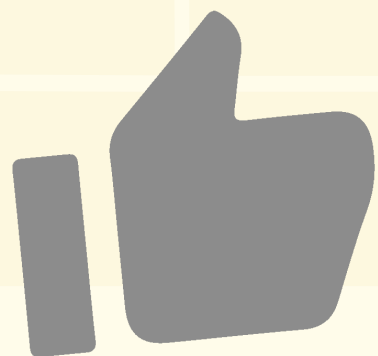
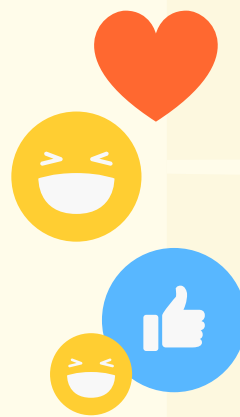
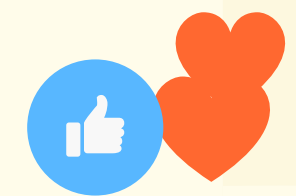
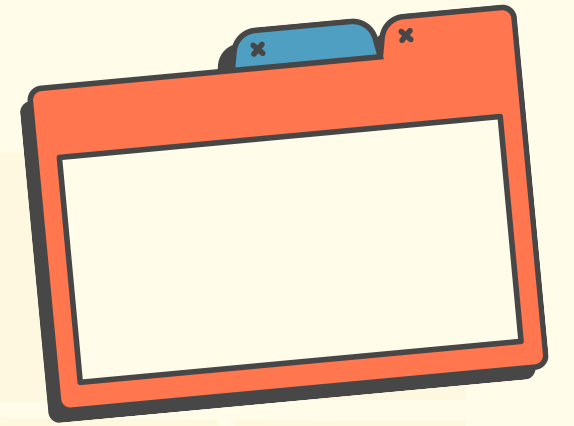


HS-202 PROJECT

# Media Literacy and Awareness

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Submitted by  
**Group – 22**





# Problem Statement

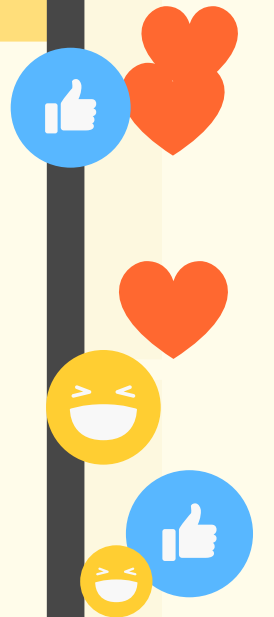
With the rise of AI and social media, it's become incredibly easy for misinformation to spread. Eye-catching posts and emotional stories grab attention, making many people believe things online without checking the facts.

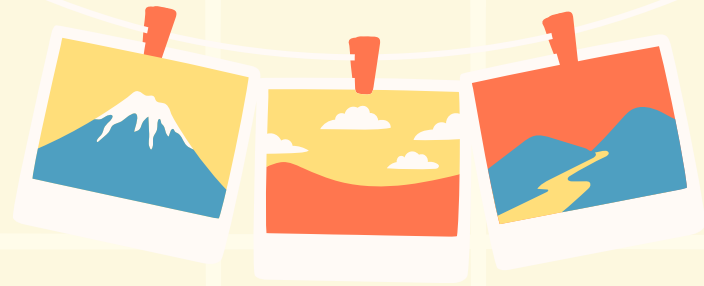
## Significance of the Problem

- Rise of Social Media & Digital Dependency
- Escalation of Misinformation
- Societal & Psychological Impact
- Urgent Need for Action.

