



ANNUAL REPORT

2022



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LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends,

2022 turned out to be particularly busy for our organization, as amidst the Russian military intervention in Ukraine, the information warfare pursued by the Kremlin intensified to an even greater extent. Last year, we developed the Russian-language section of Myth Detector and, in response to the ongoing hostilities, joined Meta's initiative to reveal and debunk harmful information in Russia, Ukraine, and Belarus, along with Georgia, within the framework of Facebook's Third-Party Fact-checking Program.

Along with foreign information operations, we also studied disinformation campaigns and coordinated inauthentic behavior pursued by local actors to contribute to the establishment of a better-informed society.

Our organization has pioneered in researching gender-based disinformation in Georgia and has started developing training resources and educational programs around these topics.

We are thrilled that last year, together with the United Nations Children's Fund, we toured the whole of Georgia and trained about 900 schoolchildren in the practical skills of identifying and verifying false information about the infodemic. Apart from high school students, we worked on

developing media literacy programs with school teachers and future teachers in higher education institutions.

Together with the Deutsche Welle Akademie, developing critical thinking among young people through media literacy programs remained one of the priorities of MDF, and considering the success of the project, we even planned to transform it into a regional format by 2023.

Despite the difficulties, 2022 was a successful year for the organization. First of all, we have acquired many new valuable employees, who together with us, create quality informational, research and educational content for you. We've also gained international recognition by winning the "Most Creative Format" at the Poynter Institute's International Fact-Checking Network (IFCN)'s annual #GlobalFact9 in Oslo. Our activities were widely covered by the international media last year.

We would like to thank everyone who was involved in various ways in our projects and activities in 2022, as well as our partners and donor organizations who gave us the opportunity to implement a number of valuable ideas. Together with the students who continue to cooperate with us even after the end of the program, we are grateful to the readers who actively cooperate with us in order to reveal

disinformation since safeguarding the information environment and supporting the revitalization of the media ecosystem are vital for the formation of a resilient society, where each citizen has a unique role to play.

TAMAR KINTSURASHVILI

Executive Director

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ABOUT US

The Media Development Foundation (MDF) is a leading Georgian NGO in media monitoring, research and communication, specialising in detecting and verifying fake media content. With its well-established media literacy programs and experienced fact-checkers, MDF aims to promote critical thinking in media consumers and raise awareness on the importance of fighting fake news.

OUR MISSION

The Media Development Foundation (MDF) aims to promote:

- Fundamental human rights and freedoms; Open, inclusive and pluralistic society;
- Informed decisions in the democratic society by providing reliable and quality information, detecting harmful content, disinformation and misinformation, ensuring transparency of the sources;
- Critical thinking in a new media ecosystem and resilience building of citizens' through conscious media consumption;
- Professional and institutional development of media; Establishment of media accountability and self-regulation mechanisms.

PROGRAM DIRECTIONS

The educational, research and advocacy directions of the Media Development Foundation entail the following activities:

- **Education:** Media literacy, professional development of journalists, cooperation with academia and teachers through trainings and training resources;
- **Research:** Fact-checking, researching hate speech and anti-Western propaganda, identification and analysis of malign actors, researching the coordinated inauthentic behaviour (CIB) on social media, researching the financial transparency of media.
- **Advocacy:** Advocating the rights of journalists and media consumers, as well as policy issues.

OUR TEAM

The Media Development Foundation unites



BOARD MEMBERS

- TAMAR KINTSURASHVILI
Executive Director
- TAMAR KHORBALADZE
Chair of the Board
- KETEVAN MSKHILADZE
Board Member, Gender Program Director
- TAMAR SHAMILI
Board Member
- GIGA ZEDANIA
Board Member, Ilia State University
- BEKA MINDIASHVILI
Board Member, Tolerance Center of the Public Defender's Office
- LEVAN GIORGADZE
Board Member

Detailed information on MDF's staff is available on the [website](#)

MDF'S PERFORMANCE IN NUMBERS

IN 2022

NUMBER OF TRAININGS CONDUCTED **80**

NUMBER OF PEOPLE MDF TRAINED **1,640**

1,165
YOUNGSTER

317
TEACHER

140
PARENT

18
JOURNALIST

3 RUSSIAN LANGUAGE WAS ADDED TO "MYTH DETECTOR" AND ADDITIONAL COUNTRIES WERE COVERED WITHIN THE FRAMEWORK OF FACEBOOK'S FACT-CHECKING PROGRAM

NUMBER OF FACT-CHECK ARTICLES **770**

NUMBER OF PUBLICATIONS **5**

NUMBER OF INTERNATIONAL EVENTS MDF PARTICIPATED IN **11**

1,5 MLN NUMBER OF PAGE VIEWS ON MYTH DETECTOR'S WEBSITE

NUMBER OF USERS REACHED ON SOCIAL MEDIA

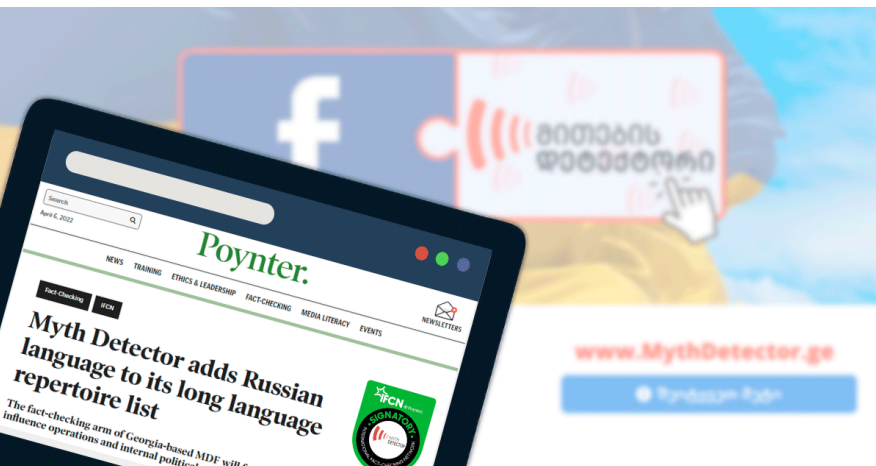
1,9 MLN MDF FACEBOOK PAGE PEOPLE REACHED

