



# CEDMO 2.0

at Aldrov, 14–16 September, 2025



Co-funded by the  
European Union



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NextGenerationEU



CZECH  
RECOVERY PLAN



MINISTRY OF  
INDUSTRY AND TRADE



Charles University  
Faculty of Mathematics and Physics  
Institute of Formal and Applied Linguistics



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## Content

### Introduction of CEDMO

Project Partners, Broader context, Thematic Focus, Funding, Communication and Dissemination Activities

### CEDMO 2.0 EU

Cooperation with EDMO Network, Project Ecosystem, First Year Achievements, Current highlights

### NPO 1 + NPO 2

CEDMO: Trends, Special Brief, Fact-checking Brief, Tracking V4+5, CEDMO Data Portal

### Our Team

### Q&A





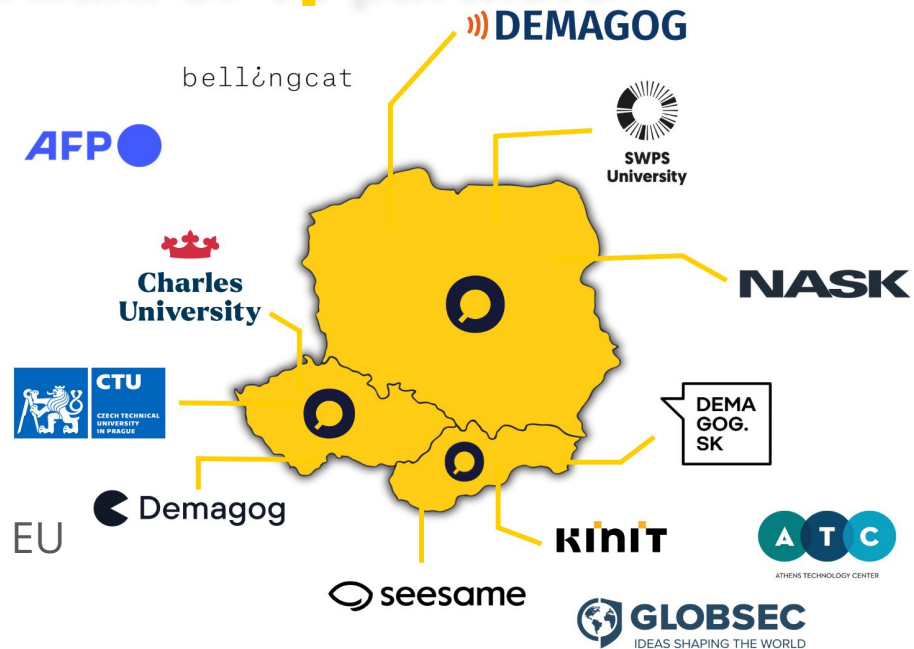
- Research and expert centre
- Focus on activities concerning digital transformation and information disruptions primarily in Central Europe
- Founded in 2021 (as part of the European project CEDMO 1.0)

## CEDMO is formed by a consortium of 13 partners

It brings together:

- Technical and humanities-oriented scientists
- Researchers
- Journalists
- Fact-checkers
- Media experts

CU is the lead coordinator of the CEDMO 2.0 EU project.



