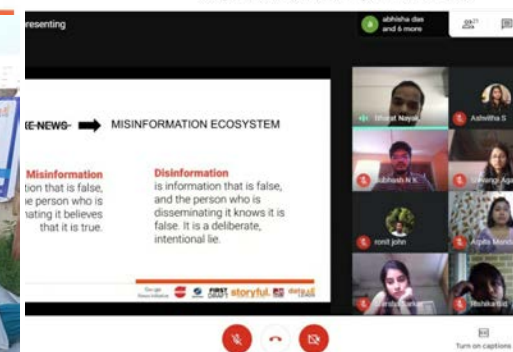




# An Impact Evaluation of Media Literacy Initiative in India

Seila S., Annu A., Alok S., Aakanksha S., Rosie P.

AES23 Conference



# Introduction

- In 2021, India has over 622 million estimated active internet users.
- The spread of both mis- and disinformation, especially via social media, is a common problem in India.
- Contributory factors include a lack of credible digital media literacy programs and loose regulation of social media platforms. .



# Introduction

## MISINFORMATION

Misleading or false information spread **WITHOUT** the intention to harm and/or deceive

## DISINFORMATION

Misleading or false information spread **WITH** the intention to harm and/or deceive



# About FactShala



- Launched by Internews with support from Google.org and Google News Initiative in 2020
- **'Factshala' = School of Facts** (Media literacy program to challenge online misinformation)
- For Indian adults (new internet users) in non-metro cities, villages, underserved communities



# About FactShala

- Aimed to empower new internet users in India to consume online information critically.
- Used train-the-trainer model
- Internet user study in consultation with the Stanford History Education Group to develop curriculum for training of trainers.



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# FactShala Curriculum

**Module 1. Information Neighborhoods:** to help training participants [assess their media environment](#), and their biases and choices regarding the content they see online.

**Module 2. Critical Thinking & Bias:** to make trainees [aware of mis- and disinformation](#), and how to [protect themselves and others](#) from it.

**Module 3. Source Analysis & Verification:** to teach them basic [knowledge and skills to assess and verify online information](#).



# FactShala Key Learning Outcomes

1. Training participants **are aware of the concept and extent of** misinformation and disinformation

2. **Introduce critical thinking** to training participants, to create discerning information users who can check supporting evidence

3. Training participants **are able to spot misinformation and disinformation, and verify information** using one or more methods.

4. Training participants **are able to protect themselves from harm** caused by misinformation and disinformation.

5. Training participants **help to curb the spread of deliberately or unintentionally inaccurate information**, by reporting or deleting content, alerting others, or sharing fact-checked information



# FactShala Achievement

**253 Trainers**

(over 50% women) from  
150+ cities

**900+ Sessions**

(434 online or hybrid &  
508 in-person)

**1800+ Hours  
of learning**

**15 Languages/Dialects**

(Hindi, English, Gujarati, Malayalam, Tamil, Telugu,  
Urdu, Bengali, Punjabi, Marathi, Haryanvi, Odia,  
Assamese, Local dialects of Kashmiri, etc.)

**35,000+ Trainees**

(over 50% women) from all 28  
states





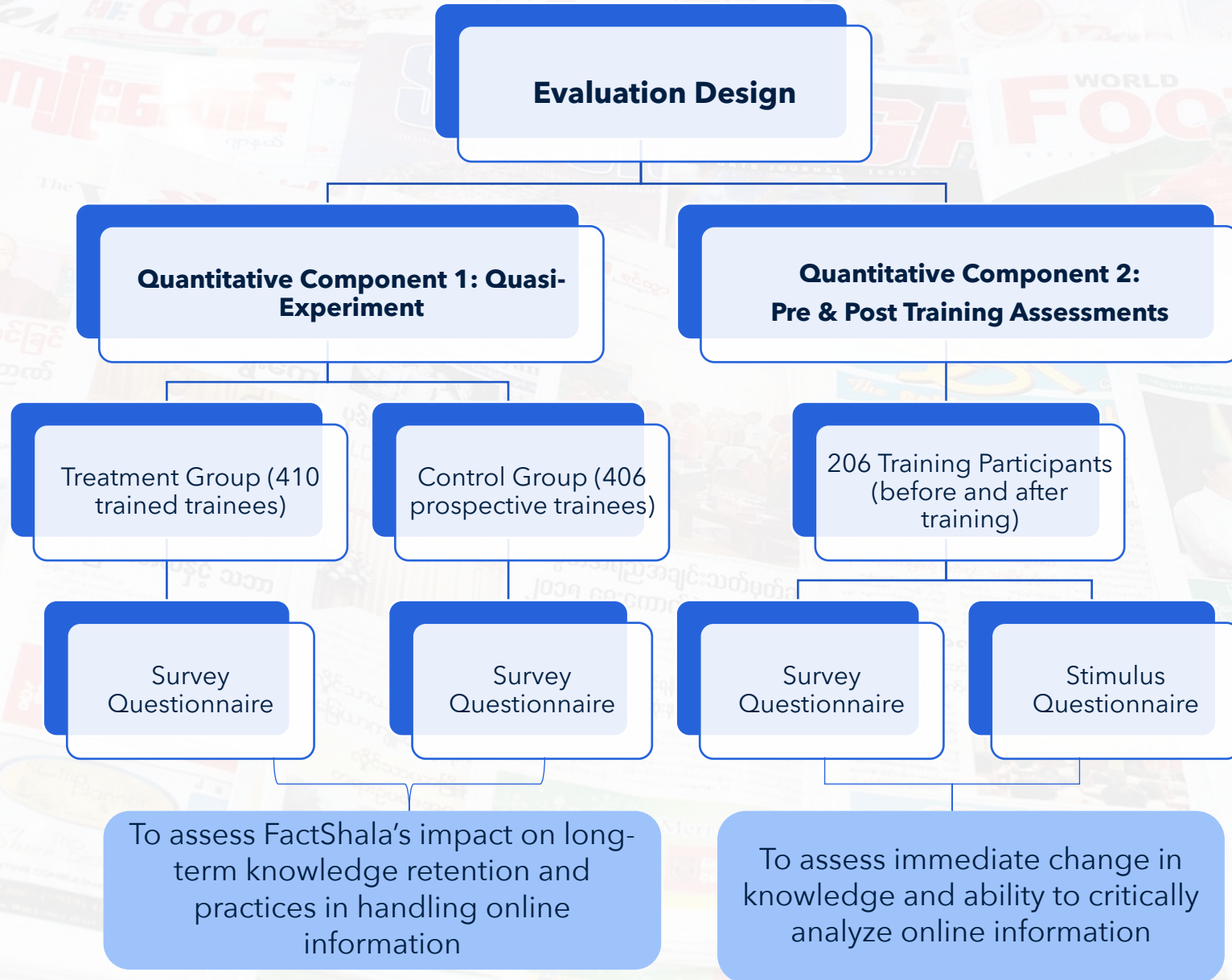
# About Impact Evaluation

## Evaluation Questions

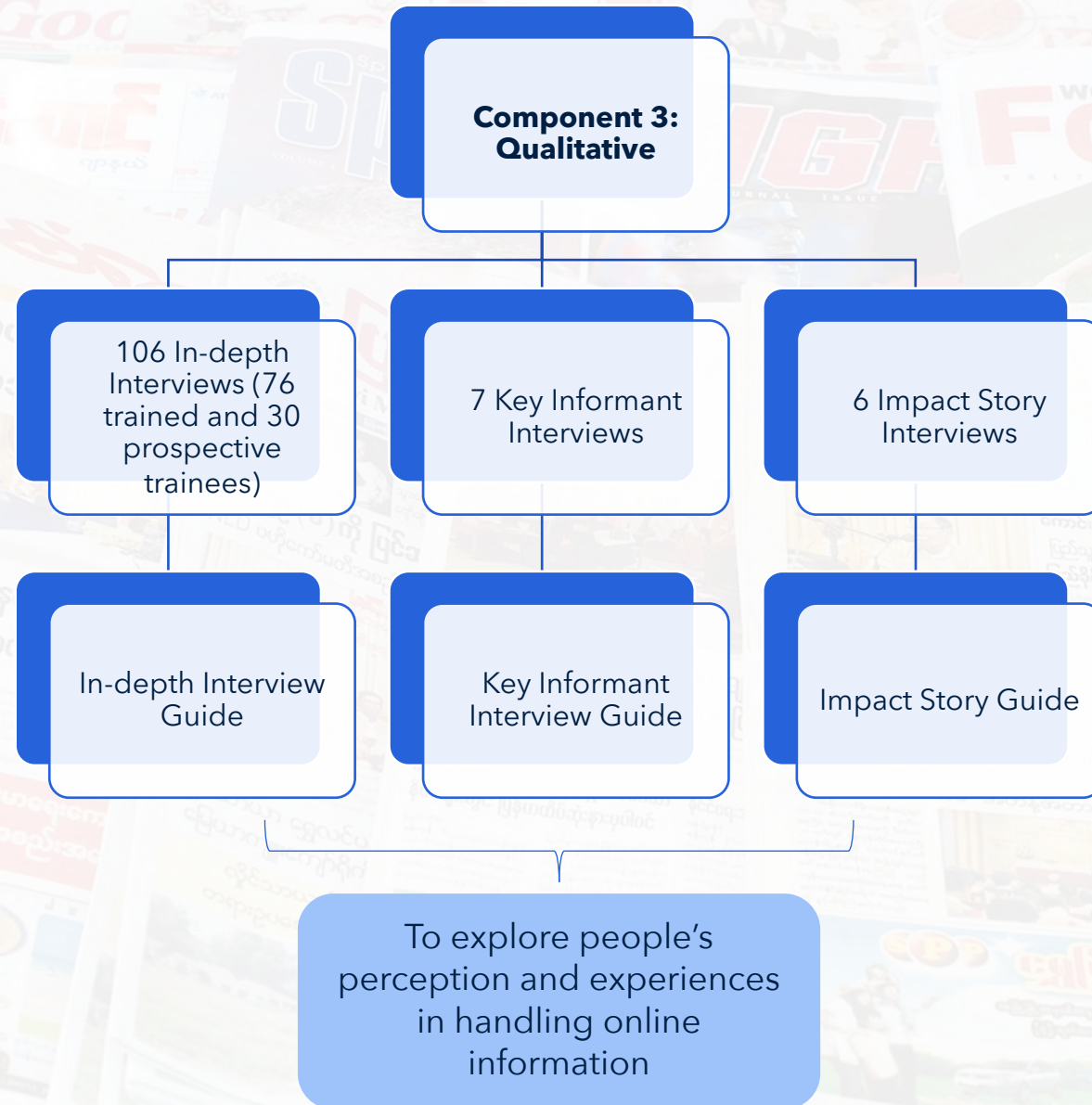
1. How **effective** has the FactShala media literacy program been in achieving its 5 core learning outcomes within the target groups?
2. What **impact** does the FactShala training program have on the target groups, in terms of using and sharing the learning for action to protect themselves and their community from misinformation and disinformation?



