



Report

One-day Training Workshop on

MEDIA AND INFORMATION LITERACY

at Media Education Research Centre,
University of Kashmir

11 April 2025

**DISINFOR
MATION**

**FAKE
NEWS**

Supervisor

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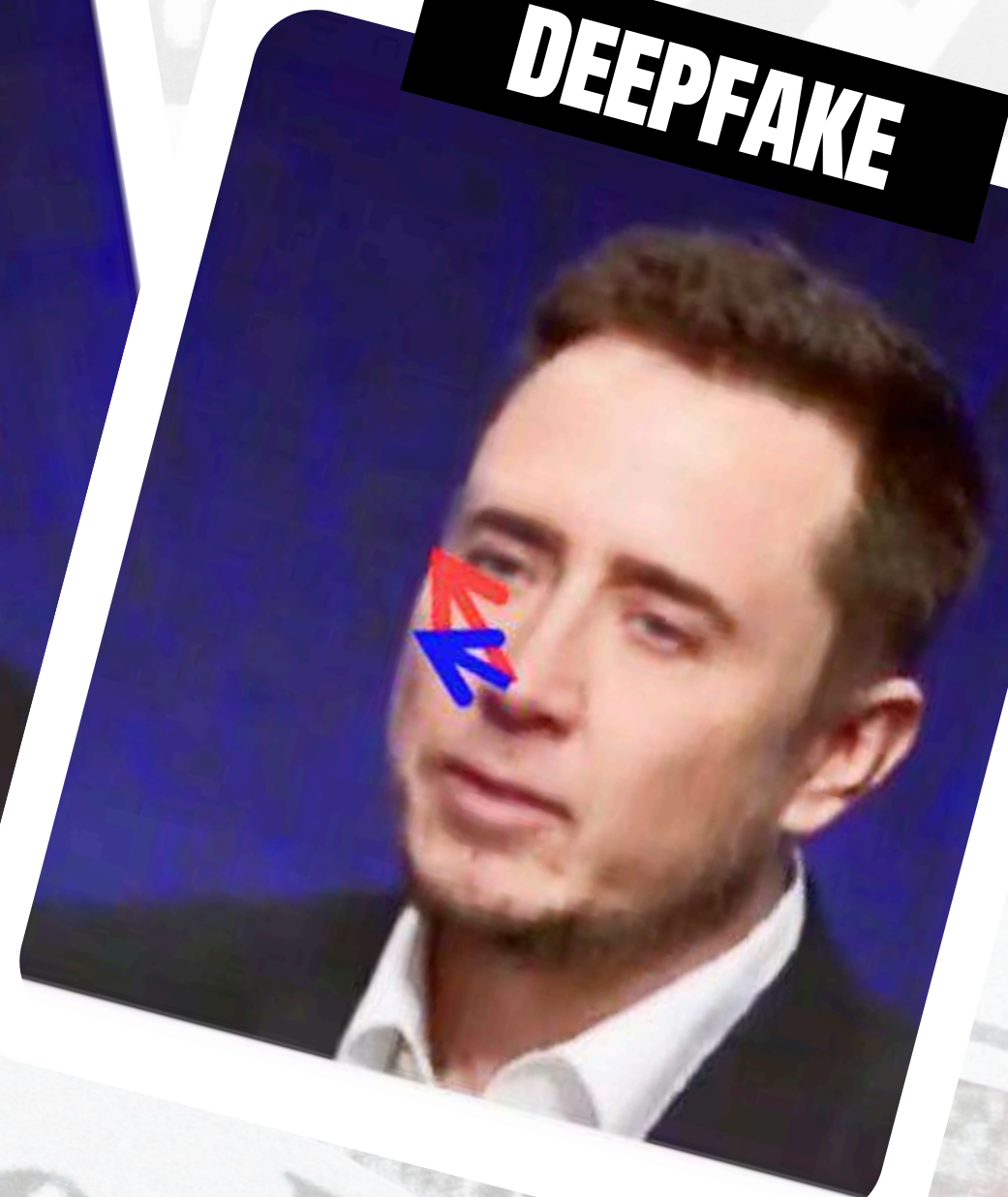
OBJECTIVE

To become well versed with critical thinking and media literacy in the age of *deepfakes*, understanding biases and clues to check correctness of information.

REAL



DEEPPFAKE



WORKSHOP REPORT

The training session discussed various nuances of media literacy. Media literacy usually deals with questions such as : “***Who creates the message? Why is the message created? For whom the message is created? And What is the purpose of that message?***” The trainer Dr. Afsana Rashid (Assistant Professor MERC) talked about **Muller Lyer Illusion** and how our perceptions are influenced and how media can distort facts or reality depending on several factors.

Students learned about ‘Critical Thinking’ and its use in analysing information or situations better, and how decisions are going to be biased if we don’t evaluate the information critically from different perspectives, different sources and conclude objectively. Critical thinking is ‘Thinking About Thinking’ and is important to improve our information bias, prompting responsible information sharing, making us aware citizens and encouraging evidence based thinking.

