

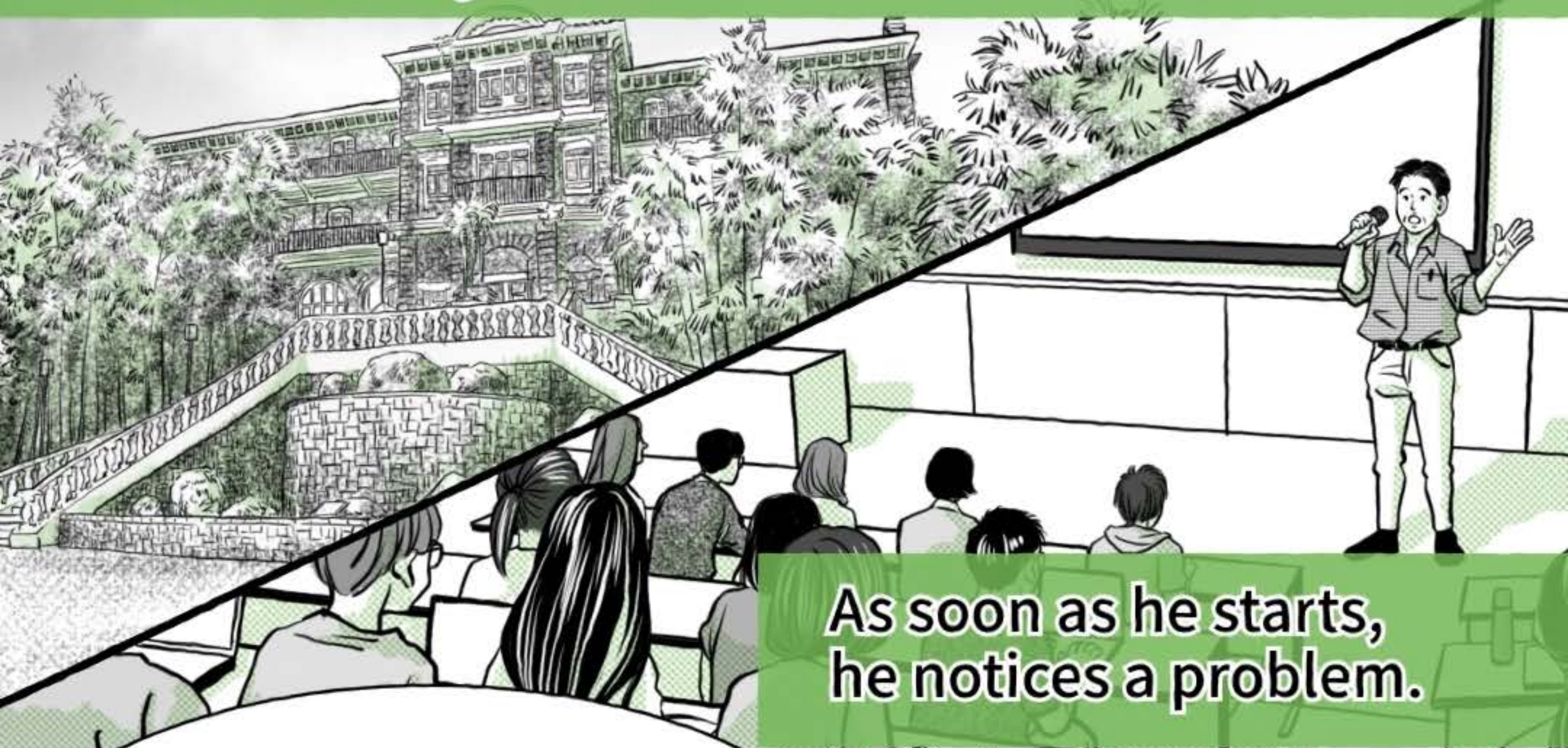
# On the Trail of Rumours

## - Media Literacy 101 -





It's 2010. Masato, a former CNN journalist, just joined the University of Hong Kong to teach media literacy.



