



**Resisting
Disinfodemic:**

**Media &
Information
Literacy**

**for Everyone
& by Everyone**

24-31 October, 2020

**GLOBAL
MEDIA & INFORMATION
LITERACY WEEK 2020**

Concept Note

Message from UNESCO

False and misleading information has long been used to create fear, restrict rights and disrupt democratic processes. Describing the Great Plague of London, for example, Daniel Defoe wrote, “The plague itself was very terrible, and the distress of the people very great... But the rumour was infinitely greater.” Defoe was writing in 1722, but he could have been describing the situation today.

However, there is one thing Defoe could never have predicted – the complexity of today’s information environment. As COVID-19 has spread around the world, so too has a flood of rumours and false information. At a time when reliable facts can mean the difference between life and death, one in four popular YouTube videos on the coronavirus contains misinformation. As we anticipate the development and deployment of a vaccine, more than 1,300 anti-vaccination pages on Facebook have nearly 100 million followers between them.

Indeed, today, information is ubiquitous, and can travel instantly around the world. Today, anyone can create and distribute content, expressing themselves in ways they never could before. In some cases, this has created an overflow of information – both online and offline – where it is increasingly difficult for citizens to know what to believe and who to trust, creating potentially devastating implications for democracy, sustainable development and peace.

One of the strongest defences against false and misleading information is media and information literacy. This involves building the resilience of individuals through a combination of soft and hard skills: critical thinking to evaluate messages and understand the ethics of digital technology; coding and other competencies to create and use technological solutions to solve social challenges.

Media and Information Literacy Week was launched ten years ago to help spread these skills. Acknowledging the importance of MIL as a tool for development, UNESCO’s Member States made this event official in November 2019, by proclaiming Global Media and Information Literacy Week at its General Conference. In 2020, Global MIL Week focuses on the theme *Resisting the Disinfodemic: Media and Information Literacy for Everyone by Everyone*. It recognizes that our ability to access and critically assess information is crucial – not only to save lives, but also to avoid falling into the trap of stigmatization.

UNESCO has therefore stepped up its work to challenge false information and rumours – on COVID-19 and other issues. In addition to developing educational resources for social media, it worked with the European Commission and Twitter to launch the #ThinkBeforeSharing

campaign, empowering citizens to identify, debunk, react to and report on conspiracy theories. We are also working to update our MIL Curriculum for Teachers, in consultation with MIL experts, teachers, and information and media professionals, to ensure that every student across the globe is able to keep up with the rapid technological transformations of communication and information. The new Curriculum will be launched in early 2021.

To ensure that these efforts bear fruit, I call on everyone, everywhere, to make a commitment to media and information literacy for all. I would like to thank our partners for their commitment to this cause, and especially the Republic of Korea for hosting this year's celebrations.

Engage with us at the dedicated Virtual Conference Hall. Take part in our online campaigns, including #GlobalMILWeek, @MILCLICKS, and #ThinkBeforeSharing. Above all, help us to make sure that the desire to believe does not outweigh the desire to be informed.

Audrey Azoulay
Director-General of UNESCO



Message from Host

Greetings! My name is Yoo Eun-hye, the Deputy Prime Minister and the Minister of Education of the Republic of Korea. Welcome to UNESCO's first-ever online MIL feature conference. The Republic of Korea is very pleased to be co-hosting the 2020 Global Media & Information Literacy Week, especially since 2020 marks a particularly meaningful year for us as we celebrate the 70th anniversary of our accession to UNESCO.

Media and information literacy is a human capacity that is becoming ever more important in our current times, when fake news and hate speech are spread online at an unprecedented rate, deepening divisions and affecting global politics negatively. The COVID-19 pandemic has accelerated these trends, stoking our fears and increasing our reliance on online information as our physical encounters are transplanted to the virtual world. An ability to engage critically with the media and other sources of information is no longer an optional extra, whether we are educating ourselves or the next generation. It has become an indispensable skill that every citizen today must have. The pandemic may have prevented us from meeting in person, but we must not stop sharing ideas and experiences to promote MIL.

In responding to the current health crisis, the Republic of Korea has experienced first-hand the significance of MIL, as we moved our entire national education system online to protect the safety of students while ensuring that their learning continues during the pandemic. This process has produced many meaningful examples of communication and collaboration across regions and generations, including efforts to increase MIL capabilities to facilitate learning in the online environment.

Watching our children continue their education safely and effectively online has shown us where the future of education is potentially headed. Based on these experiences, we have established medium-term and long-term plans for the transition to digitally-based education and we are excited to share what we have learned from this experience. Going forward, the Republic of Korea will continue to work with UNESCO to promote MIL around the world, building on our past seven decades of strong partnership.

