Regional Workshop on
Debunking Misinformation and Promoting Media Literacy
2 September 2024
Kuala Lumpur, Malaysia

BACKGROUND:

The proliferation of online media has fundamentally reshaped the media landscape. While this decentralization empowers individuals to become content creators and fosters a sense of greater access to information, it also presents a significant challenge to media credibility.

Due to the democratization of online media, consumers are bombarded with information from a vast array of online sources. While many embrace this newfound freedom from the perceived bias of traditional media, the reality is more complex. Social media algorithms create personalized "filter bubbles" that limit exposure to diverse viewpoints, reinforcing existing beliefs and creating echo chambers. In this environment, users – prosumers (both producers and consumers of information) – unintentionally become victims of viral misinformation or content driven by hidden agendas.

This workshop will equip regional media practitioners with the skills and knowledge to navigate the complexities of the online information landscape to foster a more responsible and credible 'media eco-system'.

Objectives

This one-day workshop aims to empower the regional media practitioners with the critical thinking skills and knowledge to navigate and generate responsible content on traditional and online media. The workshop will look at the role of the media in the digital age, as well as the importance of using information tools responsibly and ethically.

The objectives of this workshop are:

- Enhance understanding of online manipulation tactics used in memes and social media content.
- Develop critical fact-checking skills to verify information and identify reliable sources.
- Equip participants with strategies for engaging in respectful online dialogue with opposing viewpoints.
- Encourage participants to become champions of media literacy within their online communities.

Expected Outcomes:

By the end of the workshop, the participants will:

- Increased understanding of online manipulation tactics and the spread of misinformation.
- Enhanced capacity to critically evaluate information and identify reliable sources.
- Development of practical skills for fact-checking and verifying online content.
- Increased confidence in engaging in constructive online discussions.
- Creation of action plans to promote media literacy within professional networks and online communities.

Participant's Profiles:

The workshop is designed for the following stakeholders:

1. Editors, journalists/reporters, content creators, and television producers with at least 2 years working experience.
2. Media studies faculty members and researchers with at least 3 years working experience.
3. Participants will have a background or involvement in media, policy making, regulation, journalism, or community engagement.
4. Ability to communicate fluently in the English language.

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