

Up & Up First Newsletter



PARTNER MEETING IN BUCHAREST, ROMANIA

17 June, 2024

The UP & UP for Digital Society project partners gathered for our first face-to-face transnational meeting in Bucharest, Romania. The team presented initial findings on gender stereotypes and cyber violence survey among youth and planned the pilot testing of the training for teachers. The partners also discussed and updated the dissemination plan and tools of the project. They discussed also the forthcoming activities and distributed tasks among them.



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Output 1

Online Content Analysis and Deconstruction of Gender Stereotypes

In the first months of the project we conducted a detailed survey among students aged 15 to 18, focusing on their social media habits. The data collected has revealed that Instagram is the leading platform with 93% of respondents using it, followed by TikTok at 88%.

However, there is a concerning aspect to it. On average, young people are spending from 4 to 5 hours online daily with nearly half of the participants encountering disturbing content online.

In the next chapter of the project, we are analysing online content published by influencers from the 4 partner countries (Romania, Italy, Bulgaria, and Spain) identified as most popular in the survey and will develop insights on socio-demographics, content themes, language, gender-based violence (GBV), stereotypes, cyber violence, gender equality, discrimination, and hate speech.



What's next?

- ✓ Analysis of online content by influencers
- ✓ Collection of good practices combating cyberviolence and deconstructing gender stereotypes
- ✓ Preparation of 5 factsheets/infographics with main results of the study
- ✓ Educational workshops to challenge gender stereotypes and highlight online content promoting gender equality principles



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