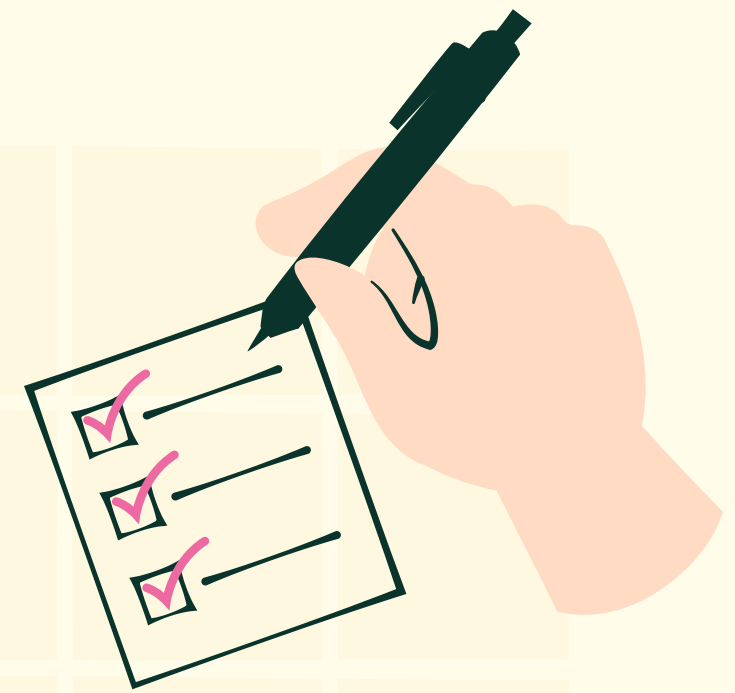
### Why it happens ?

- Idolisation of Public Figures
- Sensationalism in Media
- Biased Narratives



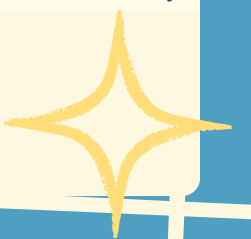


@media\_literacy



# Survey Analysis

- **Social Media Dependence** : 88% of participants reported social media as their primary news source, increasing exposure to unverified content.
- **Critical Literacy Gap** : Over 50% admitted they had previously fallen for misinformation, showing critical gaps in media evaluation skills.
- **Emerging AI Threats** : Participants expressed concern over AI-driven content manipulation, suggesting growing urgency for digital literacy tools.
- **Need for Intervention** : The findings validate the need for structured media literacy interventions focused on bias detection, source verification, and misinformation resilience.



The background features a light yellow grid pattern. At the top left, there is a darker yellow grid pattern. At the bottom, there is a blue grid pattern. On the left, a man with a beard, wearing a yellow sweater and dark pants, is pointing at a screen. The screen displays three user icons, with the central one highlighted in yellow. Below the screen is a bar chart with four bars of increasing height. On the right, a magnifying glass is positioned over several research documents, including books and charts. A curved arrow points from the magnifying glass towards the word 'Research'.

# Research

We have researched several research papers, reports and articles and categorized them into six key areas based on their focus and contribution to our study.

- Bias and Information Behavior
- Barriers to Media Understanding
- Educational and Awareness Models
- Technological and Fact Checking Tools
- Governance and Regulatory Frameworks
- Societal and Psychological Impact

# Solutions

 Tech Driven Solution 

 Educational Reform 

 Social Reform 

 Governance Reform 





# Technical Prototype

**YOLO v8 model to  
classify the News**



**Analysing the audio of  
media Posts  
(check if AI generated)**

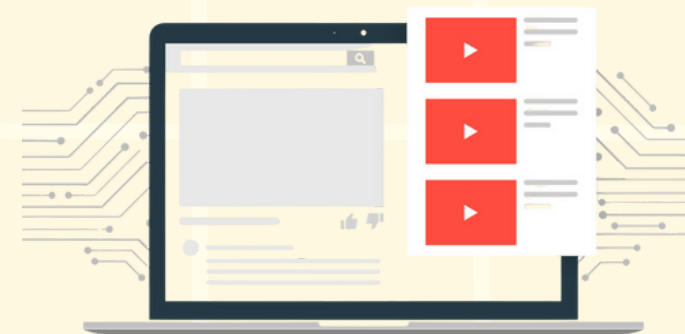
**Data Collection from  
Social media Posts**



**Press Information  
Beureau**



**YouTube Data API v3**




**Trusted Sources**

# Technical Prototype

### Verify News Authenticity

Upload a screenshot from social media and let AI detect misinformation


Select Social Media Platform  
X (Twitter)

Upload Screenshot  
  
20240425\_14004279.png  
PNG, JPG, GIF up to 10MB

Analyzing...

