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media masters



media masters

WORK PACKAGE No. 21

CONFERENCES ON THE IMPACT OF FAKE NEWS ON EUROPEAN DEMOCRACIES - ITALY (ROME)

Delivered By:

CHILDREN'S MUSEUM SCS



IL MUSEO DEI BAMBINI DI ROMA

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Work Package	WP21
Partner(s) responsible <i>(Legal Name and Short Name)</i>	Children's Museum SCS Explora
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EVENT DESCRIPTION	
Event number:	WP 21
Event name:	WP name: " <i>Conferences on the impact of fake news on European democracies</i> " Event title: <i>What do we believe? Fake news, AI and information</i>
Type:	Conference
In situ/online:	On site
Location:	Italy, Rome
Date(s):	27 January 2026
Website(s) (if any):	<p>Article on the partner website:</p> <p>ITALIAN: https://mdbr.it/news/a-cosa-crediamo-fake-news-ia-e-informazione/</p> <p>ENGLISH: https://mdbr.it/en/news/a-cosa-crediamo-fake-news-ia-e-informazione/</p>
Participants	
Female:	47
Male:	50
Non-binary:	4
From country 1 - Italy:	96
From country 2 Peru:	2
From country 3 - Tunisia:	1
From country 3 - French:	1

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From country 3 - Giorgiana:	1		
Total number of participants:	101	From total number of countries:	5

Description

Provide a short description of the event and its activities.

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1. Introduction

The **Media Masters** project, co-funded by the European Union under the CERV Programme, aims to strengthen media literacy and critical thinking skills among young people and educators at European level. The project responds to the challenges posed by disinformation, online manipulation and the risks of the digital ecosystem through innovative educational tools, participatory methodologies and networking among international partners. Media Masters activities aim to provide schools and communities

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with concrete resources that are easily applicable in formal and non-formal educational contexts.

Within this framework, the **SCS Children's Museum (Explora)**, in collaboration with the youth association **Scomodo ETS**, organised a **conference** in Rome **on the impact of fake news in European democracies**. The collaboration with Scomodo ETS was a key element of the initiative, as it allowed the Media Masters game to be included in a broader process of critical reflection on the role of information and journalism in the democratic participation of young people. As a third sector youth association, Scomodo ETS promotes participatory journalism as a tool for active citizenship and helped to make the event more accessible and relevant to the target audience.

The event was designed according to a non-institutional and participation-oriented approach, with the aim of involving a wide audience of young people and journalism students and encouraging them to play an active role in the proposed activities. In line with this approach, the initiative was organised in the **Scomodo ETS** premises and scheduled for the late afternoon, a choice that facilitated participation by reconciling the school and work commitments of the target audience. The informal and welcoming setting encouraged dialogue, the exchange of opinions and collective reflection, helping to create an inclusive and accessible environment and promoting horizontal interaction between speakers and participants, in line with the educational aims of the *Media Masters* project.

The conference was designed as an integrated learning experience, combining theoretical insights, practical activities and hands-on experimentation. Participants addressed the issue of fake news and its link to artificial intelligence and new technologies together with speaker Filosofia Coatta. They then took part in a workshop led by journalist Sara Paoella, focusing on recognising disinformation and analysing the main strategies used in journalism and news production processes. The experience ended with a group Media Masters game session, followed by a discussion and feedback collection.

This document provides a detailed description of the event, the programme implemented and the training course offered. It also includes an analysis of the feedback collected and identifies possible strategies for the future integration of Media Masters into educational contexts.

2. Programme and running of the event

The event took place in Rome at the **Scomodo ETS** premises and was structured as an evening conference lasting approximately **three hours**, designed to alternate between informative, educational and experiential moments. The programme was designed to encourage the active involvement of participants and stimulate critical reflection on the



issues of disinformation, fake news and the relationship between information, artificial intelligence and new technologies.

The conference opened at **6 p.m.** with an **introductory session of about 15 minutes**, organised by **Explora**. During this initial phase, participants were welcomed and signatures and releases were collected. This was followed by a presentation of the conference, the *Media Masters* project and its place within the CERV Programme, with a focus on the project's objectives and the importance of media education as a tool for democratic participation and active citizenship.

This was followed, from **6.15 p.m. to 7.15 p.m.**, by an **in-depth panel discussion on the topic of fake news**, led by guest speaker **Filosofia Coatta**. The presentation, supported by visual materials and slides, addressed the issue of information manipulation techniques and the role of digital media in contemporary public debate, with a particular focus on the impact of disinformation on European democracies and the growing use of artificial intelligence in the production and dissemination of information content. This session provided participants with a theoretical and critical framework of reference, stimulating reflections that were taken up in the subsequent stages of the event.

