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WORK PACKAGE N° 39

Media Masters Workshops - Playing the Educational Game Events

ITALY

Delivered By YouNet APS

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Document Identification:

Project full name	Media Masters: Enhancing Media Literacy
Project acronym	MEDMAS
Grant agreement no.	**101148165**
CERVProgramme	**CERV-2023-CITIZENS-CIV- Citizens' engagement and participation**
Dissemination level	Public
Work Package	WP39
Partner(s) responsible *(Legal Name and Short Name)*	YouNet APS
PIC Number:	949011238
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EVENT DESCRIPTION			
Event number:	WP39		
Event name:	Media Masters Workshops – Playing the Educational Game		
Type:	workshop		
In situ/online:	*[*in-situ*]*		
Location:	Bologna and Reggio Emilia; Italy		
Date(s):	15. April 2025 (Reggio Emilia) 8. May 2025 (Reggio Emilia) 9. May 2025 (Bologna) 3. June 2025 (Bologna)		
Website(s) (if any):	https://www.you-net.eu/media-masters.html		
Participants			
Female:	33		
Male:	29		
Non-binary:	-		
From country 1 [Italy]:	48		
From country 2 [Spain]:	8		
From country 3 [Georgia]:	4		
From country 4 [Ukraine]:	2		
Total number of participants:	62	**From total number of countries:**	4
Description *Provide a short description of the event and its activities.*			
The Media Masters workshop series is part of the European-funded Media Masters project under the CERV-2023-CITIZENS-CIV initiative. These workshops aim to enhance media literacy and civic engagement among youth through innovative non-formal education tools. Implemented in schools across Bologna and Reggio Emilia, the workshops used an original educational board game to empower students to			

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recognize disinformation, develop critical thinking skills, and understand the mechanisms behind fake news and media manipulation.

YouNet team, in the preparation process for the workshops at high schools, decided to design an “activities catalogue” in which we gathered all project-related activities, such as workshops, conferences, local events, in which we planned to invite and engage high school students and school staff. The description of the workshops were based on the requirements provided in the project proposal, and were designed using specific objectives, structure and foreseen methodologies to be used. In the following part, we extract the respective description of the Media Masters – Playing the educational game workshop.

Media Masters - Playing the Educational Game

Duration

2 hours

Objectives

- Increase media literacy and awareness of disinformation.
- Develop students' critical thinking and critical analysis.
- Improve message and news content evaluation skills.
- Promote conscious, responsible and informed use of digital media.
- Enhance skills to identify authenticity in media.
- Recognize fake news, manipulations, and social media anomalies.
- Strengthen cooperation, teamwork, and collaborative learning.
- Promote teamwork and communication among peers.
- Foster civic engagement and digital citizenship.

Theme

Media literacy, digital literacy

Structure

1. Greetings and introduction of participants, facilitators, and activities (10 min)
2. Discussion on digital literacy experiences (10 min)
3. Introduction to the Media Masters game and rules (10 min)
4. Learning-by-doing session (60 min): Team formation and game start, moderated by a facilitator. Includes real-life scenario recognition, discussion on falsehoods or disinformation, moderated dialogue, and active engagement.

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5. Post-game discussion (10 min): Exchange impressions and connect scenarios to real life
6. Reflection (10 min)
7. Feedback questionnaire (10 min): Evaluate the workshop experience and students' personal development (knowledge, skills, attitudes)

Methods

The Media Masters workshops followed a non-formal learning methodology, drawing from principles of experiential education and gamification. Key methods included:

- Icebreakers and energizers
- Peer discussion and reflection
- Gamified learning (via the Media Masters board game)
- Digital tools (Mentimeter)

Target

The workshops targeted students between the ages of 12-14 (from middle schools) and 15-19 (from high schools) in the metropolitan areas of Reggio Emilia and Bologna.

Language

Workshops were conducted in Italian or English, depending on the linguistic needs of the class and the request of the accompanying teacher.

Media Masters – Playing the educational game workshops – Dates, locations and participation:

First Workshop – Reggio Emilia

The first Media Masters – Playing the Educational Game workshop was held on 15 April 2025 at a European linguistic high school in Reggio Emilia. The event engaged a total of 22 participants, comprising 17 males and 5 females, with no additional gender identities specified.

The participants represented the following countries: 20 from Italy, and 2 from Spain.

Second Workshop – Reggio Emilia

The second workshop was also organized at the same European linguistic high school in Reggio Emilia, on 8 May 2025, with the participation of a different class.

