



NEWSLETTER | UPDATE SPRING 2021

ERUM is an Erasmus+ funded project. It is carried out by university partners from Cyprus, France, Greece, Lithuania, Luxembourg and Spain under the coordination of the University of Vienna (Austria) and focuses on the question how universities and media professionals can work together and learn from each other to improve the quality of information amidst changing and dynamic flows of information. Within the project, various events will bring together journalists, researchers and students. In addition, freely accessible materials such as reports, guidelines and open educational resources for higher education institutions will be produced.

In recent months, we were able to make substantial progress within our project. Not only have we managed to successfully implement several events online, but we have also finalised one of the big milestones of our project, which are the guidelines for evidence-based communication that we published this spring. With this newsletter, we would like to give an update on our project!

EVIDENCE-BASED COMMUNICATION GUIDELINES

For early stage Researchers and Journalists

The Evidence-Based Communication Guidelines are one of the ERUM project milestones and were prepared by Inesa Bunevičienė and Kristina Juraitė from the Vytautas Magnus University with the support of the whole ERUM partnership. The guidelines support students, young journalists and researchers in the development of their science communication competences and skills and contribute to a better understanding of the role of media in communicating science and research to non-scientific audiences.

The Guidelines were compiled based on research on controversial issues in the news media conducted by the ERUM project team, a survey conducted amongst journalists and media professionals, as well as a literature review. The survey data, which can be found in the annex of the guidelines, include information about journalists' current and former work practices, ethical standards in reporting, fact-checking procedures, disinformation, and COVID-19 challenges to journalism and media.

Especially the COVID-19 pandemic has proven that there is need for further guidance as far as the exchange between media and science is concerned. Journalists have to deal with scientific information, avoiding phenomena such as false balance in their reporting, while at the same time, (young) scientists have to reflect upon the communication of their scientific findings to a broader audience in a sustainable manner. With the preparation of the guidelines, the ERUM team would like to offer a useful tool to both – (young) journalists and (future) researchers!

The guidelines are available for download here: <https://projects.uni-foundation.eu/erum/#resources>





TWO ONLINE CONFERENCES BROUGHT TOGETHER RESEARCHERS, JOURNALISTS AND POLICY MAKERS

In December 2020 and May 2021 the European University Foundation and the Cyprus University of Technology organised two one-day conferences that gathered researchers, journalists and policy makers.

With our project, we would like to open up a space for discussion concerning the role of universities and the media within our knowledge society. In this regard, the two events were used to present our research on the representation of controversial topics in media as well as our evidence-based communication guidelines, get feedback and initiate discussion and exchange amongst the target groups of our project. Valuable inputs were furthermore provided through guest speakers and panelists external to the project, namely Alberto Rabbachin from the European Commission, Paula Gori from the European Digital Media Observatory, Nico Drok from our associated partner European Journalism Training Association, Filios Stangos from Greek Public TV ERT3 as well as the researchers Angeliki Gazi, Pantelis Vatikiotis (both Panteion University Athens) and Evie Lambrou (Frederick University Nicosia).

2

INTENSIVE STUDY PROGRAMMES FOR HIGHER EDUCATION LEARNERS

Exchanging and learning from each other in virtual settings

From 1st to 5th of March this year, the University of Versailles Saint-Quentin-En-Yvelines hosted our first Intensive Study Programme “Which Guidelines for Evidence-based Communication?”. The programme gathered around 20 master and PhD students in an interdisciplinary setting on Zoom to follow a set of practice-oriented sessions – lectures, workshops, hands-on activities – proposed by journalists and university professors.

The five-day event focused on the quality of information and allowed for the piloting of our Evidence-based Communication Guidelines mentioned above. As one student put it, *“the Intensive Study Programme provided valuable input as to how the media can act as an interface between scientists and the general public. The best way to fight fake news is by disseminating the right information. It is important for journalists and scientists to create networks based on trust and experience and work in synergy.”*



The 2nd Intensive Study Programme for PhD and master students “From Post-Truth to Pseudoscience: understanding the impact of disinformation on our societies”, hosted by Aristotle University of Thessaloniki, takes place from July 19-21 and September 13-14 this year. The ISP should help participants develop a better understanding of current scientific debates that attract large amounts of dis/misinformation and foster training of transversal skills relevant to tackle the spread of dis/misinformation within their field.



Photo: [cottonbro](#) via [Pexels](#)

The ERUM team will use this chance to pilot the innovative learning material that we are currently developing. It is aiming at equipping learners with critical thinking skills to improve their resilience towards “fake news” and raising awareness about its impact on our society.

3

Further information is available here: <https://projects.uni-foundation.eu/erum/from-post-truth-to-pseudoscience-understanding-the-impact-of-disinformation-on-our-societies-online-intensive-study-programme/>

ERUM ON SOCIAL MEDIA

For regular updates follow us on [Facebook](#) and [Twitter](#) (@ERUMproject)
or join our [Linkedin-group](#) (ERUM – an Erasmus+ Project)!

THE ERUM PARTNERS

