



ADHYAYAN

THE CLASSIC CASE STUDY OF OSMOZE



INTRODUCTION

"Don't sleep at home today otherwise you would end up becoming stone in the morning" "Ginger when taken with desi ghee ke laddoo at 3 AM can cure Coronavirus". Messages like these have been flooding in social media. India is facing an epidemic of fake news and misinformation about the coronavirus. Especially famous social media platform like Facebook and online messaging application like WhatsApp have become channels to spread fake information. India is WhatsApp's biggest market, with an estimated 400 million users. The company announced last week that it was setting up a coronavirus information hub in partnership with the WHO, the UN Children's Fund and the UN Development Programme to offer guidance and resources for users. Government has asked social media platform like Twitter, Facebook and Whatsapp to take charge of controlling the fake NEWS and information but in spite of tight regulation and extreme measures, neither government nor companies have been able to control the spread of misinformation on social media platforms.

OSMOZE 2020

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THE PROBLEM

VALIDATE THE NEWS

The government recently announced 21 days countrywide lockdown to prevent the spread of highly contagious disease: COVID-19. It's getting tougher for authorities and police to control the spread of fake NEWS and information. It now is easier for people to create and spread fake NEWS given that almost everyone in the country is quite active on the social media platform after lockdown. Police, Doctors, food stores and NEWS media agency will still remain active during these times. Small piece of misinformation and this whole purpose of lockdown can be destroyed in minutes. Someone has to take charge in stopping this spread of misinformation which has already created enough problems in the society.

Government has issued an open letter that it will reward any NEWS agency which is able to control the spread of fake information through its channel. Incentives given will be decided on the impact and awareness spread by the agency which will be evaluated when the pandemic gets over.

FRAME OF REFERENCE

**YOU ARE CEO OF A NEWS MEDIA AGENCY NAMED: DSA NEWS.
YOUR TASK IS TO DEVISE A PAN INDIA STRATEGY WHICH WILL HELP IN CURBING FAKE NEWS IN THE COUNTRY FOR THE PERIOD OF LOCKDOWN. IT IS EQUALLY IMPORTANT TO PROMOTE THE SPREAD OF RIGHT AND VALID INFORMATION AT THE SAME TIME.**

1 DSA NEWS agency has both online(Website, Mobile App, Twitter) and Television presence. You can assume that the agency captures 30% of all the viewing audience in India.

2 DSA NEWS have people working for them remotely from all over the country to cover this epidemic and It operates 24*7.

WHAT NEEDS TO BE ADDRESSED

Design a campaign for your NEWS channel to create awareness among people on how they can validate and stop the flow of fake information. (Campaign is something which creates mental impact in the minds of people and influences them)

1

2

- a)** Lay down basic challenges the campaign will face.
- b)** How effective will it be on fulfilling its goal? (Try to be as quantitative as possible)

How do you plan to promote the flux of valid information on top of fake information through your channel?

3

bonus

Design the outline (very brief) of a solution which can be used to identify any NEWS as "fake" or "real". Don't suggest many technical details, but focus more on how easily the user (customer) will see/ use it, and why would they believe you.

TIMELINE

ABSTRACT SUBMISSION

1 APR, 11:59 PM

Submit a brief summary of solution (a pdf doc) to **osmoze@itbhu.ac.in** by **1st April, 2020, 11:59 pm**

- Font Style - Calibri.
- Font size - 11, Single line spacing
- Title - font size – 14, bold.
- Word Limit – 500 words.
- Email Subject: **Adhyayan | TEAM NAME**

VIDEO SUBMISSION

5 APR 11:59 PM

Selected teams from round 1 will have to submit a video of themselves explaining the solution in more detail. Upload your video to google drive and send the link to

osmoze@itbhu.ac.in by **5th April, 11:59 PM.**

- Video length should be between 6-8 minutes.
- Build up on your abstract and include more details and numbers.
- Use innovative ways to show details, we leave it completely to you.

Some suggestions:

- You may hold pages with written details in your hands,
- You may use a whiteboard
- You may make a PPT and explain using that PPT. Record your voice while showing that ppt on the laptop screen (there are many apps which can help you do this). [Recommended]
- Use any, literally any method to explain your idea in the video, we care more about the idea, but make sure that you are able to deliver it.

RULES

- Maximum team size is 3.
- Any team that wants to participate must first register for Adhyayan on the Osmoze website (**osmoze.in/events**).
- Cash Prize for the event is INR. 8000.
- Contact the event coordinators for any clarification/ doubt:
 - Ashwin Shrivastava (+91 8601264469) - ashwin.shrivastava.che17@itbhu.ac.in
 - Arjun Salyan (9411322243, 9045322243) - arjun.salyan.che17@itbhu.ac.in