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This session involved 11 participants, including 7 males and 4 females, with no other gender identities indicated.

The nationalities represented were: 11 participants from Italy.

Third Workshop – Bologna (YouNet APS Office)

The third edition of the workshop was conducted on 9 May 2025 at the training room of YouNet APS in Bologna. On this occasion, European Solidarity Corps (ESC) volunteers took part as part of their monthly intercultural gathering. These meetings aim to promote reflection on their volunteering journey and provide them with opportunities for intercultural learning and non-formal education.

To celebrate Europe Day, the volunteers participated in the Media Masters workshop, with a total of 13 participants: 3 male and 10 female, with no other gender preferences specified.

The group included 6 participants from Spain, 4 from Georgia, 2 from Ukraine, and 1 from Italy.

Fourth Workshop – Bologna (High School)

The fourth workshop took place on 3 June 2025 in a high school located in Bologna. The session hosted 16 participants, among whom were 2 males and 14 females, again with no specification of additional gender identities.

All 16 participants represented Italy.

About the outline of the workshop:

The game itself was preceded by the initial greetings and setting the ground of the workshops, by the facilitators (the project coordinator of YouNet APS and accompanying colleagues and/or European Solidarity Corps volunteers helping the staff in the implementation of local activities). They presented the agenda so that students could have an overlook on the planned flow of the workshop, and they gave an introduction to the participants about the organization of YouNet APS, highlighting the following points:

- Field: what is youth work and non-formal education and how YouNet represents and includes them in its daily work?
- Objectives of the organization: promotion of solidarity, European citizenship, active and civic participation, inclusion, volunteering; and how these areas match the Media Masters project. (In this part the facilitators also highlighted and promoted the opportunities for mobility within the European Union, the

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learning and volunteering options included, especially, the European Solidarity Corps and Youth Exchanges, as they are the most relevant to students in these age groups.)

- Main activities and fields of interest: local activities, volunteering projects and European projects in which YouNet participates as partner, coordinator or main organizer of activities.
- Media Masters CERV project: showcasing the foreseen activities the programme offers for the participants in each countries, such as conferences, workshops in schools, trainings for educators.

Once arrived to the connection between YouNet and Media Masters, the facilitator summarized information about the project, as follows:

- Context: partners, participating countries, funds and support from the European Union
- Objectives of the project: mentioning especially that Media Masters aims to:
  - enhance young people's media literacy and critical thinking;
  - raise awareness about the impact of fake news;
  - develop the ability to recognize and distinguish fake news.
- Summary of the developed Media Masters board game and application, and their objectives, such as: recognizing the fake news; enhancing critical thinking; strengthening the resistance to disinformation
- Activities: highlighting the foreseen activities YouNet will be delivering in the close future, during the project's lifetime, such as the current conferences, workshops at schools in the topics of "Playing the educational game" and "How to distinguish the right and the fake", with the participation of students, volunteers and the general public

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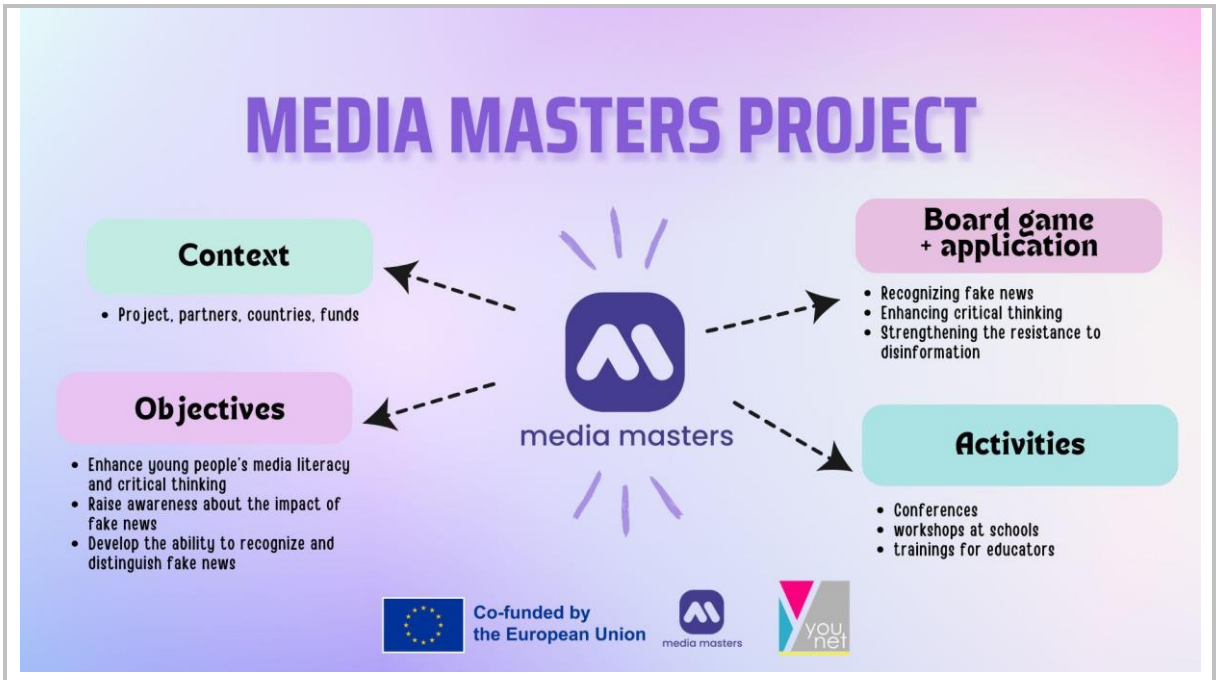