From **7:15 p.m. to 7:45 p.m.**, a **practical workshop** was held, led by journalist **Sara Paoella**, also supported by in-depth slides. The workshop was dedicated to analysing the main strategies of news manipulation and useful tools for recognising fake news within the digital information ecosystem. Through concrete examples and practical cases, the session encouraged the development of critical analysis skills of sources and information content, strengthening participants' awareness of the mechanisms of disinformation.

At the end of the workshop, there was a **short technical break** to set up the gaming stations and move on to the experiential phase of the event.

The final part of the conference, from **approximately 8 p.m. to 9 p.m.**, was dedicated to a **Media Masters game session**, followed by a group discussion. The participants, divided into groups, had the opportunity to experience the game first-hand, putting into practice the knowledge acquired during the panel and workshop. The game session was accompanied by an open discussion, during which reflections, impressions and feedback emerged both on the gaming experience and, more generally, on the topic of fake news and disinformation.

The event concluded with an **informal social gathering**, with a final aperitif, which further encouraged exchange between participants, speakers and organisers and reinforced the atmosphere of dialogue and participation that characterised the entire conference.



An illustrative PowerPoint presentation was also created for the event and projected in the event hall. The PPT contained slides with the following content:

- Description of the project
- Game content
- How to play
- Links and QR codes to download the app onto your device
- QR code for the Medmas internal questionnaire
- QR code for the European questionnaire

3. Learning experience and outcomes

Purpose and context

In today's information environment, characterised by the growing circulation of digital content and the increasingly widespread use of artificial intelligence-based technologies, the ability to critically interpret information is a key skill for democratic participation. Fake news, media manipulation and disinformation have a direct impact on the formation of public opinion, making it necessary to promote opportunities for discussion and learning that are also accessible outside formal educational contexts.

The Rome Conference was designed as an informative, educational and experiential event aimed at a young and generalist audience. Through in-depth presentations, a practical workshop and experimentation with the *Media Masters* educational game, the event offered participants tools to understand the mechanisms of disinformation and to reflect critically on the relationship between information, new technologies and democracy.

Target group

The event mainly involved young people, university students and journalism students, together with participants interested in the topics of information, digital media and active citizenship. The audience was highly diverse in terms of educational background and prior knowledge, which enriched the discussion and encouraged a plurality of viewpoints during the various stages of the event.

Skills developed

The conference contributed to the development of cross-cutting skills related to media literacy and critical thinking, with particular reference to the ability to recognise



manipulative content, understand the logic of news production and dissemination, and question the role of artificial intelligence in the information ecosystem. The gaming experience also stimulated analytical skills, peer comparison and collective reflection, promoting informal and participatory learning.

Learning outcomes

At the end of the event, participants had the opportunity to:

- understand the key concepts related to fake news, disinformation and information manipulation techniques;
- gain greater awareness of the risks and opportunities associated with the use of digital technologies and artificial intelligence in information;
- experiment with *Media Masters* as an educational and awareness-raising tool, reflecting on its potential and limitations;
- develop a more critical attitude towards information sources and content;
- actively contribute to the discussion by sharing observations and feedback useful for improving the game and the project's educational activities.

Structure of the experience

The learning experience followed a progressive structure, designed to accompany participants from theoretical understanding to practical experimentation. After an introductory phase dedicated to presenting the project and the thematic context, the in-depth session provided a critical framework on the phenomenon of fake news and information manipulation. The subsequent workshop allowed the theoretical concepts to be translated into operational tools, while the *Media Masters* game session offered a direct and participatory experience, reinforced by a moment of collective discussion and comparison.

Materials and tools

Various support materials were used during the conference, including digital presentations created by the speakers, the *Media Masters* game set and the game-related application. The visual materials supported understanding of the content and facilitated interaction during the various stages of the event, while the playful component helped to make the experience accessible and engaging for a diverse audience.

Evaluation and reflection

The evaluation of the experience was based on observation of participation dynamics, direct discussion with participants during the discussion sessions, and the collection of



qualitative feedback. The reflections that emerged highlighted a good level of engagement and interest in the topics covered, confirming the relevance of educational approaches based on play and experiential learning. At the same time, the feedback highlighted areas for improvement related to the usability of the game and the clarity of the content, providing useful insights for the future development of *Media Masters*.

4. Feedback:

The feedback collected during the conference focused mainly on the Media Masters gaming experience, with particular attention to aspects of usability, clarity of content and interaction dynamics. Despite the limited time devoted to experimentation compared to a structured testing session, the contributions that emerged were significant and useful for identifying recurring critical issues and possible directions for improving the game.

To facilitate analysis and subsequent processing, the observations were organised into thematic areas, highlighting general perceptions, critical issues related to the user experience, observations on content, and suggestions for improvement that emerged spontaneously during the group discussion.

