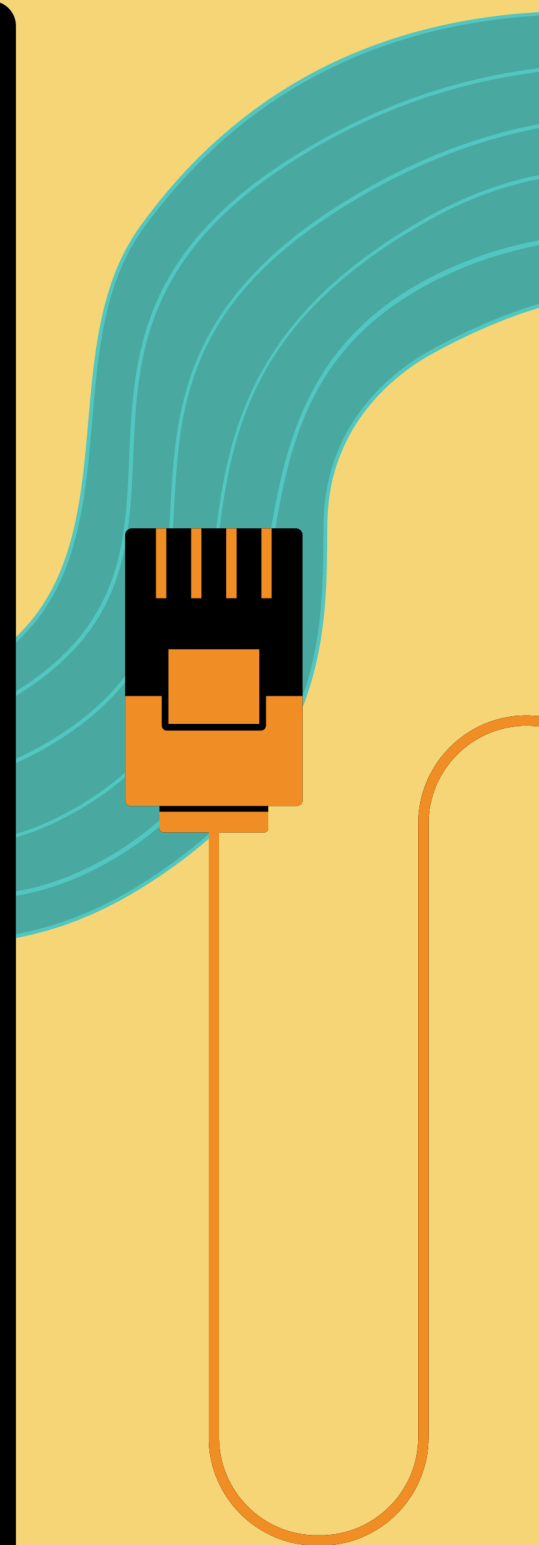
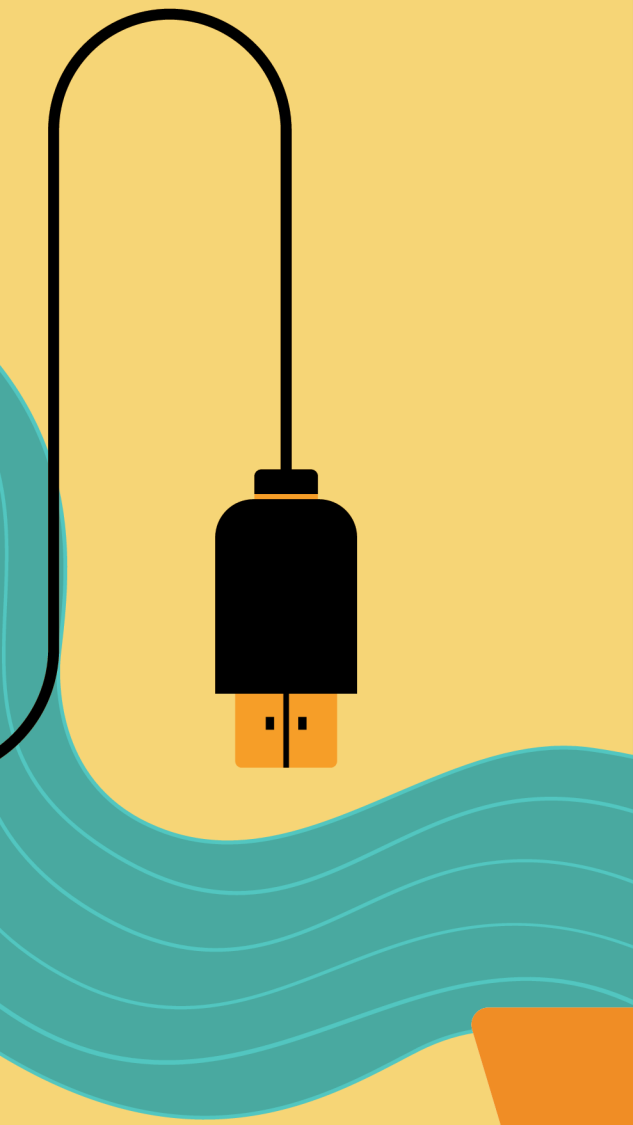


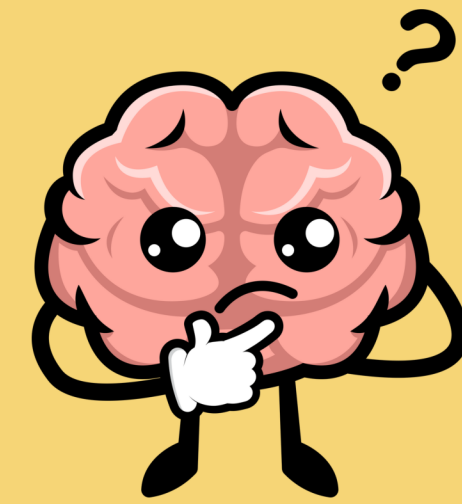


BEING MEDIA SMART

How to be media literate
and spot fake news



How to be media smart



01

Critically
Evaluate

Understand and critically evaluate media in order to make informed choices and best manage media use

02

Engage Safely

Access and use broadcast and digital media content in a safe and secure manner

03

Create
responsibly

Create and participate in media responsibly, ethically and effectively



A Helicopter View
first of all

1. Critically evaluate



Context

Is this content organic, factual, opinion or promotional?

Source

What is the motivation of the creator to publish this media?

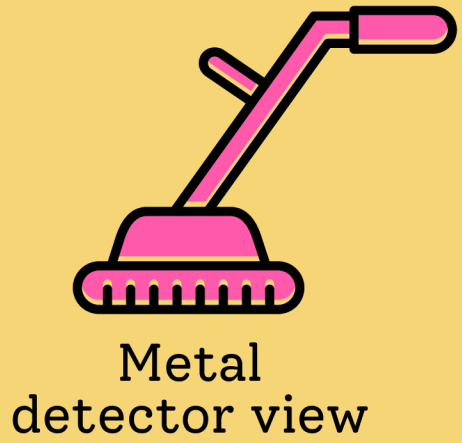
Bias

Could there be another side to this story that would be worth exploring?

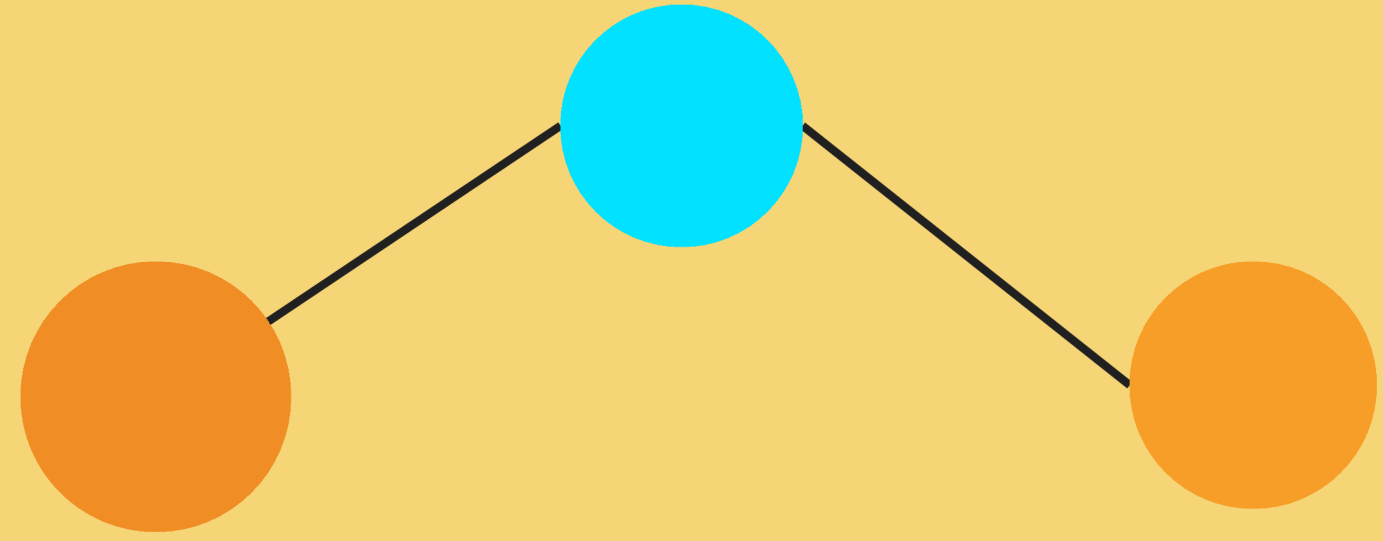
Coverage

Is this story being covered elsewhere?

