

Media literacy campaign in Norway: How to identify and fight fake news

Stop. Think. Check.

October 24th, 2019

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 Medietilsynet





The population

The Norwegian Media Authority promotes **democracy** and **freedom of expression** by working to achieve **media diversity** and **media literacy** in the population.



Media literacy



Media diversity



Open and informed public discourse

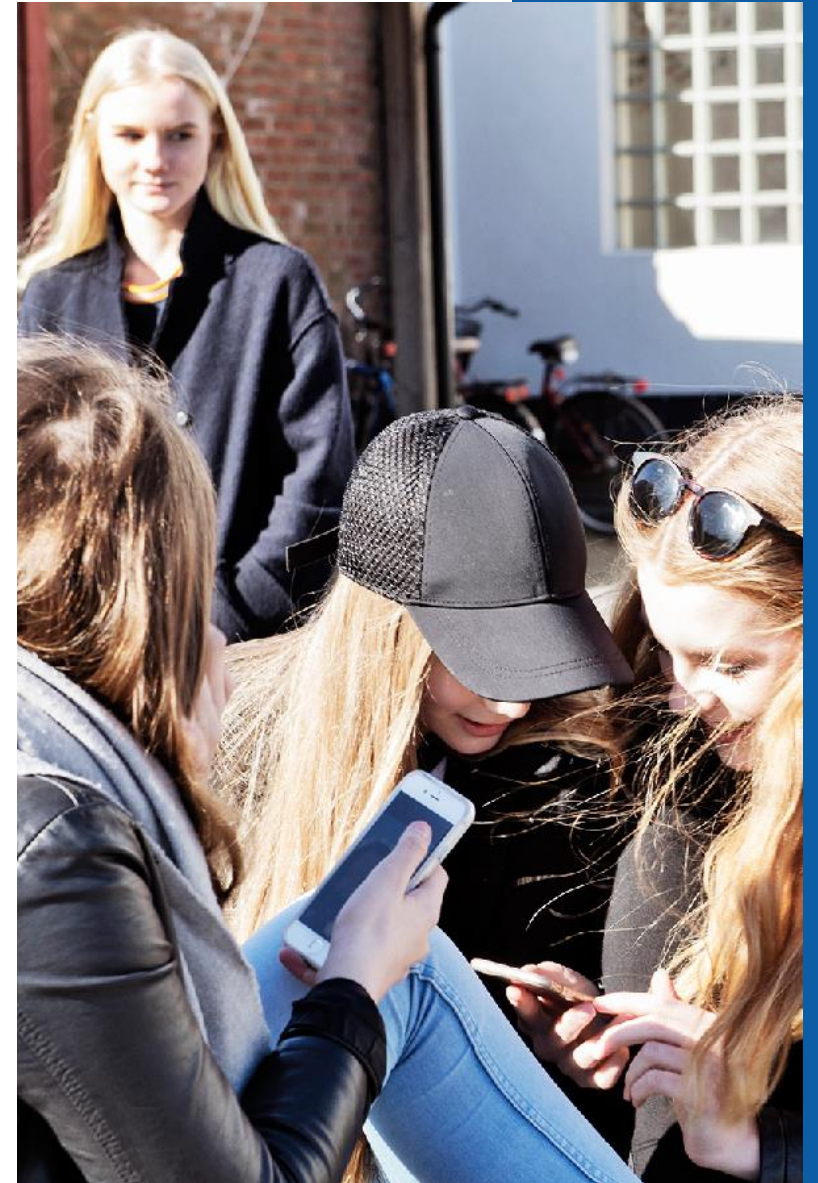
Media literacy refers to the *knowledge and skills* needed to navigate through today's dynamic media landscape and to *make informed choices* related to the way media content is consumed, produced and shared.

