

# FACTS & FIGURES

EVIDENCE-BASED  
INFORMATION IN  
CONTEMPORARY  
SOCIETIES

28 April  
2022

Based on the findings of the Erasmus+ project ERUM (*Enhancing Research Understanding through Media*), this hybrid conference addresses the issue of **evidence-based communication within the media and higher education institutions** and the role of these institutions when it comes to **media and information literacy in contemporary societies**.

The event will explore how the media and academia can collaborate, which skills students have to learn and which policy reforms should be developed to increase the quality of information and tackle the issue of the rising spread of mis/disinformation today.

REGISTRATION VIA [FACTSANDFIGURES.UNIVIE.AC.AT](https://factsandfigures.univie.ac.at)

*Please consult the website for COVID-19 measures prior to the conference!*

the role  
of academia  
and the media



10.00 - 10.30 CET

**WELCOME & INTRODUCTION TO THE ERUM PROJECT***Johanna Urban/Johanna Taufner | University of Vienna*

10.30 - 12.00 CET

**HOW TO: ENHANCING MEDIA AND INFORMATION LITERACY****The psychology behind "fake news" | applying the methodology and mechanisms to detect "fake news"***Stephanie Papalla | researcher, Cyprus University of Technology***Every picture tells a story: Practicing visual analysis & storytelling***Kristina Juraitė | professor, Vytautas Magnus University***Media discourses about climate change and global warming***Jan Borm | professor, University of Versailles  
Saint-Quentin-en-Yvelines*

Presentation:

*Carmen Santamaría García | professor, University of Alcalá*

12.00 - 13.00 CET

**LUNCH BREAK**WORKSHOPS IN  
VIENNA  
ONLINE  
WORKSHOP

13.00 - 14.30 CET

**SCIENCE & MEDIA REVISITED: THE CASE OF COVID-19****The COVID-19 Infodemic: A (Science) Communication Challenge***Fabiana Zollo | assistant professor, Ca'Foscari University of Venice***The Media and COVID-19: Are we all science writers now?***Katharina Kropshofer | science journalist, Austrian newspaper Falter*Moderation: *Andreas Veglis | professor, Aristotle University of Thessaloniki*

14.30 - 15.00 CET

**COFFEE BREAK**

15.00 - 16.30 CET

**RESHAPING POLICIES TO FIGHT MIS/DISINFORMATION****A PANEL DISCUSSION***Julia Haas | assistant project officer, OSCE Office of the Representative  
on Freedom of the Media**Ioanna Kostarella | assistant professor, Aristotle University of Thessaloniki**Katharina Kropshofer | science journalist, Austrian newspaper Falter**Fabiana Zollo | assistant professor, Ca'Foscari University of Venice*Moderation: *Debora Lucque | Communication Officer, EUF***Location Vienna:** Veranstaltungszentrum C3, Sensengasse 3**Online:** Link will be sent prior to the event