How is the content made?



Sources used and/or interviews



Impacted

Is this person someone who has been impacted by the matter/topic?

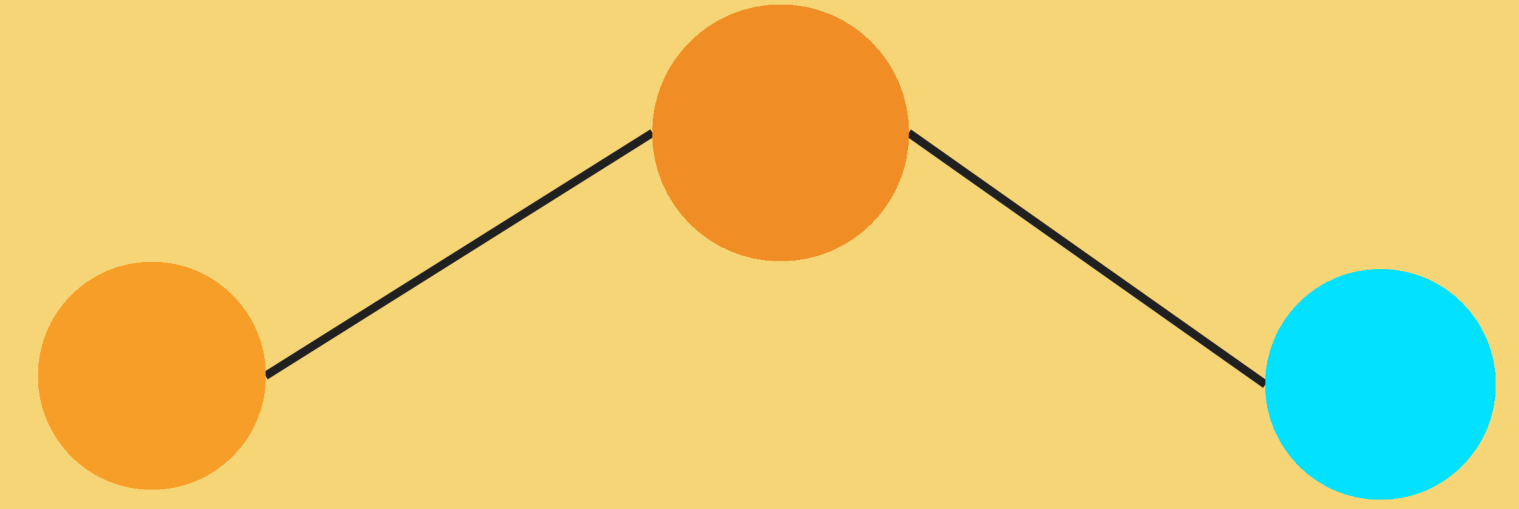
Someone who has experienced homelessness

Informed

Is this information from someone informed and reliable?

A charity spokesperson, or a government official

Research done by the creator/publisher



Balance

Does this piece look at all sides of the argument at hand?

Accurate

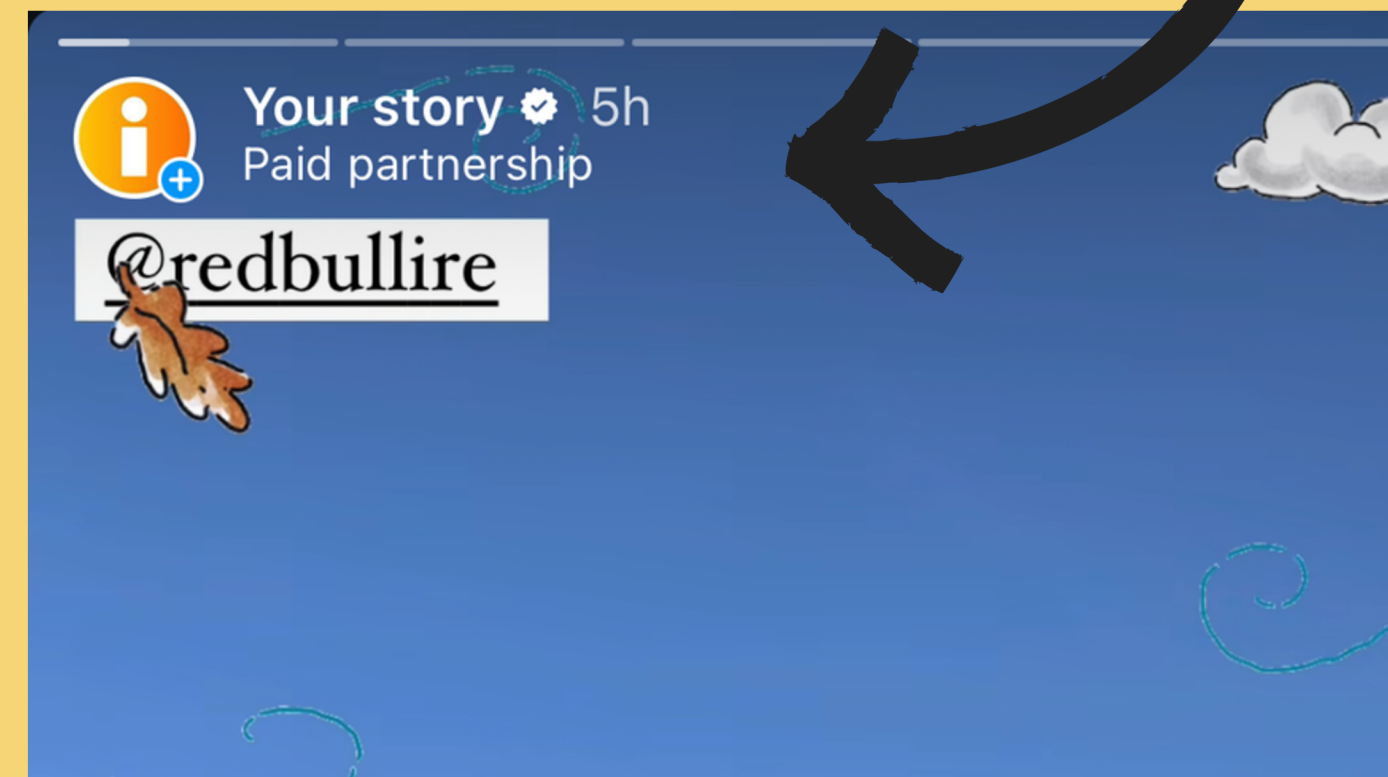
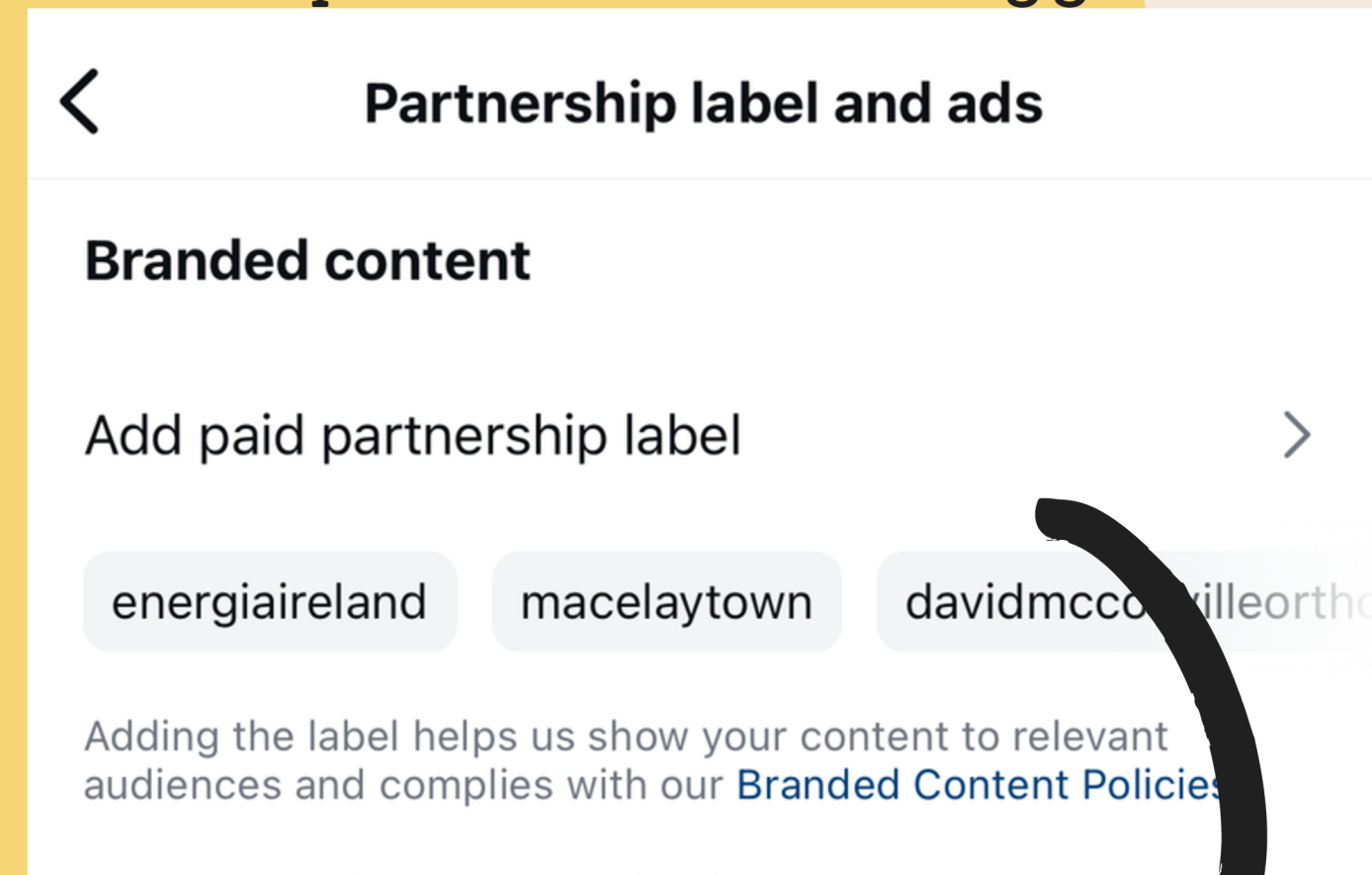
Is this information correct? Has it been covered in other places and who is writing the piece?