A recent survey conducted by the NMA mapped the media literacy skills of the Norwegian population

Knowledge and skills in several areas and issues were surveyed

- Source criticism and fake news
- Understanding of the difference between editorial and commercial content
- Copyright issues
- Media ownership and financing
- Regulatory issues
- Which institutions in the media field are responsible for different issues

Survey methods were both through answering questions and solving different tasks



Primarily digital media literacy
(Knowledge, skills, preference)



High media literacy skills
43 %



Medium digital literacy skills
28 %



Low media literacy

Low media literacy skills
9 %



Medium analog literacy skills
20 %

Primarily analogue media literacy
(Knowledge, skills, preference)

Challenges for senior citizens

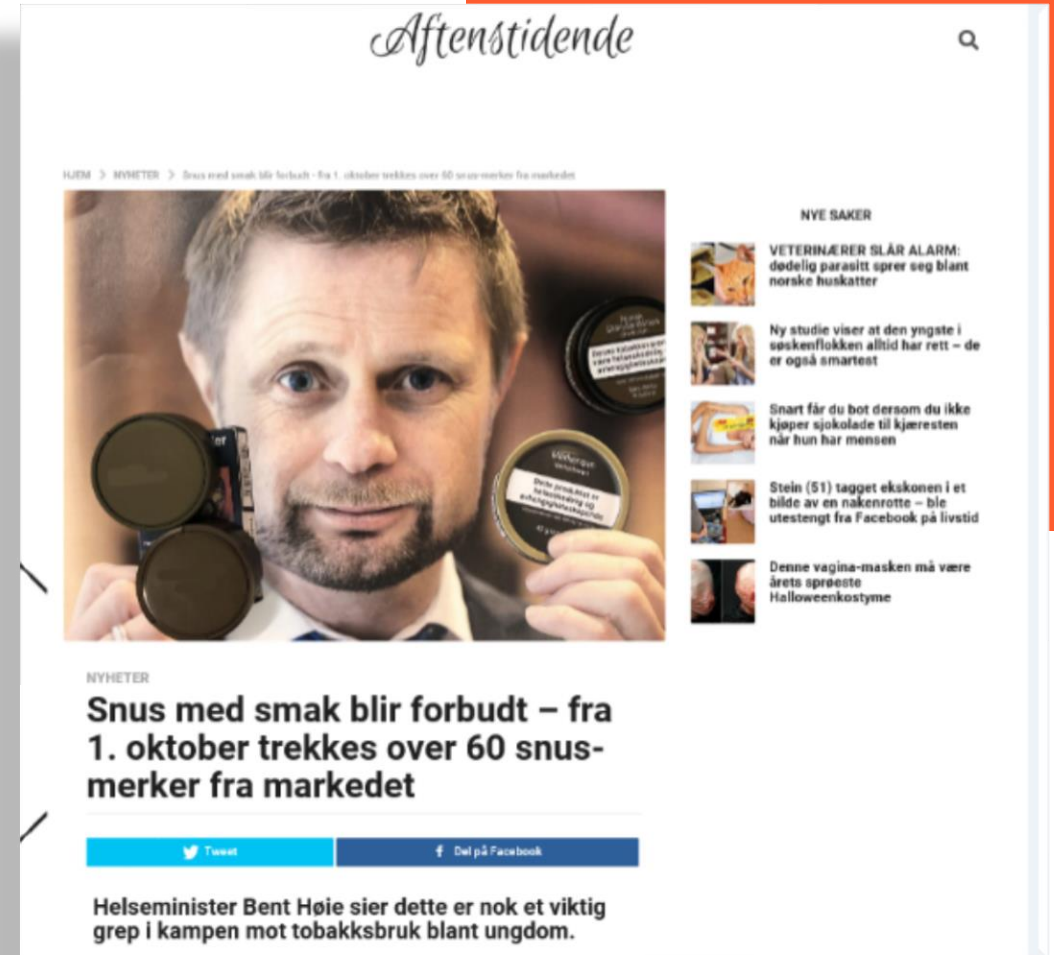
- **Six out of ten from the 60+ yrs group have low digital media literacy**
- Lacking basic digital user skills and competences
- They use fewer media, and thus fewer sources
- They know/use fewer tools to detect fake news
- They have greater difficulties separating commercial content from editorial content
- They have less knowledge of digital services (for example fact checking services)



Four of ten failed to spot this fake news story

Age group 60+ yrs failed more than others

- 66 % of the surveyed under 30 yrs spotted the fakeness of the story
- **Half of the group 60+ yrs spotted the fakeness of the story**
- Young and digitally skilled people used more advanced methods to spot fake news





Greta (92) is getting kicked out of her retirement home, they're giving it to refugees!

