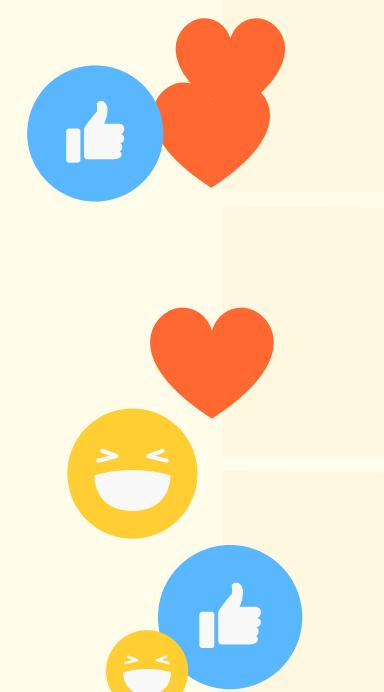


HS-202 PROJECT

Media Literacy and Awareness

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.

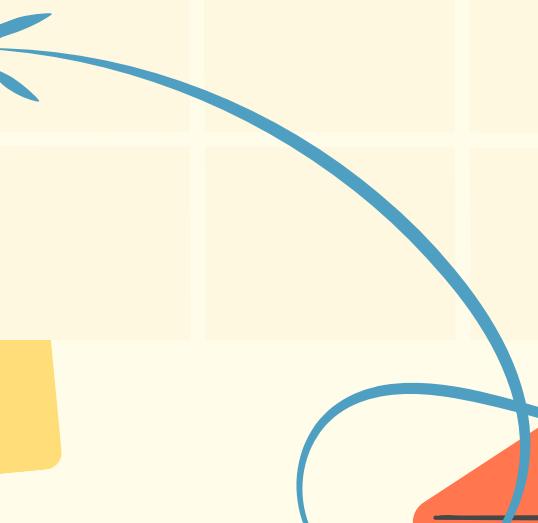
Why it happens ?

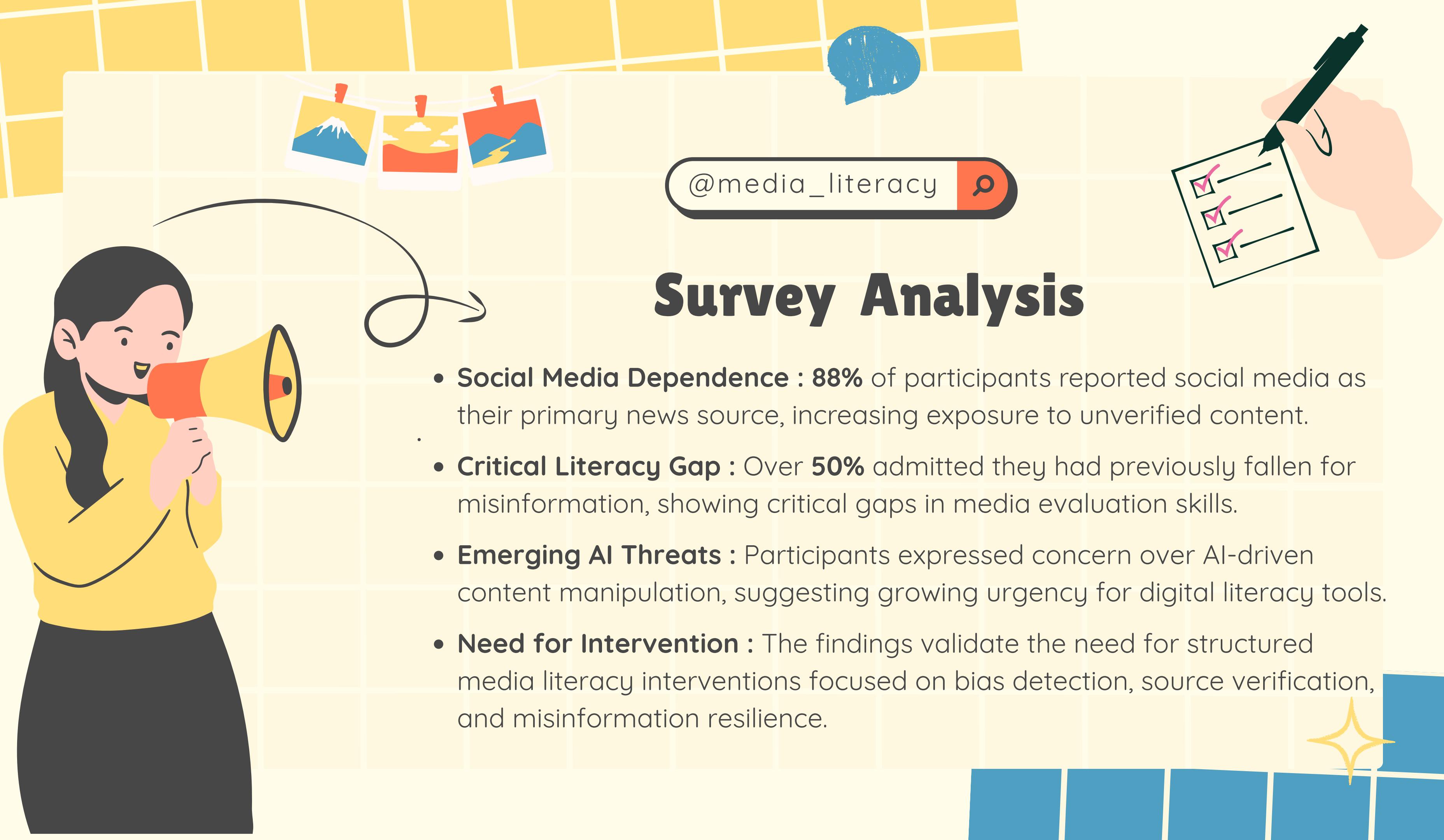
- Idolisation of Public Figures
- Sensationalism in Media
- Biased Narratives