ADVERTISING ON MEDIA

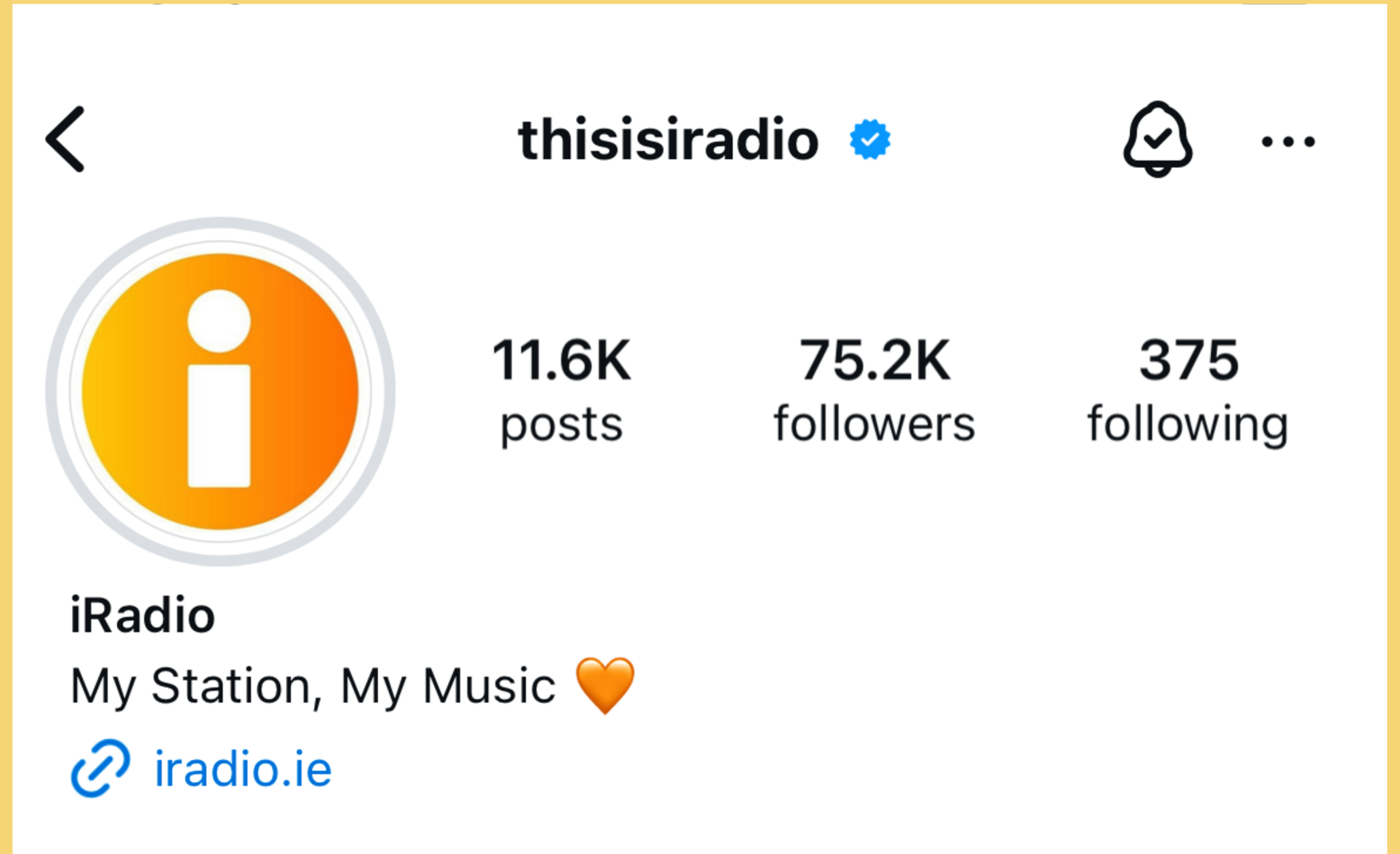
Keep an eye out for the 'paid partnership' tool or the use of #ad on social media. Has this person been paid to publish this content?

This does **not** mean that the content is not accurate, but it's worth considering before buying a product, assessing a service or sharing content.

Instagram has added a tool to ensure all paid content is flagged



2. Engage Safely



Verifiable – is this account from a real person or publication?
Is there a blue tick?



THE BLUE TICK RULE



Just because they have a blue tick, it does not mean all of their information is accurate. Nowadays, people can pay to get a verified tick on some platforms.

It can be a **great indicator** that an account is authentic, but you should still investigate and research claims made on this account.

(€16.99/month) for 1 profile

Price may include taxes when applicable.

When you subscribe, you get access to benefits, such as:

- ✓ A verified badge
- ✓ Increased account protection
- ✓ Enhanced support

When you have a verified badge on your profile, people may be more likely to follow you.

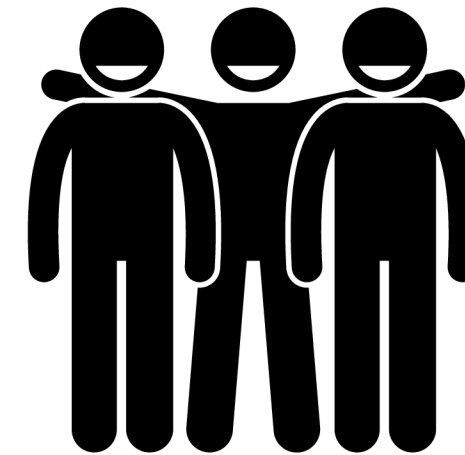
By tapping Pay now, you agree to the Meta Verified [Terms of Service](#). If Meta is unable to verify your identity, you'll receive a refund. You can cancel up to 24 hours before your next payment date. [Learn more](#)

Pay now

Who am I following?