General assessments of the gaming experience:

Overall, the game was perceived as simple and straightforward in its basic concept, with educational potential recognised by participants. However, some feedback highlighted a feeling that the experience was overly simple or trivial, especially for an adult audience or those already accustomed to interactive digital content. There was a need to make the game more challenging and narratively engaging, introducing clearer objectives or a progression that would further stimulate player motivation.

Critical issues related to user experience and usability

One of the most recurring critical issues concerns the overall user experience, which was described as not very fluid. In particular, the requirement to scan the QR code at each step was perceived as frustrating and impractical, especially in a group game context. Some participants suggested alternative solutions, such as the use of more immediate technologies, e.g. NFC systems, to simplify access to questions and make the experience more continuous. The need to improve the activation and readability of the QR code was also reported, as in some cases it slows down the pace of the game and interrupts the participants' engagement.

Content and wording of questions

Several comments concerned the formulation of questions and answers, which in some cases were considered unclear or difficult to understand at first reading. The need to



simplify the wording emerged, reducing linguistic complexity and making the questions more immediate, especially to facilitate quick and intuitive use during the game.

Some participants suggested making a clearer distinction between political questions and strictly factual ones, in order to clarify the level of interpretation required and avoid ambiguity. A proposal was also made to improve or rework the questions through the use of artificial intelligence, while maintaining human editorial control to ensure consistency, accuracy and quality of content.

The idea of integrating a function for listening to questions, through pre-recorded audio tracks, also emerged as a tool to aid comprehension and accessibility, as well as a possible element of variety in the gaming experience.

Game dynamics and engagement

With regard to game dynamics, some participants highlighted a structure that was perceived as unstimulating in the long term. It was suggested that the logic of the objective could be revised, for example by introducing a reverse dynamic in which rapid failure becomes part of the challenge, or by adding characters, roles or scenarios to be achieved, in order to make the game path more narrative and goal-oriented.

Other suggestions concerned the introduction of progression or recognition systems, such as levels or symbolic 'titles', which could reinforce the sense of advancement and gratification for players without distorting the simplicity of the format.

Summary and emerging indications

Overall, the feedback gathered during the conference confirmed the educational potential of Media Masters, while highlighting the need to address some key aspects related to usability, clarity of content and the level of engagement of the gaming experience. The observations that emerged provide a useful basis for guiding future revisions of the game, both in terms of technical improvements and the evolution of dynamics and content, in line with the project's objectives and the needs of the various target audiences.

5. Communication and promotion of the initiative

Promotion and communication took place through informal and formal channels of both organisations (SCS Children's Museum and Scomodo ETS).

The event was promoted within the target groups through the social media channels of both organisations (Museo dei Bambini SCS and Scomodo ETS) and the EventBrite platform on which the event was promoted. This communication took place jointly, both before and after the event, on the organisations' social media channels and websites.

EventBrite: In order to effectively disseminate the event, the SCS Children's Museum created a promotional event on its Eventbrite account, the link to which was included in all ex-ante communication and dissemination activities for the event.

The EventBrite page received 421 views and 148 registrations. The article can be viewed at the following link: <https://www.eventbrite.it/e/a-cosa-crediamo-fake-news-ia-e-informazione-tickets-1980536177020?aff=oddttdtcreator>

The screenshot shows the EventBrite event page for "A cosa crediamo? Fake news, IA e informazione". The event is scheduled for March 27th at 18:00. The poster features a magnifying glass over the text "A COSA CREDIAMO?" and "FAKE NEWS, IA E INFORMAZIONE". It also mentions "TALK CON FILOSOFIA COATTA E SARA PAOLELLA" and "TALK + WORKSHOP + MEDIA MASTER GAME". The event is organized by "LA REDAZIONE ROMA" at "VIA CARLO EMANUELE I, 26". The page indicates the event has ended, with sales ending on Jan 27 at 6:00 PM GMT+1. A table below the event details shows 148 out of 150 tickets sold for 0.00 €.

Evento	Venduti	Lordo
A cosa crediamo? Fake news, IA e informazione 27 gennaio 2026 alle 18:00 CET La Redazione di Scomodo - Roma	148 / 150	0,00 €

Facebook: On social media, posts were only made from the SCS Children's Museum account, as Scomodo ETS does not have a Facebook account due to the association's predominantly young target audience.