# About Impact Evaluation



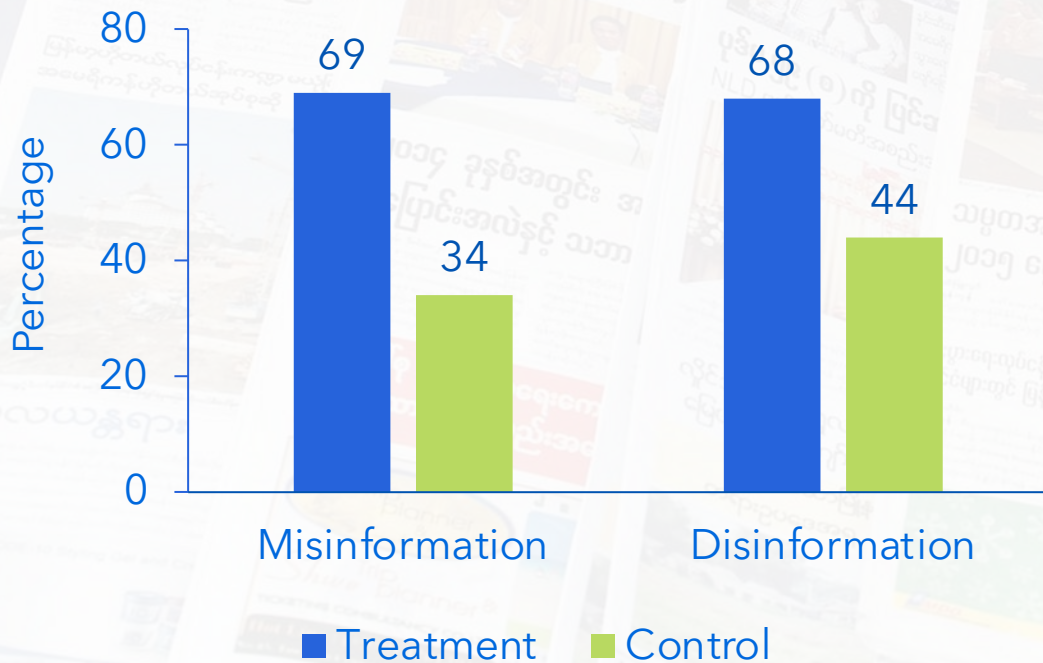
# About Impact Evaluation



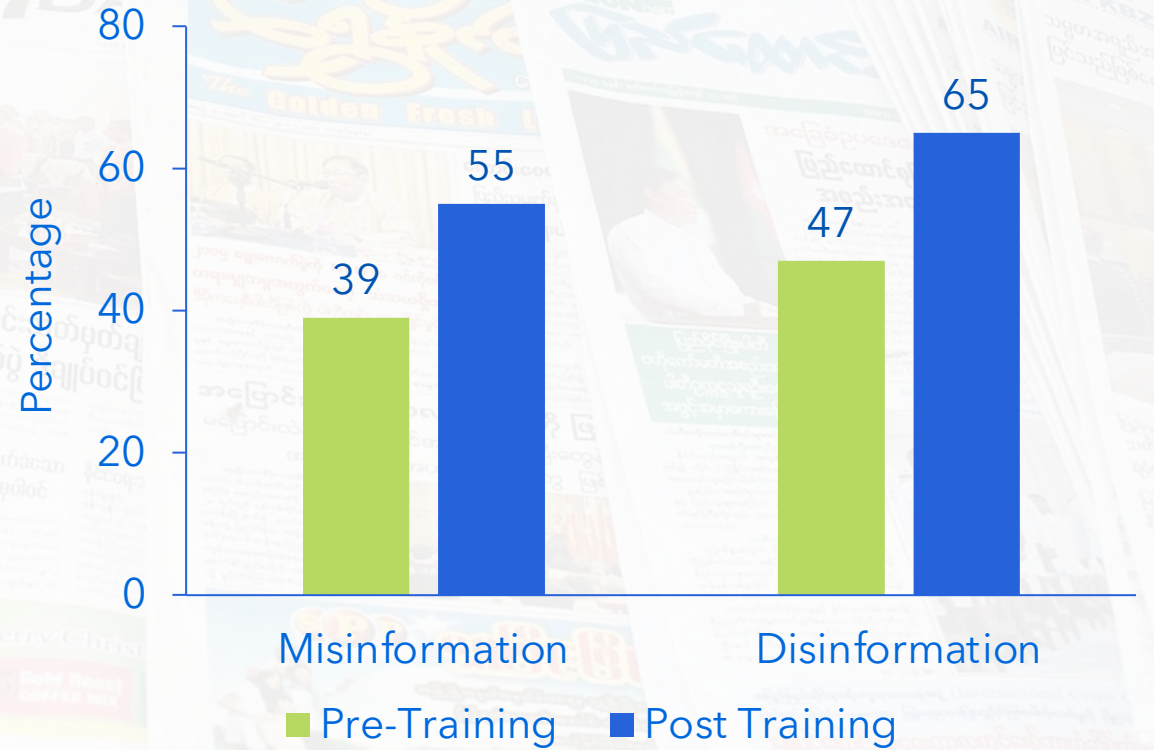
# Key Evaluation Findings

**Learning Outcome 1:** Increasing awareness about the concept and extent of misinformation

**Respondents with Correct Answer**



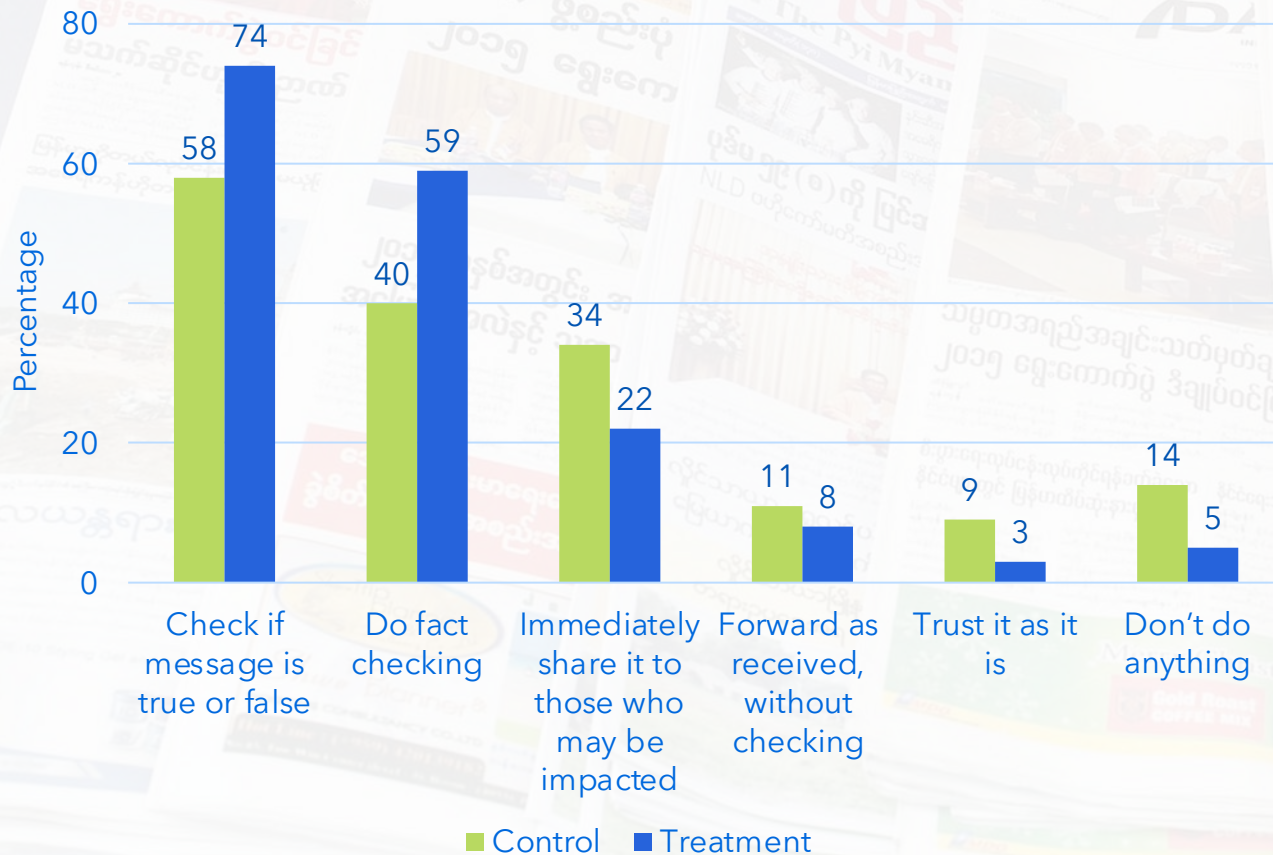
**Respondents with Correct Answer**



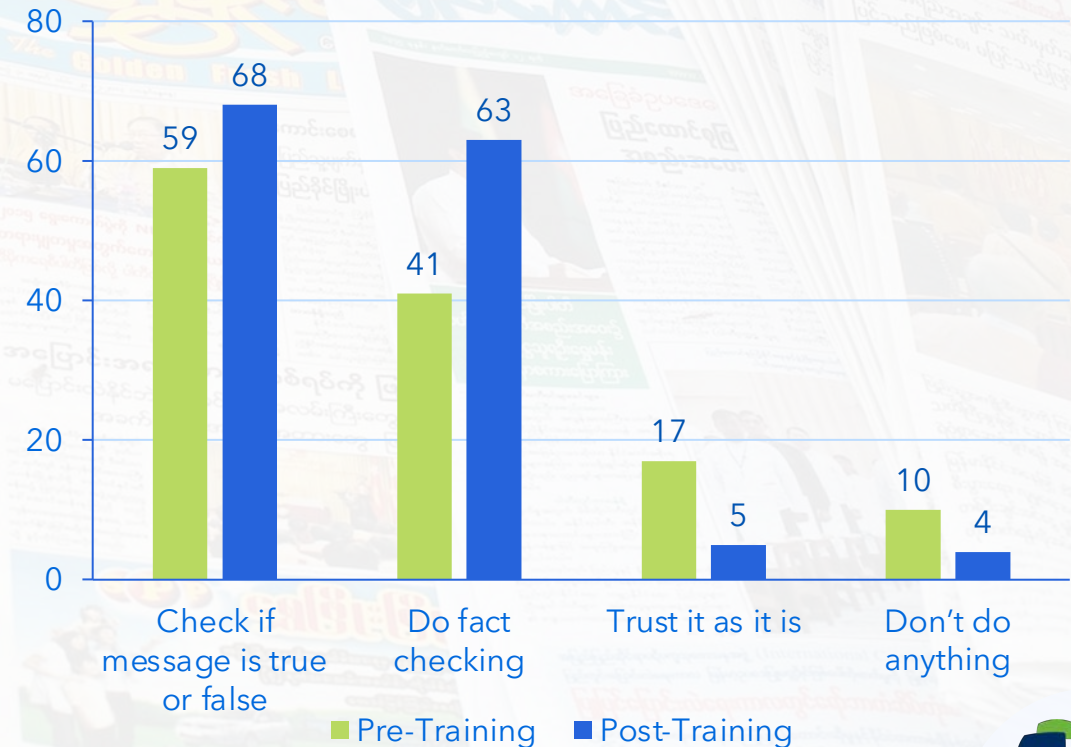
# Key Evaluation Findings

**Learning Outcome 2:** Improving critical thinking to create discerning consumers of information who can check the evidence in support of the information presented

What do you MOSTLY do when receiving information from social media apps?



What do you MOSTLY do when receiving information from social media apps?



# Key Evaluation Findings

**Learning Outcome 2:** Improving critical thinking to create discerning consumers of information who can check the evidence in support of the information presented

**Aaina "The Mirror Of Democracy "**  
12 July at 10:01 · 🌐

Finally a INDIAN student from PONDICHERRY university, named RAMU found a home remedy cure for Covid-19 which is for the very first time accepted by WHO.