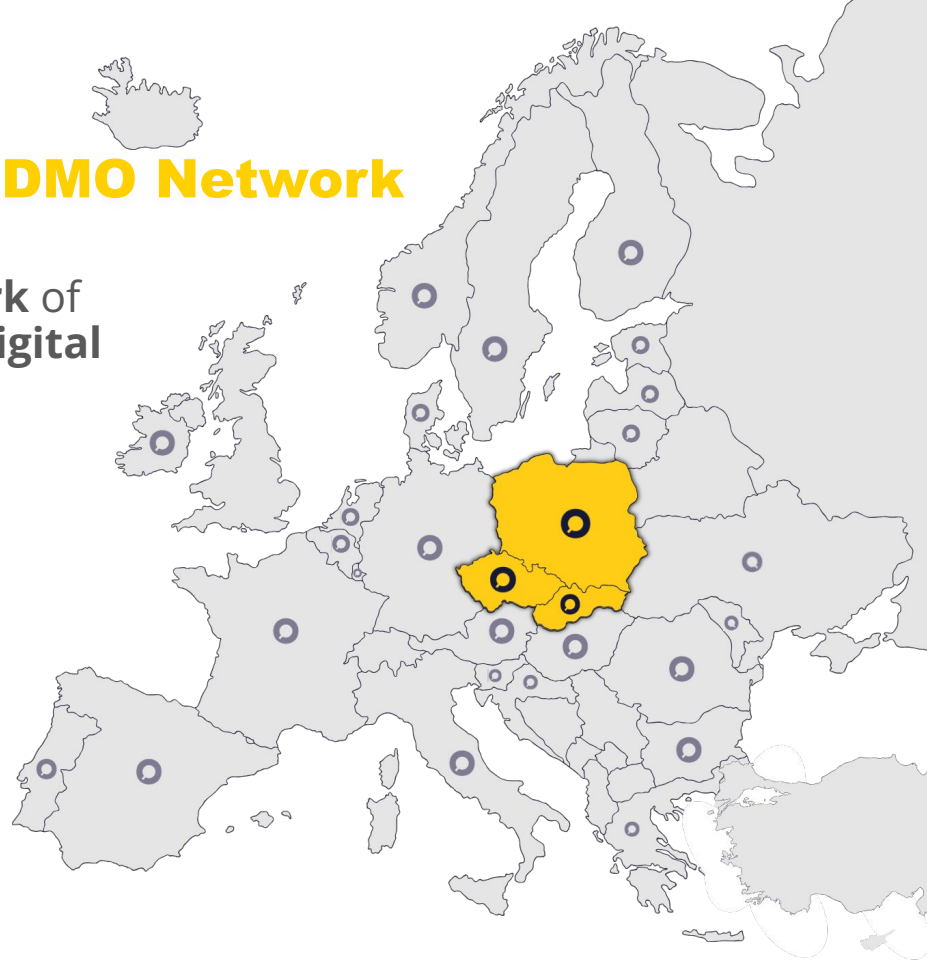
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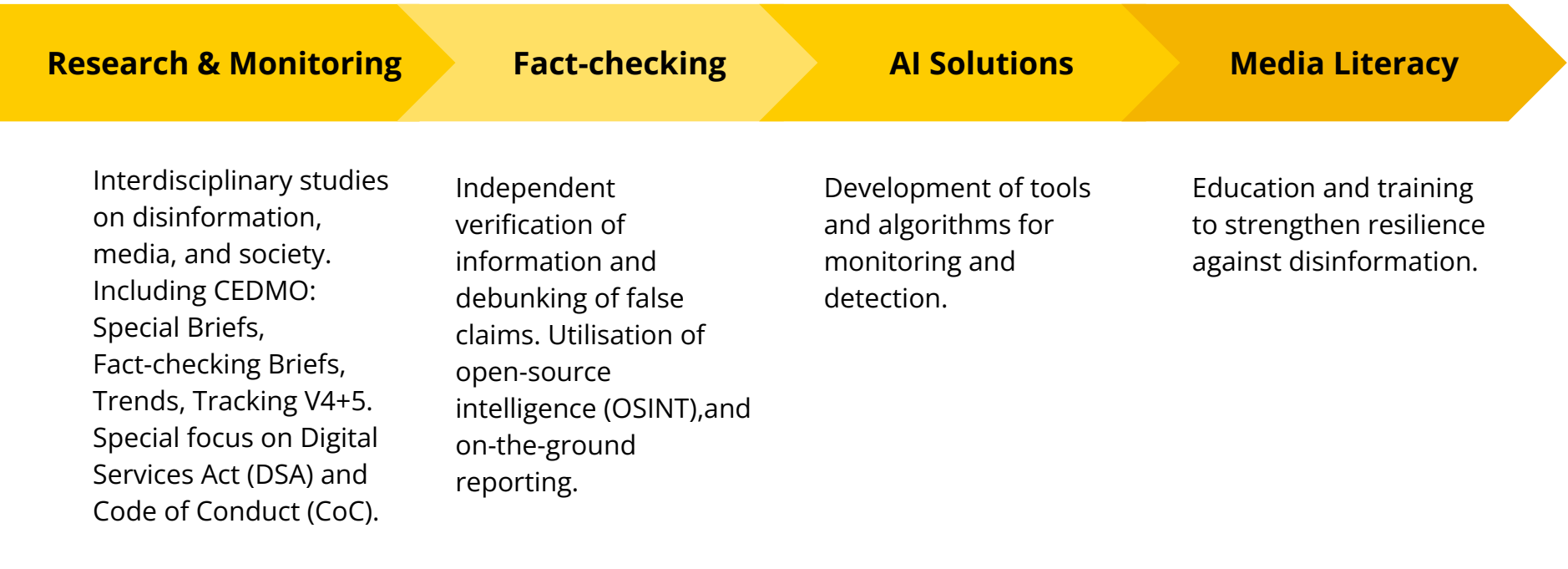
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## CEDMO in a broader context: EDMO Network