In the following part, the facilitators presented an icebreaker using the tool Mentimeter, in order to engage the participants and set the playful atmosphere for the Media Masters board game. Also, to be able to check the initial knowledge of participants, several related topics were presented through different-style questions, such as:

- What's the first word that comes to your mind when you hear "fake news"? (word cloud)
- Relation to fake news… (scales)
  - How good do you think you are at spotting fake news?
  - How much do you trust the information you find on social media?
  - In your opinion, do fake news have a real impact on democracies?
- Which of the following do you think contributes the most to the spread of fake news? (ranking)
  - Social media algorithms
  - Influencers and public figures
  - Cognitive biases
  - Lack of media literacy
  - Speed of online information
- Which of these should be the top priority in tackling disinformation? (ranking)
  - More regulation for social media
  - Digital education
  - Faster fact-checking
  - Harsher penalties for spreading fake news
  - More transparency in sources

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- Have you ever shared a news story without checking its source? If so, why? (open-ended)

The icebreaker was an optimal activity to kick-off the workshops and lead the students towards the educational activity of the session, as a lot of topics are present also among the themes of the board game. The facilitators were engaging the groups by commenting on their answers, asking questions, and explaining concepts. As students experienced the safe space for learning they slowly became also more active and engaged in the interactions and exchanges of ideas.

On the following pictures some extracted answers can be seen from the third workshop (the one with ESC volunteers):

