

## EVENT DESCRIPTION SHEET

PROJECT	
Participant:	101081624 - Beyond the Horizon ISSG (BtH)
PIC number:	904570106
Project name and acronym:	Immunising citizens against dis/misinformation - IMMUNE 2 INFODEMIC

EVENT DESCRIPTION	
Event number:	4
Event name:	Coproduction Workshop
Type:	Workshop
In situ/online:	In-situ
Location:	Belgium, Brussels
Date(s):	30 May 2023 and 20 June 2023
Website(s) (if any):	<a href="https://behorizon.org/eventsandactivities/immune-2-infodemic-project-coproduction-workshop/">https://behorizon.org/eventsandactivities/immune-2-infodemic-project-coproduction-workshop/</a>
Participants	
Female:	7
Male:	17
Non-binary:	1
From country 1 [Belgium]:	19
From country 2 [Finland]:	2
From country 3 [Netherlands]:	1
From country 4 [Germany]:	1
From country 5 [Latvia]:	1
Total number of participants:	25
From total number of countries:	5
Description	
<p>The Coproduction Workshop aimed to initiate the coproduction of materials (videos, infographics, presentations) that will be used in future events, workshops and e-learning settings against dis-/misinformation based on the frame defined based on the initial framework workshop. To attain this, the workshop brought</p>	

together educators, researchers, practitioners, media and communication experts together to be involved in the product design at the initial phase.

The event is implemented in Brussels according to the plan including an opening speech, keynote speeches, short introduction of the project, two workshop sessions with active participation of the participants and a wrap-up followed by a lunch and networking moment.

We had two keynote speakers from the European Commission (DG JUST) and the European Parliament (ING2). The need of understanding and supporting the struggle against misinformation and disinformation was highlighted throughout the keynote addresses, especially given its importance at all levels of democracy and civil society. The Commission's viewpoint was particularly focused on the proposal on transparency and targeting of political advertising, as well as how to increase election resilience. The ING2 address, on the other hand, focused on how misinformation demands action on all levels and how it impacts the job of political advisors, particularly those on the ING2 committee.

Participants were informed about the project objective, outputs, activities and the target group. In the 2 workshops, participants gave their input for participating in clarifying desired learning objectives for critical thinking, media literacy as well as digital literacy (Instruments). The second workshop investigated methodologies selected from Prof. Sander Van Der Linden and his most recent publication, Foolproof.

**Workshop – 1 / Learning Objectives and Outcomes:** The first workshop presented some of the defined objectives and learning outcomes to the audience. Based on selected cases related to elections, the participants were asked about ways to reach out citizens and get them interested, and if the project missed any key skills that needed to be taken into account. The outcomes of the workshop can be summarised as follows.

Key skills for learning outcomes & curricula:

- **Understanding that Social Media is not real life:** How to define a misleading or inappropriate post? Support in the understanding of how marketing is done on social media and how micro-targeting is used in advertising.
- **Supportive skills:** Knowledge and skills to check facts and sources on Social media. Provide skills for cross-checking and managing one's privacy on Social media.
- **Knowledge on privacy problems and how to control privacy settings:** Learning in general about social media channels and the means that are used on social media to persuade, trigger and create addiction: through emotions, humour, impressions on originality, "Cool" influencers, personal sorties, repeating.
- **Knowledge on the use and capacity of Artificial Intelligence:** How AI is used, its restrictions. Support the target groups with certain skills and tools to understand AI and its capacity.

How to bring the content to the specific target groups of youth and seniors:

- **Engaging content:** Short videos, interactive content, visibility for this project, infodemics and disinformation in general in printed or other media & social media, use of a face (real or avatar) that can engage online with the participants ( a facthacker).
- **Engaging events:** visit homes or senior clubs/centres for seniors and collaborate with local organisations and communities.
- **More interactivity:** Inviting the target group members for co-creation and planning the material and cases (ie, co-creating infographics).

**Workshop – 2 / How to immunise against infodemics:** focused on examining techniques inspired by the book 'Foolproof' and the participants' real-life experiences in countering possible mis/disinformation. Consecutive focused discussions were made on how to use Foolproof's 11 fake news antigens for project materials:

- **Make the truth fluent and familiar:** Simplified content; use of repetition to boost memory; use of influencers to spread accurate information; awareness engagement.
- **Incentivize accuracy:** Use of certification; use of negative motivation creating awareness for the consequences of spreading false information.
- **Identify and resist the seven traits of conspiratorial thinking:** Demonstrate the ability to identify and resist through cases that are from the past; Use short to medium length videos to help push forward the message; use the case of Flat Earthers.

- **Minimise the continued influence of misinformation:** Use examples based on current challenges faced by the target audience; challenge preconceived notions; Help judge the validity of information by judging it in comparison to alternative information; Do not focus on outliers which can skew our perception of the true scope of the case.
- **Break the virality of misinformation on social media:** Increase awareness on the ease with which misinformation travels on social media; Parental Control; neutrality throughout the material creation process and during the educating of the material; systematic testing for analysing the accuracy of information.
- **Avoid echo chambers and filters:** Get to know your bubble; feed the algorithm knowingly by setting your media consumption to receive recommendations from reputable sources; follow opposite views and consume media from all perspectives to receive a more rounded appreciation for the arguments made; use links to give easy access to information and sources.
- **Be aware of micro-targeting of susceptible individuals open to persuasion:** Understanding to what extent micro-targeting is possible and how to prebunk the algorithms for and knowing how much google knows about individualities; the emotional experience; Describe cases via personal peer experience; organise meetings (or get-togethers) especially with youth to inform and educate them about reality; inform your family especially children.
- **Inoculate against misinformation by refuting weakened doses of fake news:** Practice makes perfect; test and trial apps help a lot; How do you control that people reach the right info, and not contribute spreading disinfo; Taking together with micro targeting.
- **Identify and prebunk the manipulation by discrediting, emotion, polarisation, impersonation, conspiracy, and trolling.**
- **Help spread inoculation against misinformation.** Exploring in which ways would be the best to teach the target groups considering the goal of the project. Supporting continuous practice with needed tools to be able to recognise what is disinfo.
- **Inoculate friends and family.**

**Workshop – 3 / Potential use of AI in inoculation (Part2 - 20 June 2023):** An additional workshop was organised with AI developers and experts focusing on the potential use of Artificial Intelligence (AI) for spreading mis/disinformation in the near future (2 years) and for inoculating citizens via the project materials. The first part of the workshop focused on investigating possible techniques to spread false information using AI. The following part searched for preventing / countering techniques against the two spreading techniques chosen from the first round. The main aim was to find good cases to incorporate in the project materials as future potential cases. The brainstorming discussions focused on the following two potential cases:

- **Autonomous Disinformation Generator using generative AI techniques:** It can create large amounts of targeted disinformation in potentially high-risk areas in the near future. This would require written AI to be able to detect and combat this potential capacity by being able to analyse trends and which target groups / locations have been manipulated and in which ways. We can also teach AI to be able to score truthfulness on historical references.
- **False information spreading through AI-generated deep fake influencers (fakefluencers) and other spreaders:** For prevention, AI can do reverse image search for seeking the original sources of images in order to reveal inconsistencies so that it can detect fake images. AI can be taught with detection tools, and to display all perspectives about a storyline.

As a result, these events helped us make a project introduction to an additional group of international experts and practitioners; get their inputs for producing better, more attractive learning materials and reaching out more effectively to the target groups; incorporate potential AI use cases; and extend our multiplier community for future project activities.