- CEDMO is a part of an **umbrella network of national or multinational European Digital Media Observatory (EDMO) hubs**.
- The network consists of **15 national or multinational hubs** covering **all 27 EU Member States, plus MDA, NOR, UKR**.
- The EDMO central hub is based in IT.



# Thematic focus based on 4 pillars:



## Current Funding

Today, CEDMO operates thanks to a combination **of three grants:**

**CEDMO 2.0 NPO 1**  
National Recovery plan  
Grant (led by CU); until  
December 2025

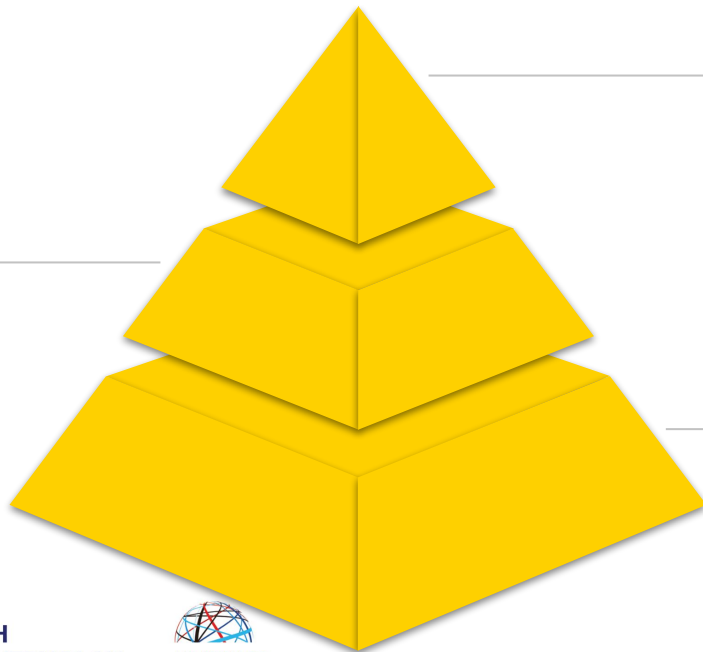
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**CEDMO 2.0 NPO 2**  
National Recovery Plan  
grant (led by CTU, with  
CU as beneficiary), until  
April 2026

1

**CEDMO 2.0**  
European grant (led by  
CU); until October 2026

3



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# Communication and Dissemination Activities I

- **Main focus:** professional public
  - **Additional focus:** general public
  - **Multilingual approach:** 4 languages (EN, PL, CZ, SK)
- 
- **Communication and dissemination channels:**  
website, social media, newsletter, press releases
  - **Dissemination channels:**  
conferences, round tables, workshops, scientific publications, annual report





# Communication and Dissemination Activities II

- Average weekly number of [cedmohub.eu](https://cedmohub.eu) visits: 4 500
- Average monthly number of [cedmohub.eu](https://cedmohub.eu) visits: 20 000



- **Press releases:** at least one per month (1–4 languages)
- **Media inquiries:** ongoing
- **Media mentions:** 700+
- **World languages/countries mentioning CEDMO:** 23+



CZ, SK, PL, EN, Russia, Ukraine, Hungary, France, Estonia, Spain, France, Greece, Macedonia, Bosnia and Herzegovina, Albania, Denmark, China (Hong Kong), USA, India, Belgium, Philippines, Netherlands, Lithuania, ...