Public figure



Friend/Family

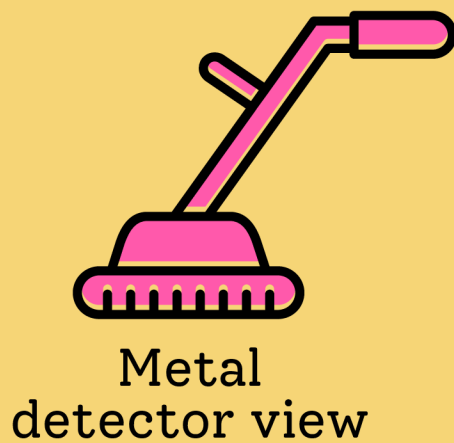


Acquaintance



Someone I do not know

The account is 'hiding' behind a grey icon or is on private



The account leaves random comments and emojis on posts

Bio full of misspelled words, special characters, and dodgy-looking links?

The account is promoting quick ways to make money

Is this a BOT or Spam?

The account has a lower follower count, but follows thousands of users

You receive spammy DMs or tags from the account



Source: Plann at LinkTree

Access the full list here:
<https://www.plannthat.com/fake-instagram-account/>

Is this website secure?

- It uses HTTP rather than HTTPS
- The site has a combination of typos and poor design
- The address looks altered or off
- The site says you have a security issue
- The site floods you with pop-ups or links to click
- It offers hard-to-get items at an outrageous discount
- The site promises access to hot shows, movies, and sporting events

Source: McAfee

Access the full article here:

<https://www.mcafee.com/blogs/internet-security/how-to-tell-whether-a-website-is-safe-or-unsafe/>



Self-reflection
view

3. CREATE ETHICALLY

Does this hurt someone?

Does what I have to say pose a risk to others?

Is my source reliable?

Does it give away personal information about me or someone else that could affect safety?

Could it damage someone's reputation? Or my own?

Would I be okay with a future employer seeing this?



Would I be happy for my family to see that I posted this?

How will I feel about this post in a year?

Would I want this information shared about me?

Is this information proven to be accurate?

Does this abide by the community and safety guidelines on this platform?

IDENTIFYING FAKE NEWS



MISINFORMATION

Inaccurate or fake news that has been created in error



DISINFORMATION

Inaccurate or fake news that has been created with the intent of misleading the audience

EXAMPLE: FAKE NEWS

EIFFEL TOWER ON FIRE 2024



The image shows a screenshot of a news article on the Euro News website. The page features the Euro News logo and a navigation menu with categories like Latest, Europe, World, EU Policy, Business, Euroviews, Next, Green, Health, and Culture. The breadcrumb trail indicates the article is in the 'my.europe' section, under 'Europe Decoded' and 'The Cube'. The main headline reads 'Has the Eiffel Tower caught fire?'. Below the headline is a video player showing a night view of the Eiffel Tower with a fire effect at its base. A red banner with the word 'MISLEADING' is overlaid on the bottom right of the video player. The video player also has a play button and a title 'Eiffel Tower Fire..'. The background of the video player is blue with floating blue cubes.

euro news.

