

Educating Moldovan Consumers of Information to Reduce the Effect of the False Information and Manipulation through Media

Period of implementation: 07.12.2017 - 06.12.2019

EaP countries:
Moldova

Implementing organisation(s):
ASSOCIATION OF INDEPENDENT PRESS

Project website: www.api.md, www.stopfals.md

Project description:

The major objective of this project is to diminish the impact of manipulation and propaganda by the media through educating media consumers to identify manipulation and false or biased information. These activities will continue and will extend the campaign against false and biased information, "StopFals!", conducted by the Association of Independent Press (API) and its partners in Moldova.



Social media account links:

facebook.com/Asociatia-Presei-Independente-223647077681853/,
facebook.com/StopFals.md/,
youtube.com/channel/UC1EZtxpgfVra2yZ_Ug4PDwg,
youtube.com/channel/UCfDUFKAhjemr8schOuzCJeA,
<https://twitter.com/stopfals>, <https://ok.ru/stopfals>,
<https://ukraine.rubio170960076>

Expected results:

- At least 4000 people in rural areas will be aware of the risk of manipulation by media.
- Up to 100 000 media consumers in rural areas in the Republic of Moldova are able to consciously differentiate false information.
- At least 2/3 of media consumers aware of the manipulation risk are women.
- 50% of StopFals "agents" are women.
- 140 public meetings on risk of manipulation are to be organised.
- 4000 participants in local meetings.
- 360 materials published/broadcast by local and national media on manipulation.
- 35 persons able to explain the risk of manipulation are trained, 30% of them are women.
- A film/video broadcast on TV channels, posted on the web pages, shown at public meetings.
- 8 analyses/newsletters disseminated among at least 200 beneficiaries in the country.
- A national conference held at the end of project.