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Zdravotní dezinformace táhnou

Linux krátce

europa

Latest Europe World EU Policy Business Travel Next Culture Green Health

Why is Central Europe at heightened risk of fake news ahead of European elections?

Češi a Poláci se nejvíce bojí ruského vměšování do voleb. Pro Slováků je hrozba EU, ukazují průzkum

Před 20 hodinami

Bojí se Češi, Slováci a Poláci ovlivňování voleb ze strany cizích mocností nebo vlastní vlády? Na to ...

AKTUALNĚ

Informační válka? Nebo cenzura?

Přes 40 procent Čechů se bojí o svobodu slova

18.11.2024 9:07

Čtyři z deseti Čechů a Maďarů si myslí, že informační válka je pouze záležitost západních vlád o omezení svobody slova

Čtyři z deseti Čechů a Maďarů si myslí, že informační válka je pouze záležitost západních vlád o omezení svobody slova

Truth Talks: Unmasking Disinformation in Czech Republic

29.1. • Podcast Europejski

Uložte ve Spotify

deník.cz

PĚSTUJÍ JE UŽ 212 LET

Vlna násilí v Sušici pokračuje

Češi věří fámě, že za černý kašel mohou Ukrajinci

Novinky.cz

Deepfake: Většina Čechů neví, o co jde

deník PROTI FAKE NEWS

Češi věří fámě, že za černý kašel mohou Ukrajinci

Češi věří fámě, že za černý kašel mohou Ukrajinci

deník PROTI FAKE NEWS

Češi věří fámě, že za černý kašel mohou Ukrajinci



## Communication and Dissemination Activities III

### Newsletter:

- monthly (EN)
- smartemailing and LinkedIn version
- subscribers: 500+

### Social media:

- CEDMO branded profiles EN, PL, CZ, SK
- Followers across profiles: 5 500+
- our consortium partners' profiles (Demagog, Bellingcat, ...) and EDMO profiles



#### CEDMO Observer

Stay informed with regular updates on digital transformation, including AI, in Czechia, Slovakia...



Welcome to CEDMO Observer 07/2025



CEDMO Česko, CEDMO Slovensko and CEDMO Polska



@CEDMOhub, @CEDMOCz and @CEDMOPoland



@CEDMOHUB



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www.cedmohub.eu



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# Communication and Dissemination Activities IV

## CEDMO Café Conference: Brewing Resilience Against Disinformation

You are welcome! Programme and registration: QR



### Panel discussions:

- **The First Pour:**  
*Opening the CEDMO Café: Keynote speakers*
- **Filter Brew Panel**  
*Long Pour of Insight: Disinformation Trends in Central Europe*
- **Coffee Beans Panel:**  
*Quick Sips of Truth: Biomedical Disinformation in Focus*
- **Espresso Panel:**  
*Concentrated Narratives: Fact-Checking and AI Tools Under Pressure*
- **Latté Panel**  
*Layered Realities: Foreign Interference and Electoral Integrity in Central Europe*
- **Bonus Brew Panel**  
*Grounds for Literacy: Educating for Resilience*

**CEDMO CAFÉ:**  
Brewing Resilience Against Disinformation  
Conference

23 September 2025, Vlastenecký sál,  
Charles University, Prague

CEDMO Central European Digital Media Observatory  
 Charles University  
 CTU  
 Demagog

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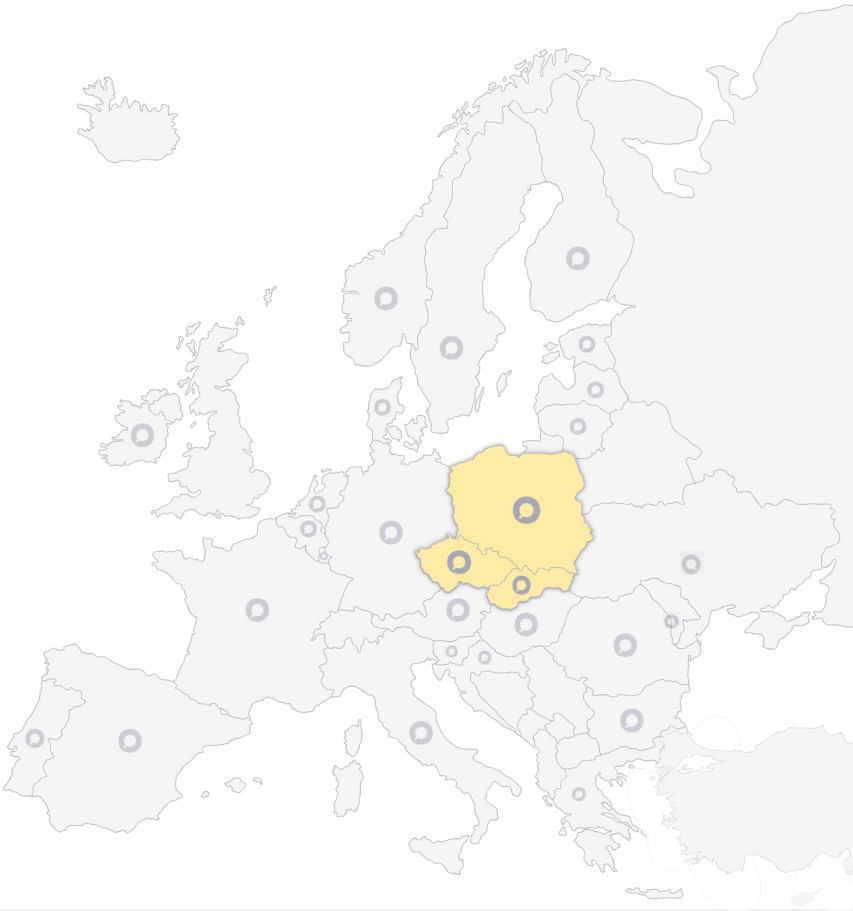


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# CEDMO 2.0 EU



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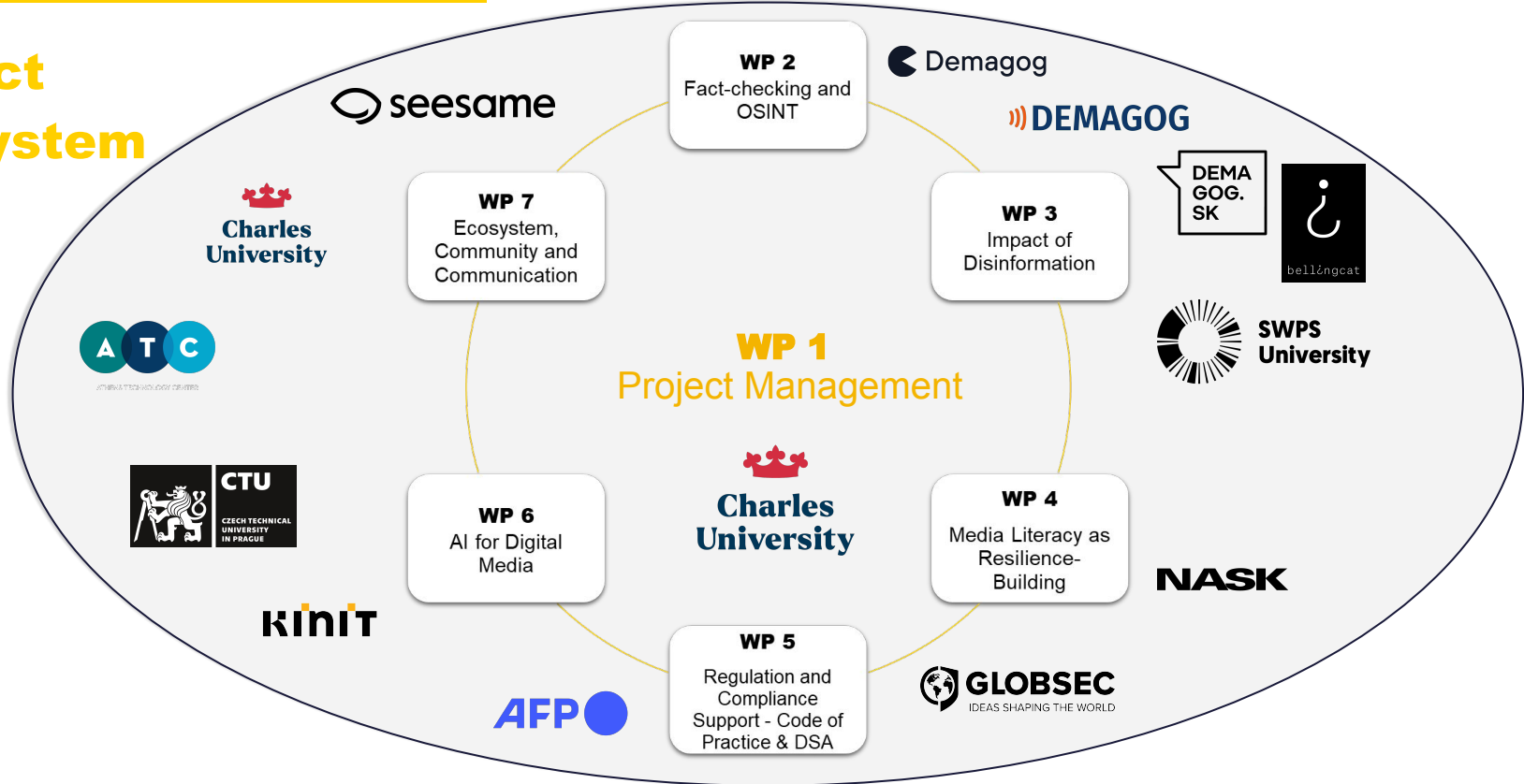
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Project Ecosystem