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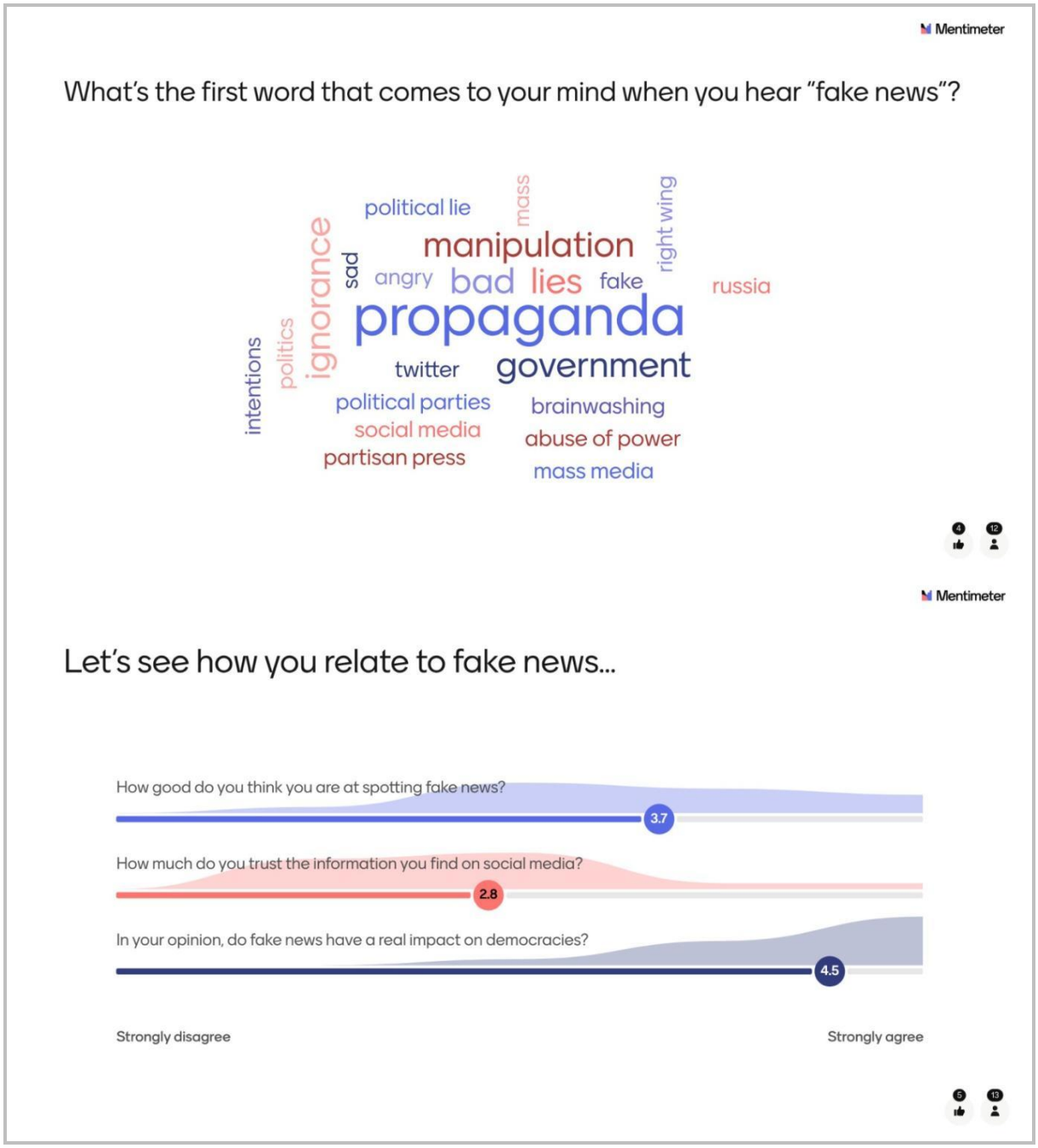

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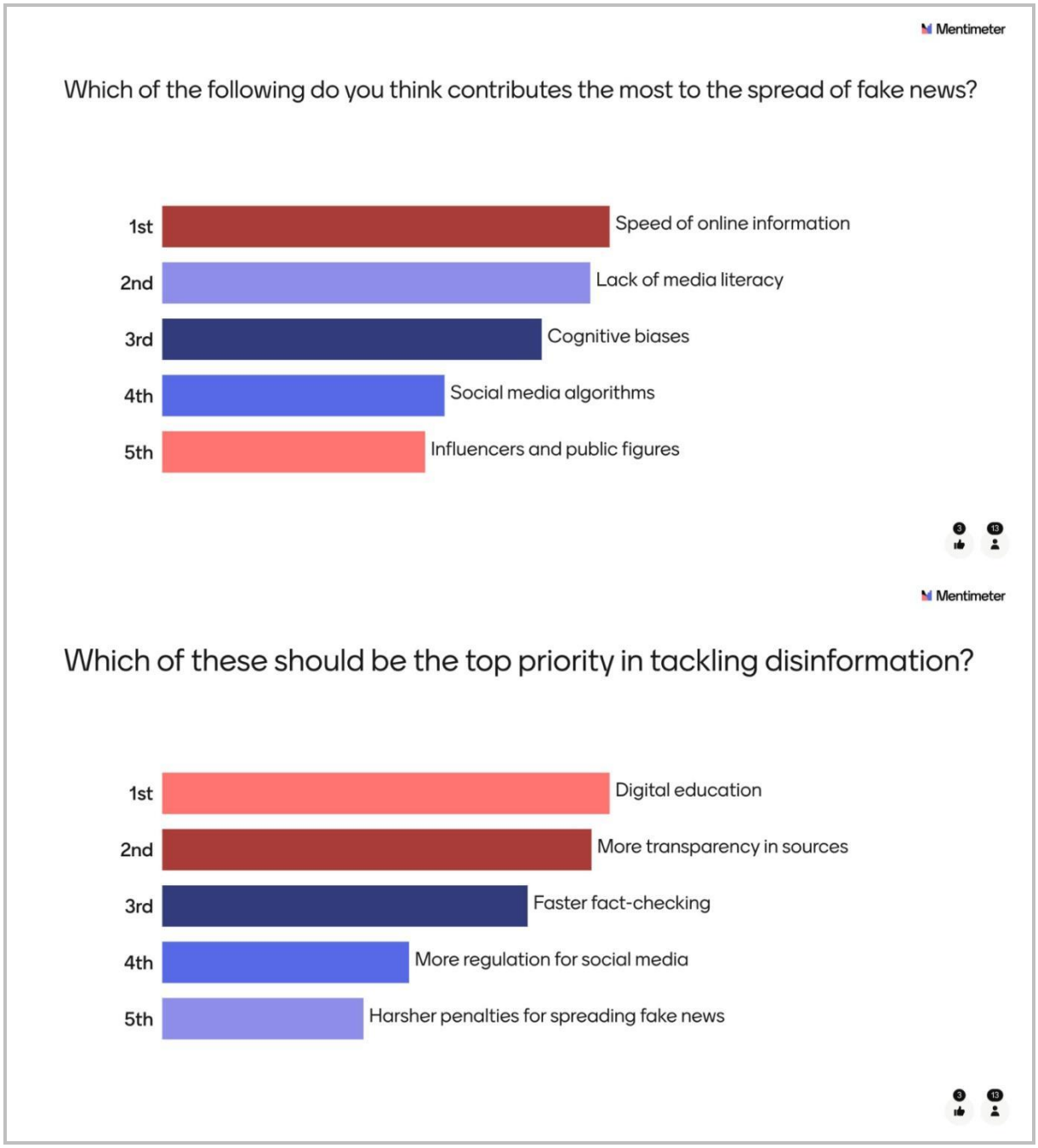

