

Media and Information Literacy

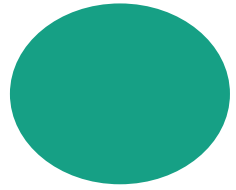
The Problems of False Information

Dr Eileen Culloty

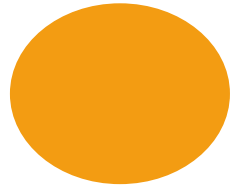
**MEDIA
LITERACY
IRELAND**



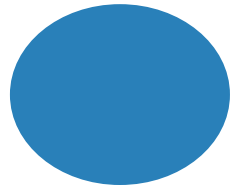
Institiúid DCU um Meáin Todhchaí,
Daonlathas agus Sochaí
DCU Institute of Future Media,
Democracy and Society



DISINFORMATION



DIGITAL MEDIA



MEDIA LITERACY

Disinformation

The nature of the problem

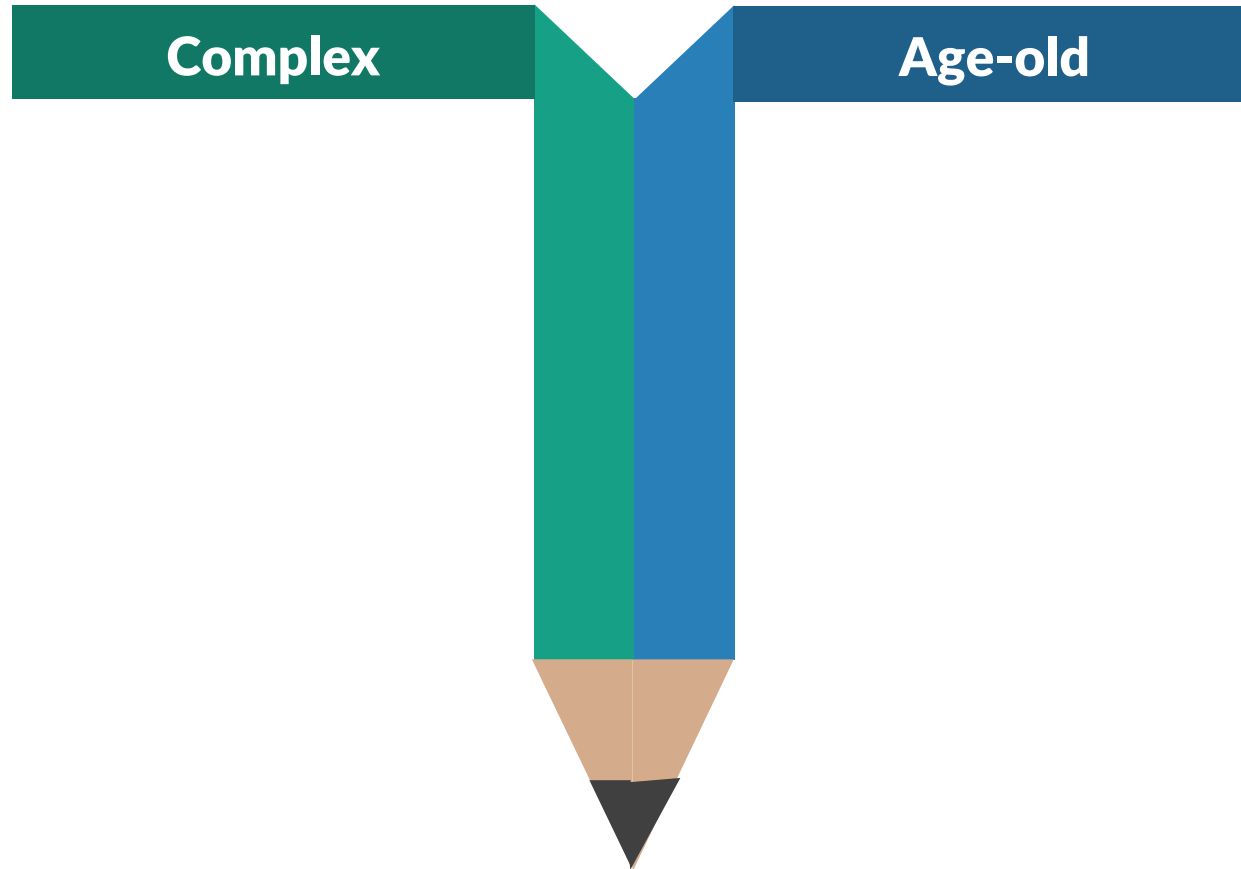
Disinformation

The nature of the problem



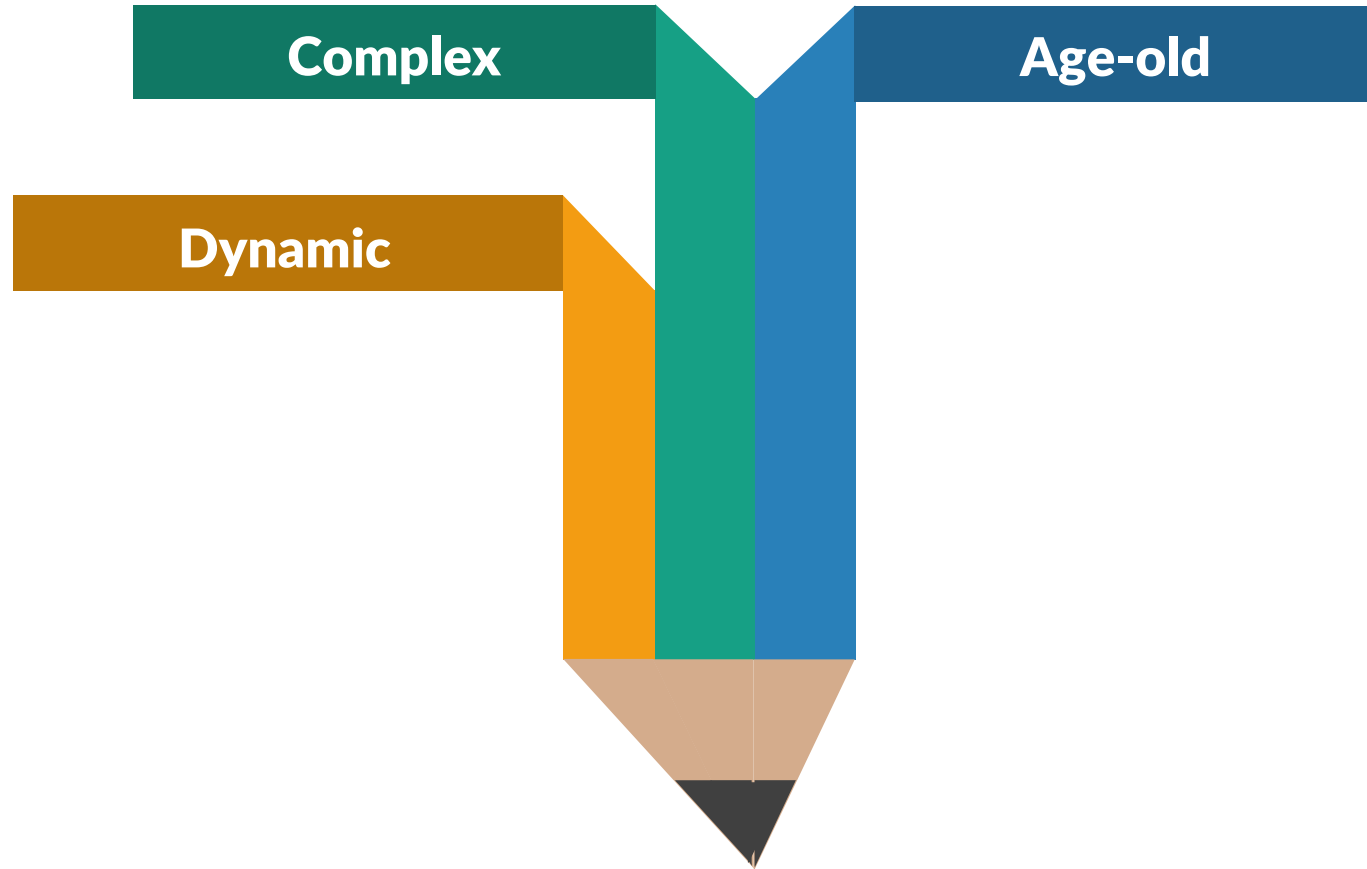
Disinformation

The nature of the problem



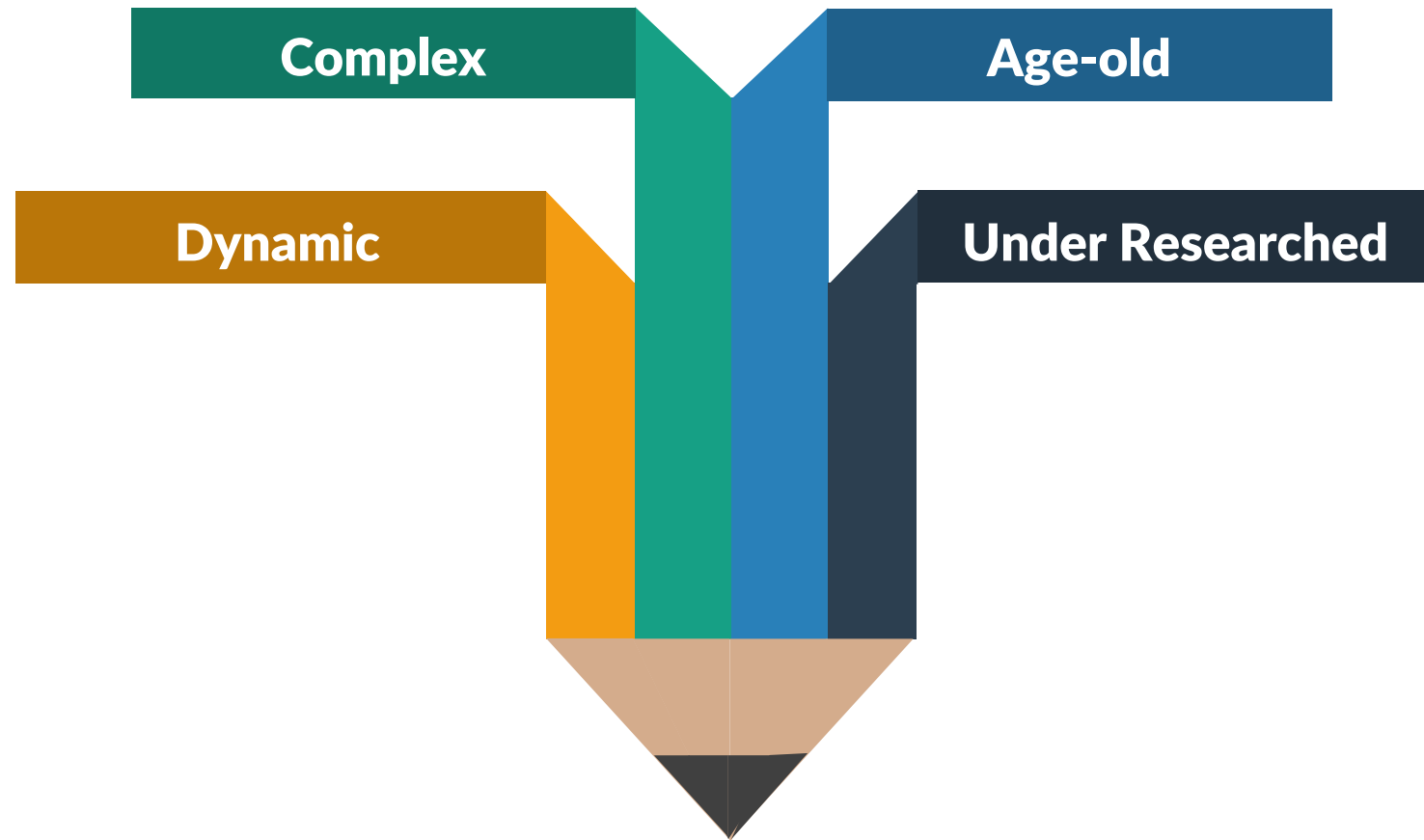
Disinformation

The nature of the problem