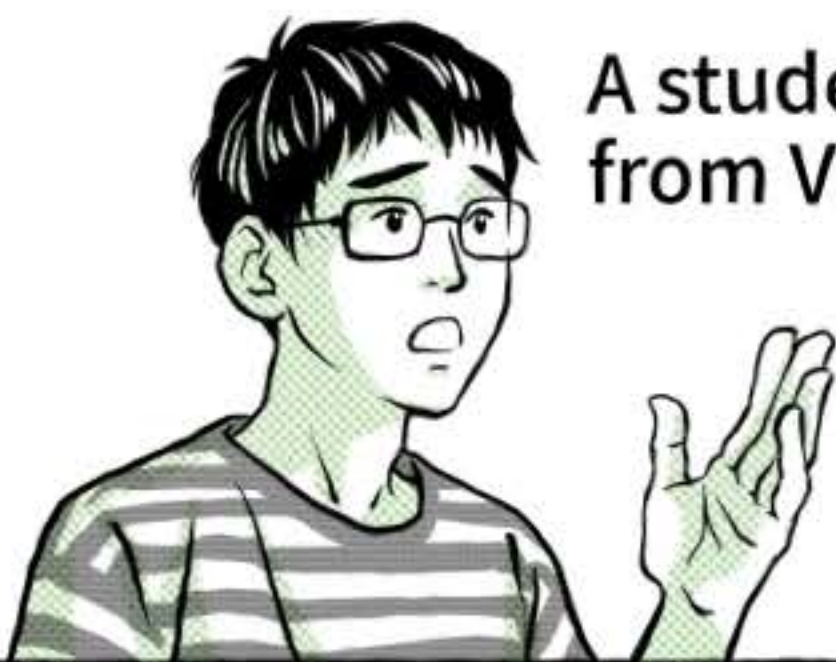
As soon as he starts, he notices a problem.

Fake news are rare in my country... the government deletes information they deem false.

A student from China



A student from Vietnam



Our laws state that the media should serve as the voice of the party to ensure political stability.

It is not possible to compare our context to the West...

We have very different ideas about "journalism" and its purpose.

Masato Kajimoto  
Professor of Journalism

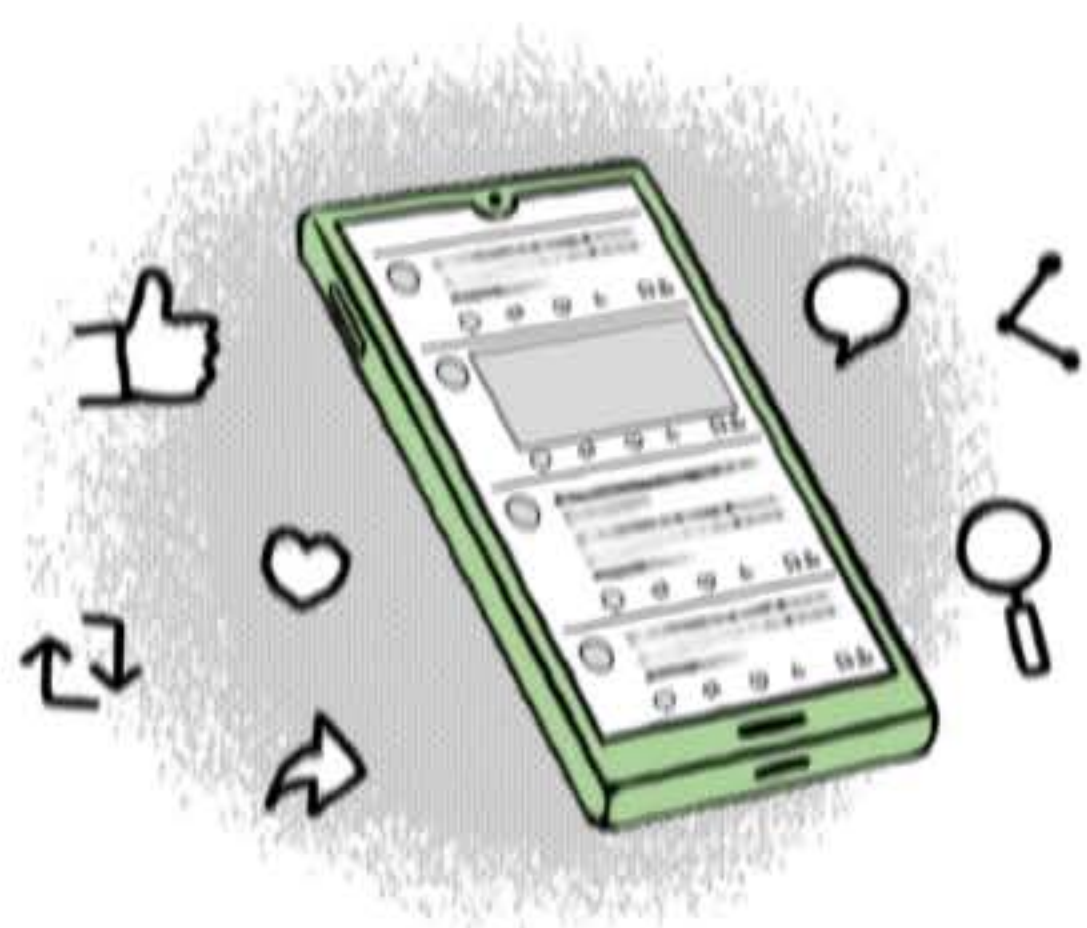
Media Literacy



Most course materials were based on media outlets from Western democracies, such as those from the US.



