

# Media Disinfodemic vs. Resilience – Challenges for Science and Society

## Scientific conference

*7 November 2025, 9:00–13:30,  
Constantine the Philosopher University in Nitra,  
Room D207 (Dražovská 4, Nitra)*

### **Event Organizers**

*Department of Mass Media Communication and Advertising, Faculty of  
Arts, Constantine the Philosopher University in Nitra, Slovakia*

*Faculty of Mass Media Communication, University of Ss. Cyril and  
Methodius in Trnava, Slovakia*

*Department of Applied Sciences, WSB University, Poland  
Media Research Centre, Commission of National Education University in  
Krakow, Poland*

*Institute of Mediamatics and Cultural Heritage, University of Žilina in Žilina,  
Slovakia*

*Faculty of Educational Sciences, University of Lodz, Poland  
Mykolas Romeris University, Vilnius, Lithuania*

### **Organizing and Scientific Committee**

*Gražina Čiuladienė, Katarína Fichnová, Iwona Leonowicz-Bukata, Peter Mikuláš,  
Agnieszka Ogonowska, Slavka Pitoňáková, Lucia Spálová, Michał Szyszka, Arkadiusz  
Wąsiński, Lukasz Wojciechowski*

### **Organizational assistance and visual design**

*Jana Comová, Veronika Peráčková, Alina Safonova, Michaela Žuk-Olszewska*

### **Technical support**

*Marián Mancír*

*Project support:*

*EÚ-SRaRP 09I03-03-V04 Fellowships for Excellent Researchers R2-R4 "Potentials of  
creativity as a source of prophylaxis against fake news in social media"*

**Scientific conference**

# **Media Disinfodemic vs. Resilience – Challenges for Science and Society**

## **PROGRAMME**

**Section 1. Disinformation, Media Literacy and creativity**

**9:00 - 10:35**

**Katarína Fichnová,  
Peter Mikuláš**

Constantine the Philosopher  
University in Nitra, Slovakia

**Opening and presentation of the project  
support**

**Agnieszka  
Ogonowska (online)**

Commission of National  
Education University in Krakow,  
Poland

**Research on Disinformation and Media  
and Digital Competences in Poland and  
Andalusia: An Intercultural Comparative  
Study**

**Paulo Falcão Alves  
(online)**

University of Algarve, Portugal

**Artificial intelligence and journalistic  
ethics – the end of democracy and  
critical thinking?**

**Shelbey  
Rosengarten**

St. Petersburg College, USA

**Media literacy for scientific literacy: A  
case study from an American first-  
year writing course**

**Iwona Leonowicz-  
Bukała (online)**

University of Information  
Technology and Management  
in Rzeszow, Poland

**AI generated content on news  
websites. How to do the content  
analysis in the synthetic era?**

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## PROGRAMME

**Mikołaj Birek (online)**

University of Information  
Technology and Management  
in Rzeszow, Poland

**Sora and beyond. Is anything even  
real anymore?**

**Katarína Fichnová,  
Łukasz  
Wojciechowski,  
Michal Radošinský**

Constantine the Philosopher  
University in Nitra, Slovakia  
University of ss. Cyril and  
Methodius in Trnava, Slovakia

**Information disorders in politicians'  
political communication' in selected  
media (poster)**

**Discussion**

**Coffee break** ☕

***Section 2. The Digital Society Between Innovation,  
Information, and Misinformation***

**10:50 - 12:30**

**Yara Ahmed**

British University in Egypt

**AI-Generated Fake News: Ethical  
Challenges and Detection Strategies**

**Rasha Ihab**

British University in Egypt

**A Study of the Technology Readiness  
Behavior among Elderly Users of E-  
Banking Services: A Reflection on the  
Public Sector Banks of Egypt**

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## **PROGRAMME**

**Dalia Ragaa**

British University in Egypt

**The Effect of Upward Social Comparison on Behavioral Intentions Towards Social Media Influencers in Egypt**

**Amany Khodair**

British University in Egypt

**Creativity as Egypt's Shield Against Fake News on Social Media**

**Mai Hamed**

British University in Egypt

**AI-generated (mis)Information: Knowledge Asymmetry and Structural Inequality**

**Rania Salem**

British University in Egypt

**AI and Financial Misinformation: The Need for Financial Media Literacy**

**Edita Štrbová,  
Hana Kiková**

Constantine the Philosopher  
University in Nitra, Slovakia

**Typology of Subjective Motivations for Sharing Hoaxes: A Q-Methodological Study in the Context of Online Behavior (poster)**

**Györgyi Janková**

Constantine the Philosopher  
University in Nitra, Slovakia

**The VIHARO model as a tool for stimulating resistance to brain passivity (poster)**

**Discussion**

**12:30-12:40 Final summary**