## Cooperation with EDMO network

- CEDMO was member of the **EDMO Task Force** on European elections.
- Fact-checkers collaborate across hubs, contributing to the preparation of **EDMO monthly briefs**.
- **Rapid response system** (RRS) - Best practice sharing with other EDMO hubs.
- Cooperation with EDMO in **Media literacy campaigns, communication** (content sharing) and **monitoring** (DSA)









## First Year Achievements (5/2024-4/2025)

-  **1 annual CEDMO international conference**
-  **9 scientific reports** on disinformation trends + **3 comparative reports (EN)**
-  **7 scientific publications**
-  **3 Special Briefs** on disinformation narratives in Central Europe
-  **1 investigative report** on the destruction of Vovchansk using OSINT techniques
-  **381 fact checks** including 109 in **PL**, 158 in **CZ**, 75 in **SK**, 39 in **EN**
-  **31 educational events** and **podcasts** enhancing media literacy
-  **6 video tutorials** from AFP (**PL, CZ, SK**)
-  **Media literacy game**



## Current CEDMO 2.0 highlights

-  Successful completion of the **interim reporting process** required by the European Commission
-  2nd CEDMO **Annual Report** publishing
-  Participation in the **Rapid Response System** (RRS) regarding the CZ's parliamentary elections
-  **Telescop tool** pilot phase testing (KInIT)
-  **CEDMO Special Brief** on postal voting
-  Preparations for **2nd CEDMO Annual Conference** in Wroclaw (USWPS)
- ...

# CEDMO NPO 1 + NPO 2



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## CEDMO Trends

**A unique longitudinal panel research initiative focused on understanding media consumption, public opinion, and digital behavior across Central Europe.**

**CZ:** 29 waves of survey (from March 2023), NPO 1, Median

**SK:** 21 waves of survey (from Sept 2023), NPO 2, Ipsos

### Focus and purpose

- Tracks media consumption habits
- Analyze misinformation & disinformation impact
- Strengthen public trust in democratic institutions
- Improve media literacy and pre-bunking strategies
- Boost resilience in vulnerable communities

