

# MEDIANUMERIC



## TEACHERS' HANDBOOK

USING THE MEDIANUMERIC COURSE IN  
YOUR TEACHING

# Colophon

## About this Handbook

This Handbook is published by MediaNumeric, an initiative of the Netherlands Institute for Sound & Vision, InHolland University, L'Institut National de l'Audiovisuel, Agence France-Presse, SWPS University, Storytek, EUScreen and Centrum Cyfowe.

The **Netherlands Institute for Sound & Vision** is the institute for media culture; an inspiring, creative and accessible place for private individuals and professionals, focusing on current developments concerning people, media and society from a media-historical perspective.

**InHolland University** is a large university of applied sciences located in eight main cities in the Netherlands, offering practice-oriented education and research opportunities. They educate independent, critical professionals to make a meaningful contribution to the inclusive world of tomorrow, with a focus on fostering a sustainable living environment and a resilient society.

**L'Institut National de l'Audiovisuel** is a repository of all French radio and television audiovisual archives. Since 1974, Ina has been responsible for preserving, promoting and transmitting France's audiovisual heritage. Ina is also an international training and research centre for digital media and content.

**Agence France-Presse (AFP)** is one of the world's three major news agencies. Its mission is to provide rapid, comprehensive, impartial and verified coverage of the news and issues that shape people's daily lives.

**SWPS University** is a private non-profit university in Poland established in 1996, exploring the human mind and applying this expertise to address

practical challenges in society, focusing on new technologies and dynamic social change.

**Storytek Innovation & Venture Studio** is a creative meditech and storytelling accelerator in Northern Europe, offering innovative business models and format options, as well as concrete needs for professional organisations in the European media ecosystem.

**EUScreen** is a network of European broadcasters and audiovisual archives, media scholars, and technical experts, facilitating access to and engagement with archival audiovisual content through their independent online portal.

**Centrum Cyfrowe** is a Polish think-and-do-tank supporting openness and engagement in the digital world by changing the way people learn, participate in culture, use the internet and exercise their rights as internet users.

## Cover Image

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# 1. Executive Summary

The Handbook for running on-site training events based on the MediaNumeric format is a step-by-step guide created to maximise the simplicity of utilising the MediaNumeric Academy course in teaching. The document entails:

- Location and accessibility of the MediaNumeric Academy course;
- Costs and completion time;
- Content description;
- Navigation within the course;
- Opportunities for integrating the course in onsite teaching situations;
- Terms of use and privacy policy;
- Contact information.

It has been created as a guide for all potential recipients of the MediaNumeric Academy, especially those involved in teaching, to ensure that the knowledge and formats used in the course can be easily transferred for running on-site training.

## 2. Introduction

MediaNumeric Academy has been conceived as a self-paced, comprehensive online course designed for students, young professionals, or anyone interested in the fields of data-driven journalism, creative storytelling, and fact-checking. However, it can also be easily utilised by teachers, academics, and trainers in onsite teaching situations. This handbook is intended to compile essential information about the course to facilitate its use in such contexts.

## 3. Location and accessibility

The MediaNumeric Academy course is available online on the course website <https://www.medianumericacademy.eu/> and also through the project website <https://www.medianumeric.eu/>. The course has been developed on the Moodle platform, making it accessible from both computers and mobile devices. It adheres to accessibility standards and undergoes updates in line with platform development. Enrolling in the course requires individuals to create an account on the Moodle platform.

## 4. Costs and Completion Time

The MediaNumeric Academy course is entirely cost-free. The completion of a single module within the fundamental framework of the course is estimated to require no more than 3 hours.

Nevertheless, participants have the option to enhance their understanding through supplementary materials. The entire course can be undertaken at a self-determined pace. Progress is automatically saved to your account, affording the flexibility to revisit and resume the course at any juncture.

## 5. Content

The online course consists of an introduction and three modules that address the most crucial skills needed to master data gathering, analysis and storytelling.

The course's first module focuses on the **search and exploration of multimedia data**. Participants will be introduced to the stages of a data project, from data collection to data preparation and analysis. Through a series of exercises, they will learn about different data collection techniques, the tools, and databases used in the process, and potential biases that can occur.

The second module of the course focuses on **telling stories with data**. Participants will learn about the basics of multimedia and data-driven storytelling, as well as different techniques for designing a data storytelling project. They will also be introduced to free data visualisation tools such as Flourish, rawgraphs, Kartis, and Tableau.

In the final module, participants will learn all about **tracking and debunking misinformation**. They will explore the ethical implications of digital media and data manipulation and learn how to identify and debunk fake news through open-source intelligence techniques.

Each module primarily consists of video materials, which form individual lessons accompanied by textual materials (articles, reports, analyses), and knowledge-check exercises throughout the course. These exercises serve as the foundation for obtaining a personalised certificate upon completion of the course.

## 6. Navigation

Each of the modules is subdivided into smaller thematic blocks. Within each block, participants will find video recordings and accompanying exercises. Navigation between these blocks can be facilitated using the side menu or the "previous" and "next" buttons located beneath each piece of content.

- [Introduction](#)
  - [How to Use the Course](#)
  - [Welcome to the MediaNumeric](#)
  - [What is Data Journalism](#)
  - [Data, Archives and Storytelling](#)
  - [Data literacy](#)

- [Pretest](#)
- [Module I: Search & Exploration](#)
  - [Introduction](#)
  - [Block 1. Data collection](#)
  - [Block 2. Data analysis](#)
  - [Block 3. Tools & Databases](#)
  - [Block 4. Archives](#)
- [Module II: Storytelling with Data](#)
  - [Introduction](#)
  - [Block 5. The Basics](#)
  - [Block 6. ABCs of Generative AI](#)
- [Module III: Tracking & Debunking Misinformation](#)
  - [Introduction](#)
  - [Block 7: Media Ethics & Social Impact of Journalism](#)
  - [Block 8: Dealing with misinformation](#)
  - [Block 9: Reflection Questionnaire](#)
- [Certificate](#)

To navigate through the course, participants can also use the progress bar at the top of each view. Its appearance changes based on the number of exercises completed. The system retains answers and progress even after logging out. If an incorrect answer was provided, participants can revisit the video recording and try again.

## 7. Onsite Teaching Situations

Both the entirety of the course and its individual components can also be easily utilised by teachers, academics, and trainers in onsite teaching situations. Each module forms an independent entity. The videos have been made available through the Vimeo platform, allowing for easy linking, embedding, and downloading. They have also been enriched with detailed, verified subtitles. The presentations that served as the basis for the recordings can also be downloaded for each video lesson. Additionally, all textual and supplementary materials are provided in PDF format, ready for download. This makes each element of the course easily downloadable and adaptable to lesson plans, offering ample opportunities to enrich the curriculum of courses or classes with topics covered in the course.

## 8. Terms of Use and Privacy Policy

The data collected during registration is solely used for the purpose of recording the participant's progress on their account and generating a personalised certificate of course completion. The administrator of the personal data provided as part of the implementation of the "MediaNumeric Academy" under the Erasmus+ MediaNumeric project is the MediaNumeric consortium, with the

Netherlands Institute for Sound & Vision, based in Hilversum, the Netherlands, acting as the project coordinator. For more information, please refer to the '[Terms of Use and Privacy Policy](#)' article.

## 9. Contact Information

In case of any questions please contact us: [info@medianumeric.eu](mailto:info@medianumeric.eu).