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Continuing with the flow of the events, the participants were presented to the Media Masters board game that is a non-formal educational tool designed by the consortium partners in order to raise awareness about disinformation, media manipulation, and fake news in an engaging and interactive way. It is aimed at young participants, particularly secondary school students, and promotes learning through cooperation and critical reflection. The game challenges players to analyze real and simulated news scenarios, encouraging them to develop media literacy skills in a fun and participatory setting.

Participants were asked to download the Media Masters application in order to be able to use it for scanning the QR codes on the cards. Fortunately, by the time of most of the Playing the educational workshops, the original packages successfully arrived to YouNet APS, so students could also have an “unboxing experience” before they started to play. The packages contained:

- A printable board featuring various categories of questions (Politics, Science, Society, Sports, etc.)

- Dice and game pawns for team movement

- Question cards or QR codes to access digital pool of questions.

Next, during the explanation of game rules, students were guided through the game mechanics, as follows:

- Players are divided into teams of 3–6 students.

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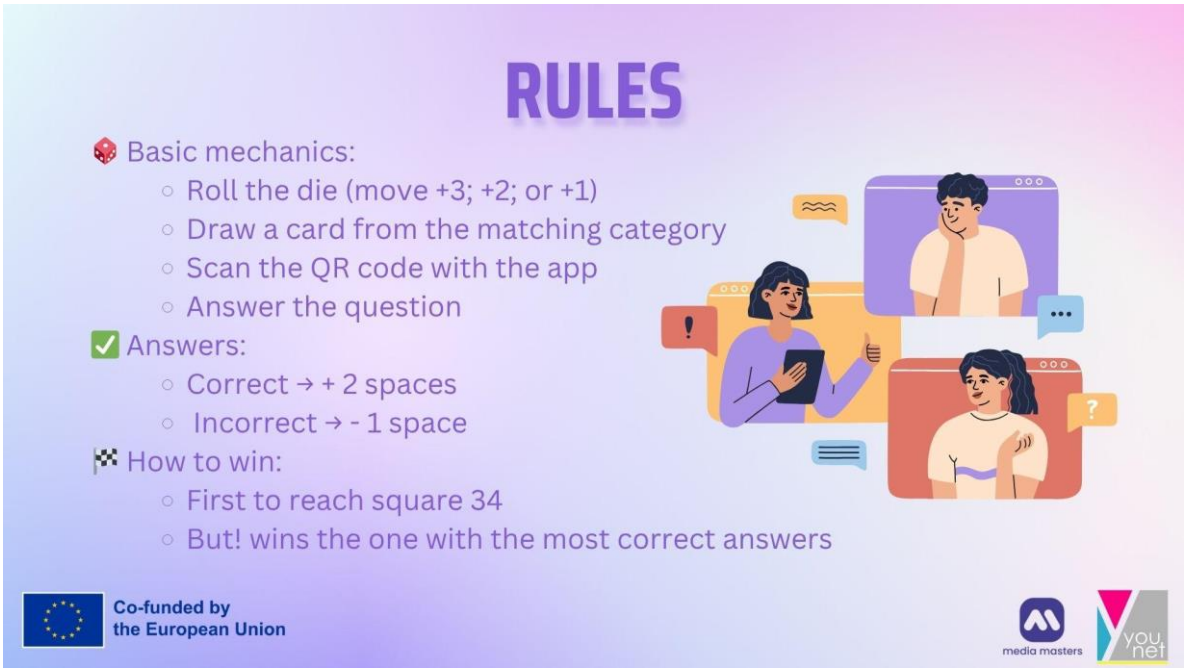
- Teams take turns rolling a dice and moving across the board (according to the number shown on the dice, they move +3; +2; or +1 fields ahead).
- Each space corresponds to a category (e.g., science, politics) and includes a QR code.
- Teams scan the QR code of the matching category (based on the colour code) using the mobile app, which generates a multiple-choice question or challenge.
- After discussion, the team selects their answer. A facilitator confirms the correctness (also shown in the application)
- According to the correctness of their answer, teams are allowed to move forward 2 spaces (in case of correct answer) or backward 1 field (in case of incorrect answer).
- The game concludes when the teams reach the finish line or after a set time limit (considering the time at our disposal in the schools).
- Winners are those with the highest score, but reflection, discussion and the highest number of correct answers are emphasized more than competition.