Detecting Labels in the image...

#### Notifications



No notifications yet. Start analyzing posts to see results here.

## News Verifier

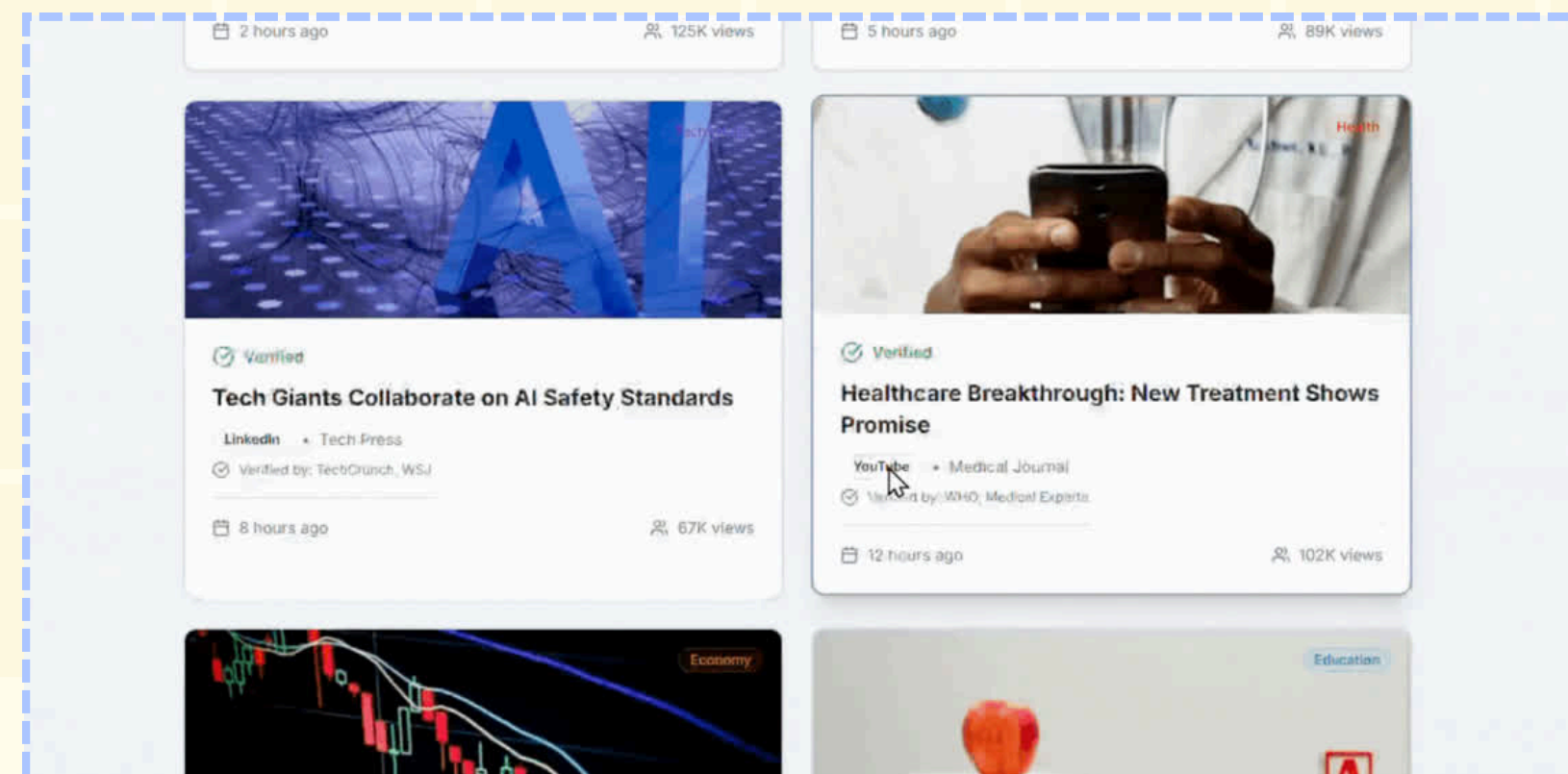


This feature enables users to verify the authenticity of online news. Users can upload screenshots of any suspicious social media post of the article

## Verified News Portal



This feature provides a feed of all trending news which has been verified through the PIB fact checker to provide users with a reliable source of information



# Fake News Report Portal

This feature promotes community participation by enabling users to report suspected fake news and forwarding the report to fact checking authorities

Report Misinformation

## Report Fake News

Help us combat misinformation by reporting suspicious content

Platform \*

YouTube

Source Name \*

acc name

Profile/Post URL \*

https://example.com/post/12345

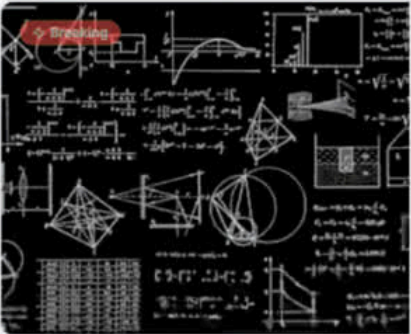
Why is this post incorrect? \*

Provide detailed information about why you believe this post contains misinformation. Include any facts or sources that contradict the claim...

Be specific and provide evidence if possible

## Breaking News

Latest news yet to be verified. Help us determine authenticity by voting