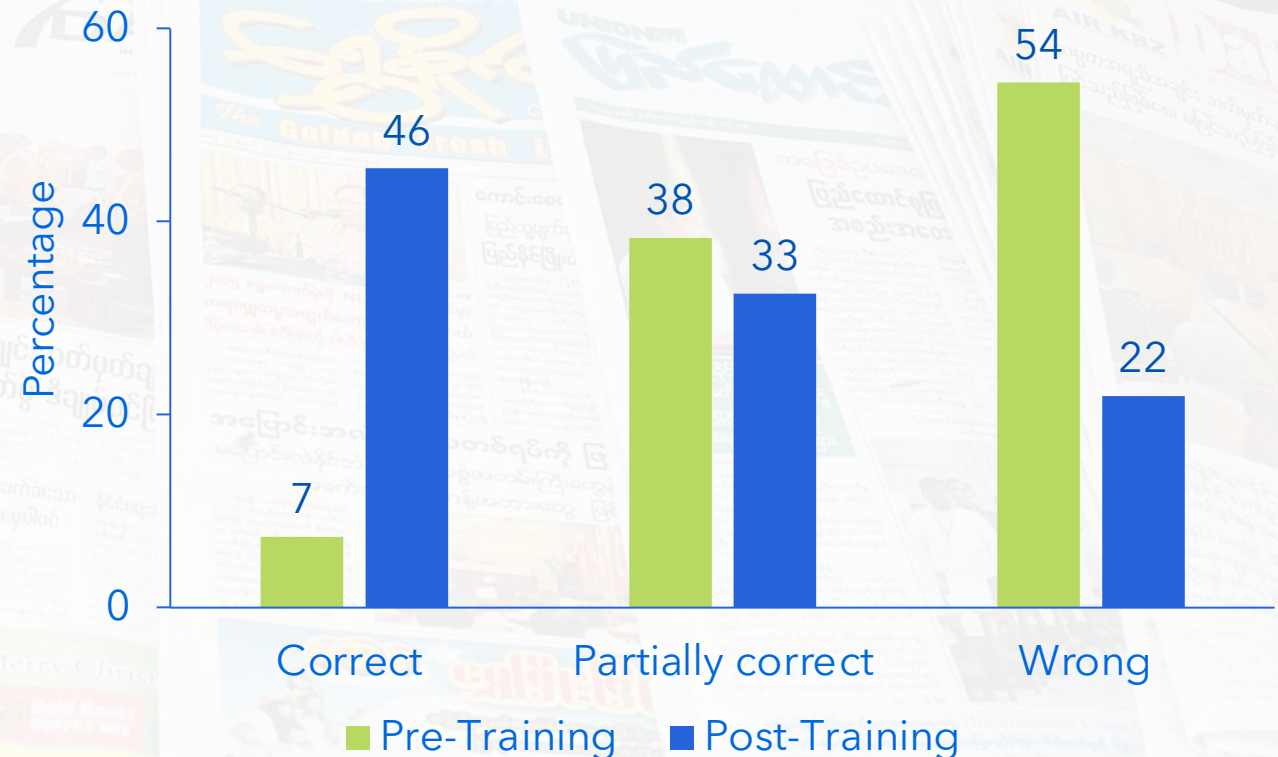
- He proved that by adding 1 tablespoon of black pepper powder to 2 table spoons of honey and some ginger juice for consecutive 5 days would suppress the effects of corona. And eventually go away 100%
- Entire world is starting to accept this remedy. Finally a good news In 2020!!

PLEASE CIRCULATE THIS INFORMATION TO ALL YOUR FAMILY MEMBERS AND FRIENDS.

👍👎👏 16      10 comments 5 shares

**Question:** Your friend shared this information with you. Would you find it trustworthy? Why or why not?

**Response to Stimulus Questions (N=1030)**



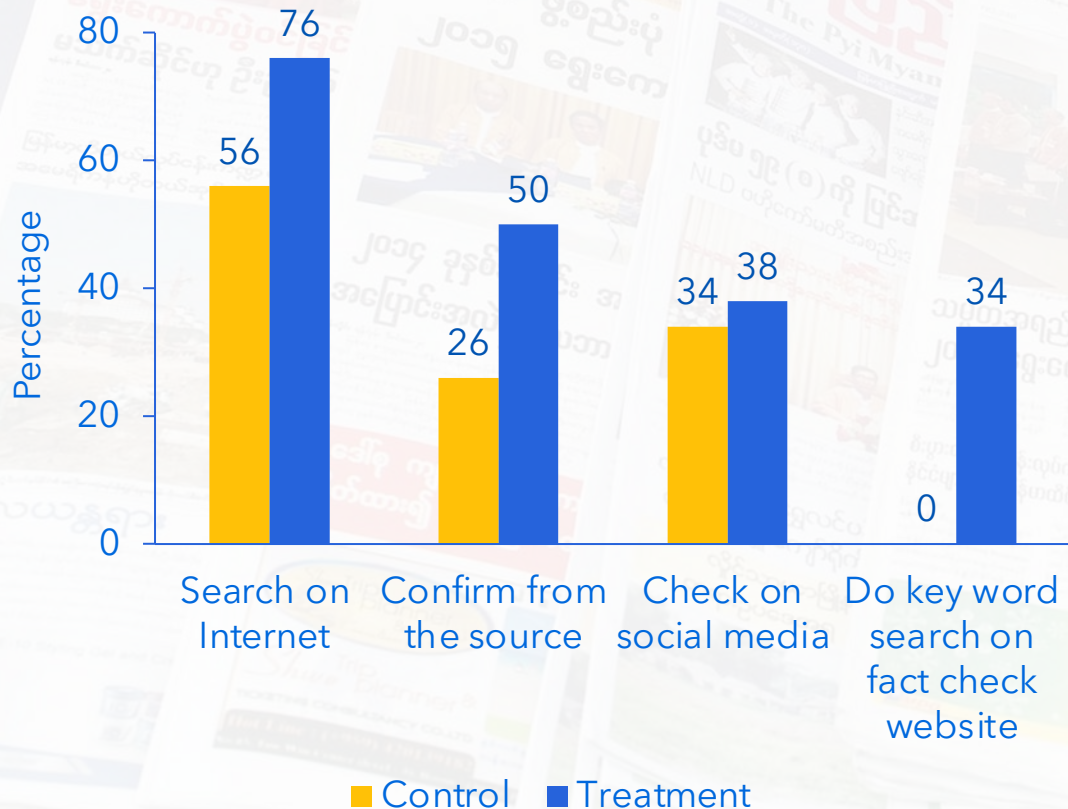
*\*An answer is considered fully correct if it's technically sounds with proper reasoning and mention of verification.*