Latest Europe World EU Policy Business Euroviews Next Green Health Culture

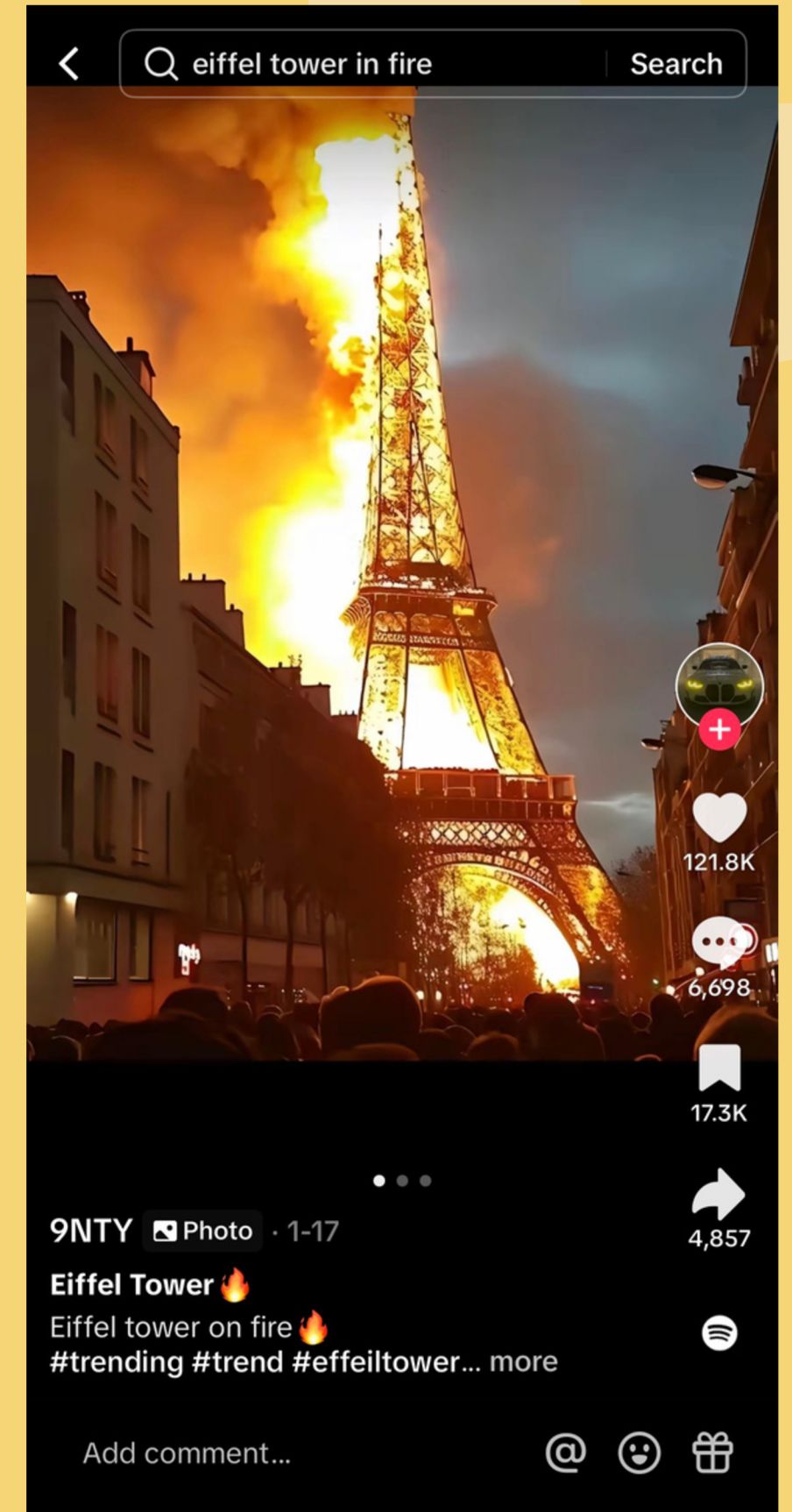
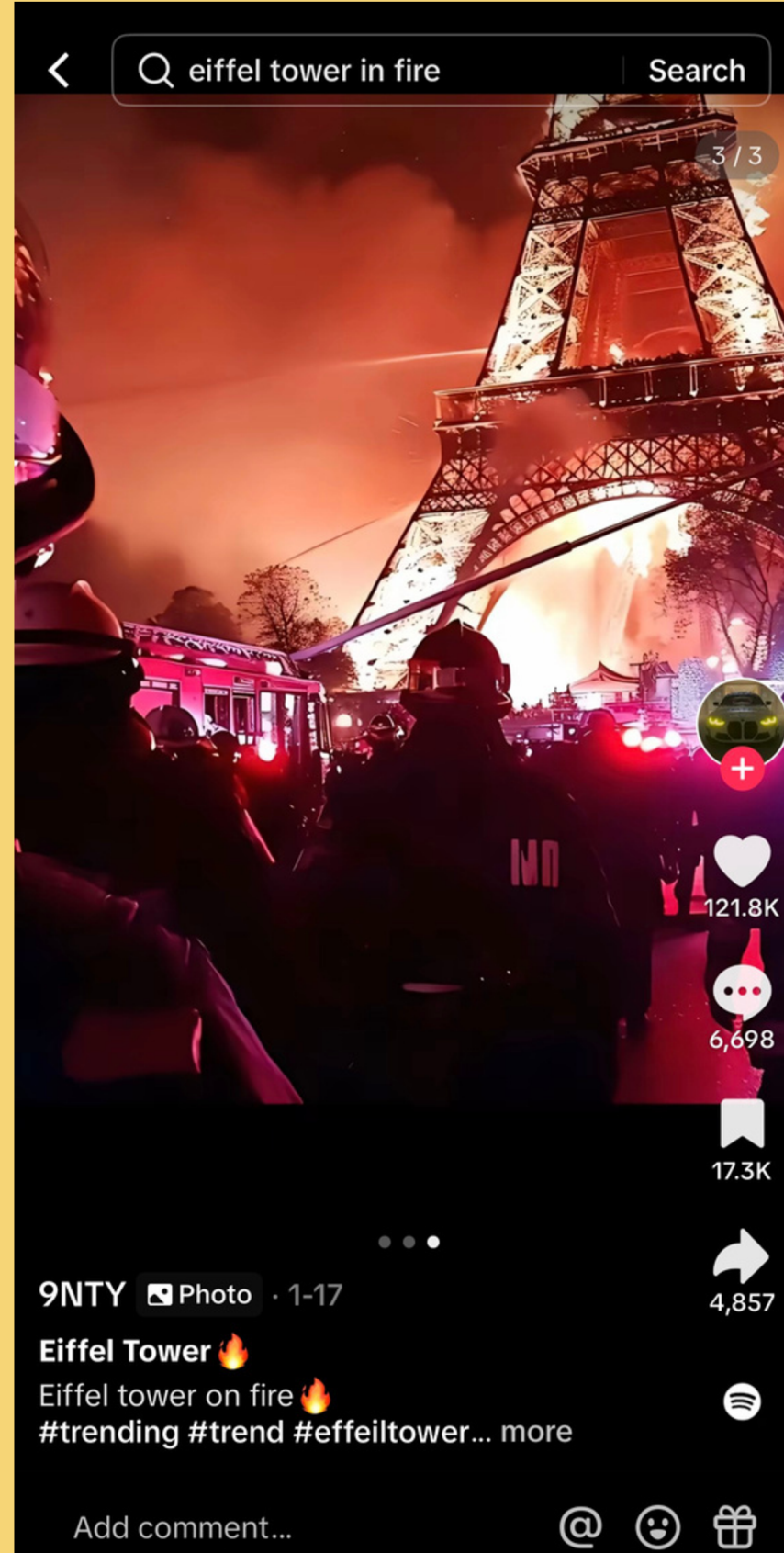
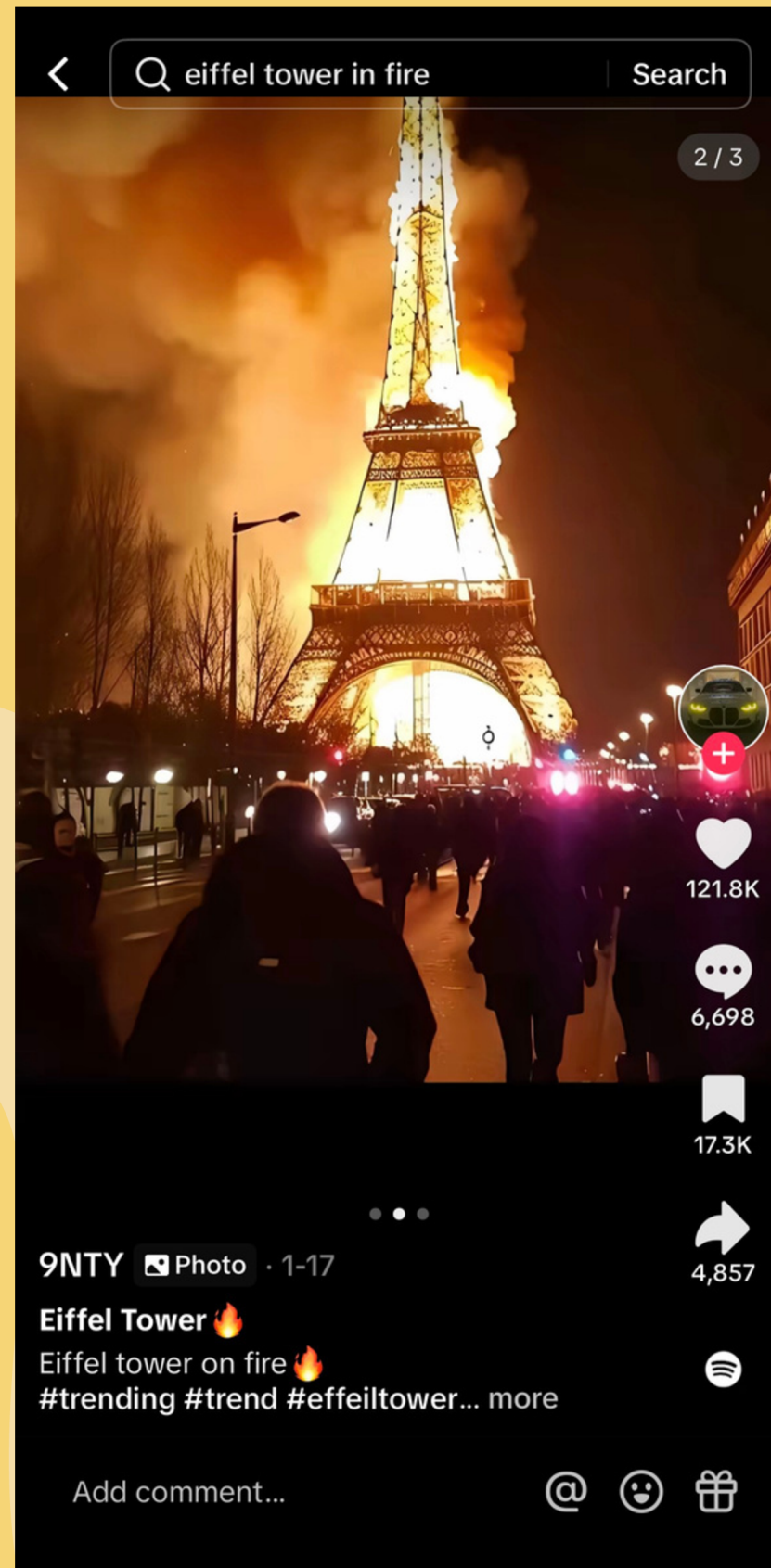
my.europe > Europe Decoded > The Cube

Has the Eiffel Tower caught fire?

Eiffel Tower Fire..

MISLEADING

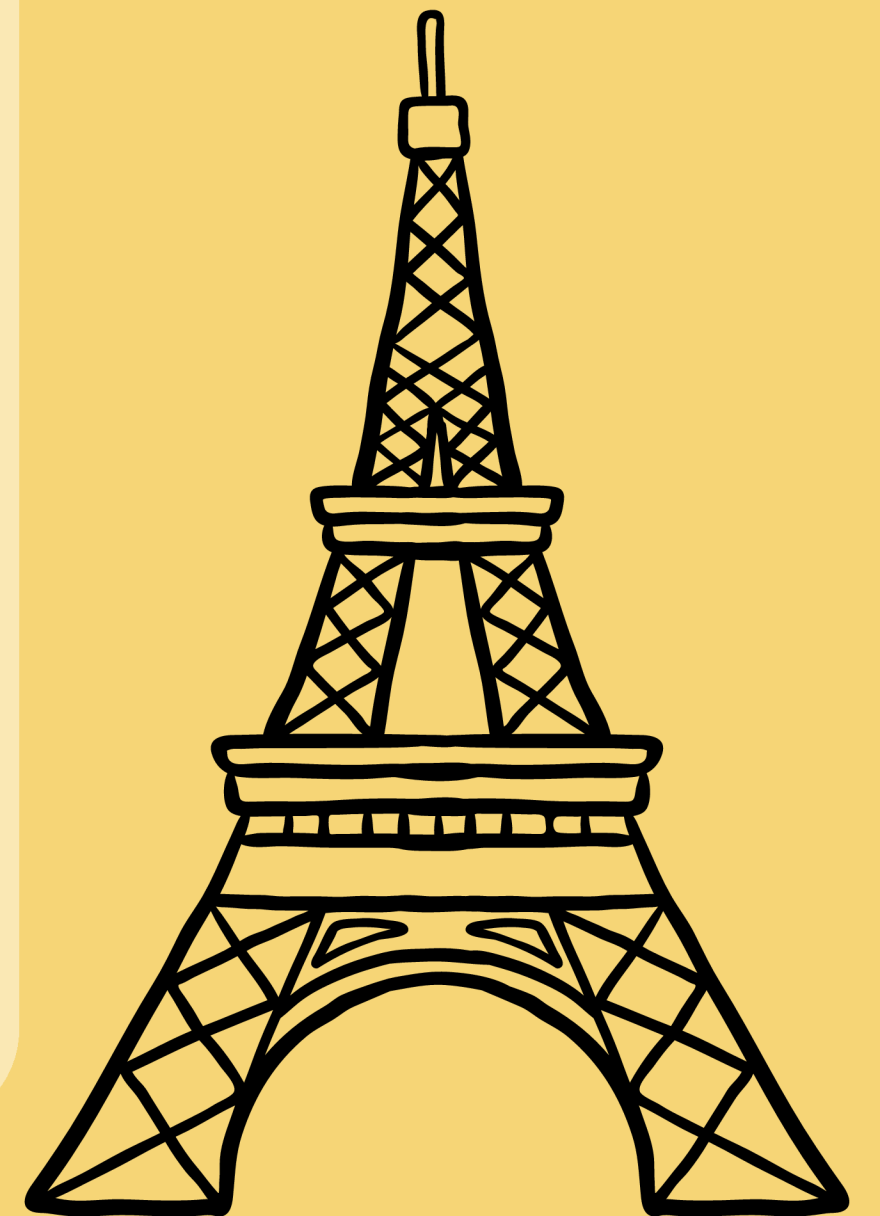
Images circulating on TikTok in January 2024