Media systems and press freedom differ from country to country.



And the significance of “media” has changed: social platforms are now the main source of information for many people.

We need to hear from relevant voices in Asian countries and update our curriculum.



Masato started travelling across Asia to develop media literacy materials that suit the local context.



With the people he met on his way he founded ANNIE Asia, a network of news & information educators, in 2019.



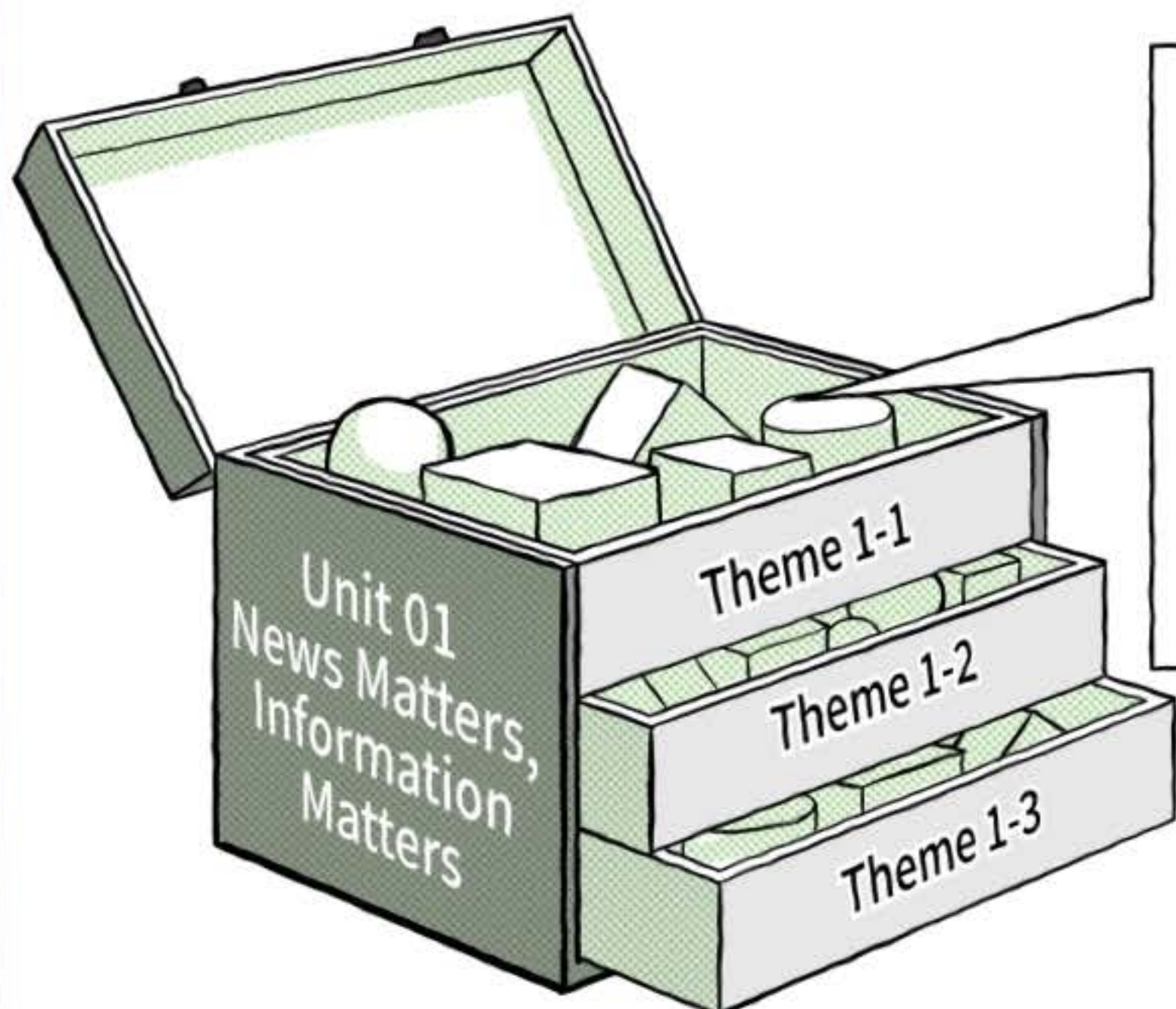
ANNIE has since organised workshops in many countries.



