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media masters

WORK PACKAGE N° 34

"MEDIA MASTERS WORKSHOPS - PLAYING THE EDUCATIONAL GAME, IN GREECE

Delivered by:

INNOVATION HIVE



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Document identification:

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EVENT DESCRIPTION			
Event number:	WP34		
Event name:	Media Masters Workshops - Playing the Educational Game, in Greece		
Type:	Laboratory		
In situ/online:	Spot		
Location:	Larissa, Greece		
Date(s):	June 19, 2025		
Website(s) (if any):	Article on the partner's website: https://innovationhive.eu/?post_types=&s=projects		
Participants			
Female:	40		
Male:	12		
Non-binary:	N/A		
From country 1- Greece:	52		
From country 2 [name]:	N/A		
From country 3 [name]:	N/A		
...			
Total number of participants:	52	Of the total number of countries:	52
Description			
Give a brief description of the event and its activities.			
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1. Introduction

On June 19, as part of the Pinios Festival in Larissa, the workshop "How to distinguish the right from the false" was successfully held at the pavilion of the Municipal Youth Council. The event attracted a wide and diverse audience, from young people and local community bodies, up to the Mayor of Larissa himself, who actively participated by testing the educational game MediaMasters.

This interactive workshop, designed with a focus on youth, aimed to enhance media literacy and critical thinking, approaching the phenomenon of disinformation in the digital age in an experiential way. Of decisive importance for the success of the action was the contribution of the Municipal Youth Council of Larissa, which not only supported the implementation of the event, but also strengthened its credibility and connection with the real needs of the local youth. As a body that promotes youth participation in decision-making and strengthens intergenerational cooperation, the Council has played a key role in attracting new participants willing to discuss the importance of information assessment and resistance to fake news.

The action was implemented as a single, interactive session, during which participants had the opportunity to get to know and play MediaMasters, work in facilitator-led groups, discuss source verification techniques and exchange personal experiences on digital content consumption. Through this collective learning process, the workshop highlighted the need to equip the new generation with the necessary tools to navigate responsibly, confidently and critically, in the complex and often misleading digital environment of our time.

Particularly encouraging was the fact that several of the participants expressed a desire to transfer what they learned to their own communities and schools, thus multiplying the positive footprint of the action. Through this interaction, the role of young people was highlighted not only as recipients but also as agents of change, capable of shaping a more conscious and informed society in the face of the challenges of the digital age.



The workshop was another step towards creating a culture of active participation and awareness around information and disinformation issues. With initiatives like this, Larissa is emerging as a living example of a city that invests in youth, promoting public dialogue and enhancing the skills of tomorrow's digital citizen.

2. Program and implementation of events

The workshop was organized as an open and highly interactive session, with the MediaMasters game as its main tool, aspiring to directly engage the participants with the phenomenon of fake news through the power of gamified learning. The event took place at the pavilion of the Municipal Youth Council and adopted a flexible, informal format, attracting passers-by visitors to the festival and inviting them to spontaneous participation.

Game activation (90 minutes – streaming)

Throughout the workshop, thematic tables were set up with printed material from MediaMasters, under the supervision of facilitators from Innovation Hive and members of the Municipal Youth Council. Each table functioned as an autonomous play station, where small groups of 3-6 people participated at the same time.

The organizers welcomed the participants, briefly explained the rules and guided the flow of the game with indicative scenarios. Players were asked to distinguish between real and fake news, activating logic, dialogue, and source control. Where necessary, the questions were adapted according to age profile or reading fluency, thus ensuring maximum accessibility and inclusiveness.

Taking into account the festival character of the environment, the workshop followed an open-flow structure, allowing visitors to enter and exit freely at any time. New teams joined the tables approximately every 15-20 minutes, with facilitators repeating the flow of the game so that each new participant could experience from start to finish.

Forms with ground rules helped to better understand the game, while facilitators provided ongoing support, explaining terms such as "misinformation" or "source reliability" in a simple and accessible way.