Campaign to strengthen media literacy amongst senior citizens

- Campaign launched to strengthen resilience against dishonest influence and fake news ahead of Norwegian local elections this fall
- In collaboration with the Norwegian fact checking service Faktisk.no and the National Association of Local Newspapers, supported by Facebook
- **Goal:** To enhance knowledge and skills in detecting fake news
- **Objective:** To bolster the crucial role of the editor-controlled media
- **Target group, campaign part 1:** Adults 55+
- **Channels:** Facebook and local newspapers

Faktisk helt feil.

Noora (6) hentet av barnevernet – hadde for få leker – moren fortvilet

Nei, Noora (6) ble ikke hentet av barnevernet fordi hun hadde for få leker

11. SEPTEMBER 2018

PÅSTAND	”Noora (6) hentet av barnevernet – hadde for få leker – moren fortvilet.” Aftenstidende.com @ 10. september 2018
KONKLUSJON	Historien om Noora (6) er oppdiktet. Nettstedet som har publisert historien, er en del av et norsk nettverk av løgnfabrikker. Bildet av Noora er fra et kommersielt arkiv for illustrasjonsbilder, og barnevernlederen som er sitert i

About 'Stop. Think. Check.'

- The campaign key content were “real” fake stories or statements that had gone viral, and had been fact-checked by Faktisk.no and found to be fake
- Organized as short Facebook films, showing the fake story, before uncovering the truth
- Also promoted through banner and print ads
- The message is ‘Stop. Think. Check.’
- A quiz with the fake stories and statements increased the interaction with the user.
- On our website we promoted specific advice how to detect fake news for further reading and learning



STOP. THINK. CHECK

STOPP. TENK. SJEKK.

Falske nyheter ser ofte ut som ekte nyheter.

Virker saken for utrolig?
Vær skeptisk til fengende eller utrolige overskrifter.

Hvem står bak?
Er du i tvil - undersøk kilden. Er den troverdig og ekte?

Kjenner du igjen en falsk nyhet?
Ta quizen på medietilsynet.no

Medietilsynet | I samarbeid med:  Faktisk.



QUIZ

Medietilsynet

Tror du Greta (92) kastes ut av pleiehjemmet fordi avdelingen skal bli asylmottak?

Ja Nei

Medietilsynet

Nei, det stemmer ikke, men falske nyheter ser ofte ut som ekte nyheter.

[Les mer her](#)

Stopp. Tenk. Sjekk.

 Faktisk.

Well distributed and received

- More than 1 million reached
- 32.000 completed the quiz about fake news
- 65 % stated 'I learned something from the quiz'
- More than 17 000 visited the campaign website
- Wide and deep engagement



Medietilsynet
28. august kl. 15:16 · 🌐

Nå må vi begynne å ta vare på de eldre. Stakkars Greta! 😞

Det ble aldri noe asylmottak, og Greta finnes ikke. Falske nyheter ser ofte ut som ekte nyheter og handler om temaer som engasjerer og vekker sterke følelser. Se våre tips til hvordan du kan avsløre falske nyheter på <https://medietilsynet.no/stopp-tenk-sjekk> Kampanjen er la... Se mer



TENK.

Nei, «Greta» finnes ikke, og saken er falsk.

Other MIL initiatives by The Norwegian Media Authority

- Promote private-public collaboration on strategic and operational level
- Conduct surveys and share insights to
 - *create interest*
 - *increase knowledge*
 - *encourage debate and discussion*
- Develop and distribute teaching programmes related to media literacy
- Campaigns and advisory services



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