include AI and automation applied to multimodal data, envisioned as innovative computational methods in the social sciences, and as a factor of change in media organizations. He is involved in various research projects such as the detection of subjectivity and bias in press discourse using machine learning methods, or the evolution of local journalism in the AI era.



**Rayna Stamboliyska** is an expert in digital diplomacy and resilience, with a focus on cybersecurity, strategic autonomy, and data protection. She is the founder and CEO of RS Strategy, where she advises on strategic development and open innovation. Rayna is an award-winning author for "La face cachée d'Internet" (The Hidden Face of the Internet), published in 2017. Additionally, Rayna serves as a board member of the Renaissance Numérique think tank and is an independent expert and rapporteur for ENISA's Emerging Threats Working Group. She is an adjunct lecturer at Sciences Po Paris and contributes to various online publications.



**Alain Strowel** is a professor at UCLouvain where he teaches courses in intellectual property, IT and media law. He also gives a course in the advanced masters in intellectual property and IT law at the Munich IP Law Center and the University of Alicante. His research interests include the governance of data, the legal challenges posed by artificial intelligence, and the regulation of online platforms. Alain Strowel has conducted numerous studies for European institutions on these topics and has authored several articles and books, including "Quand Google défie le droit".



**Manuel Gentile** is an expert in AI and game-based learning, specializing in its application to educational technologies. As a researcher at the National Research Council of Italy, he develops AI-driven tools to personalize and enhance learning experiences. His notable contributions include numerous publications, participation in European AI education projects, and collaborations with industry. Manuel is a frequent speaker at international conferences, sharing his expertise on AI in education.

With the TADAM project –Tools & Awareness about Disinformation, Algorithms and Media – nine European partners have come together to raise awareness of the impact of AI and algorithms in the media. The main aim of TADAM is to exchange best practice and design educational resources specifically linked to the issue of the impact – both positive and negative – of artificial intelligence and algorithms in the media, the production of news and the way it is received by the public.

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