The game's big advantage is that it leverages gamification to create a safe and dynamic environment for learning. By incorporating media-related dilemmas, fact-checking activities, and decision-making tasks, students explore concepts like cognitive bias, source verification, and the structure of fake news.

Facilitators played a key role in guiding discussions, and encouraging teamwork. They ensured that the game runs smoothly by explaining the rules and objectives of the game, stimulating critical thinking with follow-up questions and helping connect

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game content to real-life media examples through reflection activities at the end of the game.

After playing the board game, participants were asked to fill in the EU survey; and the evaluation questionnaire about the functionality of the Media Masters application and the QR codes present on the physical cards, as well as about their overall experience while playing the educational game. In the Google form, they were asked to provide information regarding demographic data, such as:

- gender:

  - Male
  - Female
  - Other

- year of birth

- level of education:

  - Incomplete primary education
  - Primary education
  - Lower vocational education
  - Secondary technical/professional/general education
  - Higher education (first-cycle degree)
  - Higher education (master's degree or second-cycle specialization)
  - Scientific master's degree or doctorate

- and country.

In the following part, participants were asked to provide ratings describing their experience, such as:

- How would you assess your knowledge of media literacy before the Media Masters activity?

(from very poor to excellent)

- Did the Media Masters activity effectively address your media usage needs and objectives related to media literacy?

(from not at all to completely)

- Please indicate the extent to which you agree or disagree with the following statements. I enjoyed participating in the Media Masters activity.

(from strongly disagree to strongly agree)

- Please indicate the extent to which you agree or disagree with the following statements. The Media Masters activity motivated me to further explore the topics related to media literacy and critical thinking.

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(from strongly disagree to strongly agree)

- Please indicate the extent to which you agree or disagree with the following statements: I feel more confident in my ability to critically assess and engage with media content after completing the Media Masters activity.

(from strongly disagree to strongly agree)

- Reflect on your practical learning experiences and application of skills: How confident do you feel in applying the knowledge and skills learned during the Media Masters activity to evaluate media content?

(from not at all confident to extremely confident)

- Were the tasks/questions in the activity challenging and requiring active participation and understanding of media literacy concepts?

(from not at all to extremely)

- How would you assess your knowledge of media literacy after the Media Masters activity?

(from very poor to excellent)

- Please rate your general satisfaction with the content and knowledge acquired during the Media Masters activity:

(from very dissatisfied to very satisfied).

Given the limitation of documentation in the high schools, YouNet has limited number of photos or other visual summary of these events. However, in the form of follow-up posts, we further promoted the success of the workshops on our social media platforms (Facebook and Instagram), also to praise the students' high level of engagement, curiosity and proactive participation:

https://www.instagram.com/p/DIlJbGGKllL/

https://www.facebook.com/photo.php?fbid=994909749451184&set=pb.100067965049379.-2207520000&type=3

The reel summarizing the third workshop during the monthly meeting of ESC volunteers at YouNet's office can be found here:

https://www.instagram.com/reel/DJoGIq5iZZ2/

The present report on the WP39 was uploaded on the website of YouNet APS on the 16th June: https://www.you-net.eu/media-masters.html

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HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0		Initial version

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