The data and ideas gained on the ground are used to create new teaching materials.

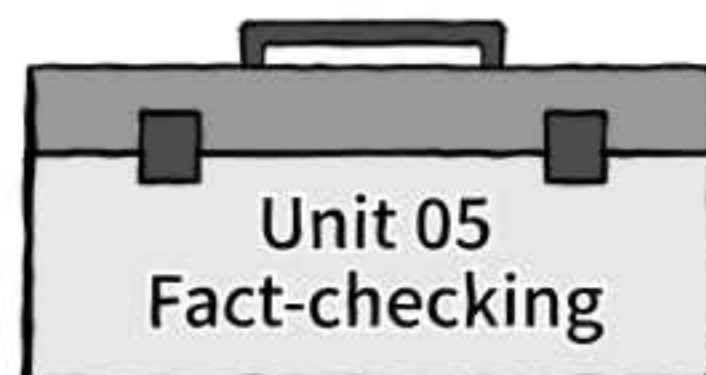
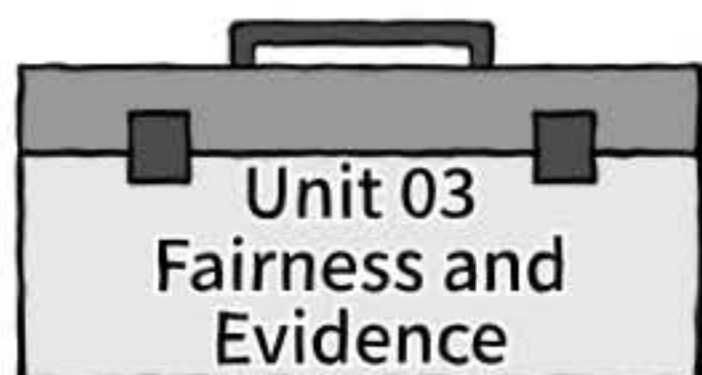
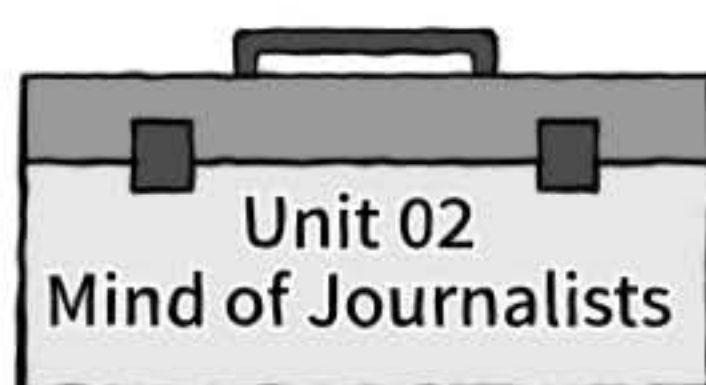