Let us use this year's MIL Week to talk *action*. Let us tell stories of our biggest successes and the painful lessons we have learned. Let us learn from each other, and be bold in applying these lessons to our own environments. As hosts, we are happy and honored to offer the online space to do just that, and we sincerely hope that the feature events will be an eye-opening experience for all.

Yoo Eun-hye

Deputy Prime Minister
and the Minister of Education of the Republic of Korea



Rationale

All countries and the international development community recognize the threat of disinformation. The world has come face-to-face with another wave of disinformation in connection with the COVID-19 crisis. Disinformation fuels risks to public health. It also reinforces related challenges such as gender biases, inequalities, and socio-economic divisions of all forms. Disinformation feeds socio-political polarization, providing grounds for racist and anti-migrant division, “Us against Them” – further complicating global response to crises like COVID-19. In sum, disinformation, coupled with information and knowledge divides, threatens the achievement of the Sustainable Development Goals (SDGs) and fundamental human rights for all.

Media and Information Literacy (MIL) can help to address these challenges. MIL works to empower the receivers of information, which is everyone. It is a vital competence if people are to differentiate between information and disinformation and to know how and where they can locate trustworthy sources of facts and informed opinion, and why it is crucial not to circulate unverified content.

This is a life-and-death issue, notably when viewed in light of the Coronavirus crisis. Considered more broadly, MIL enhances people’s participation in governance and sustainable development in general by improving their competencies in information, communication, and technology. Developing MIL also offers a long-term and systemic policy response to disinformation. It calls for public policies at the national and institutional levels, thus responding to UNESCO’s reflection on the “Futures of Education.” MIL provides an essential dimension of how education might be re-thought in a complex world. MIL forms part of new visions and strategies for both education policy and education practices in light of the disruption of disinformation.

This has become a critical imperative in the digital age. Technological advances, data-driven business models, the development of media, and the explosion of information have shifted the relations between the production and use of information and media content. New technologies have opened up an opportunity for everyone to have a voice. At the same time, they are used to magnify disinformation as well as enable privacy and data abuse, contributing to the manipulation of people and the polarization of societies. MIL not only responds to the reality of young men and women engaging in alternative modes of civil and social advocacy via social media and new technologies – it is a critical means through which the media, technological intermediaries, and the international development community can act to address the scourge of disinformation.

Of significant note is that new stakeholders in MIL have emerged, and historically distinct roles are merging. Technological intermediaries and media regulators are beginning to support MIL development, joining with traditional players such as NGOs, educational institutions,

and libraries.

Increasingly, we are all – whether individuals, collectives, or institutions – part of the intertwined information, media, and technological ecology, with our messages, values, and possibilities to create. It is through our combined agency and our potential to become active creators of digital solutions that we can tackle disinformation and advance a development which is enabling and inclusive.

The theme for Global MIL Week 2020, Resisting the Disinfodemic: Media and Information Literacy for and by everyone, highlights how we can look to addressing disinformation and divides by recognizing our shared interest in improving everyone’s competencies to engage with the opportunities and risks in today’s landscape of communication, technology, and information.

In this way, MIL – along with Global Citizenship Education - can help progress towards the SDGs by equipping citizens with the knowledge, skills, values, and practices to be engaged as critical-thinking citizens in societies. These competencies can empower citizens for involvement in media development, access to information and knowledge for all, and freedom of expression, which all have implications on how the war against disinformation can be won.

Target 10 of SDG 16, “public access to information and fundamental freedoms,” which aims to contribute to building societies that are democratic, peaceful, inclusive, and just – relates directly to MIL. MIL also contributes to Target 4.7 of SDG 4 by ensuring all learners acquire the knowledge as well as the information and technological skills needed to promote sustainable development. These are all being upended by the scale of disinformation that is a driver of the COVID-19 pandemic and its disastrous impacts: i.e., the current “disinfodemic”.

Against this backdrop, Global MIL Week 2020 draws attention to how stakeholders can foster - through MIL - the free flow of information and ideas while addressing disinformation and the knowledge needed to resist divisions and build rights-respecting society unity and cohesion.

Online Celebrations Around the Globe

MIL stakeholders around the world will be mobilized to organize and register online events or activities related to MIL in their community, city, or region, taking place around the period of Global MIL Week in September/October/November 2020.

Registered events will be showcased on the Global MIL Week official website. Notable events will be highlighted and promoted through UNESCO's press releases and newsletters.