But there is **PROOF** it was false.....

Eiffel Tower on fire?

1. Various live streams of the Eiffel Tower all showed that the monument was free of signs of fire or fire damage.
2. Nothing had been announced on the official Eiffel Tower website.
3. The President had not released a statement on it either.

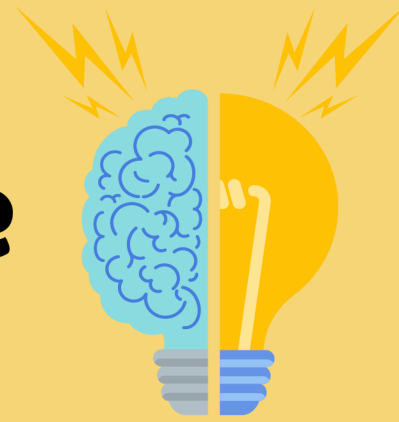


Source: EuroNews

Access the full article here: <https://www.euronews.com/my-europe/2024/01/25/has-the-eiffel-tower-caught-fire>



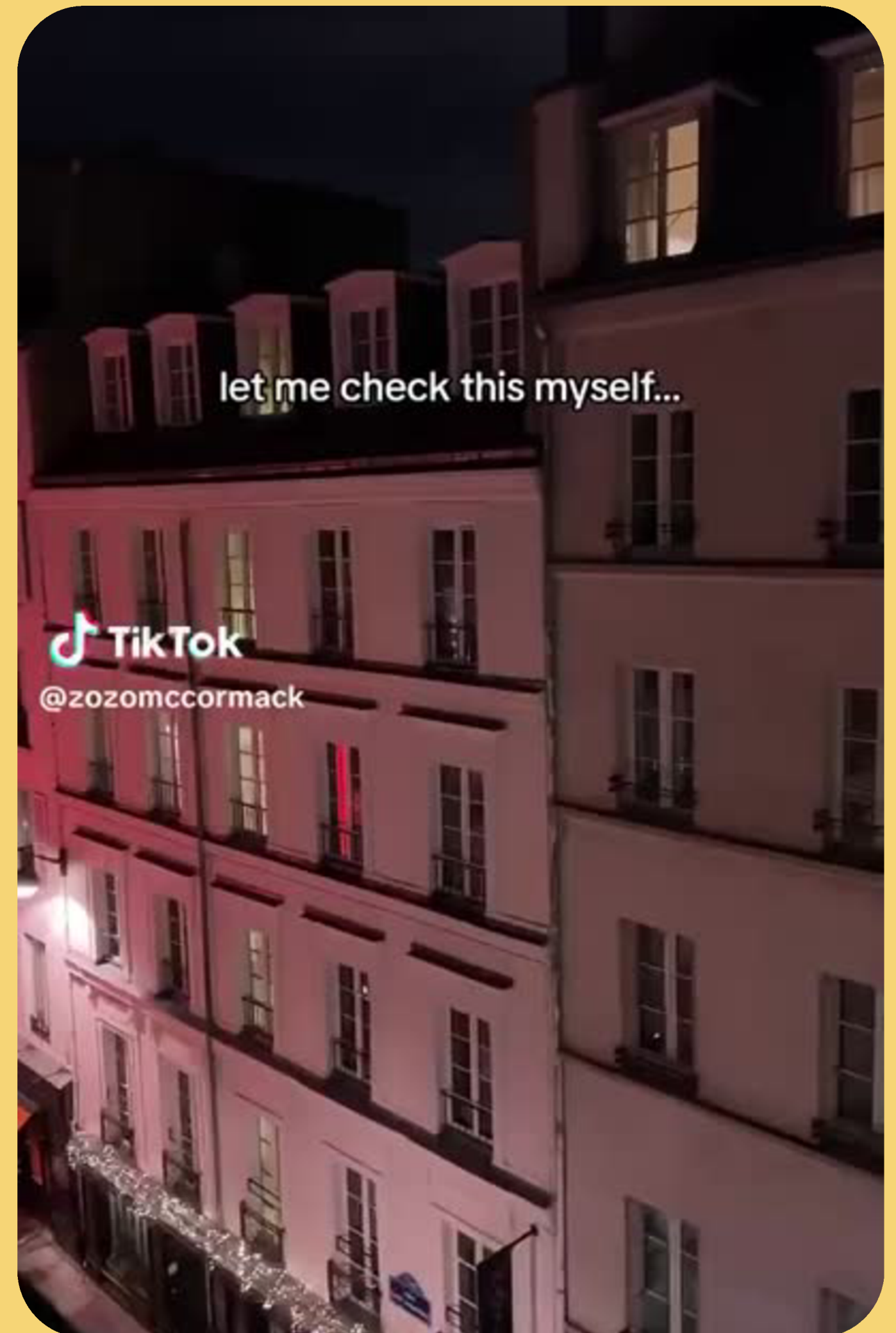
Use your common sense



If the Eiffel Tower was on fire, it would be huge news globally. But what about locally? People live nearby remember!

Most importantly, people nearby could see the monument was not on fire. However, they were still seeing the videos on their social media.

This is why it is so important to question what we see.





NEVER PRESUME



Don't rely on social media platforms to filter out the misinformation or disinformation. Sometimes, things will slip through the cracks and appear on your feed.

This is why it is so important to refine your media literacy skills!

PRESS RELEASE | NOV. 27, 2024

TikTok fails to detect disinformation ahead of Irish general election

Share this   

Ahead of the general election in Ireland Global Witness tested the election integrity commitments of TikTok by submitting advertisements containing blatant and harmful disinformation in English and Irish. The platform approved more than 50% of ads submitted in Irish and more than 20% of ads in English – highlighting significant weaknesses in its moderation.

The test was conducted against the backdrop of [job cuts in TikTok's Irish operations earlier this year](#), and amidst [reports of ongoing global redundancies](#) as the company moves towards more AI-powered moderation.



TESTING THE THEORY



Global Witness Results:

- **English: TikTok approved 3/14 disinformation ads for publication**
- **Irish: TikTok approved 8/14 disinformation ads for publication**
- **Total: Across both languages, TikTok approved 11/28 disinformation ads for publication**

*After platform review, Global Witness deleted all ads before they were published on the platform so that the ads did not go live.

Here were some examples of what the ads contained

“

You need to provide proof of two COVID-19 vaccinations to be allowed to vote

”

“

You can vote by post after the polls have closed on the day of the election

”

“

You can cast your vote on Facebook

”

DEEP FAKE



CHEAP FAKE

A deepfake consists of **using AI** to devise a fake video or the like (e.g., fake picture, fake audio, fake text).