6,9 MLN MYTH DETECTOR FACEBOOK PAGE PEOPLE REACHED

1,4 MLN MYTH DETECTOR TWITTER TWEET IMPRESSIONS

10 SUCCESSFULLY IMPLEMENTED PROJECTS WHILE PROVIDING SERVICES FOR META AND THE EUROPEAN SERVICE NETWORK

2022 HIGHLIGHTS



MDF TAKES ACTION IN REDUCING THE SPREAD OF DISINFORMATION ON RUSSIA'S WAR IN UKRAINE

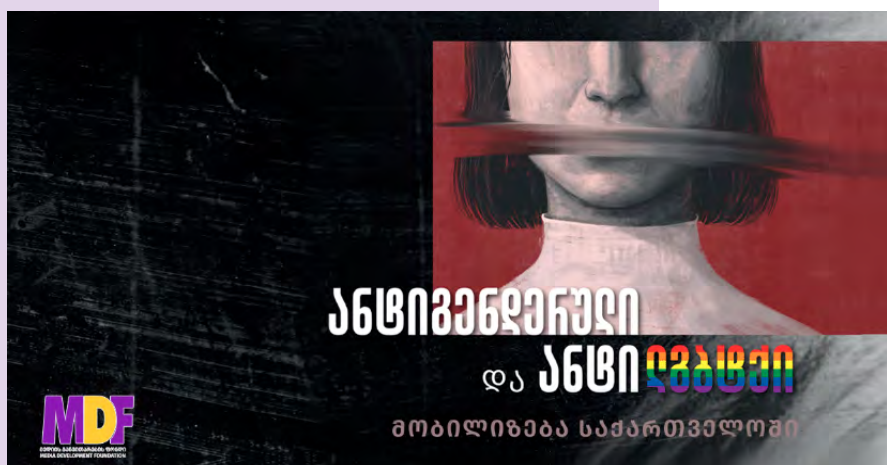
Myth Detector adds Russian language to its long language repertoire list

Myth Detector, the fact-checking platform of MDF, **expanded** its language capabilities to include Russian. This expansion has enabled Myth Detector to intensify its efforts in scrutinising and debunking foreign influence operations and Kremlin propaganda in Russian language as well and flagging them as such in the framework of Meta's third-party fact-checking program, further strengthening its mission of combating mis/dis-information.

In 2022, "Myth Detector" prepared 299 materials in Russian, of which 133 were related to the topic of the Russia-Ukraine war.

THE MEDIA DEVELOPMENT FOUNDATION HAS STARTED RESEARCHING GENDER-BASED DISINFORMATION

The Media Development Foundation has pioneered to study gender-based disinformation in Georgia in 2022 and identify the main actors who use identity-related issues for political interests and try to manipulate public opinion on these topics.



MDF IN INTERNATIONAL PRESS

In 2022, a number of international publications – The Washington Post, France 24, Deutsche Welle, Poynter, Al Jazeera, The Insider – wrote about the activities of the Media Development Foundation and its fact-checking and media literacy programs.

MDF and Myth Detector in Leading International Editions 2022

“Georgia-based Myth Detector is one organization that expanded its capacity to catch viral propaganda about the war.”
The Washington Post

“Myth Detector adds Russian language to its long language repertoire list”
Poynter.

“Since 2008, one NGO in Tbilisi [MDF] has been fighting the hybrid war waged by Moscow and its agents.”
FRANCE 24

“The Media Development Foundation is one of the two organizations in Georgia that are partners with Facebook’s official fact-checking program; they research and flag false news and provide reliable information.”
DW Deutsche Welle



#GLOBALFACT9'S AWARD FOR THE 'MOST CREATIVE FORMAT' GOES TO MYTH DETECTOR

Myth Detector has been honored with the #GlobalFact9 award “Most Creative

Format’ for its humorous **media literacy clip**, designed to educate individuals on simple techniques for identifying fake photos. #GlobalFact9 represents the annual conference hosted by the International Fact-Checking Network (IFCN) of the Poynter Institute, drawing over 600 fact-checkers in Oslo in 2022. This recognition underscores Myth Detector’s commitment to advancing media literacy and combating misinformation on a global scale.

DON'T GET INFECTED WITH DISINFORMATION! — FIGHTING INFODEMIC WITH MEDIA LITERACY

In 2022, the Media Development Foundation, in partnership with the United Nations Children’s Fund (UNICEF) and the US Agency for International Development (USAID), launched the media literacy campaign “Don’t get infected with disinformation!” As part of the campaign, in a period of 8 months, we visited 30 cities and villages and equipped 888 schoolchildren with media literacy skills, trained 118 teachers in teaching media literacy, and talked to 140 parents about the importance of safe navigation of teenagers in the new media ecosystem and their role in this process.



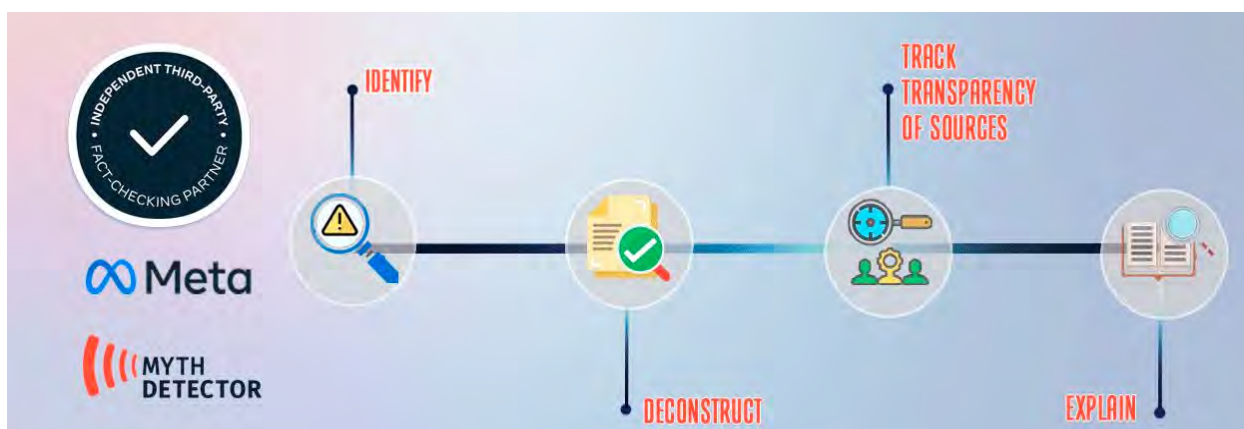
I. RESEARCH

MDF examines manipulative media content from various directions:

1. **INFORMATION INFLUENCE ACTIVITIES BY FOREIGN COUNTRY** (direct propaganda by Russian government sponsored media and indirect anti-Western propaganda by cloaked media outlets);
2. **DOMESTIC POLITICAL PROPAGANDA** (use of trolls and fake pages in social media for political purposes);
3. **SPREAD OF FALSE INFORMATION FOR ECONOMIC PURPOSES** (click bait web-pages).

To reveal information influence activities of foreign countries as well as misinformation activities of local actors, the MDF applies an approach consisting of the following four steps:

1. **IDENTIFY.** Media monitoring is conducted to study anti-Western messages, sources of these messages, framing of narratives and to understand a broader context. Moreover, the monitoring enables to identify content that is either fake or manipulative.
2. **DECONSTRUCT.** Fake or manipulative content is checked and real facts are established through open sources and transparent methodology.
3. **STUDY INTO TRANSPARENCY OF SOURCES.** Transparency of sources means establishing the formal or informal owner of a media outlet, studying its financial transparency and informing society about the reliability of a news source.
4. **EXPLAIN.** Informing society about propaganda methods and techniques used in spreading fake news intentionally by an interested party in order to harm society. Media literacy enhances the resistance of society, enabling citizens to identify and filter out fake news and making them less vulnerable to such information.