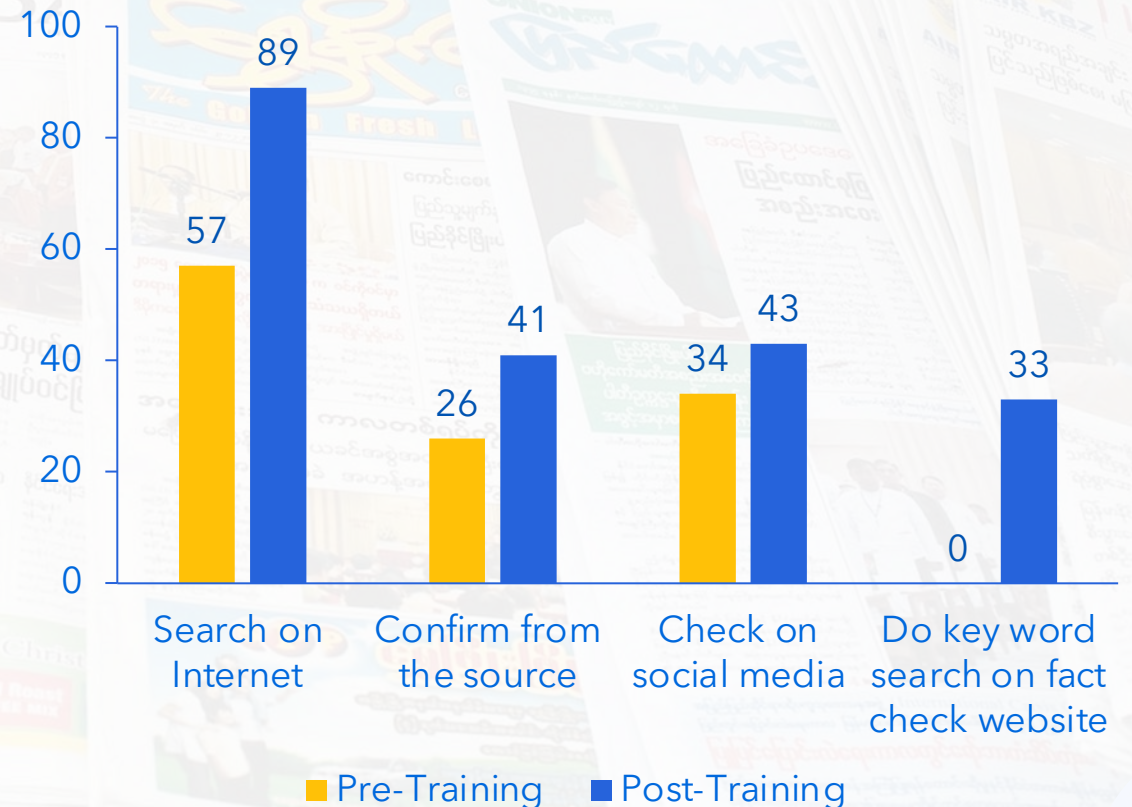
# Key Evaluation Findings

**Learning Outcome 3:** Strengthened ability to spot misinformation and verify information received using one or more of the available methods