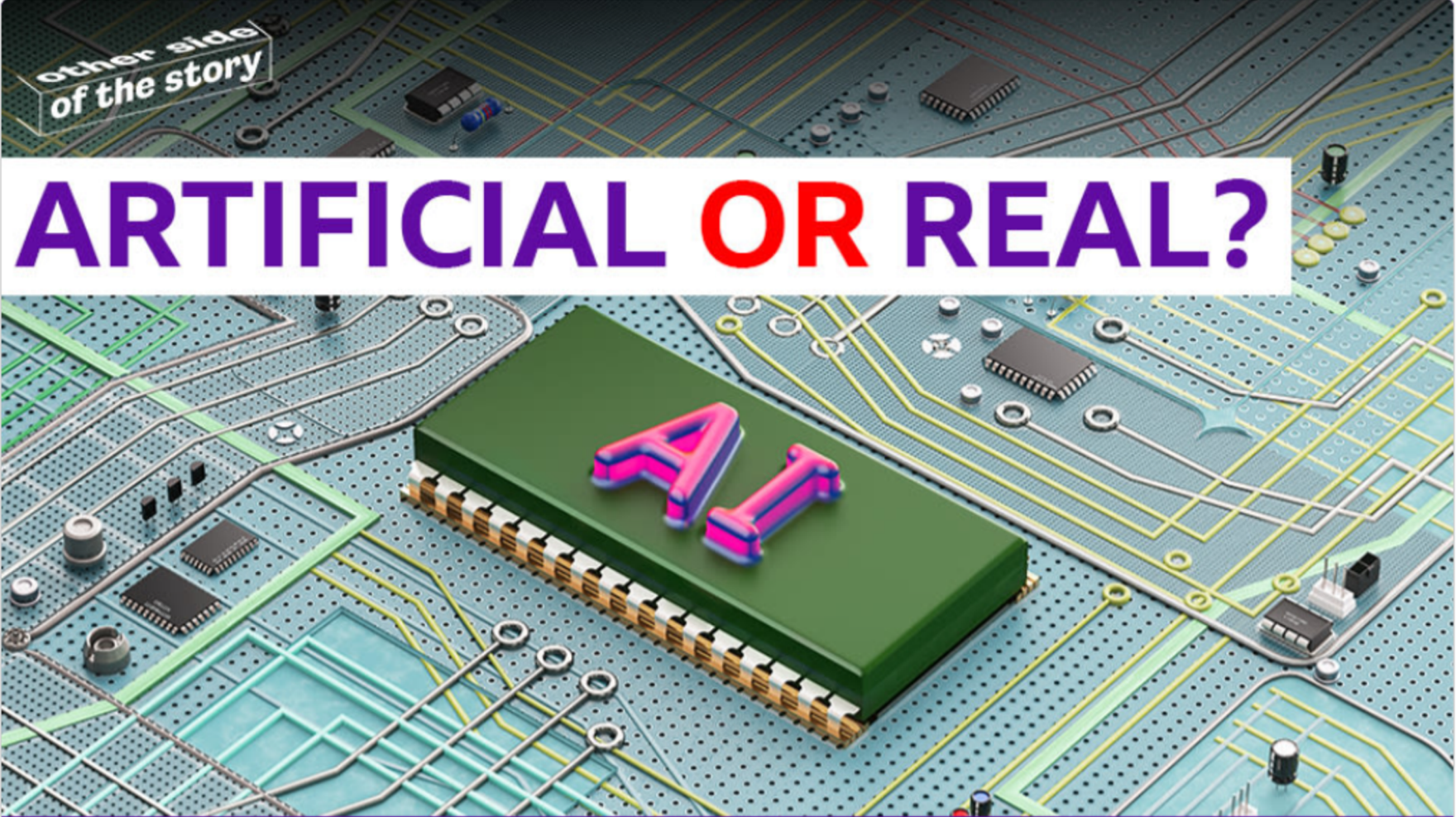
Deepfakes are routinely posted on social media and covered in mainstream news.

A cheap fake is the same kind of fakery as a deepfake, but instead of using AI to craft the untoward content, the adverse content is crafted by the **human hand** and via so-called **non-AI low-tech editing** capabilities.

Source: Forbes

Access the full article here: <https://www.forbes.com/sites/lanceeliot/2024/06/25/cheap-fakes-and-rescuing-humankind-via-generative-ai/>

Can you spot a deep fake?



other side of the story

ARTIFICIAL OR REAL?

Artificial or Real?

Can you tell the difference between a real video or picture, or one that has been generated by artificial intelligence (AI)?

Have a go and let's see if you can spot the REAL from the AI!

[TAKE THE QUIZ](#)