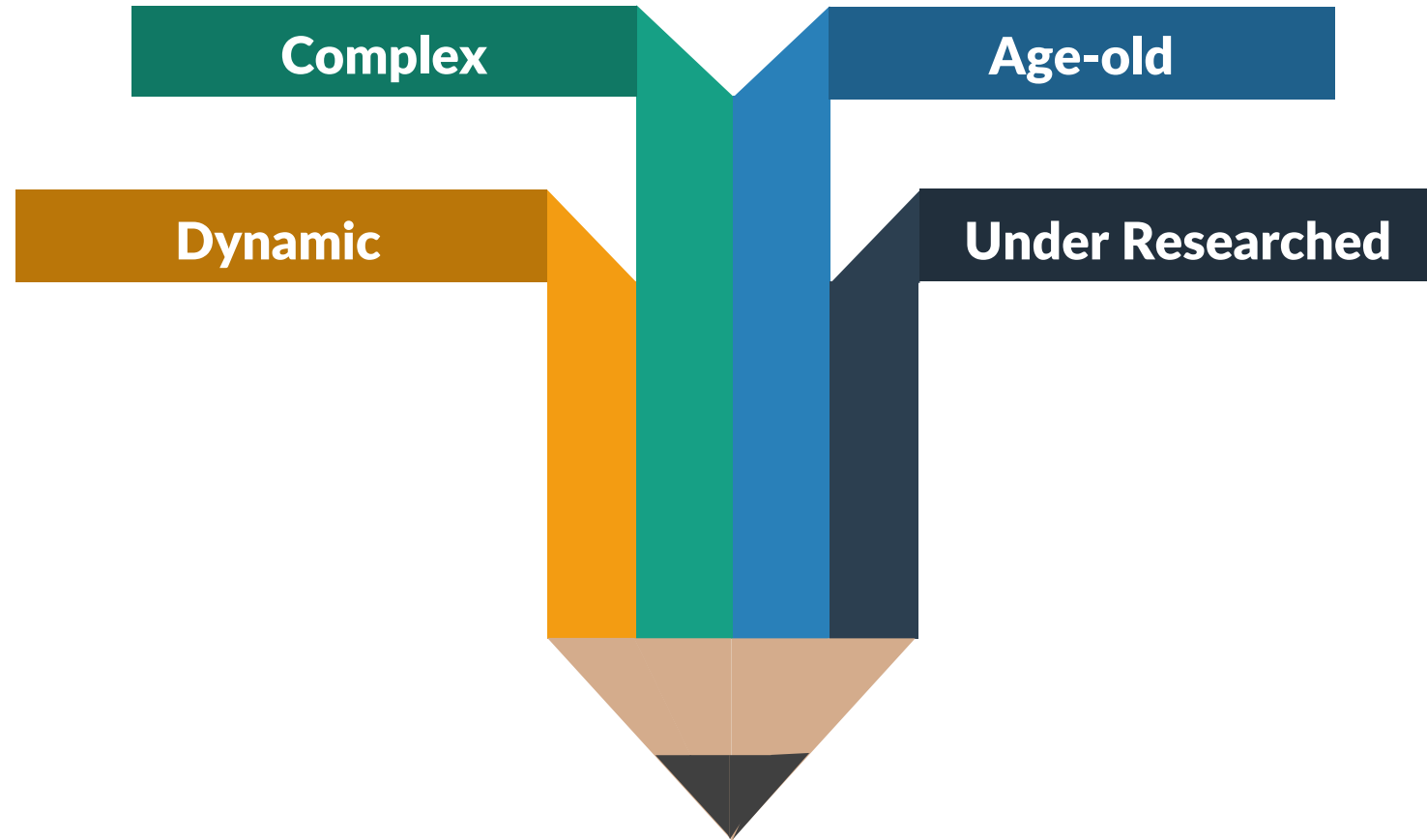
Disinformation

The nature of the problem



Disinformation

The nature of the problem



NO SIMPLE SOLUTIONS

Susceptibility

What makes people susceptible to disinformation?

