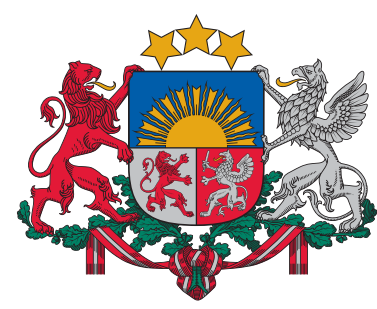




VIDZEME UNIVERSITY  
OF APPLIED SCIENCES



Ministry of  
Foreign Affairs  
Republic of Latvia

# MEDIA LITERACY

Human Cognition  
in the era of Artificial  
Intelligence



- ✓ Public Seminar
- 🕒 December 12 | 13:00
- 📍 Valmiera, Latvia
- 🎧 Online

## PROGRAM

12.30 ARRIVAL AND REGISTRATION

13.00 OPENING

**Andrejs Pildegovičs**, Ambassador at Large for Global and Multilateral Affairs – Special Envoy for Latvia's UNSC Candidacy 2026-2027

**Agnese Dāvidsone**, PhD, Rector, Associated Professor and Lead Researcher, Vidzeme University of Applied Sciences

**Tawfik Jellasi**, Assistant Director-General for Communication and Information, UNESCO

13.10-14.15 KEYNOTE

**Artificial intelligence (AI) in the Nordic journalism education curriculum**

**Maarit Jaakola**, PhD, Associate Professor & Co-Director, Nordicom, Nordic Centre for Media Research, University of Gothenburg (Sweden) 🇸🇪

**The role of artificial intelligence in information warfare: information perception and cognitive effects**

**Gundars Bergmanis-Korāts**, Principal Scientist, Cybersecurity and AI Technology Researcher, NATO Strategic Communications Centre of Excellence (Latvia) 🇻🇪

**Psychology perspective**

**Mārtiņš Priedols**, Mg.Psych. Researcher and Lecturer, University of Latvia (Latvia) 🇻🇪

14.20-15.05 PANEL DISCUSSION

**Media literacy and cognitive aspects in the era of artificial intelligence - how to study better?**

**Kristīne Šneidere**, Assistant Professor and Researcher, Riga Stradins University (online)

**Jānis Buholcs**, Associate Professor and Lead Researcher, Vidzeme University of Applied Sciences

**Ilva Skulte**, Dr.Philol. Associated professor, Riga Stradins University

**Gundars Bergmanis-Korāts**, Principal Scientist, Cybersecurity and AI Technology Researcher, NATO Strategic Communications Centre of Excellence

Moderated by: **Kaspars Rūklis**, Program Manager for Media Literacy in the Baltics Program, global development & education organization IREX

15.05-15.20 BREAK

15.20-16.10 KEYNOTE

**Digital literacy at scale: lessons learned**

**Dr. Jon Roozenbeek**, British Academy Postdoctoral Fellow, Department of Psychology, University of Cambridge (United Kingdom) 🇬🇧

**The role of community Media in Social mediation: "community radio as a model"**

**Ph.d Yassine Aabbar**, Professor of Sociology at Cadi Ayyad University, director of kechRadio Web (Marrakesh, Morocco) 🇲🇦

16.15-17.00 PANEL DISCUSSION

**Media literacy and cognitive aspects in the age of artificial intelligence - how to better educate media users?**

**Agnese Dāvidsone**, PhD, Rector, Associated Professor and Lead Researcher, Vidzeme University of Applied Sciences)

**Sandra Sprudzāne**, Assistant Professor and Lead Researcher, Rezekne Academy of Technologies

**Dr.sc.comm Klinta Ločmele**, Dr.sc.comm., Assistant Professor, Department of Communication Studies, Faculty of Social Sciences, University of Latvia

**Emīls Rotgalvis**, Media Literacy Expert, Library Development Centre of the National Library of Latvia

Moderated by: **Gunta Sloga**, Executive Director of the Baltic Centre for Media Excellence

17.00-17.10 CLOSING

**REGISTER BY DECEMBER 10:**

[https://ej.uz/12\\_12\\_2023](https://ej.uz/12_12_2023) 🖱️

Cooperation partners:

