

Up & Up4DS Second Newsletter



TRANSNATIONAL PARTNERS MEETING IN SEVILLE, SPAIN

27-28 of March, 2025

The UP & UP for Digital Society project partners gathered for our second face-to-face transnational meeting in Spain. During the meeting, we discussed the project's current and next activities, for example the workshops to be organised in schools in April, the development and implementation of the teacher training program, including the activities teachers will later conduct with students. We addressed impact evaluation and quality assessment, established internal deadlines, and clarified responsibilities for each partner to ensure smooth project execution.



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Work package #2

Online Content Analysis and Deconstruction of Gender Stereotypes

Over the past months, we've been diving deep into how social media shapes youth perceptions of gender, stereotypes, and online violence. We organised the survey database of 234 answers from teens from Romania, Italy, Bulgaria, and Spain. Our team analysed online content to uncover patterns of gender bias and cyberviolence while also identifying 15 influencers who promote inclusivity and positive social norms. Our latest research report is now available online, along with 5 concise factsheets highlighting the key insights.

What did we learn? Social media is a powerful force in shaping attitudes, but young people need better tools to critically engage with the content they consume. Schools must equip students to recognise and challenge gender-based violence, online platforms require stronger reporting mechanisms, and policymakers must enforce stricter rules to combat digital discrimination.

Looking ahead, we're turning research into action, delivering educational workshops, supporting educators in developing skills and pushing for a real change in digital spaces.

The goal? A more inclusive, fair, and safe online world for all.

DOUBLE TAP FOR GENDER AWARENESS

Research report on social media's impact on youth perceptions of gender stereotypes and gender-based violence



What's next?



To reach 100+ students and 25 teachers across partner countries in educational workshops in schools - TBD April 2025.



To develop content for a "train the trainers" platform targeting VET teachers, with the goal of testing this content May - October 2025 to refine it and make it accessible to a wider audience of educators.



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Let's stay connected!



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