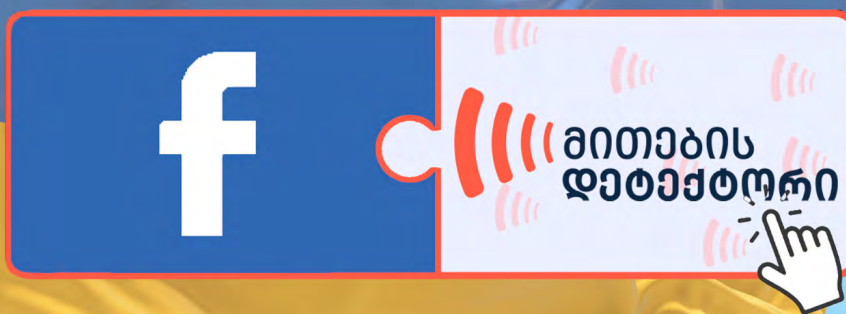


1. FACT-CHECKING PROGRAM

In 2022, a Russian-language section was added to Media Development Foundation’s fact-checking platform Myth Detector (www.mythdetector.ge). During this period, a total of 770 articles were published on the platform, the majority of them (383 articles) was devoted to **Russia’s war in Ukraine**.

1.1. MYTH DETECTOR’S FACT-CHECKING PROGRAM IN RUSSIA, UKRAINE AND BELARUS

In the framework of Facebook’s third-party fact-checking program, “Myth Detector” expanded its partnership with Meta in 2022, and, in addition to Georgia, it now verifies false information in Russia, Ukraine and Belarus. After the launch of Russian military intervention in Ukraine, a Russian-language section was added to “Myth Detector”, which produced a total of 299 articles in 2022, 133 of which were devoted to the topic of the Russia-Ukraine war. “Myth Detector” studies and evaluates the accuracy of the information disseminated on Facebook, which serves to establish the authenticity of the news and improve its quality. “Myth Detector” is available in Georgian, Russian and English languages, and in the past years, it’s content was also translated into Azerbaijani and Armenian languages.



1.2. 18 CORRECTED ARTICLES AND ACCOUNTABILITY BEFORE THE AUDIENCE!

Meta’s third party fact-checking program helps enhance the degree of responsibility of social media users and fosters accountability before the audiences. In case of correcting the erroneous information evaluated by the Myth Detector in a proportionate form, the evaluation of the post will be revised, and the rating will be removed.

Following the evaluation of Facebook posts by Myth Detector in 2022, the authors of the information disseminated in 18 cases corrected the primary posts and informed the audience, respectively. A total of 38 corrections were recorded by Myth Detector since the launch of the program.

A proportionate correction entails clearly informing the reader of an error by making changes to the same link on which the original content was disseminated.

This mechanism helps to properly inform the public by correcting the mistakes, making both traditional media and individual Facebook users accountable to the public.

1.3. MYTH DETECTOR IN IFCN

Since 2019 Myth Detector has been a **member** of Poynter Institute’s International Fact-Checking Network (IFCN).

“Myth Detector is a long-time signatory of IFCN and newsroom work is based on applying professional standards and serving the interest of the society. The editorial team provides thorough, important and valuable service to the audience checking claims, revealing disinformation and propaganda in the online and social media and distributing content in five languages.” – notes IFCN.

The work of Myth Detector, including the pressure applied to the local fact-checking organization, has been covered by the Poynter Institute in 2022 as well:

1. Myth Detector adds Russian language to its long language repertoire list
2. In Georgia, fact-checkers have become targets of the ruling party



2. COORDINATED INAUTHENTIC BEHAVIOUR (CIB)

In 2022, “Myth Detector” identified 12 discrediting campaigns and 60 social media trolls mobilized against the **General Director of the Mtavari Arkhi, US Ambassador to Georgia, Ukrainian government, former Georgian President and founders of TBC Bank.**





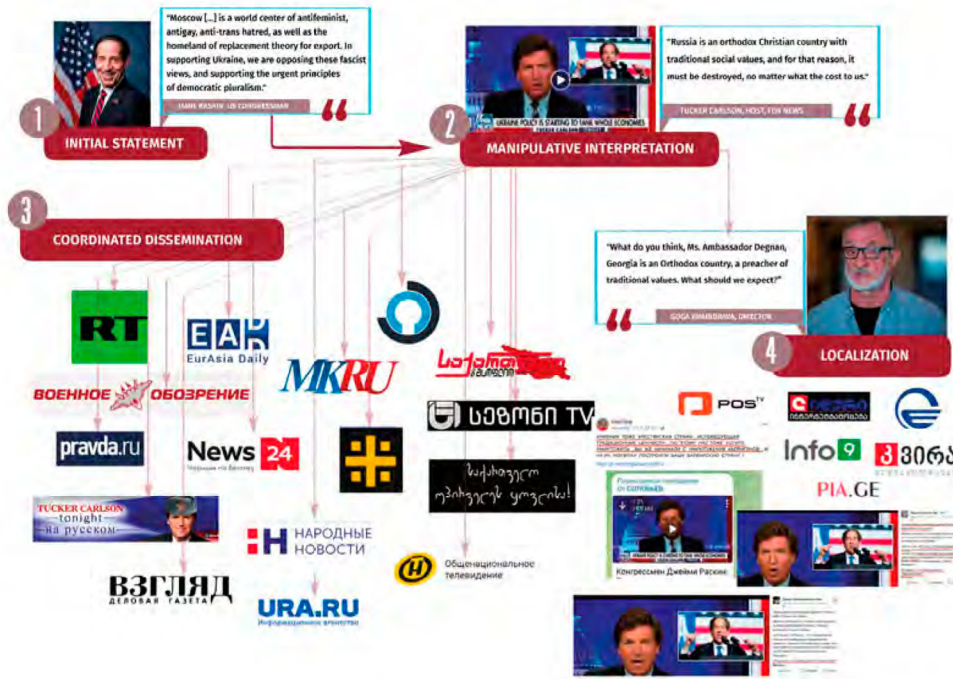
3. GENDER-BASED DISINFORMATION

The Media Development Foundation was the first organization to study gender-based disinformation in Georgia in 2022 and published a report in 2023. As the research demonstrated, cases of gender-based disinformation were directed against both women and members of the LGBTQI community and were used to discredit politicians.



The research revealed one case of Foreign Information Manipulation and Interference (FIMI), which was disseminated in Georgia, Russia, Belarus and other post-Soviet countries in a coordinated manner and through various communication channels in relation to the war in Ukraine and was aimed to divert attention from the topic of war to other sensitive issues as identity.