A particularly special moment was the participation of the Mayor of Larissa, who sat at one of the tables and played together with young people, experiencing the experience first-hand. Its presence contributed significantly to enhancing the visibility of the action, adding prestige and symbolic weight to this educational initiative.

3. Feedback:

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Participants responded with keen interest to the MediaMasters game, expressing their appreciation for the practical and interactive approach adopted. The fact that they could explore complex concepts around disinformation through an accessible, playful format seemed to enhance participation and active learning. The open and informal nature of the event created a welcoming and relaxed atmosphere, which many participants singled out as one of the key positives of the experience.

Many stressed that the game was a fun but also meaningful way to understand how misinformation spreads and how they can develop a more critical attitude towards the media they consume. At the same time, they particularly appreciated the constant support from the mediators at each table, who offered clear instructions and understandable explanations when needed.

However, points for further improvement have also emerged. A recurring observation concerned the difficulty of understanding certain questions, which contained complex or excessively technical wording. This has resulted in slowing down the flow of the game and, in some cases, creating embarrassment or hesitation in participating. Especially the younger players under the age of 18 found it difficult to fully respond, as the level of language and the framing of the scenarios exceeded their knowledge or cognitive readiness. On the other hand, the adult participants (18+) also noticed that some scenarios were overloaded or multi-layered, which hindered quick understanding and affected the smooth flow of the experience.

The above image highlighted the need to adapt the content to different age and cognitive groups. It became apparent that it would be useful to have differentiated versions of the game – both in terms of language and structure – in order to better serve the diverse needs of participants with different levels of media literacy and experience with digital content.

In addition, there were also some observations about linguistic inconsistencies, such as clumsy wording or incomplete sentences on some question cards, which caused confusion. While they weren't judged as serious drawbacks, they were highlighted as areas where small improvements could make the overall experience more fluid and easy to use.

The facilitators responded honestly, explaining that the game is still in development and that all feedback is welcome and valuable for its future development. Participants appreciated the fact that they were part of this co-creative process, and several said they were willing to try the game again in future versions once the proposed improvements have been incorporated.

The liveliness and enthusiasm that prevailed throughout the workshop proved in practice that young people have the desire to participate in actions that directly concern them, as long as they are given to them in an understandable, familiar and interactive way. Education around misinformation, although complex in concept, found ground for understanding and

reflection when it was combined with experiential tools, such as this game. In many cases, MediaMasters has served as an occasion for a deeper discussion not only about the content of the news but also about the responsibility we bear as citizens when we reproduce or evaluate information online. This transition from simple participation to conscious attitude was one of the most substantial benefits of the action.

As a continuation of this successful experience, it was proposed by teachers and local government executives the adoption of MediaMasters in school curricula and municipal lifelong learning actions. Its integration as a tool in formal and informal education settings could further enhance media literacy skills, especially at ages that are most vulnerable to false or misleading content. In particular, the need for constant updating of the game to reflect developments in social networks, artificial intelligence technologies and modern forms of information manipulation was emphasized. Investing in such tools is not a luxury, but a necessity, in order to shape citizens with critical thinking and awareness of their role in the digital public space.

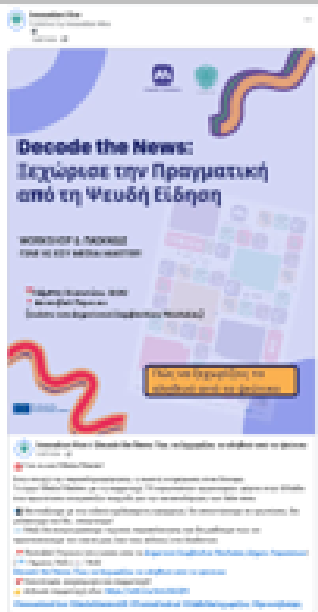
4. Communication and promotion of the initiative

To ensure strong visibility of the MediaMasters workshop held on June 19 during the Pinios Festival in Larissa, Innovation Hive developed a targeted and multi-layered communication strategy through its established digital network.

