

## GADMO 2.0

German-Austrian Digital Media Observatory 2.0

<b>Programm / Ausschreibung</b>	Digital Europe (FZÖ), Digital Europe FZOE 2023 (V), Nationale Ko-Finanzierung Digital Europe 2025 - 1. Ausschreibung	<b>Status</b>	laufend
<b>Projektstart</b>	01.05.2025	<b>Projektende</b>	31.10.2027
<b>Zeitraum</b>	2025 - 2027	<b>Projektlaufzeit</b>	30 Monate
<b>Projektförderung</b>	€ 105.166		
<b>Keywords</b>	media literacy; disinformation; factcheck database; monitoring policies of online platforms; EDMO hub; digital media observatory; journalism		

### Projektbeschreibung

GADMO 2.0 – das deutsch-österreichische Digital Media Observatory – baut auf den Erfolgen des ursprünglichen GADMO-Projekts seit November 2022 auf. Ziel ist die Fortführung und Weiterentwicklung des deutschsprachigen EDMO-Hubs unter Berücksichtigung neuer Herausforderungen, wie dem eingeschränkten Zugang zu Plattformdaten. Neben der Weiterführung der etablierten Faktencheck- und Archivierungsarbeit werden wissenschaftliche Analysen, Medienkompetenzmaßnahmen und Netzwerkaktivitäten erweitert und an neue Erkenntnisse angepasst. Das Projekt vereint führende Faktencheck-Organisationen und wissenschaftliche Expertise im deutschsprachigen Raum, um Forschungsergebnisse direkt in praxisnahe Angebote wie medienpädagogische Materialien zu überführen. GADMO 2.0 stärkt damit die Bekämpfung von Desinformation in Deutschland, Österreich und im Rahmen des europäischen EDMO-Netzwerks.

### Abstract

The German-Austrian Digital Media Observatory GADMO 2.0 aims to continue the success story started with the original GADMO project in November 2022.

Building on the network, work flows, visibility and experience gathered between 2022 and 2025, we propose to continue the German-language EDMO hub, albeit with necessary adaptations and innovations.

Most notably, our scientific analysis program will be adapted to a reality of restrained access to platform data that became apparent during the original GADMO project. Also, media literacy and networking activities will follow a broader approach and target additional stakeholders, again a reaction to insights from the previous funding period. At the same time, the new proposal foresees a continuation of the factchecking and archival activities that have led to the largest database of German-language factchecks, as well as GADMO's successful monitoring of online platforms' policies.

The evolution of activities described above is driven by the established network of partners, bringing together the most relevant and accomplished fact-checking organizations in the German-speaking media market with the most pertinent scientific expertise. This combination allows the hub to conduct timely research and channel its insights directly into practical activities such as media literacy packages for teachers and trainers that are based on a scientific needs-assessment.

The project will guarantee continuation and further development of the GADMO website, which has become a prime resource of qualified disinformation-related information.

By joining journalistic, scientific, and technological forces, GADMO 2.0 will contribute to the fight against disinformation, both in the German-language countries and, through an active role in the EDMO network, throughout Europe.

### **Projektpartner**

- AIT Austrian Institute of Technology GmbH