15 minutes ago • Twitter/X • Tech News Daily

### Major Tech Company Announces Breakthrough in Quantum Computing

Company claims to have achieved quantum supremacy with new processor design.

True News

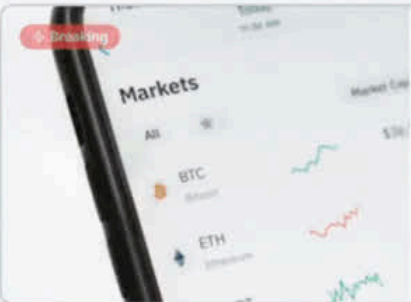
1

Fake News

0

True: 100%

Fake: 0%



32 minutes ago • Facebook • Financial Express

### Government to Implement New Digital Currency Policy

Sources suggest major policy shift in cryptocurrency regulation coming next month.

True News

0

Fake News

1

True: 0%

Fake: 100%

## Public Opinion Feed

This feature aims to promote community engagement by allowing users to vote and discuss on unverified news logs.



# Technical Prototype

**News Verifier**

**Verified  
News Portal**

**Fake News  
Report Portal**

**Public  
Opinion Feed**

Inference on  
trained model

Train the model  
on verified  
news

Verification of news

Temporary News  
page to engage  
public participation

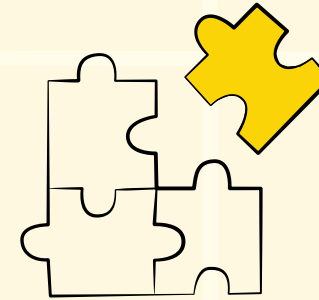
***COLD START PROBLEM***

Taken Dataset from  
github and kaggle

kaggle



# Extended Solutions



## **EDUCATIONAL REFORM**



Build early critical thinking among the youth by introducing media literacy in schools and conducting youth-focused digital awareness campaigns.