In-Focus Online Sessions (Multiple Language Interpretation)

30th Sept.

23:00 ~ 24:30 (KST) / 15:00 ~ 16:30 (CET)

IDUAI x Global MIL Week webinar

26th Oct.

22:00 ~ 23:00 (KST) / 14:00 ~ 15:00 (CET)

Opening Session

23:00 ~ 24:00 (KST) / 15:00 ~ 16:00 (CET)

Tackling disinformation in democratic societies: Social network services and MIL communities

27th Oct.

17:00 ~ 18:30 (KST) / 09:00 ~ 10:30 (CET)

MIL for equality: Women, refugees, persons with disabilities, and indigenous peoples

18:30 ~ 20:00 (KST) / 10:30 ~ 12:00 (CET)

Implementation and evaluation of MIL policies and curricula: long-term defenses against disinformation

22:00 ~ 23:30 (KST) / 14:00 ~ 15:30 (CET)

Press Conference - 'Youth Tackling the Disinfodemic: Outcome of the Global MIL Youth Hackathon

28th Oct.

17:00 ~ 18:30 (KST) / 09:00 ~ 10:30 (CET)

Korea in Focus: COVID-19, Disinfodemic and MIL in South Korea

18:30 ~ 20:00 (KST) / 10:30 ~ 12:00 (CET)

Participation in society by media and information literate youth in the face of disinformation

22:00 ~ 23:30 (KST) / 14:00 ~ 15:30 (CET)

Media and Information Literacy by Design: Can AI, Journalism, and Libraries help?

22:00 ~ 23:30 (KST) / 14:00 ~ 15:30 (CET)

UN Roundtable

29th Oct.

17:00 ~ 18:30 (KST) / 09:00 ~ 10:30 (CET)

Lifelong Learning: MIL education for everyone and by everyone

20:00 ~ 21:30 (KST) / 12:00 ~ 13:30 (CET)

Online and remote learning and democratic cultural communications: MIL implications
(ministerial panel)

30th Oct.

17:30 ~ 21:00 (KST) / 09:30 ~ 13:00 (CET)

Mobilizing Partnerships and Resources for MIL Forum

19:00 ~ 20:30 (KST) / 11:00 ~ 12:30 (CET)

Launch of the UNESCO MIL Alliance 2.0 (GAPMIL and MILID Open Dialogue)

16th Nov. (TBD)

Regional Online Consultation of the Updating of the UNESCO model MIL Curriculum

Youth Agenda Forum

International Day for Universal Access to Information meets Global MIL Week: September 2020

There will be a bridge between Global MIL Week and the International Day for Universal Access to Information (ATI) through connecting MIL and ATI sessions. One of these sessions will be focused on youth with one international webinar and several regional webinars. Co-branding graphics will be developed titled IDUAI meets Global MIL Week. The other two sessions to be organized in connection with IDUAI will be composed of MIL and ATI experts/practitioners discussing policy implications and connections to the sustainable development goals. The MIL and Games Youth Hackathon (see below) will also serve as basis for the connection with IDUAI.

MIL and Games Youth Hackathon: 1-29 October 2020

A MIL and Games Youth Hackathon will be held online, in cooperation with digital gaming and MIL communities – including Korean technology companies. Building on experience with the 2018 MIL Youth Hackathon organized during Global MIL Week, and the 2020 Code the Curve Hackathon within the context of the COVID-19 pandemic, youth around the world will be mobilized to participate in this four-week online hackathon, and design innovative and creative solutions to disinformation and related online challenges. The solutions could range from social media campaigns and audiovisual products, to games, online applications, and websites.

Part of the activity design includes a central live streaming of the hackathon throughout the process, to which developers can connect and through which they can showcase their solutions as these are being developed. The live stream will be connected to the dedicated platform.

The Hackathon will follow the themes of MIL against the disinfodemic. It complements the mainstreaming of young men and women in the In-Focus Online Sessions by enabling more significant youth leadership. It will be designed by youth and for youth. Youth from local schools, universities, and youth organizations, as well as youth leaders from around the world, are invited to participate. The outcome of the Hackathon will be showcased on UNESCO's website, and presented during a dedicated In-Focus Session on 29 October 2020.

Other Online Engagement

In addition to mobilizing online celebratory events around the world, the In-Focus Online Sessions and the MIL and Games Youth Hackathon, the Global MIL Week 2020 online engagement will have other components including:

- 1) distribution of micro-learning content for online/digital learning,
- 2) MIL CLICKS webinars and questions/answers,
- 3) cooperation with social media platforms,
- 4) coordination with other UNESCO Sectors, UN agencies, and bilateral partners, and
- 5) engagement of influencers on social media as well as of entertainers.