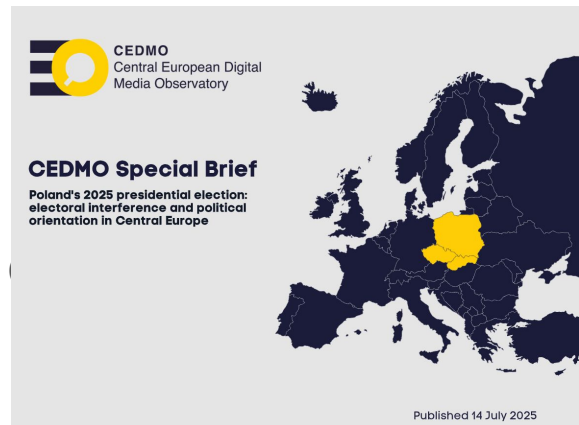


## CEDMO Special Briefs

### CSB = Insights from the Longitudinal Survey – CEDMO Trends

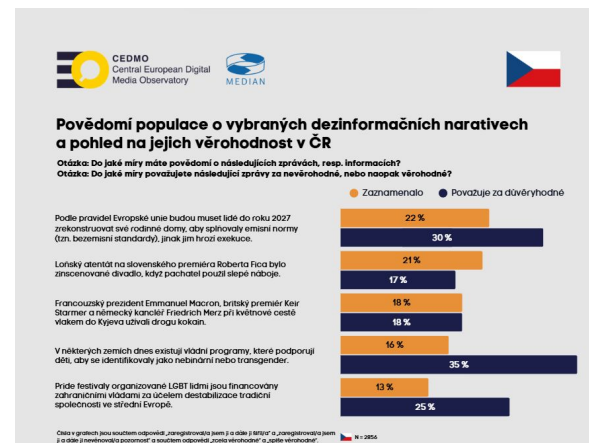
- CEDMO Special Briefs present research findings published by CEDMO as part of the CEDMO Trends project.
- This ongoing survey explores the **reach and perceived credibility of disinformation narratives** across Central European countries.
- Funded by multiple sources, the project offers a **long-term perspective on the evolution of the information landscape** in the region.
- The goal is to **understand how disinformation influences public opinion** and to support effective countermeasures

\* Six special briefs are also developed within the framework of the EU-funded project CEDMO 2.0.



## CEDMO Fact-checking Briefs

- **Quarterly overview** of verified disinformation narratives and other current issues in Central Europe
- Summarises current disinformation trends monitored by our **fact-checking partners**: AFP, Demagog.pl, Demagog.cz, Demagog.sk (2-3 slides)
- Presentation on public opinions drawing from **CEDMO Trends CR & SR** (monthly longitudinal survey by Charles University + Median [CZ], IPSOS [SK]) + newly **CEDMO V4+5 Tracking** (5 waves in 9 countries) by our data analysis team at Charles University (10-15 slides)