INFOGRAPHIC 1. PHASES OF INFORMATIONAL DISORDER AND THE MEDIA ECOSYSTEM OF DISSEMINATING FALSE INFORMATION



4. MONITORING REPORT – CONFLICT REPORTING IN AZERBAIJANI- AND ARMENIAN- LANGUAGE REGIONAL MEDIA AND OTHER MEDIA OUTLETS

The **report** reflects the results of media content monitoring to analyze conflict coverage by Azerbaijani- and Armenian-language regional platforms. In addition, the report incorporates conflict-related qualitative data acquired from specific Russian- and Georgian-language Facebook accounts. The study aimed to identify the degree of media’s adherence to professional standards of conflict reporting and the potential spread of disinformation and hate speech.



5. RUSSIAN INFORMATION WARFARE - 2 MONTHS AFTER THE INVASION IN UKRAINE

For February 24 to April 24, MDF monitored Russian, Belarusian, Ukrainian and Georgian social media and uncovered typologies of key messages and false claims disseminated by Russian, Georgian, Belarusian, and Ukrainian sources. The **report** published in 2022 consists of two parts: the first part discusses the amount, themes and typology of viral disinformation and manipulative content; The second part deals with the communication channels of Russian information operations and their tactics.



6. THE ANATOMY OF VIOLENT GROUPS- ONE YEAR SINCE THE EVENTS OF JULY 5

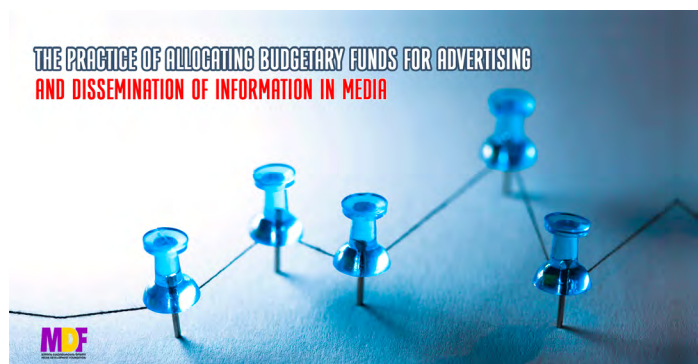


The **report** studies those groups that appeared most vividly in the public arena as a result of violent protests and organized violence against journalists during the Tbilisi Pride Week on July 5, 2021. The first part of the report is devoted to the profiles of the participants of the rally, and the second part covers Alt-Info, which has transformed into a political party and entered the political arena with the agenda of changing the

country's pro-Western foreign policy course and resolving relations with Russia, including military cooperation.

7. THE PRACTICE OF ALLOCATING BUDGETARY FUNDS FOR ADVERTISING AND DISSEMINATION OF INFORMATION IN MEDIA – 2021

Published in 2022, the report reflects the 2021 practice of allocating budgetary funds for the purpose of advertising and dissemination of information in media and is based on publicly available data of the State Procurement Agency, and, in selected cases, additional information requested from public agencies. To illustrate the editorial policies of media outlets that received budgetary contracts, the study also includes individual examples of media coverage.



II. MEDIA AND INFORMATION LITERACY (MIL)

In 2022, the Media Development Foundation has carried out the following activities in the direction of media and information literacy:

1. Research;
2. Trainings;
3. Development of educational resources;
4. Awareness raising on media literacy

The media literacy program had diverse target groups in 2022 as well. Namely:

1. Youth
2. School teachers and teacher preparation program students;
3. Parents.

1. MEDIA LITERACY AND DISINFORMATION PERCEPTION SURVEY

In order to study the media consumption habits and the vulnerability of the public to various types of disinformation, the Media Development Foundation **conducted** the “Media Literacy and Disinformation Perceptions Survey” in 2022. The survey was carried out in 7 cities of Georgia, namely, Akhalkalaki, Batumi, Gardabani, Zugdidi, Tbilisi, Telavi and Kutaisi – in September 2022, conducting face-to-face interviews with 140 respondents.

The study examined how often citizens fact-check the information disseminated on social media, how familiar they are with Facebook’s fact-checking program, and how do they perceive the fake news and manipulative content related to Russia’s military intervention in Ukraine and current events in Georgia.

2. MEDIA LITERACY PROGRAMS FOR THE YOUTH

In 2022, the Media Development Foundation has implemented three media literacy programs designed for the youth:

1. **MYTH DETECTOR LABORATORY** – an intensive 3.5-month Sunday course for youngsters;
2. **MEASURE THE TRUTH!** – regional MIL trainings for the youth;
3. **DO NOT GET INFECTED WITH DISINFORMATION!** – a series of MIL trainings and seminars on pandemic-related disinformation.



2.1. MYTH DETECTOR LABORATORY

“Myth Detector Laboratory” was established in 2017 on the basis of MDF’s fact-checking portal www.mythdetector.ge in partnership with the Deutsche Welle Akademie. The project has been successfully carried out for the seventh year in a row, under which more than 224 young people have already completed the media literacy course. In 2022, the program had 2 groups and 44 alumni in total.

The course is being carried out through an active learning approach and aims at equipping youngsters with the necessary critical thinking and OSINT skills to verify false information/visuals. In addition to theoretical components, the course also envisages an internship component at Myth Detector’s editorial team. In the framework of the internship program, from 2017 to 2022, students have prepared up to 500 investigative articles, some of which have been published at EUvsDisinfo, Poynter Institute’s International Fact-Checking Platform, CoronaVirusFacts Alliance, and UkraineFacts Alliance.

In 2022 the articles prepared by the program graduates covered topics such as [Russia’s war in Ukraine](#), the [pandemic](#), [elections](#), [migrants](#), etc.

SUCCESS STORIES: One of the indicators for measuring the success of “Myth Detector Lab” is the employment of the program’s graduates. Part of the program’s alumni are employed at “Myth Detector,” some of them continue to be a contributor for the fact-checking platform, while others are employed in a number of organizations working in the field of disinformation research and media literacy.



GIORGI MINASHVILI

*2022 Alumnus / Myth Detector Contributor /
Researcher since 2023*

“Myth Detector Laboratory showed me how interesting and important fact-checking is, especially in the world where most people have access to the internet. The program taught me how to use the verifying tools that I now use regularly as a contributor to the Myth Detector.”



TAKO CHKHARTISHVILI

2020 Alumna / Myth Detector Contributor

“Myth Detector taught me the importance of facts and the power of information, which is why I have decided to pursue the field professionally and utilize acquired practical skills to contribute to the resilience of society.”



EKATERINE JANIASHVILI

2017 Alumna / Researcher at ISFED

“Myth Detector Laboratory” was one of the most significant projects that has defined my interests and created foundation for my career. During the project I gained analytical skills and knowledge on the tools, some of which I use even today. “Mythlab” gave me the opportunity to meet people that were involved in the fight against disinformation, as well as ones that were genuinely interested in this field.”