### Verification of Text Messages



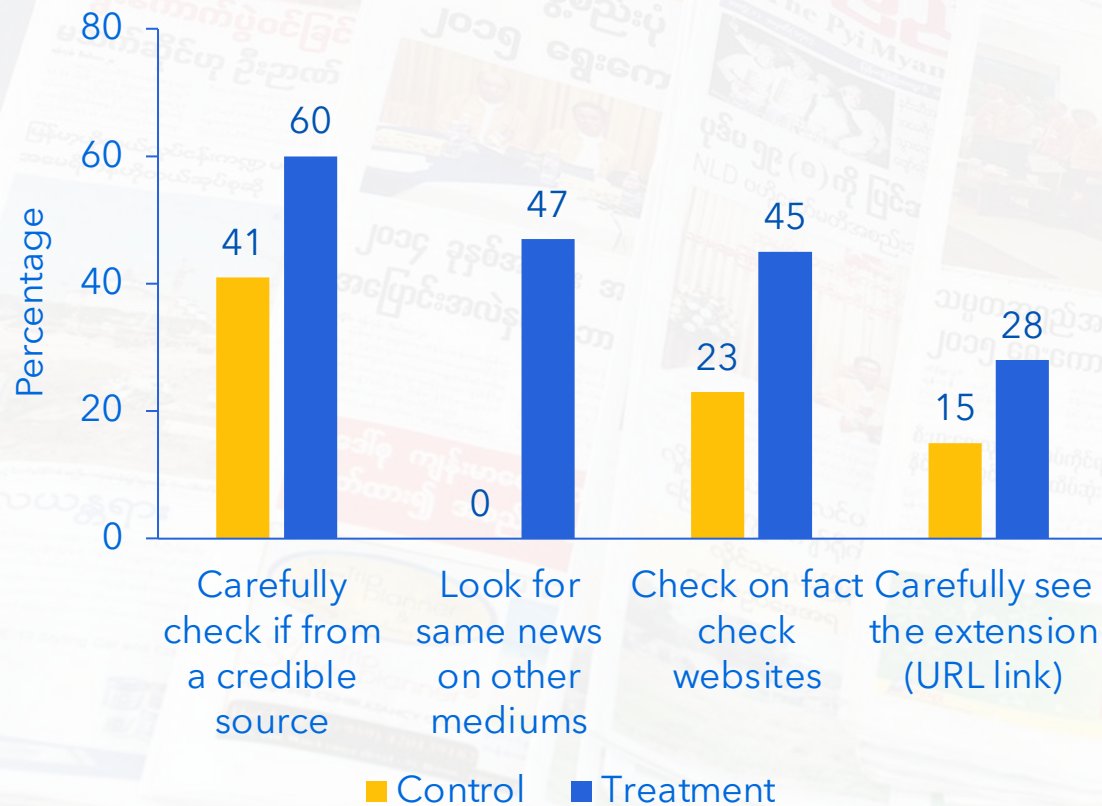
### Verification of Text Messages



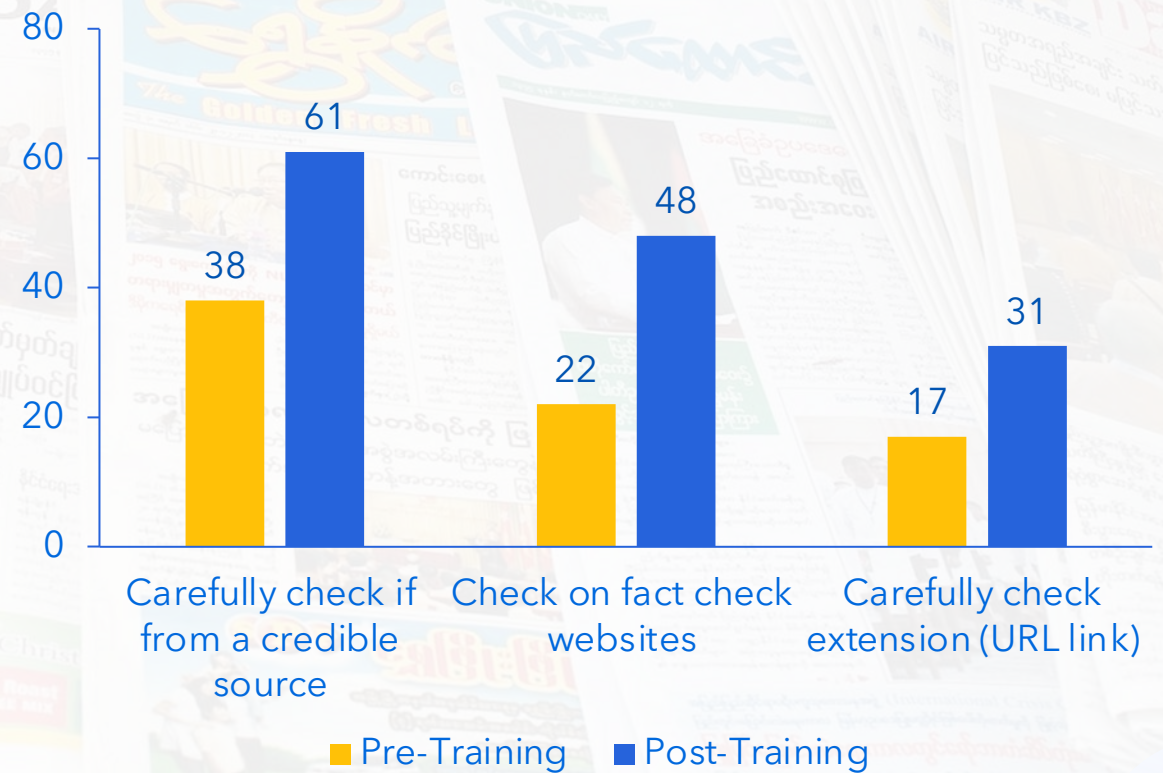
# Key Evaluation Findings

**Learning Outcome 3:** Strengthened ability to spot misinformation and verify information received using one or more of the available methods