“Bias is an inclination towards certain belief. We all have our own biases and it is better to know our own bias in order to minimize its harm and prevent it from impacting our decisions. It is human nature to be a bit biased and it’s almost impossible to be unbiased. So, it is good to know our personal biases and curb them,” — added the trainer.



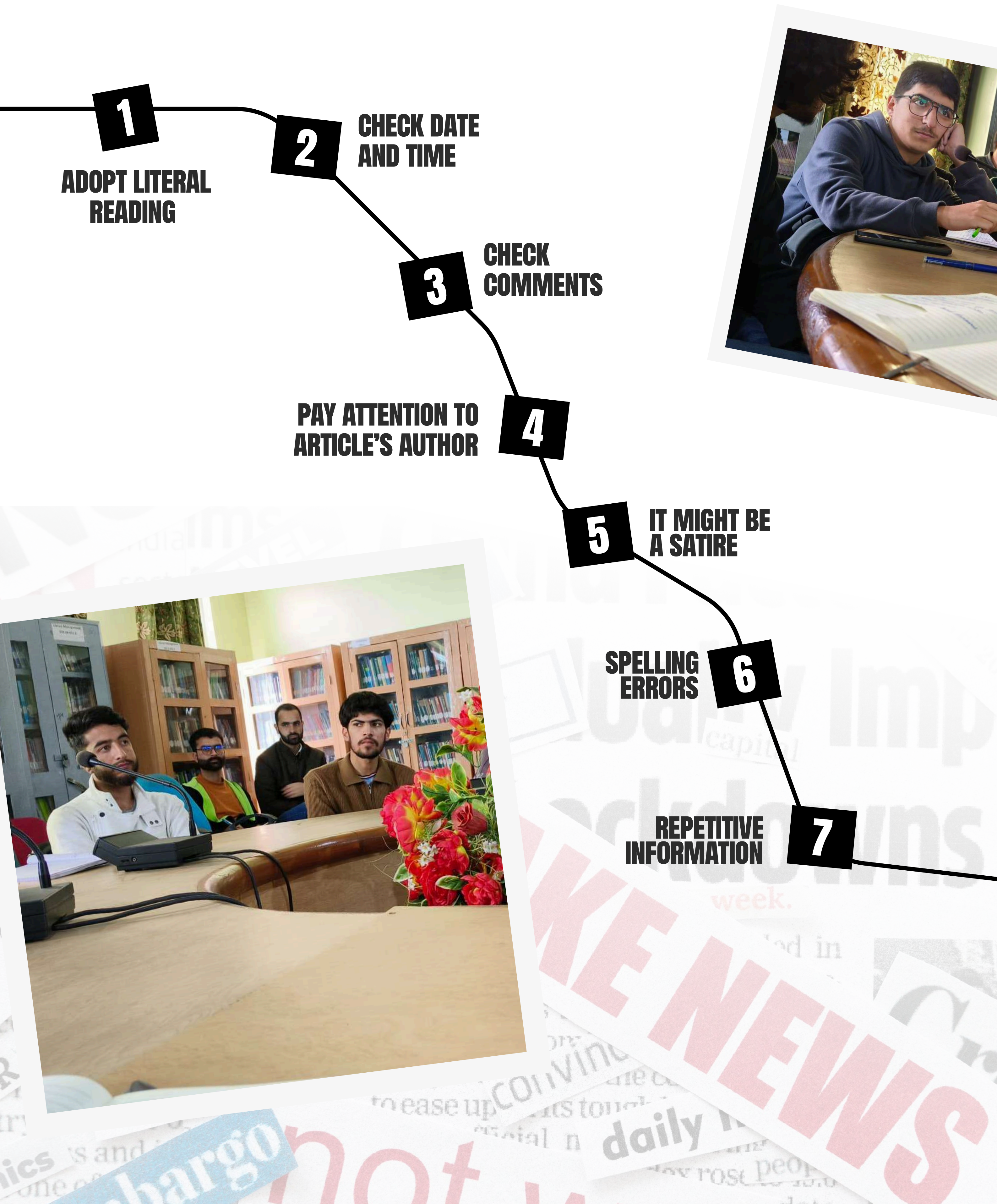
Bias can be of different types like confirmation bias, illusory bias, truth bias, primary bias and recency bias. We are flooded with tons of information and it can be a good or bad thing depending on how we evaluate and consume it. When we receive information we have to ask ourselves. Who is behind the information and what is the evidence?

There are number of reasons for biases like personal, political, cultural etc. There are biases in media as well and we can spot them through different methods like selection of sources stories that are reported, stories that are ignored, what information is present v/s what is missing, are the same sources used all the time, censorship of news organization and diversity in journalists.