2.2 MEASURE THE TRUTH! – REGIONAL TRAININGS FOR THE YOUTH

Since 2019, with the support of the US Embassy, the Media Development Foundation has been conducting a series of trainings “Measure the Truth!”. In 2022, in 9 cities of Georgia – Tbilisi, Batumi, Pankisi, Telavi, Kvareli, Akhaltsikhe, Marneuli and Tsalenjikha – we trained 174 young people in media and information literacy. Since the beginning of the program, a total of 894 young people participated in MIL trainings.

The participants of the Tsalenjikha trainings were visited by the US Ambassador to Georgia, Kelly Degnan, who **spoke** with the youngsters about the importance of media and information literacy:

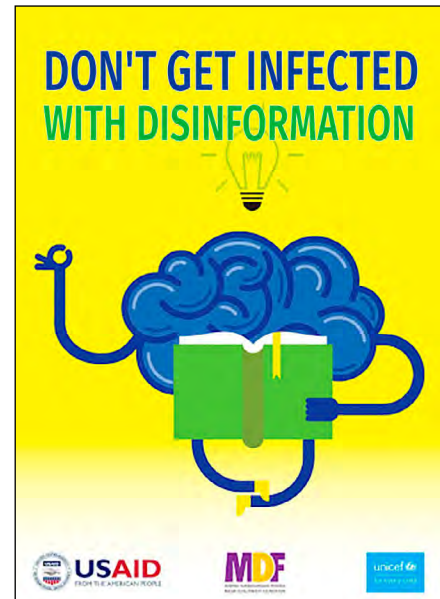
“You have to be able to tell what’s real and what’s fake and that’s really hard to do because those who want to confuse you are very good at it. What you’re doing here is the best answer to that. I love the fact that you’re motto is “dzala ertobashia” (“Strength is in unity”), that’s so wonderful. What more do you need than that reminder that this is what makes Georgia strong?” – KELLY DEGNAN, US Ambassador to Georgia.



2.3. DO NOT GET INFECTED WITH DISINFORMATION! – SERIES OF TRAININGS ON DISINFORMATION AROUND COVID-19

In 2022 MDF in partnership with UNICEF and with financial support from USAID, has launched a new project – “Capacity building of young people on digital literacy to counter disinformation around COVID-19”.

Within the framework of the project, which aimed at developing media literacy skills and promoting critical thinking at schools, the Media Development Foundation has trained 888 high school students in 29 cities and villages across Georgia.



NIKOLAZ CHACHIBAIA

Zugdidi
MIL training participant

/// I am glad that as a result of media literacy training, I will be able to distinguish the so-called “fake news” from the real news. I advised my friends never to believe the story at a glance. Study it deeply and spread the right information.



MARI ZAVRINI

Gomi
MIL training participant

/// We need to know how to check the facts so that we don’t get deceived, then we also don’t spread false information and don’t deceive others. In the period of the COVID-19 pandemic, misinformation can be especially harmful to people. I would advise my peers, whenever they come across any information, to definitely check whether it’s true or not.



MATE SHANAVA

Tsalenjika
MIL training participant

/// Once I remember, a rumor spread about a famous blogger being killed by COVID-19. I didn’t try to verify the information, but based on other videos of the same blogger I figured out it wasn’t true. If I had received media literacy training earlier, I would have used many methods to verify. I would like to advice everyone to use verification methods and not rely on all the information that can be found on social networks or on TV.

3. MEDIA LITERACY PROGRAMS FOR TEACHERS AND PARENTS

Teaching media literacy at schools has remained one of the key priorities for the Media Development Foundation in 2022 as well. In this regard, a number of activities have been carried out. Namely:



3.1. UNICEF AND USAID PROJECT FOR TEACHERS AND PARENTS

In addition to students, the media literacy project, implemented in partnership with the UNICEF and with the financial support of the USAID, but also at strengthening the capacities of teachers. In the framework of the project, a syllabus and learning resources were developed, which are designed for the skills of identifying, critical analysis and verification of information related to the pandemic.

Within the framework of the project, we trained 118 teachers in different regions of Georgia. In addition to teachers, within the same project, webinars were also held for 140 parents, to whom we provided basic information on how to support teenagers' safe navigation in the new media ecosystem.



II. MEDIA AND INFORMATION LITERACY (MIL)

3.2. MEDIA LITERATE SCHOOLS — FOR A RESILIENT SOCIETY

In 2022, in partnership with The Critical Mass and with the financial support of the NATO Public Diplomacy Division, the Media Development Foundation launched another project designed for school teachers. Within the scope of the project, 199 teachers in different regions of Georgia took training in media and information literacy and were equipped with learning resources that will help them in the teaching process.



3.3. TEACHER PREPARATION PROGRAM AT ILIA STATE UNIVERSITY

Since 2019, the course “Teaching media literacy in schools” has been introduced at Ilia State University, which involves the participants of the teacher preparation program. In 2022, 21 students completed the mentioned course, making a total of 97 graduates overall.

4. DEVELOPING MEDIA LITERACY RESOURCES

In addition to creating educational resources for teachers, MDF periodically updates the media literacy database – www.millab.ge, which helps teachers and trainers in the teaching process. In addition, MDF continues creating new online MIL games.

In 2022, the Media Development Foundation presented yet another new game – **Cyber Snake** – to young people interested in media literacy. The idea of adapting the popular game belongs to the team participating in the 2020 competition of the “Most Media Literate School” from the 12th public school of Gori. The game was prepared by the Media Development Foundation and tests the participant’s knowledge of the different stages of media development before entering the digital age.



5. RAISING AWARENESS ON MEDIA LITERACY

5.1 MEDIA LITERACY FORUM 2022

As part of UNESCO’s 11th Global Media and Information Literacy (MIL) Week,” the Media Development Foundation **held** the annual media literacy forum in Tbilisi.



II. MEDIA AND INFORMATION LITERACY (MIL)

In collaboration with Ilia State University and with the support of the US Embassy in Georgia, the two-day forum brought together young individuals passionate about media literacy. It offered a wide range of engaging activities, including workshops on fact-checking, geolocation, and innovative seminars on gamification, narrative design, and coding. The forum aimed to empower participants with the skills and knowledge necessary for responsible media consumption.



A special guest from ‘The Bad News Game’ – Lisa Poot – was invited to the forum to share insights into their multiple award-winning fake news intervention. The game allows users to assume the role of a fake news-monger, employing a psycho-cognitive approach to build resilience against disinformation. The game aimed to create “mental antibodies” and reduce societal vulnerability to fake news.



To further enrich the event, Tom Bonsundy-O’Bryan, Misinformation Policy Lead for Africa, Middle East & Europe at Meta, joined the forum online to discuss **Meta’s approach to misinformation**. His contribution added valuable perspectives and expertise to the discussions on media literacy.

The project closing event concluded with an award ceremony to recognize the winners of the **Most Media Literate Youngster 2022 competition**. This annual quiz-based competition, organized by MDF, encouraged young individuals to test and enhance their media and information literacy skills. Additionally, Myth Detector’s most popular fact-checking and investigations were acknowledged and awarded for their contribution to combating misinformation.