### ANNIE's toolkit

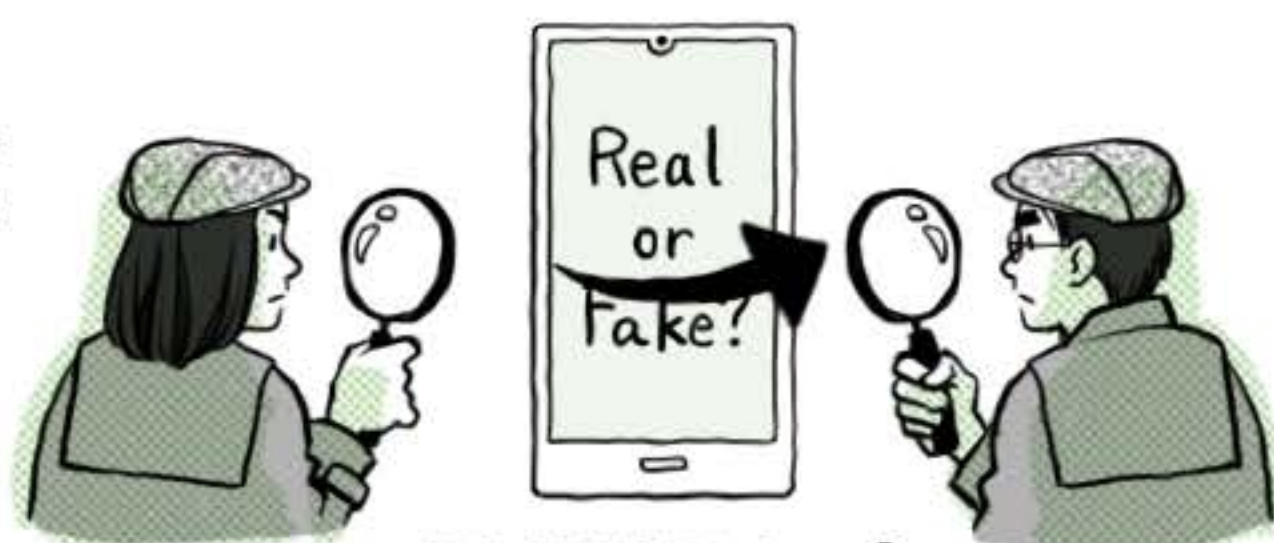


#### Lesson Plans

- Classroom activities
- Assignments
- Assessment criteria
- Tool lists



They also founded “Annie Lab”, a fact checking newsroom project at the University of Hong Kong.