- **Ex-ante FB post** promoting the initiative and the project. The post had 957 views and can be viewed at the link: https://www.facebook.com/photo?fbid=1383814687118862&set=a.589565606543778&locale=it_IT

 **Explora - il Museo dei Bambini di Roma** 
20 January at 15:32 · 

🔍 A cosa crediamo davvero quando leggiamo una notizia?
Martedì 27 gennaio ti aspettiamo presso [La Redazione](#) per l'incontro
A cosa crediamo? Fake news, IA e informazione, realizzato da Explora in
collaborazione con [Scomodo](#).
🎤 Una serata speciale dedicata a media education, pensiero critico e
consapevolezza digitale.
👉 Prenotazioni su <https://www.eventbrite.it/.../a-cosa-crediamo-fake-news...>
📌 Media Master: enhancing media literacy - MEDMAS, è un progetto
cofinanziato dal programma Cittadini, uguaglianza, diritti e valori (CERV)
dell'Unione Europea.



- **Ex-post FB post:** The post will be a carousel of images to recount and report on the conference, which will be published on 29 January 2026. The post has reached 1,221 views and can be viewed at the following link:
<https://www.facebook.com/share/p/18Mi4THCtQ/?mibextid=wwXlfr>



Explora - il Museo dei Bambini di Roma

3h · 🌐

🔍 Lo scorso 27 gennaio abbiamo vissuto una serata stimolante presso [La Redazione](#) con la conferenza **A cosa crediamo? Fake news, IA e informazione.**

💡 Un incontro partecipato, fatto di domande, confronto e tanta voglia di capire meglio come funziona l'informazione che ci circonda ogni giorno.

👉 L'incontro A cosa crediamo? è stato possibile grazie alla collaborazione con [Scomodo](#) e al progetto europeo Medmas, che continua a promuovere educazione ai media, dialogo e cittadinanza attiva.

Grazie a tutte e tutti per aver condiviso idee, domande e riflessioni con noi!

👉 Scopri di più sul progetto Medmas: <https://mdbr.it/progetti/medmas/>

📄 Media Master: enhancing media literacy - MEDMAS, è un progetto cofinanziato dal programma Cittadini, uguaglianza, diritti e valori (CERV) dell'Unione Europea.

📷 Foto: Explora (n° 1 e 2), Lorenzo De Filippo (n° 3 e 4)



Instagram: On the Instagram channel, the posts were cross-posted between the Children's Museum and Scomodo ETS.

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- **Ex-ante post:** This post was published on 20 January 2026 to promote the conference held on 27 January at the Scomodo editorial office. It had 1,290 views and can be viewed at the following link:

https://www.instagram.com/museo_explora/p/DTvljtXkd4y/?hl=it



- **Ex-post post:** This post was published on 29 January 2026 to report and communicate the outcome of the event. For this reason, we decided to create a gallery of images of the activities carried out on Instagram. The post had 1,431 views and can be viewed at this link:

https://www.instagram.com/p/DUF7jyRDsA9/?img_index=1

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Explora - il Museo dei Bambini di Roma

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📷 Foto: Explora (n° 1 e 2), Lorenzo De Filippo (n° 3 e 4)



Rome Future Week Facebook post link:

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The event was also promoted through the channels of **Rome Future Week**, which manages an information platform on events in the capital related to innovation, sustainability and inclusion.

https://www.facebook.com/photo?fbid=877613991905452&set=pcb.877614045238780&locale=it_IT

Rome Future Week Instagram post link:

<https://www.instagram.com/romefutureweek/p/DT2Zug9DCj7/>

Rome Future Week LinkedIn post link: https://www.linkedin.com/posts/rome-future-week_carosello-eventi-a-roma-activity-7420088599649566722-JpFt?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAey6jkBePnFibR4K-o_r3hDBXs2cSib534


Website:


Furthermore, to ensure national and international visibility for the project, an informative article promoting the conference was published on the Children's Museum website. The article was written in the national language (Italian) and in English to allow foreign users to stay informed about the progress of the project.



ITA link: <https://mdbr.it/news/a-cosa-crediamo-fake-news-ia-e-informazione/>




IL MUSEO DEI BAMBINI DI ROMA

VISIT • PLAY IN THE MUSEUM • SCHOOLS • WHO WE ARE • SUPPORT US • **BIGLIETTI** 
ITALIANO **ENGLISH**

What do we believe? Fake news, AI and information

January 17, 2026



Fake news and media manipulation: an evening dedicated to critical education at the Scomodo editorial headquarters

The event

On Tuesday, 27 January, Explora, Rome's Children's Museum, in collaboration with Scomodo, will host a conference entitled **What do we believe? Fake news, AI and information**.

This event will be held at the **Scomodo editorial office** and will focus on media literacy and critical thinking, with a specific focus on fake news.

Link ENG: <https://mdbr.it/en/news/a-cosa-crediamo-fake-news-ia-e-informazione/>

6. Photos of the event

Photos of the conference on 27/01/2026



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HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0		Initial version

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