The #GlobalMILWeek campaign and MIL CLICKS learning series (micro-learning content, webinars, etc.) connected to the theme of Global MIL Week 2020 will be launched throughout Global MIL Week. A series of short videos will be produced promoting the importance of MIL around the world and building an online platform linked to the Global MIL Week official website, where the participants from all over the world can watch video clips, interact with other participants, participate in a virtual MIL related game, leave comments and questions etc. The content published on this platform will be available in multiple languages.

UNESCO's ongoing partnership with Twitter will be sustained for Global MIL Week 2020. Cooperation with other major technology intermediaries, such as Facebook, Google, and TikTok, is being explored. These platforms will be invited to join UNESCO in developing related content as well as to bring their online tools (games, quizzes, video templates, blogs, educational resources, etc.) to bear on Global MIL Week. Cooperation will be explored with these social media platforms to gamify, and "incentivize MIL CLICKS.

To magnify social media reach and impact, efforts will be made to coordinate the promotion of Global MIL Week across CI as well as other Sectors of UNESCO, in headquarters and the field offices. Specific campaigns will be explored, developed, and launched with sister UN Agencies. Some of these will start before the actual MIL Week. The aim will be to reach non-traditional networks with MIL related content, and seek their engagement.

Entertainers and social media influencers of all ages will be invited to lend their voices and expertise to promote MIL as a way to tackle disinformation through music, dance, poetry, comedy, art, online games, etc.

MIL Alliance Awards 2020

The MIL Alliance Awards (GAPMIL Global MIL Awards) recognize information/library, media and technology specialists, educators, artists, activists, researchers, policy makers, NGOs, associations and other groups innovatively integrating MIL in their work and related activities. Specifically, the awards recognize excellence and leadership in five sectors: Education, Research, Policy, Advocacy, Media and the Communication/Information Sectors.

The MIL Alliance Awards are presented every year at the Global MIL Week Feature Conference. For 2020, the MIL Alliance Awards are spearheaded by the UNESCO-led MIL Alliance (Global Alliance for Partnerships on Media and Information Literacy, or GAPMIL) and the MILID University Network, with the support of UNESCO, UNAOC, and the Republic of Korea.

Visit the Global MIL Week website for details about the award categories and selection criteria.

The awardees will be invited to the Global MIL Week 2020 online Feature Conference and will receive award trophies from the UNESCO-led MIL Alliance as well as other recognitions. Partners are invited to make financial or in-kind contributions to the MIL Alliance Awards and to propose new categories that they may have a particular interest to support.

Contact UNESCO if you would like to become a donor of the MIL Alliance Awards 2020. The donor(s) will be given credit on the award trophies and in all related communication materials.

International Organizing Committee

- **Aichurek Usupbaeva**
Programme Director, Media Support Center Foundation (Kyrgyzstan)
- **Alexandre Le Voci Sayad**
Co-Chair, UNESCO-led Global Alliance for Partnerships on Media and Information Literacy (Brazil)
- **Alireza Salehi Nejad**
Researcher, University of Tehran (Iran)
- **Alton Grizzle**
UNESCO (Paris)
- **Amro Selim**
Chair, Elmoustkbal Organization for Media, Policy and Strategic Studies (Egypt)
- **Beatrice Bonami**
Youth Ambassador for Latin America and the Caribbean, UNESCO-led Global Alliance for Partnerships on Media and Information Literacy (Brazil)
- **Claire McGuire**
Policy and Research Officer, International Federation of Library Associations and Institutions (Netherlands)
- **Daniel Nwaeze**
Media and Communications Coordinator, Afrika Youth Movement (Nigeria)
- **Diana Dahye Park**
Programme Specialist in Communications, Korean National Commission for UNESCO (Republic of Korea)
- **Drissia Chouit**
Professor, Moulay Ismail University of Meknes (Morocco)
- **Eva Reina**
Lecturer, University of Gothenburg (Luxembourg)
- **Felipe Chibas**
Associate Professor, University of Sao Paulo (Brazil)
- **Hana Achargui**
UNESCO (Paris)
- **Jose Reuben Alagaran**
President, Philippine Association for Media and Information Literacy (Philippines)
- **Lea Cengic**
Head of Content and Media Literacy, Communications Regulatory Agency of Bosnia and Herzegovina (Bosnia and Herzegovina)