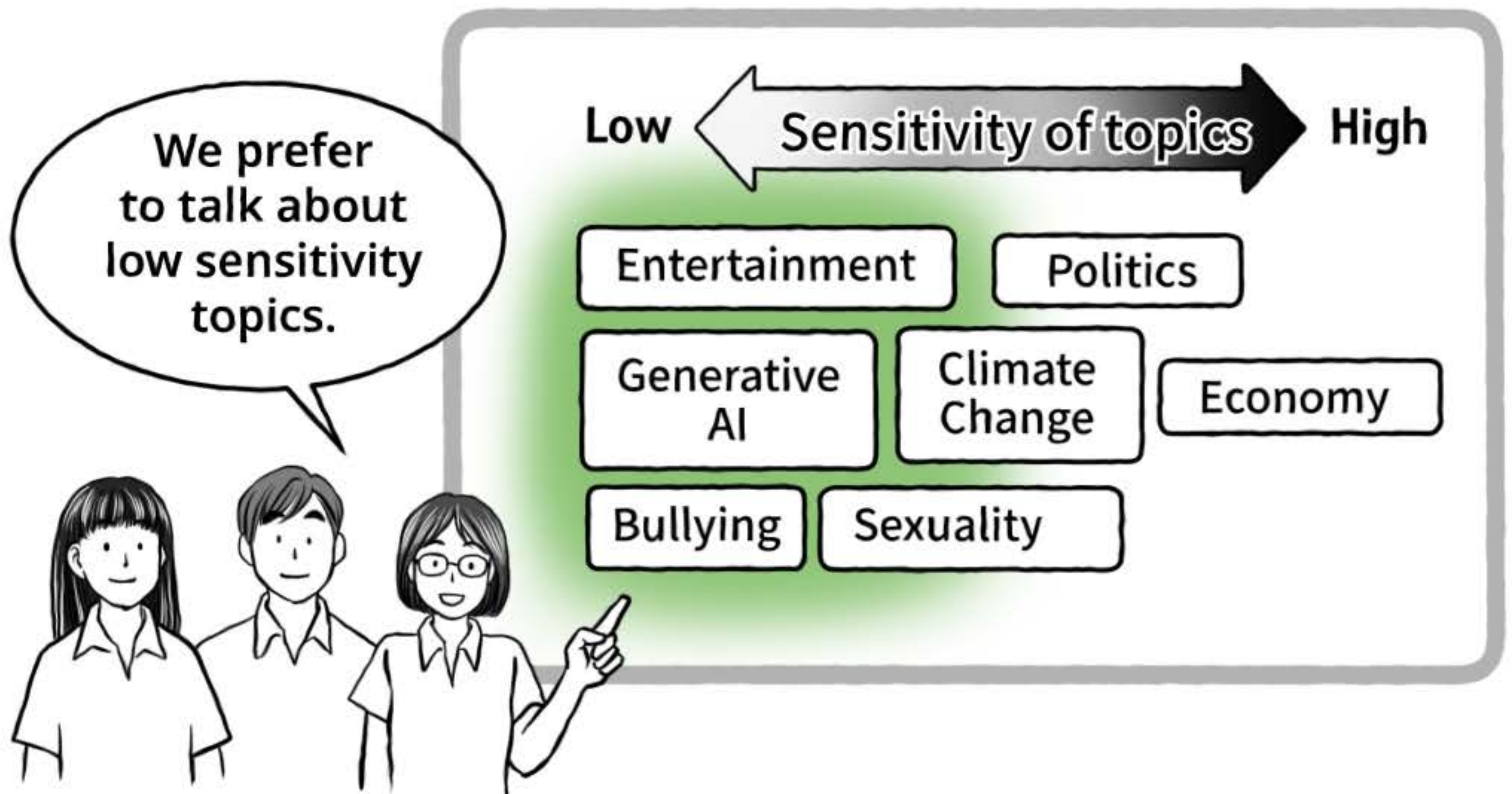


ANNIE Lab



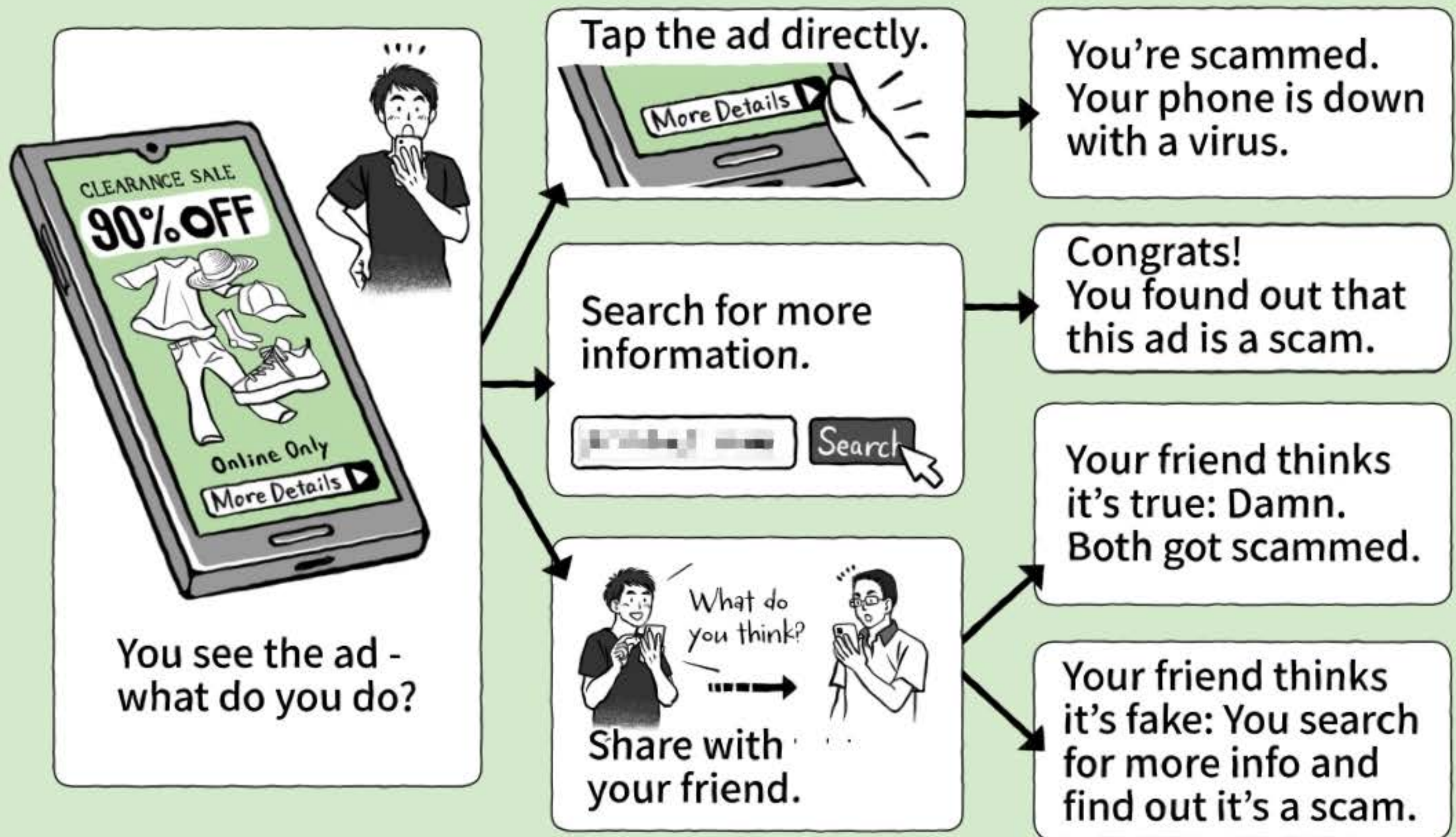
In authoritarian political systems, the issue is not really what you teach, but what you CAN NOT teach in class.