## **SOCIAL REFORM**

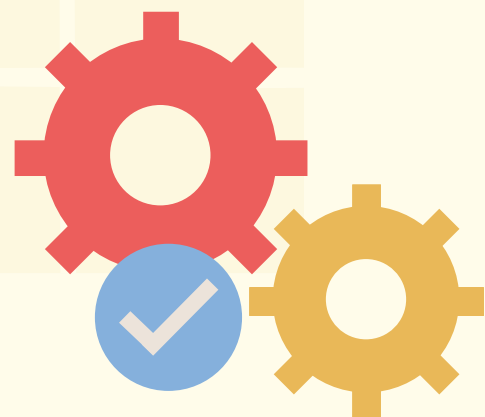


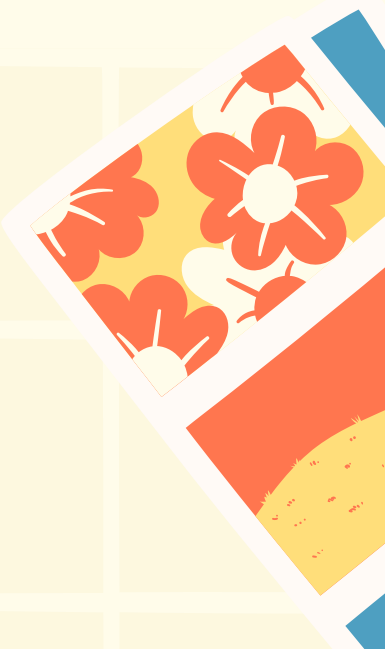
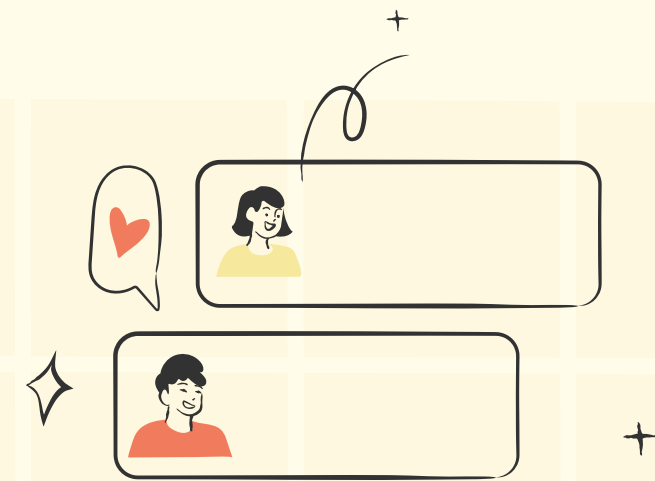
Run awareness drive like “Think Before You Share” and train Digital Truth Ambassadors through NGO’s and community programs.

## **GOVERNMENT REFORM**



Enforce policies like Crisis Escalation Act, Digital Endorsement Law and Media Literacy Mandate to ensure transparency and accountability online.





# Key Challenges



## ***WEAK DIGITAL ACCESS***

Many rural schools and low-income groups lack digital access, tools, and internet, limiting participation in media literacy efforts.



## ***LACK OF AWARENESS***

Teachers often lack digital literacy training, and public awareness remains low, reducing program effectiveness.