Significance of the Problem

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





@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.



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

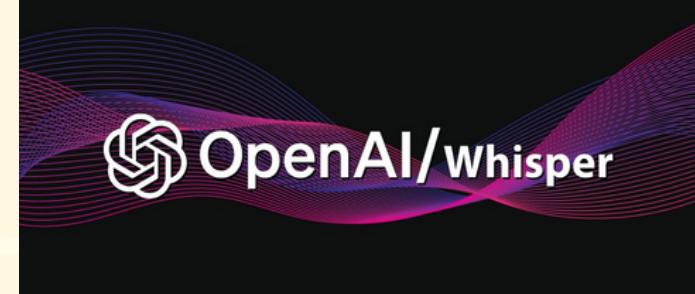


Governance Reform



Technical Prototype

**YOLO v8 model to
classify the News**



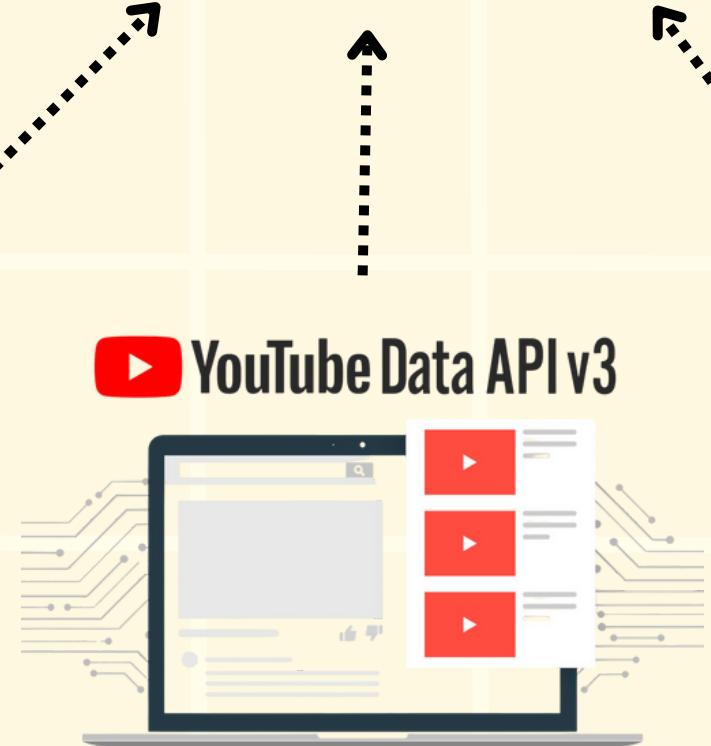
**Analysing the audio of
media Posts
(check if AI generated)**