## CEDMO V4+5 Tracking

### International opinion tracking “V4+5”

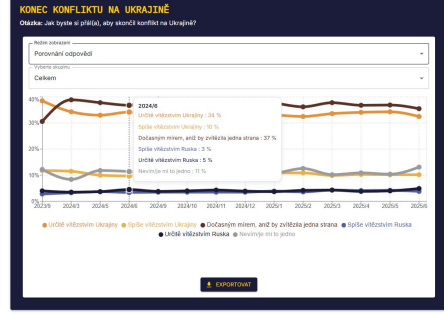
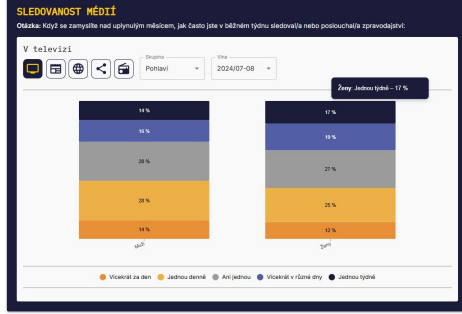
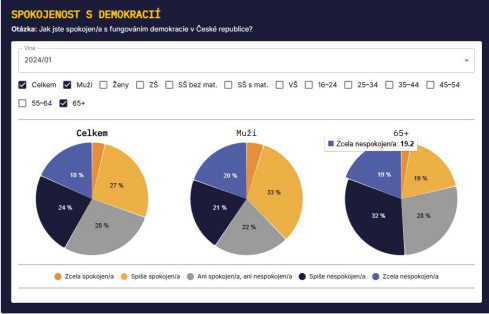
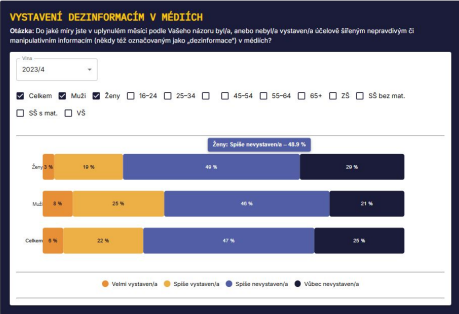
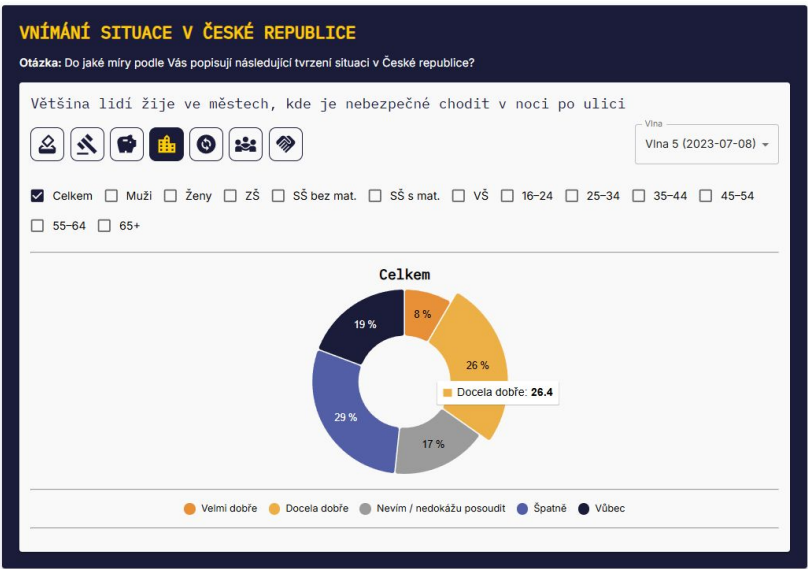


- **5 waves** of surveying in 2025/26 (*June, September, November, January, March*)
- 9 countries (*Czech Republic, Slovakia, Hungary, Finland, France, Poland, Estonia, Germany, and Slovenia*)
- **Long term areas** (media evaluation; social media use, trust, and privacy; democracy evaluation; generative AI evaluation; public and mental health; freedom of expression, deepfake recognition)
- **Ad hoc areas** according to current events or research interest
- **1st wave:** DSA, Harmfulness of online content, Experience with social media moderation
- **2nd wave:** Recommendation systems, Privacy cynicism in the social media environment, Freedom of Expression Index
- **3rd wave:** Legal tools and the use of AI



## CEDMO DATA PORTAL

CEDMO Trends CZ data  
DATA VISUALIZATION  
INTERACTIVE/RESPONSIVE  
USER FRIENDLY/ATTRACTIVE  
INDEX CALCULATOR  
ACADEMIC PUBLICATIONS



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## CEDMO (ÚFAL) team

**Václav Moravec** Lead Coordinator

**Táňa Abrhánová** Project and Communications  
Director

**Veronika Šimůnková** - Project Manager

**Monika Balcová** - Digital Media Manager

**Vojtěch Kupka** - Communications and Data Specialist

**Hana Jiříčková** - Financial Manager

**Renata Kaňková** - Administrator

**Beáta Gavurová** - Head of Research

**Ivan Ruta Cuker** - Sociologist, Data  
Analyst

**Lukáš Kutil** - Data Analyst

**Karolína Gawłowska** - Graphics and  
IT Specialist, Web developer

**CEDMO 2.0 NPO 2:** O. Bojar, O. Dušek, P. Pecina, K. Kopecký, R. Polčák, J. Koderá, P. Gongala, and many other colleagues.

**OPP RUK:** V. Majerová, V. Skořepa



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## Thank you for your attention

? We are happy to answer your questions

🤝 We welcome collaboration and content exchange

✉️ Contact us via email:  
[abrhamova@ufal.mff.cz](mailto:abrhamova@ufal.mff.cz), [simunkova@ufal.mff.cuni.cz](mailto:simunkova@ufal.mff.cuni.cz),

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