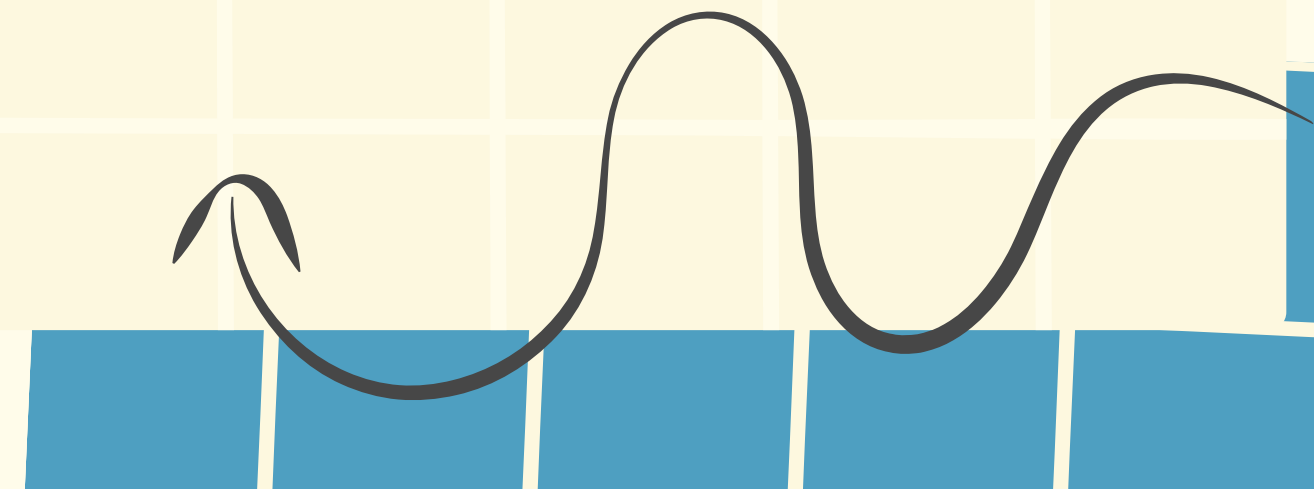
## ***POOR COLLABORATION***

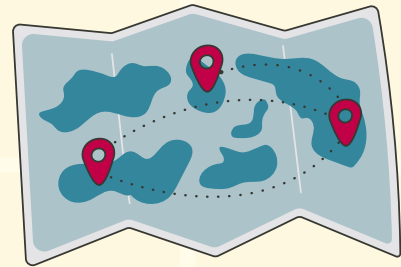
Most initiatives rely on short-term grants with poor collaboration between government, NGOs, and media bodies.



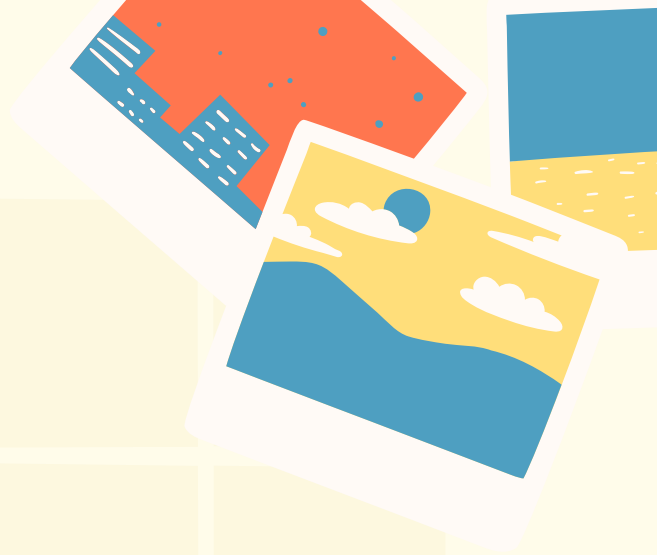
## ***POLICY & TRUST ISSUES***

Regulatory efforts face resistance over free speech concerns, and citizens often distrust fact-checking due to perceived bias.





# Future Roadmap



## Educational & Societal Pilots

Deploy Social & Educational programs in 3–5 pilot regions to test the models.

## Scaling & Monitoring

Launch beta version with core "Fact & Source Checker" for user testing & feedback.



## Platform Beta Launch

Launch beta version with core "Fact & Source Checker" for user testing & feedback.



## Advanced Tech Intergration

Expand the platform's capabilities by researching and integrating new tools.