### Verification of Audio/Video Messages



### Verification of Audio/Video Messages

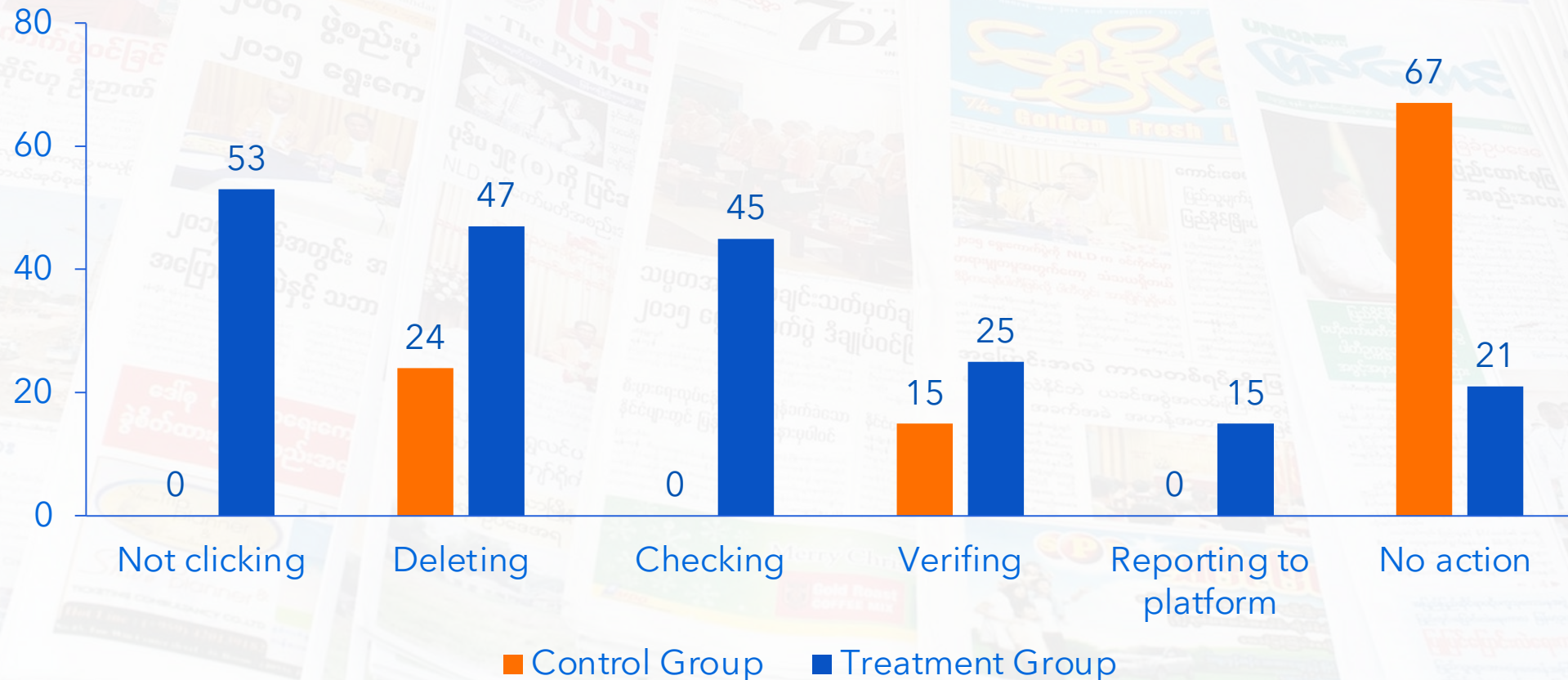




# Key Evaluation Findings

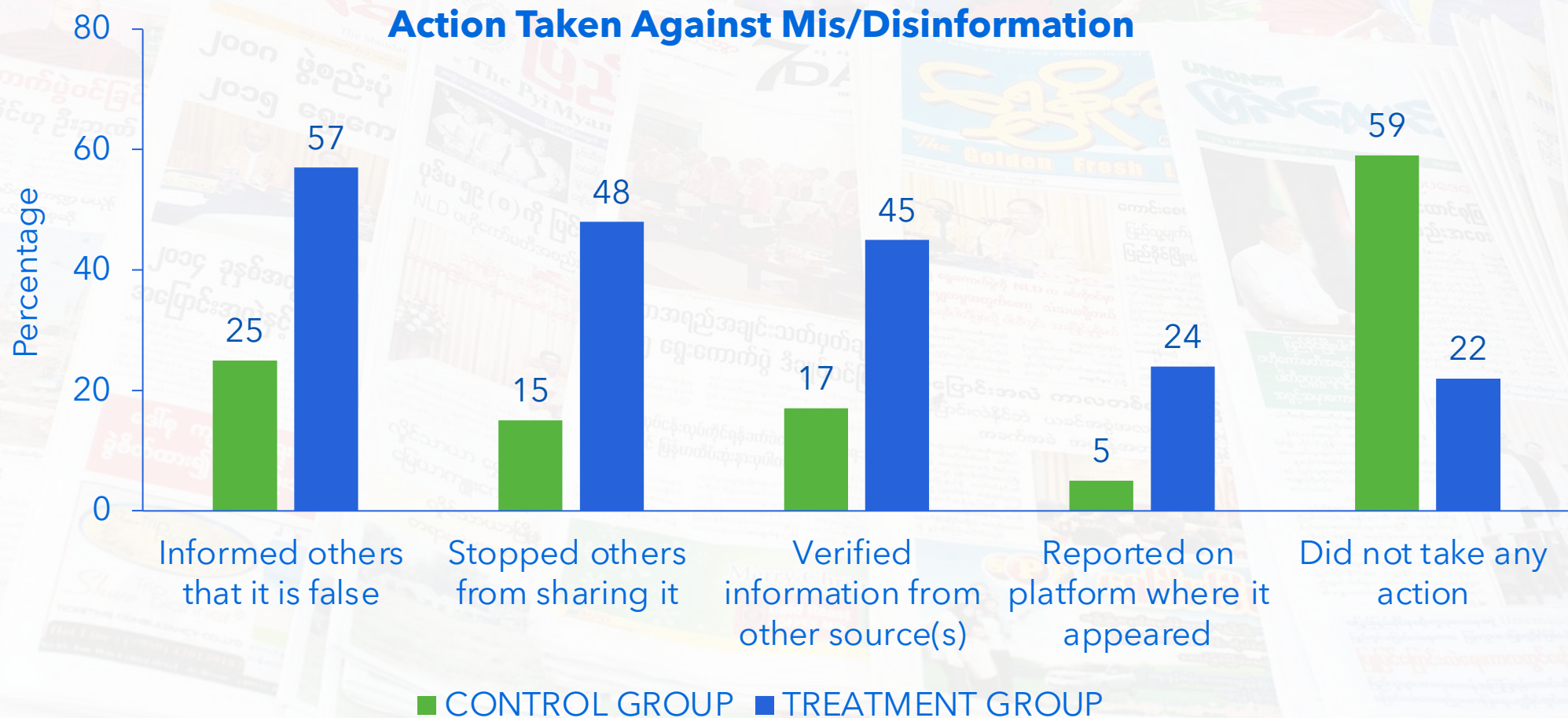
**Learning Outcome 4:** Strengthened ability to protect self from harm caused by mis/disinformation

### Action Taken to Protect Self from Fraud



# Key Evaluation Findings

**Learning Outcome 5:** Promoting the curb of the spread of wrong information, deliberate or unintentional, by reporting the content, or deleting, alerting others by sharing fact-checked info



# Broader Implications

- **Strengthened evidence base:** we know that FactShala model works.
- The training curriculum is easily to adapt, so **highly scalable**.
- **Vital contribution** to a body of research in which global south is under-represented.





# Questions?

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