- **Linda Sternö**
Lecturer, University of Gothenburg (Sweden)
- **Manisha Pathak-Shelat**
Professor and Chair, Centre for Development Management and Communication
(India)
- **Ogova Ondego**
Managing Trustee, Lola Kenya Screen (Kenya)
- **Sherri Hope Culver**
Co-Vice-chair, UNESCO-led Global Alliance for Partnerships on Media and
Information Literacy (USA)
- **Soomin Chung**
Programme Specialist in Communications, Korean National Commission for UNESCO
(Republic of Korea)
- **Veronica Yarnykh**
Head of Global Programs, Moscow Pedagogical State University (Russian Federation)
- **Xu Jing**
UNESCO (Paris)
- **Yazid Ibrahim**
Senior Assistant Director, National Library of Malaysia (Malaysia)
- **Young-eun Kim**
Director of Communications, Korean National Commission for UNESCO (Republic of
Korea)

Local Organizing Committee

- Korean National Commission for UNESCO
- Korea Press Foundation, in affiliation with the Ministry of Culture, Sports and Tourism, Republic of Korea
- Community Media Foundation, in affiliation with the Korea Communications Commission
- Korea Education and Research Information Service, in affiliation with the Ministry of Education, Republic of Korea
- National Information Society Agency, in affiliation with the Ministry of Science & ICT, Republic of Korea
- National Association of Community Media Centers
- Korea Broadcasting System
- Sogang University
- Gangnam-gu Office

Main Partners

- UNESCO
- Ministry of Education, Republic of Korea
- Korean National Commission for UNESCO

Sponsor

- Ministry of Education, Republic of Korea

Host Description

The Local Organizing Committee (LOC) comprises 10 MIL-related entities in the Republic of Korea.

- **Korean National Commission for UNESCO (KNCU)**
The Korean National Commission for UNESCO was founded in 1954 in accordance with Article VII of the Constitution of UNESCO. Mandated to support and precipitate UNESCO-related activities in Korea, KNCU actively engages domestic actors to work with UNESCO on MIL issues.
- **Korea Press Foundation (KPF)**
Originally established as Korea Newspaper Center in 1962, KPF addresses issues relating to journalism and media industries in Korea. Affiliated with the Ministry of Culture, Sports, and Tourism, it has recently established the Journalism and Media and Information Literacy Center (JMIL) to focus on capacity building for journalists and teachers in Korea.
- **Community Media Foundation**
Since 2005, the Community Media Foundation has been in the forefront of media education in Korea, including in relation to lifelong learning, in-school education, and access to media for all citizens. Affiliated with the Korea Communications Commission, it works with media centers around the country to promote MIL and capacity building for instructors in each center.
- **Korea Education Research Information Service (KERIS)**
A quasi-governmental organization operating under the Ministry of Education of the Republic of Korea, KERIS is responsible for the oversight of Information and Communication Technology (ICT) in all stages of formal education throughout South Korea. KERIS leads national ICT in education innovation in South Korea and in ODA partner nations by improving teaching-learning methods and driving practice-based educational policies to create a convergent educational environment with the use of ICT.
- **National Association of Community Mediacenters**
The National Association of Community Mediacenters is a NPO(Non-Profit Organization) cooperating with 37 community media centers. Together, they promote access to media in local communities, strengthen media-related capacities and support the social communications through media.

- **National Information Society Agency (NIA)**

Created in 1987, NIA aims to ensure that ICT forms a sturdy base for national development in Korea. It works to build hyper-connected infrastructure, promote the use of Artificial Intelligence (AI) in various ways, and foster a digitally inclusive nation.

- **Korea Broadcasting System (KBS)**

KBS was originally established in 1927 as Korea's first radio station. Ever since, it has developed into a major public broadcasting system that ensures a healthy broadcasting culture and the effective production of programs both in and outside of Korea. As a major broadcasting company, it is actively engaged in MIL-related dialogues with various stakeholders in Korea.

- **Sogang University**

Sogang University was established by the Society of Jesus in 1960 to provide an education based on Catholic beliefs. With more than 10,000 undergraduate students and 400 full-time faculty members, it has recently established a Media Education Research Center within the university to strengthen its MIL engagement across the campus. On the occasion of co-organizing this year's Global MIL Week, the university has also become an associate member of the MILID Network.

- **Gangnam-gu District Office**

Gangnam-gu is one of the vibrant and bustling districts in the city of Seoul, Republic of Korea. As the center of Korean culture and K-Pop, the district will host the Korea-in-Focus session planned during this year's Feature Conference.