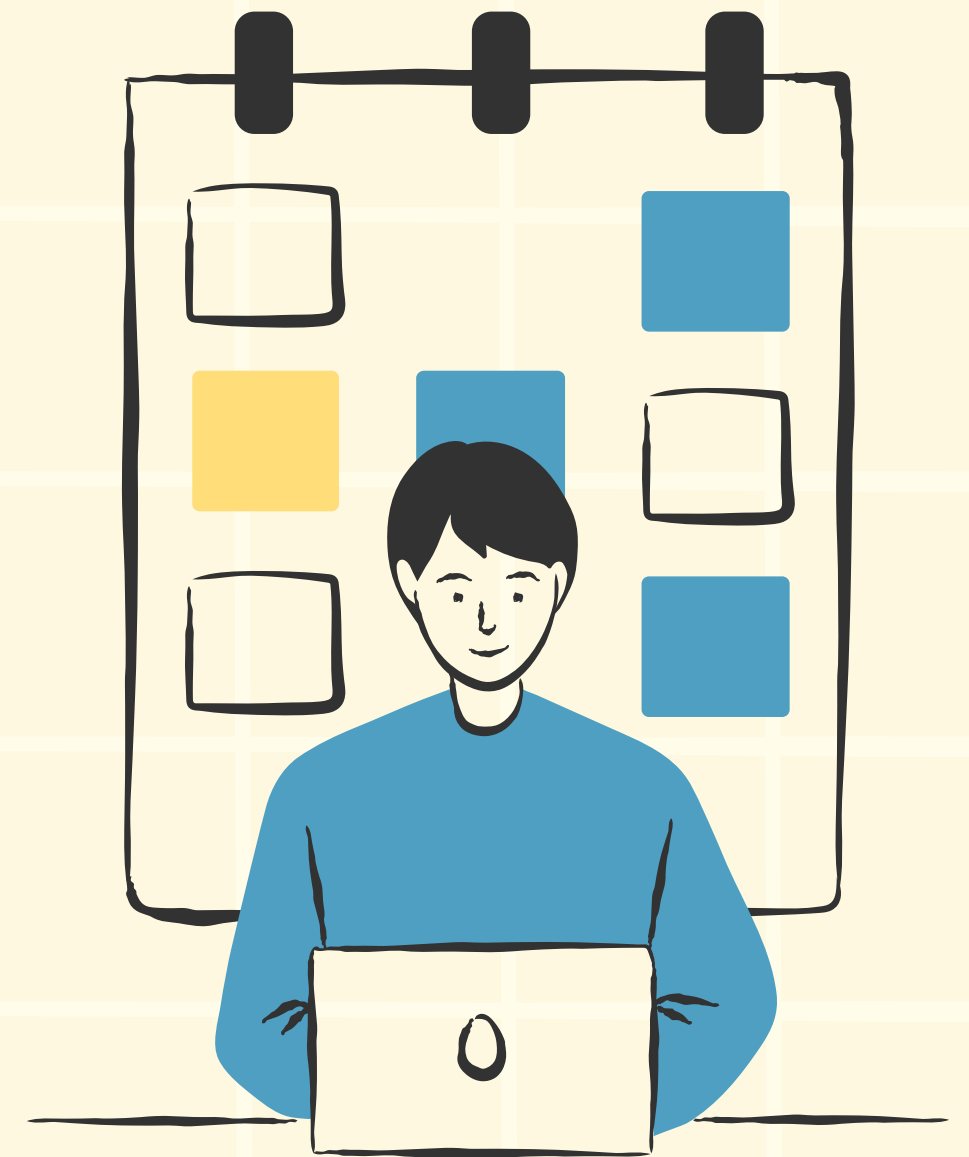


# Conclusion

We, Group 22, conclude that the Media Literacy & Awareness project effectively identified and addressed the societal challenges stemming from limited critical literacy in the digital age. This initiative underscores the need for media education and lays the groundwork for a resilient, informed society.

**Methodology :** After rigorous research , we proposed with multi-pillar solution followed by a detailed roadmap for implementation.

**Our Vision :** We aim to create a media-resilient society that empowers citizens to critically assess and counter misinformation.



# Thank You So Much

GROUP NUMBER - 22

