

**Youth Connect**

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# **Media Literacy in the age of AI**

**Open Call for Participation**

*An ideathon on solutions to address disinformation*



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***Are you a young leader interested in how artificial intelligence algorithms are shaping what we see, hear and believe online?***

***Are you interested in connecting with peers and generate solutions to increase digital agency and address disinformation?***

***Join us on 11–12 November for a two-day training programme exploring media literacy in the age of AI.***

The British Council and Edinburgh Futures Institute are pleased to invite you to participate in a two-day training programme to explore media literacy and generate solutions to address misinformation and disinformation.

We are inviting young people aged between 18 and 35 who are passionate about leading change to work together in interdisciplinary teams and create solutions on how disinformation can be addressed. We are aiming to bring together emerging changemakers to critically engage with the challenges and opportunities AI presents in media, public discourse, and civic life.

The ideathon will take place at **Edinburgh Futures Institute, The University of Edinburgh, 1 Lauriston Place, Edinburgh, EH3 9EF**

This event is part of British Council's **Youth Connect** programme, delivered in partnership with the **Edinburgh Futures Institute** and **ThinkYoung**.

### **What's the training about?**

Artificial intelligence is transforming how we access, share, and interpret information. This training will help you:

- Understand how AI influences media and public opinion
- Identify bias, misinformation, and manipulation online
- Reflect on your own digital habits and leadership role
- Explore ethical questions around privacy, moderation, and online behaviour
- Collaborate on ideas and tools for responsible media engagement

### **Who is it for?**

We're inviting young people aged 18–35 who are:

- Curious about media, technology, and civic engagement

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- Active in their communities, studies, or professional fields
  - Motivated to learn, collaborate, and lead change

No prior expertise in AI or media literacy is required—just an appetite to engage and grow.

### **What is in it for you?**

- Two and a half creative days, where you will have the chance to meet new people, learn more about media and information and apply your knowledge to work in teams and create solutions to combat disinformation.
- Learn from leading experts in media and information
- Develop practical skills for digital leadership
- The opportunity to win a study visit to Belfast and meet with other teams from similar trainings across Europe.
- The opportunity to join a forward-thinking network shaping the future of media and technology
- Food and coffee to energise you.

### **What is required**

Participants should:

- bring their personal laptops and mobile phones
- be able to join for the whole duration of the event
- you will be sent pre-event instructions to prepare

### **When and where**

**Tuesday 11 November      09.30 - 17.30**

**Wednesday 12 November   09.30 - 17.30**

Lunch breaks, coffee, snacks and refreshments will be provided throughout the two days of the event.

Participants are expected to be present for the whole duration of the event.

### **How to apply**

To take part in the ideathon, complete the [online application form](#) by **Friday 31 October 2025 (23.59 UK time)**

### **Information**

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For more information, please contact Chrysa Vlachopoulou at  
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