The initial promotion began with the creation of a special event on Facebook, which outlined the theme, objectives and interactive format of the workshop. This was supported by a **Facebook post on** the same day, reinforcing the invitation and encouraging participation through engaging visuals and a direct registration link. Both efforts focused on the already existing Innovation Hive community, which consists of educators, youth professionals, students as well as local stakeholders.



<https://fb.me/e/8QsLFDGQN>



<https://www.facebook.com/InnovationHiveEu/posts/pfbid08QEDdwPPUuuNY54EFxriZGrZu7GLBDeQe75G6y4N1Ca8y1fnbP31GfWSKQPkNGNoI>

As the event date approached, on June 18, 2025, strategic Instagram Stories were released, which were renewed again throughout the day on June 19, creating a sense of excitement and immediate participation. These publications highlighted key elements of the event, such as the location, the collaboration with the Municipal Youth Council, as well as the opportunity to try out the MediaMasters game.

At the same time, on June 18, a second round of posts was published on Facebook and Instagram, with the aim of stimulating last-minute participation and maximum visibility to Innovation Hive's digital audience.



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<https://www.facebook.com/InnovationHiveEu/posts/pfbid0RZ2UDT7533gQLxNAsLauAT63X4sxzcqR6fs8xZTgqCoyy6xZyQcAWxuejgRtjDe2l>

Throughout June 19, a series of stories were posted on Instagram that recorded behind-the-scenes moments, live tests of the game at the booth, as well as notable guests, including the visit of the Mayor of Larissa, who actively participated in the MediaMasters game. This dynamic and ongoing online presence not only attracted a wider and diverse group of participants, but also expanded the reach of the initiative beyond the physical location of the event.

All content was designed with an emphasis on visual appeal and informative value, aligning with the initiative's inclusive and youthful identity, while highlighting Innovation Hive's unwavering commitment to interactive awareness-raising actions in public spaces.





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Through this system, we were able to organise seats, materials, and facilitation needs in advance, thus avoiding last-minute challenges. The detailed planning allowed us to ensure that all necessary resources were in place, and that facilitators were well-prepared to engage participants effectively. This logistical clarity contributed to a smooth and welcoming environment, enhancing the overall quality of the experience for everyone involved.

The strategy proved to be particularly effective, as a diverse group of young participants attended on the day of the event, reflecting both the importance of the topic and the success of our outreach actions. Their active involvement and willingness to engage in discussion demonstrated a real need for more participatory, hands-on approaches to critical issues like misinformation and digital literacy. Many of the attendees had never participated in a workshop of this nature before, making their enthusiasm and thoughtful contributions especially valuable.

After the workshop, Innovation Hive prepared a comprehensive article, available in English and Greek, which documents the event, shares ideas and key conclusions, and offers a reflective overview of the discussions and comments that emerged. The article aimed to preserve the knowledge generated through the workshop, while also offering inspiration and concrete guidance to other educators, youth workers, and organisations interested in implementing similar activities.

The article served both as a dissemination tool and as a record of our efforts to make a meaningful contribution to the debate at European level on digital literacy and youth empowerment. It was shared through our website, further enhancing the visibility of the



MediaMasters initiative and highlighting our commitment to accessible, meaningful learning experiences with real impact.

Looking ahead, the positive feedback and concrete lessons learned from the event provide a solid foundation for replication in other regions and contexts. As part of our ongoing efforts, we plan to develop a toolkit based on the workshop model, which will support schools, youth organisations, and municipalities in adapting the MediaMasters experience to their local realities. This ensures that the momentum generated by the workshop does not end with a single event, but rather evolves into a sustainable, transferable practice that can foster critical digital engagement across Europe.

5. Photos



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CHANGE HISTORY		
VERSION	PUBLICATION	CHANGE
1.0		Original version

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