Cognitive Capacity

Situational Attention

Motivated Reasoning

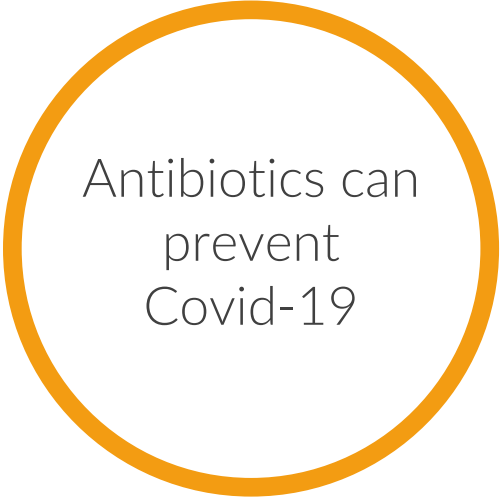


Prior Knowledge

Repeated Exposure


Lack of Literacies

Susceptibility Is Contextual



Antibiotics can
prevent
Covid-19

25% 18-24s agree
7% over 65s agree*



Vaccines are
important for
children

Under 65s less
likely to agree+



*Baum et. al. (2020). The State of the Nation: Covid-19 Survey. September 2020. Northeastern University.
+ Larson et. Al. (2018). State of Vaccine Confidence in the EU. European Commission

Engagement

What do people share disinformation?

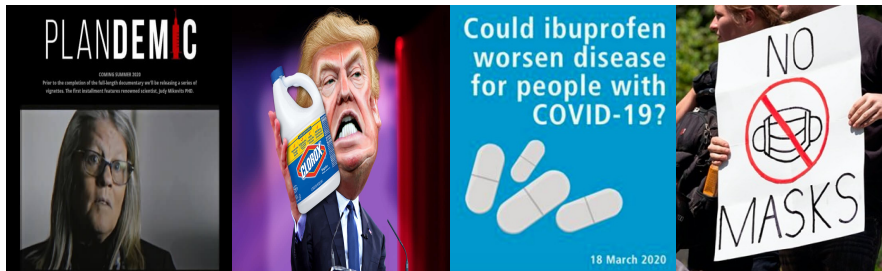


Informing Others

Expressing Opinions

Entertainment

Warning Others



Chadwick and Vaccari (2019); Chakrabarti et al. (2018); Magid (2018)

Helping People Avoid Disinformation

What works?



Repeated, explanatory corrections - from expert sources*

Prompting people to stop and think about accuracy+

Pre-warning people about manipulation strategies**

*Lewandowsky et al. (2012); Nyhan and Reifler (2015); Vraga and Bode (2018); Fazio et al. (2020); Pennycook et al. (2020); Vraga and Bode (2017)

+Cook et al. (2017, 2020); Roozenbeek et al. (2020)

** Cook et al. (2017, 2020); Roozenbeek et al. (2020)

**BE
MEDIA
SMART**

STOP / THINK / CHECK_

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LITERACY
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www.bemediasmart.ie

Prompting people to stop and think about accuracy

Pre-warning people about manipulation strategies



“Drop all pretence of ethics and choose the path that builds your persona as an unscrupulous media magnate. Your task is to get as many followers as you can while slowly building up fake credibility as a news site.”

<https://www.getbadnews.com>

Digital Wildfires

How did we get here?



Public Broadcasting 1920s+

Regulated



Imperfect, but designed for the public interest

Web 1990s+

Not Regulated



Designed for engagement and advertising revenue

Design for 'Engagement'



Infinite scrolling



Recommendations



Instant reactions



Harvesting data

Design for 'Engagement'



Our algorithms exploit the human brain's attraction to divisiveness”

– Leaked Facebook presentation (2020)



A Socialisation Shift



Communal Media Spaces



'Alone Together' Media Spaces

Media Literacy

Putting out Digital Wildfires

Understanding the roles of media in society; analysing, evaluating, and producing media messages

Building a Better Future

Creating inclusive spaces for reflection on and self-expression through media; developing capacities to engage in civic life in meaningful and responsible ways



Supporting media literacy education for youth can help prepare children and young adults for **lives of active inquiry around media and for a **better understanding of the ties between information, community, and democracy**"**

— Paul Mihailidis (2020) Empowering Youth Worldwide

Paul Mihailidis (2020) 5 A's of Media Literacy



Access to media



**Assessment of how media
portray events and issues**



**Action to be become part
of the dialogue**



**Awareness of authority,
context, credibility**



**Appreciation for the diversity
of information, dialogue,
collaboration, and voices online**

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