Traditionally, the most media-literate youngster was identified at the forum, and in 2022 the title was awarded to Nutsa Dzandzava. The 2nd prize place was taken by Anastasia Tsalugelashvili, while the third place went to Borena Turashvili.



5.2. MOST MEDIA LITERATE SCHOOL 2022

Within the framework of the project supported by NATO Public Diplomacy Division and in cooperation with Ilia State University, the Media Development Foundation revealed the most media-literate school. In the final stage of the competition, which involved 75 teams from 65 schools across Georgia, 4 teams emerged victorious.



First place was shared by two teams of the European school – “SMARTOWL2023” and “TRUTH SEEKERS”. The aim of the project presented by “Truth Seekers” was to create a board game through which students would learn to determine the reliability of a source. “SmartOwl2023” is planning to create an educational game, the purpose of which is to develop media and information literacy skills for students.



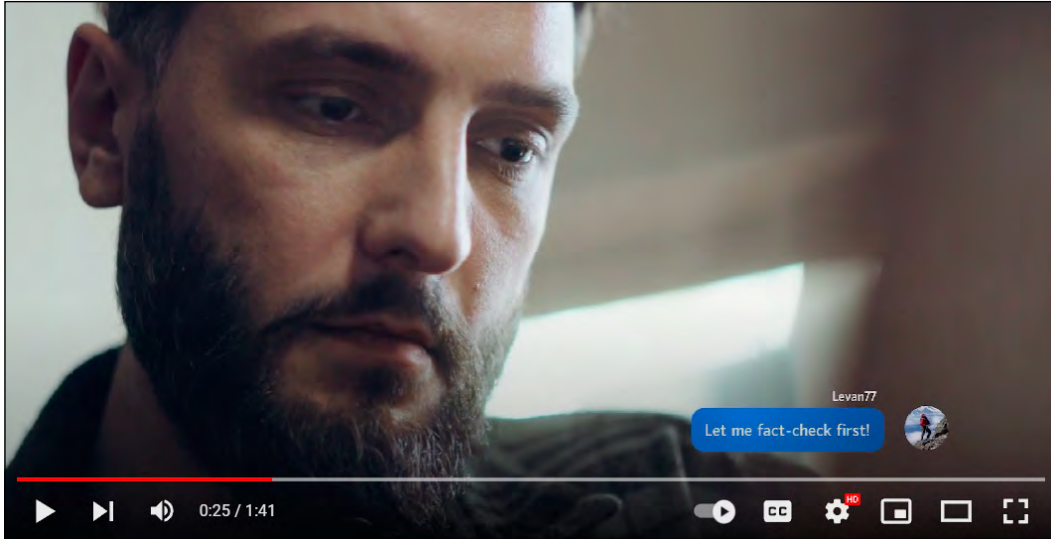
Second place was taken by the team of THE TSIKHISDZIRI PUBLIC SCHOOL NAMED AFTER JEMAL KATAMADZE – “OPIZA”!
The team wants to promote media literacy in schools and with the help of their project, students can distinguish between falsehood and truth.



Third place was taken by THE TBILISI SCHOOL ACADEMOS’ TEAM, “ACADEMOS”!
The team wants to raise awareness about the issue of hate speech at schools, and the project idea was also related to this topic.

5.3 INFORMATIONAL CAMPAIGNS

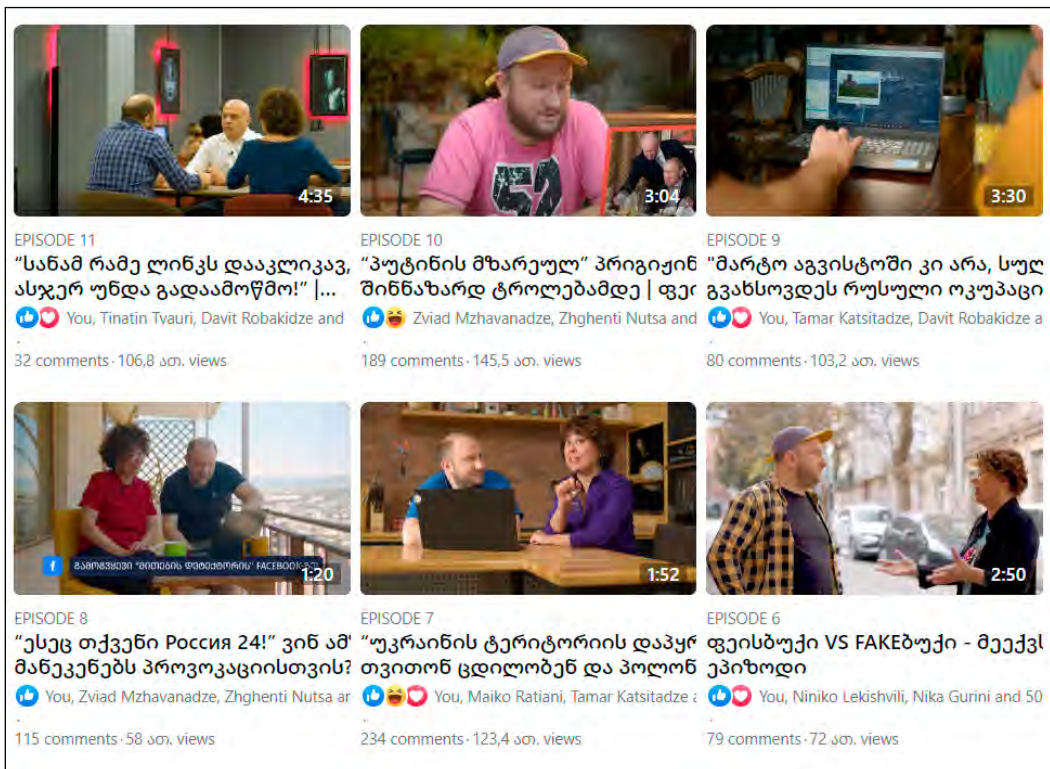
In order to raise awareness about media literacy issues and promote fact-checking, in 2022, MDF produced three social clips (available here – [1](#), [2](#), [3](#)) focused on Kremlin propaganda and gender disinformation disseminated since the beginning of Russia’s war in Ukraine. Produced videos were widely disseminated through national channels and social media as part of the campaign. The videos were prepared in partnership with **WECF Georgia** within the framework of the “Civil Society Cooperation” program.



#FACEBOOK VS FAKEBOOK

The Media Development Foundation has created a new mini-series for the viewers of PalitraVideo.ge and the subscribers of the “Myth Detector” Facebook page.

TV hosts Baia Dvalishvili and Sandro Gabisonia help the viewers of “Facebook VS FAKEbook” to navigate through the informational labyrinths. MDF implements the project with the financial support of the US Agency for International Development (USAID) and Zinc Network. In 2022, 7 episodes have been offered to the viewers.