For example, when students are assigned to create a 4-page magazine on a certain topic, they tend to prefer less politically sensitive topics like the sexualisation of women in the entertainment industry.

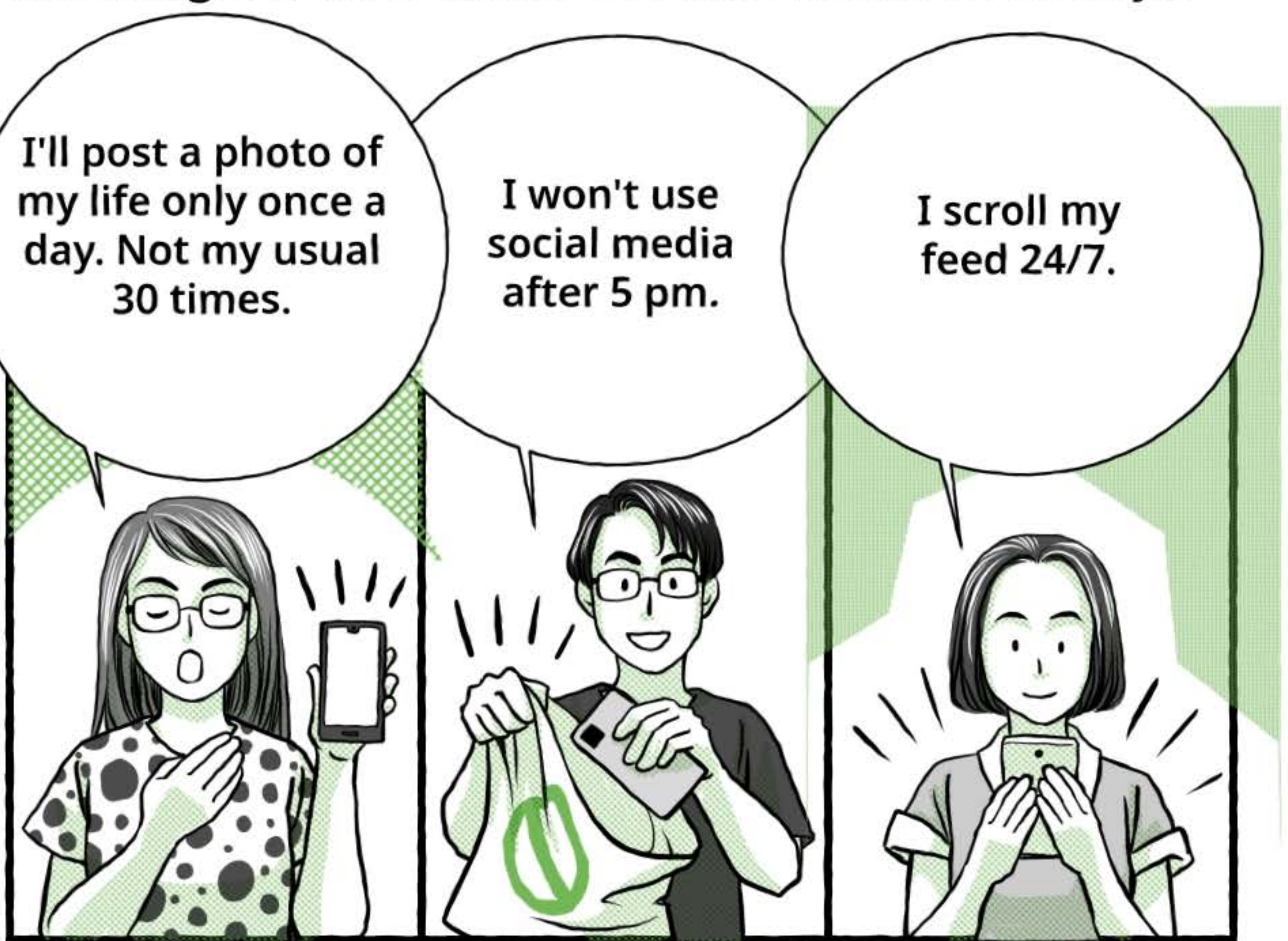




Real-time simulation can help people to think through the information they get online.