The SIFT Method



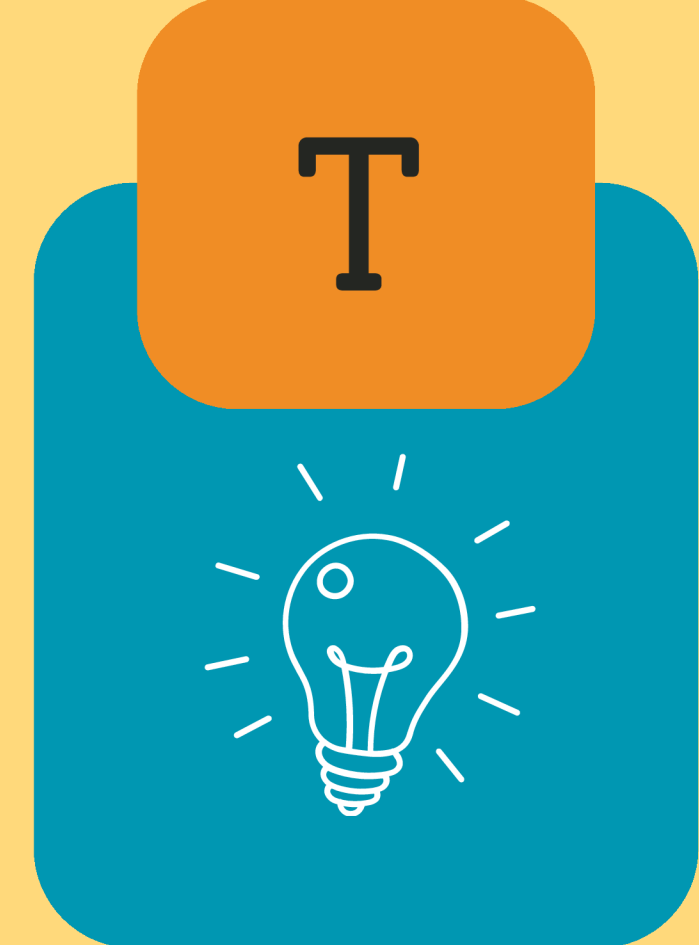
Stop



Investigate the
source



Find better
coverage



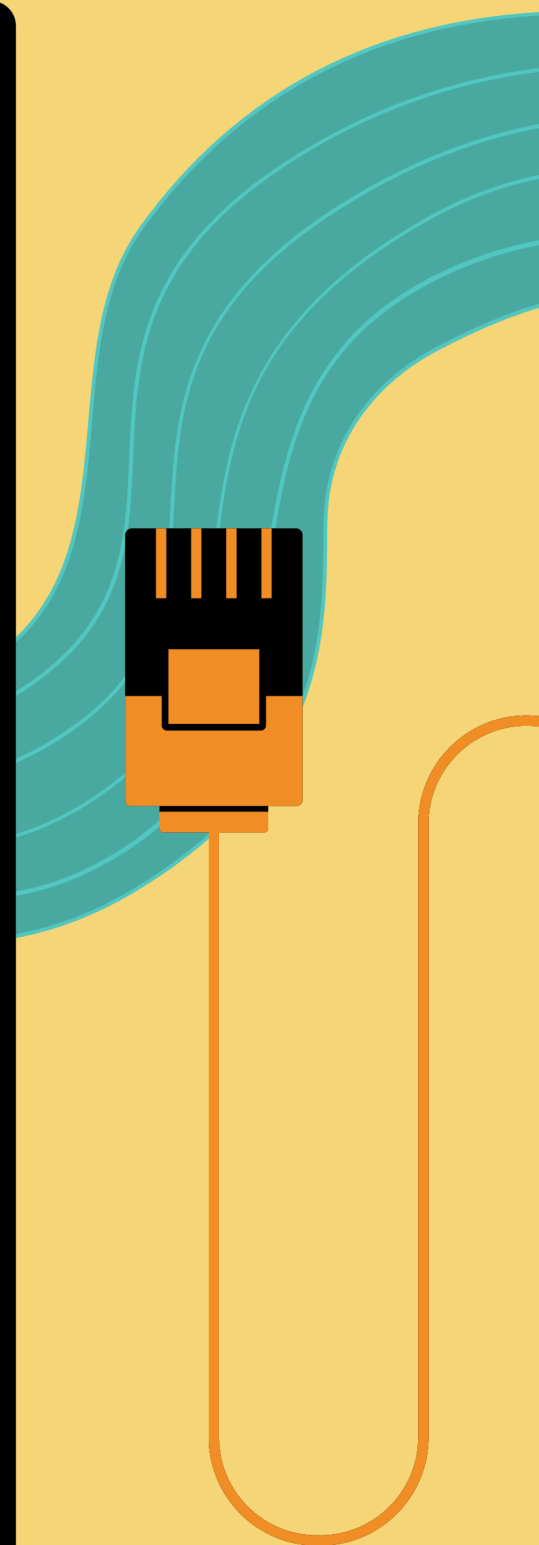
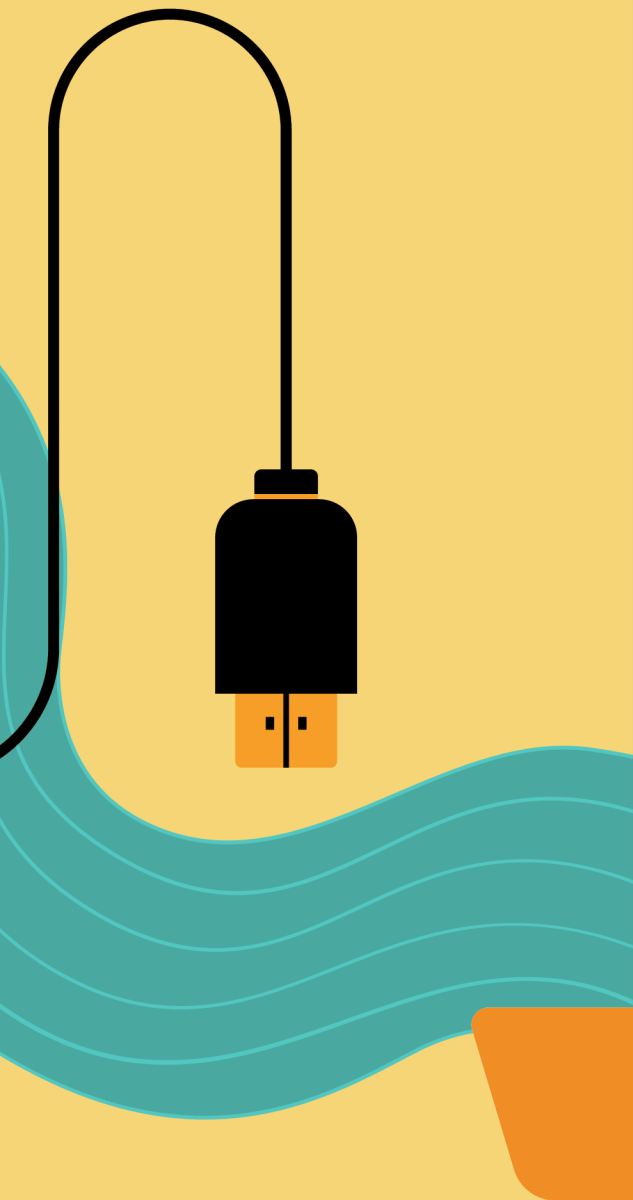
Trace claims,
quotes and
media to the original source

The SIFT method is an evaluation strategy developed by digital literacy expert, Mike Caulfield: Access at <https://guides.lib.uchicago.edu/misinformation>



LOOKING AFTER YOUR DATA

What is your personal data, and
tips on how to keep it safe



Keeping your data safe online



Source: The Data Protection Commission has this information all on their website!

- **Personal data is basically any piece of information that helps someone to know who you are:** Example: Your full name, birthday, email address, phone number, or home address. It's not only information that's written down.
- It can also be information about what you look like or sound like, for example **photos or videos** that you've posted online, or your voice recordings.

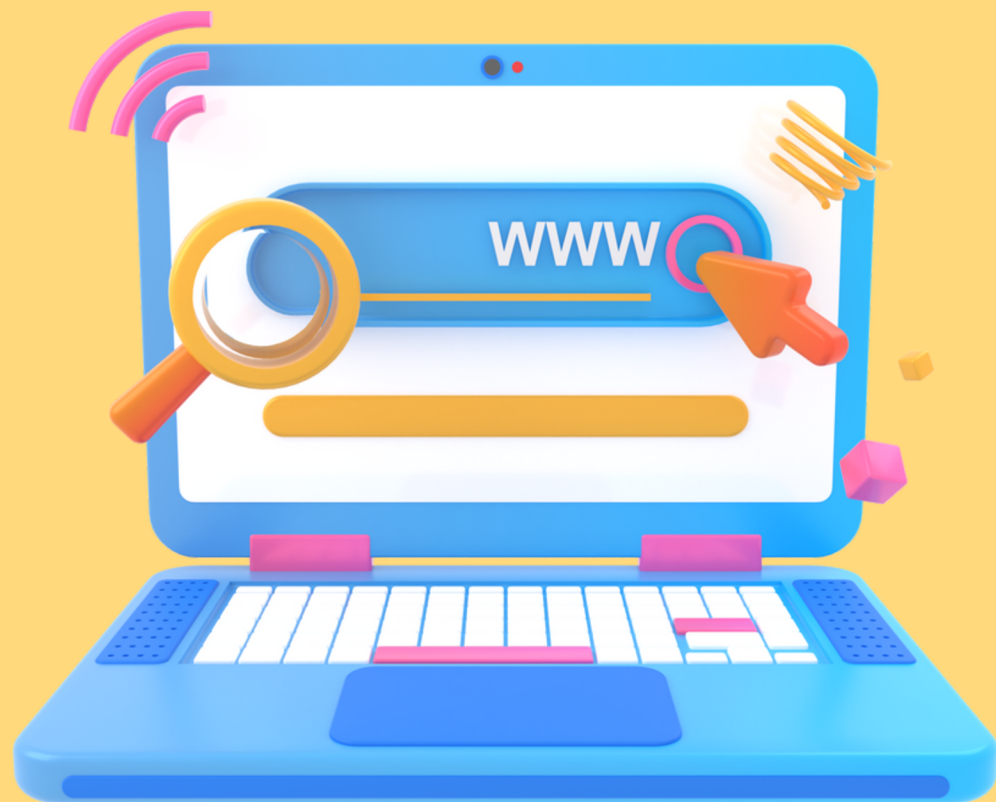
Keeping your data safe online

Personal data can also be information that you might not even know is being collected about you. For example, your image might be captured on a security camera in a shopping centre or information might be collected from your phone when you log on to a public Wi-Fi network, like the Wi-Fi in shops or cafes.



Organisations use your data for many reasons

- A school uses your data to provide you with an education and keep track of your grades.
- Your local sports club uses your data to tell you when training sessions and matches are taking place, or to contact your parents or guardians if you've had an accident or an injury during a game.
- **Online companies can also use your personal data to make their website, app or platform more relevant to what you're interested in.**



Tips on keeping data safe

Check your social media profile settings

Don't just click "Accept all"

Don't just click "Accept all"

Never use unsecured Wi-Fi.

Keep your devices up to date!

Be careful tagging yourself or "checking in"

Don't use the same password for everything!



Think before you post

Treat other people's data the way you would treat your own

What have I learnt today?



1. Question everything
2. Act responsibly
3. Do your research,
4. Learn how to protect your data



Sources

Media Literacy Ireland: <https://www.medialiteracyireland.ie/>

McAfee: Access the full article here:

<https://www.mcafee.com/blogs/internet-security/how-to-tell-whether-a-website-is-safe-or-unsafe/>

Forbes: Access the full article here:

<https://www.forbes.com/sites/lanceeliot/2024/06/25/cheap-fakes-and-rescuing-humankind-via-generative-ai/>

SIFT Method: The SIFT method is an evaluation strategy developed by digital literacy expert, Mike Caulfield: Access at <https://guides.lib.uchicago.edu/misinformation>

Data Protection Commission: Top Tips for keeping your personal data safe online and Data protection - what's it all about?

Eiffel Tower Fake News: <https://www.euronews.com/my-europe/2024/01/25/has-the-eiffel-tower-caught-fire>

Election disinformation?: <https://www.globalwitness.org/en/press-releases/tiktok-still-fails-detect-disinformation-ahead-irish-general-election/>