III. ADVOCACY AND JOURNALISTIC PROGRAMS

1. IDENTIFYING DISCREDITATION CAMPAIGNS AND FALSE INFORMATION AGAINST JOURNALISTS

The Media Development Foundation (MDF) systematically investigates ongoing cyber-attacks and targeted discreditation campaigns against journalists. In 2022, MDF has uncovered a number of discreditation campaigns pursued by anonymous pages and fake accounts related to the professional activities of journalists, involving both pro-governmental accounts and anti-liberal violent groups:

- Pro-Governmental Trolls, Anonymous and Anti-Liberal FB Pages against Nika Gvaramia



- The Anatomy of Violent Groups – One year since the events of July 5



2. TRAINING FOR JOURNALISTS

In partnership with “Women Engage for a Common Future (WECF) – Georgia”, in the framework of the project: “Her Portrayal – Her Rights: Ethical media in the Caucasus”, we organized a 2-day training for journalists on ethical coverage of gender issues and verification of gender-based disinformation. As part of the training, we talked with journalists about indicators of sexist hate speech, typology of harmful information and shared useful resources that will help them verify information.



გენდერული დიზინფორმაცია და გენდერულად მგრძობიარე გეგმვა

გზამკვლევი ჟურნალისტებისთვის



3. A GUIDE FOR JOURNALISTS ON GENDER-BASED DISINFORMATION AND GENDER-SENSITIVE REPORTING

In 2022, the Media Development Foundation prepared a guide for journalists based on the works of authors who studied gender-based disinformation and its impact and explained in depth the threats it poses to women, democracy, and national security around the world and in Georgia. The guide also features the stories of three female journalists, which illustrate what professionals have to endure when confronting the flood of gender-based disinformation in different countries.

IV. INTERNATIONAL COOPERATION

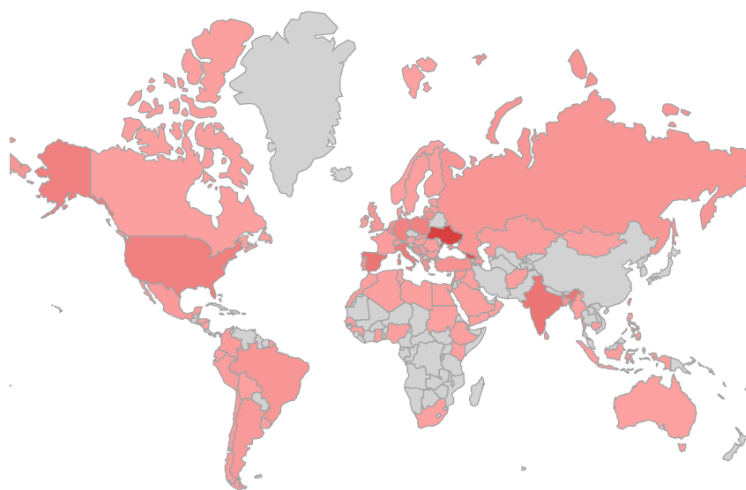
The Media Development Foundation (MDF) is actively involved in the international cooperation of various formats. MDF became a **member** of the International Steering Committee (ISC) of the UNESCO Media and Information Literacy Alliance, as well as a member of the Deutsche Welle Akademie Media and Information Literacy Network (**MILEN**), a member of the Open Information Partnership (**OIP**), and is a **verified signatory** of the Poynter Institute's International Fact-Checking Network (IFCN). Since 2020, MDF has been working with **Meta** in the framework of **Facebook's third-party fact-checking program**. MDF is a partner of **EUvsDisinfo**, a flagship project of the European External Action Service's East StratCom Task Force. In 2022, MDF continued its cooperation with the American organization **The Critical Mass** and UNICEF.

Amid the Russian military intervention in Ukraine, we were actively involved in the initiative of the Spanish organization Maldita, which aimed to share insights about the disinformation about the war in different countries in the specially created database **#UkraineFacts**.

#UkraineFacts

By the International Fact-checking Network Signatories

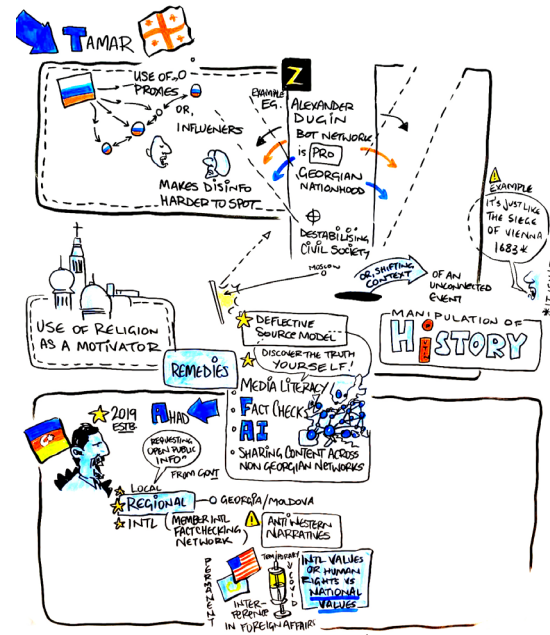
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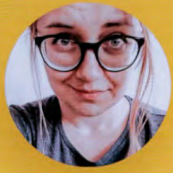


IV. INTERNATIONAL COOPERATION



Funded by the European Union





**Wiola
Myszkowska**

Demagog



**Oliver
Imhof**

Der Spiegel



Sandro Gigauri

MDF



INTERNATIONAL EVENTS:

- **“Building Resilience against Disinformation”** – European External Action Service (EEAS)
- **“Information warfare does not stop at borders”** – Roundtable with Germany’s development minister in Georgia
- **Global Fact 9** – International Fact-Checking Network (IFCN)
- **“Media in Times of War”** – Council of Europe
- **InternetCA-2022** – Central Asia Forum
- **Georgian Internet Governance Forum** – GeoIGF 2022
- **“Media and War”**
- **Regional Conference: Gender Disinformation and Ethic Media Reporting** – West Georgia.
- **Brave New Media Forum 2022**
- **Brave New Media Forum 2022**
- **4th Eastern Partnership Youth Conference** – Youth for Revitalization of Democracy
- **Media and Information Literacy training for journalists and students in Moldova** – Stopfals.md