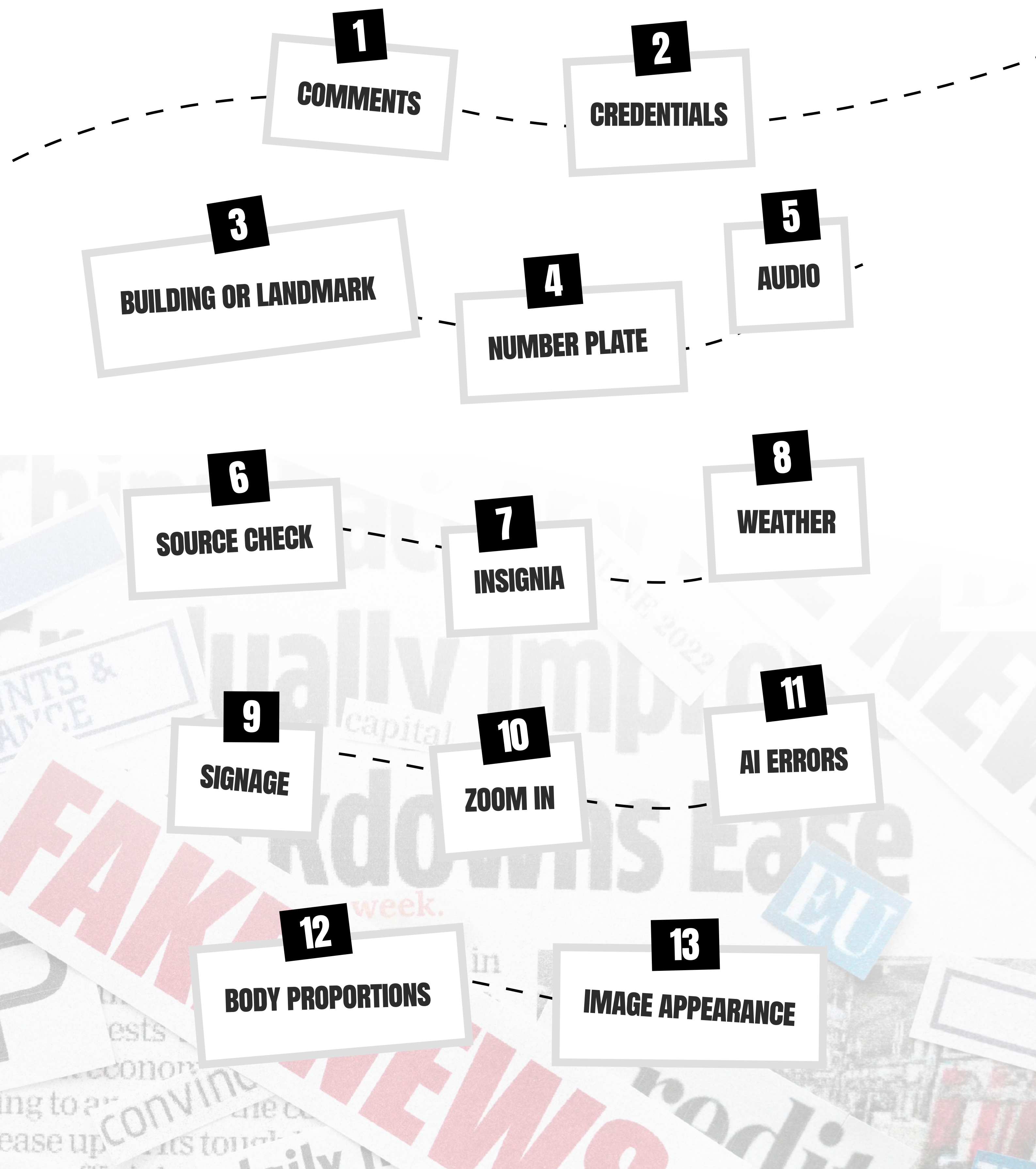
The discussion also focused on how AI is used as tool to spread misinformation. In a discussion on generative AI, the students got to know about Deepfakes, shallow or cheap fakes and synthetic or manipulated media, and how they are used in photoshopping, creating realistic video or audio recording. Thereby, the media is generated or significantly altered by artificial intelligence or machines.



Besides, the students learnt as to how they “as consumers” can take steps to strengthen media literacy and stop or reduce the spread of misinformation. The following clues were outlined a check information correctness :



In the case of a photograph or a video, following were the clues that were highlighted to check for information correctness:



KEY LEARNINGS

Be cautious with posts that trigger extreme emotional response

Verified handles do not always mean verified or credible information

It is important to step back from obvious messaging

Observe carefully and verify from credible sources

Use fact checking tools and technique to filter misinformation

BOTTOMLINE

The program was insightful and engaging. It provided clear understanding of complex topics like deepfakes and generative AI. The students became more aware of ethical challenges and responsibilities that come with use of such technologies.

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