The "social media pledge" is an experiment that encourages a different use of social media for 10 days.



The change in our social media habits can lead to a more balanced use of tech in the future.

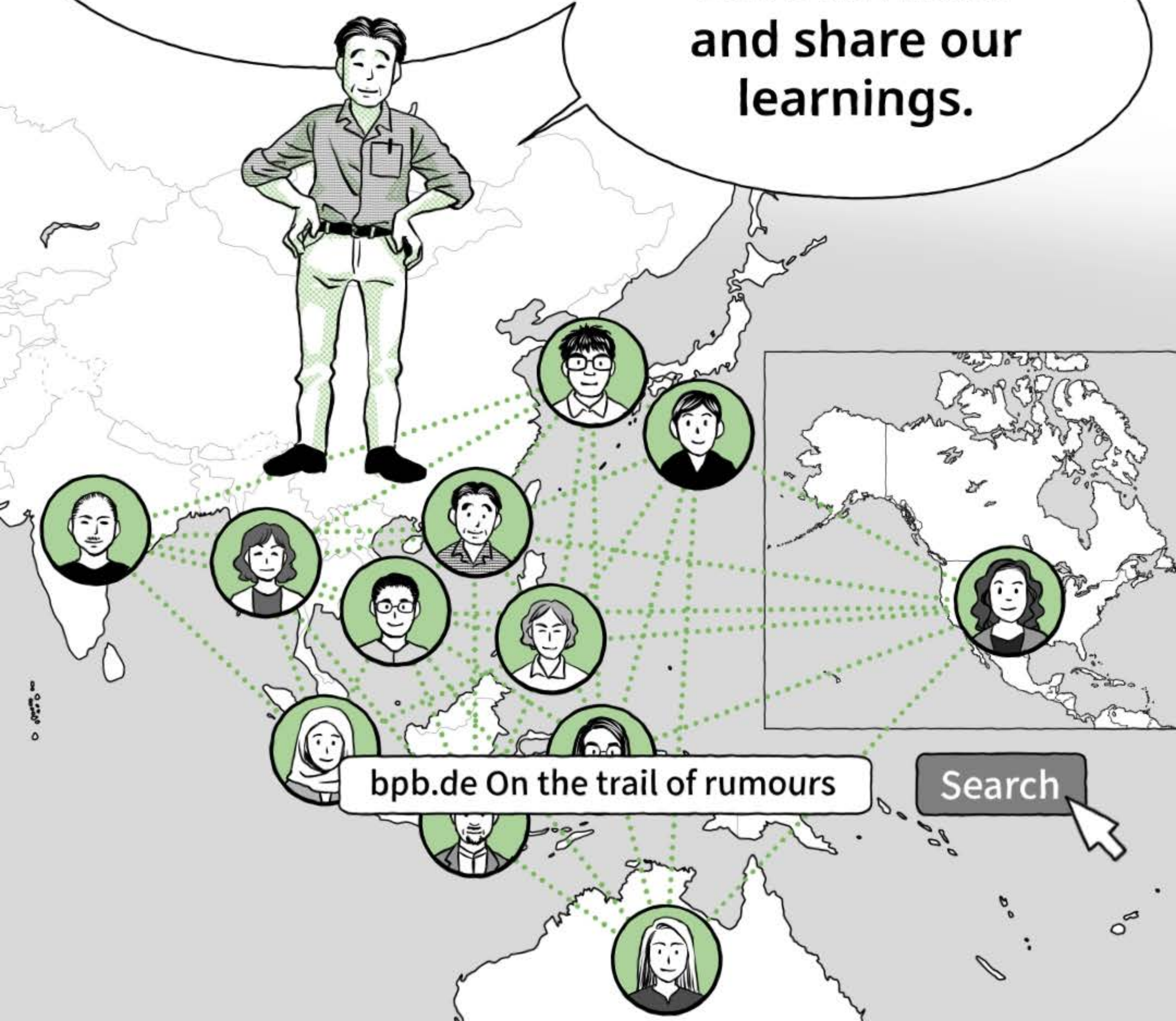


Besides these exercises, textbooks and more traditional materials are an important part of the classes too.

However, measuring the impact of media literacy teachings is still a hard nut to crack as so many factors inform our decisions.



Let's connect and share our learnings.







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