MDF AND MYTH DETECTOR IN LEADING INTERNATIONAL EDITIONS IN 2022

- The Washington Post:
In Ukraine, Facebook fact-checkers fight a war on two fronts
- Poynter:
Myth Detector adds Russian language to its long language repertoire list
- Poynter:
Global Fact 9 award for the ‘Most Creative Format’
- France24:
En Géorgie, la guerre en Ukraine ravive les craintes d’une agression russe
- France24:
Homophobic fake news circulates about recruitment for Ukrainian army – Truth or Fake
- Deutsche Welle:
Information warfare does not stop at borders – Roundtable with Germany’s development minister in Georgia | Media and Conflict | DW | 01.07.2022
- Al Jazeera:
‘We are not our government’: Georgians slam Ukraine war response
- Poynter:
In Georgia, fact-checkers have become targets of the ruling party
- The Diplomatic Insight: UNICEF, USAID Promote Media Literacy in Georgia
- The Insider:
Новая жизнь старого фейка о граффити-карикатуре на Зеленского: теперь в Париже и на Первом канале
- Its All Journalism:
528. Myth Detector fact-checks news to stop misinformation from spreading
- Lead Stories:
Fact Check: NO Evidence That Graffiti Showing Zelenskyy Eating Money Ever Appeared In Paris | Lead Stories
- EU Fact Checking Project:
European Media Literacy Week: the EFCSN presents initiatives from Europe’s fact-checking community

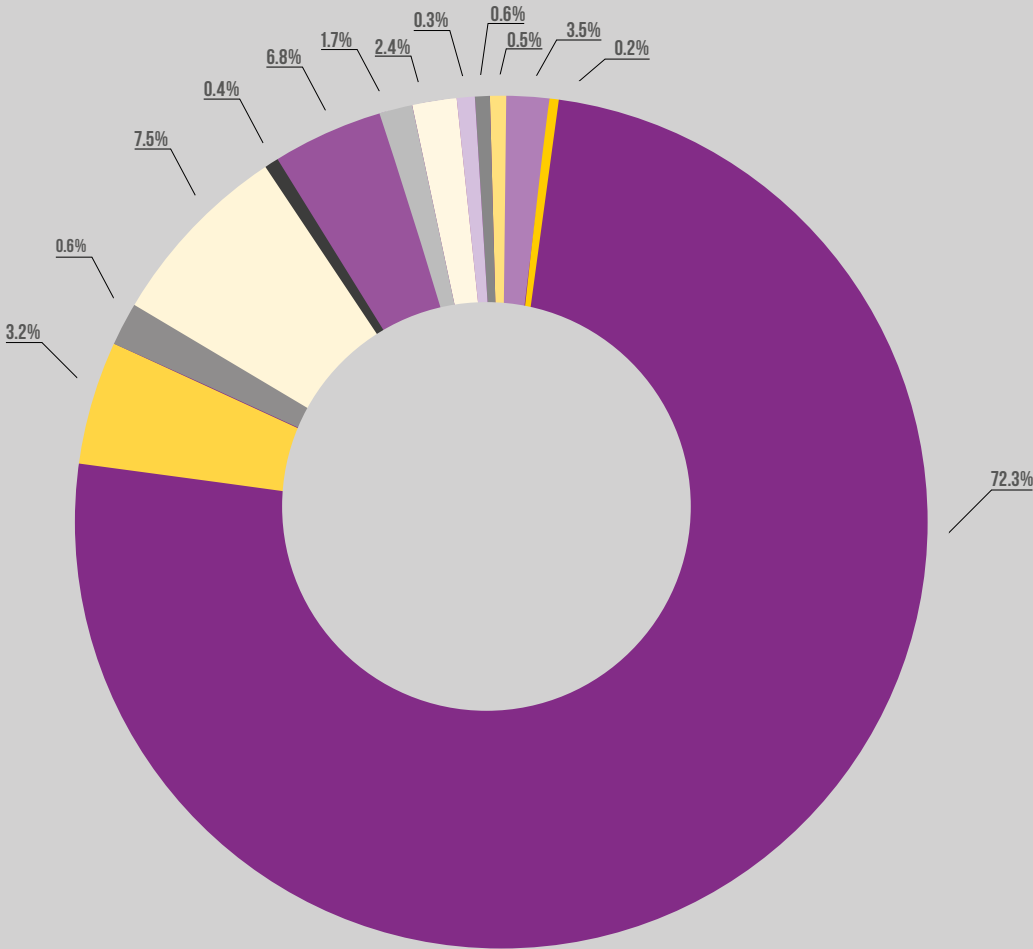
V. DONORS AND PARTNERS



V. FINANCIAL REPORT FOR THE YEAR 2022

The total revenue of the Organization in 2022 amounted to 825,988.21 €, of which 25.33 % was from grants, and 74.67 % was from other contracts.

BREAKDOWN OF SOURCE OF FUNDING FOR 2022 YEAR



- WECF GERMANY (GENDER)
- BALTIC CENTRE FOR MEDIA EXCELLENCE
- FACEBOOK (META)
- UNAG
- INDEPENDENT INSTITUTE OF SOCIO-ECONOMIC AND POLITICAL STUDIES (VIESOJI)
- US EMBASSY
- INTERNEWS
- UNICEF
- DEUTSCHE WELLE
- ESN (EUROPEAN SERV.NETWORK)
- HEDAYAH
- NATO
- THE POYNTER INSTITUTE FOR MEDIA

Source of Funding, 2022	Project Title	EUR
WECF Germany (GENDER)	“Her Portrayal, Her Rights – Ethical media in the Caucasus”	€ 29,085.40
Baltic Centre for Media Excellence	“Media Literacy Sector Mapping in Georgia”	€ 1,750.00
Facebook (META)	Third Party Fact Checker	€ 596,926.16
UNAG (United Nations Association Georgia) Independent Institute of	Civic and Economic Integration Program	€ 26,445.71
Independent Institute of Socio-Economic and Political Studies (VIESOJI)	Monitoring the content of Russian disinformation and propaganda in Georgia	€ 4,929.60
US EMBASSY	Promote critical thinking of media consumers; enhance skills to distinguish quality media from manipulating content	€ 62,144.24
INTERNEWS	analyzing and monitoring minority media reporting on conflict and peace building in Georgia	€ 3,135.97
UNICEF	Capacity building of young people on digital literacy to counter disinformation around COVID-19	€ 56,270.65
DEUTSCHE WELLE	„Media Literate Youth for Resilient Society”	€ 13,993.32
ESN (EUROPEAN SERV.NETWORK)	Myth detector – disinformation / Media Monitoring	€ 19,847.50
HEDAYAH	Prevention of and Responding to Radicalizing Narratives	€ 2,732.59
NATO	„Media Literate Schools for a Resilient Georgian Society”	€ 4,000.00
THE POYNTER INSTITUTE for Media	Global Fact 9 Awards	€ 4,727.07
ჯამი		€ 825,988.21

In 2023, the Media Development Foundation plans to continue its work in the following directions:

- Making our media literacy and fact-checking programs regional;
- Sharing our experience with the professional circles of neighboring countries and Eastern Partnership countries;
- Expanding target audiences to include all vulnerable groups;
- Promoting the professional development of the media;
- Work in the direction of identifying, advocating and raising awareness of online violence against journalists;
- Promoting the improvement of professional standards and accountability of the media;
- Facilitating the translation of professional literature and the sharing of the best Western experience;
- Helping to increase the reliability of information and the active involvement of informed citizens in democratic processes.

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