**Data Collection from
Social media Posts**



**Press Information
Beureau**

**X API
v2**



YouTube Data API v3



Trusted Sources

Technical Prototype

Verify News Authenticity

Upload a screenshot from social media and let AI detect misinformation

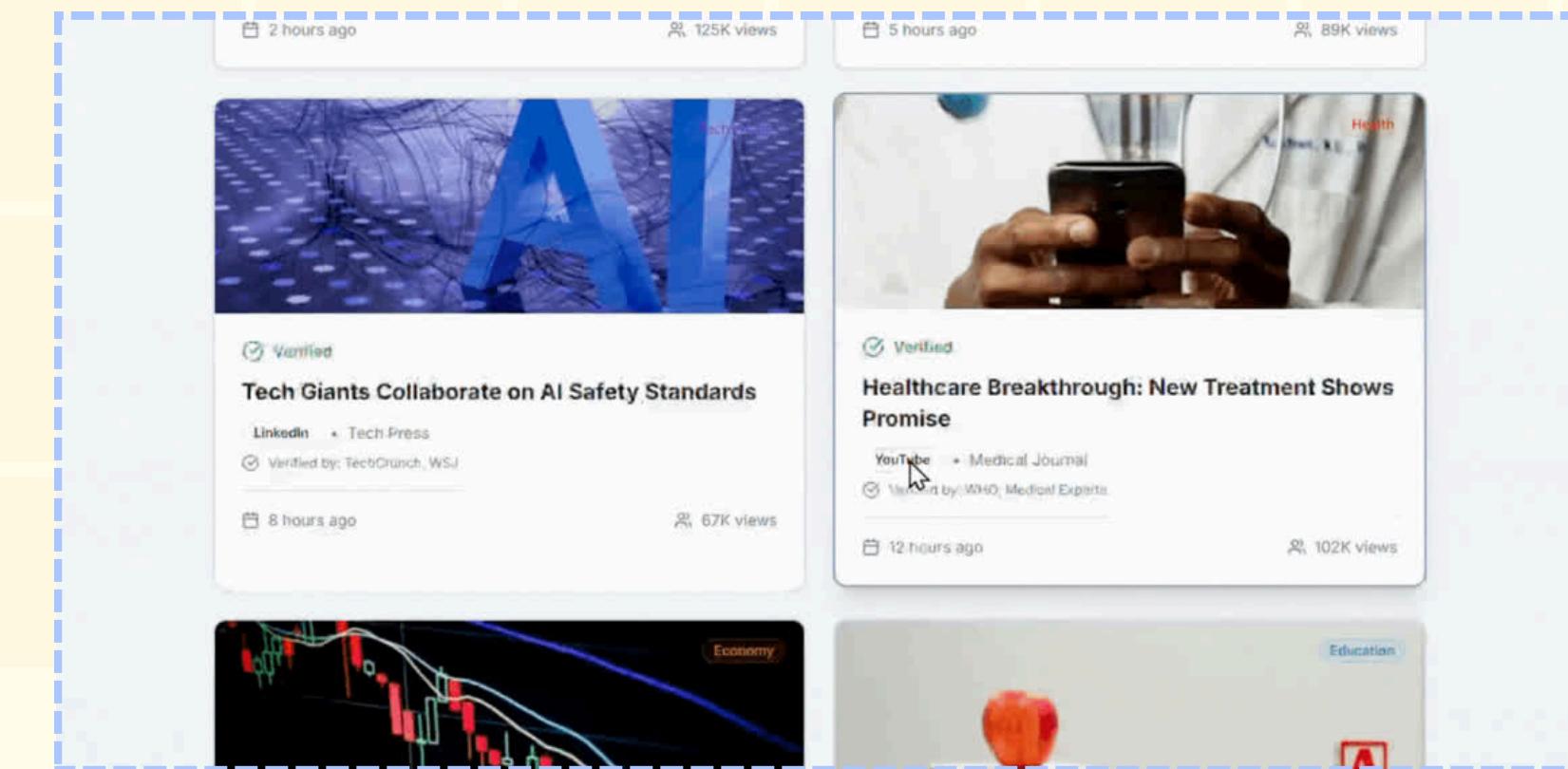
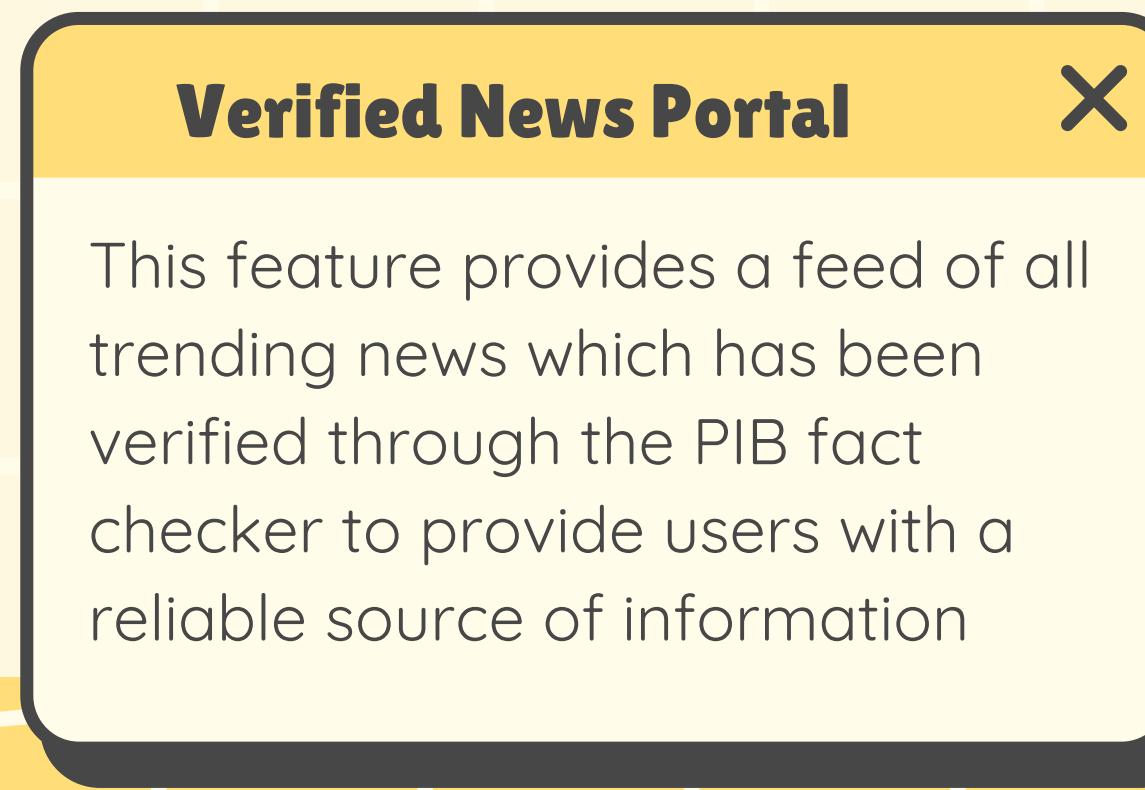
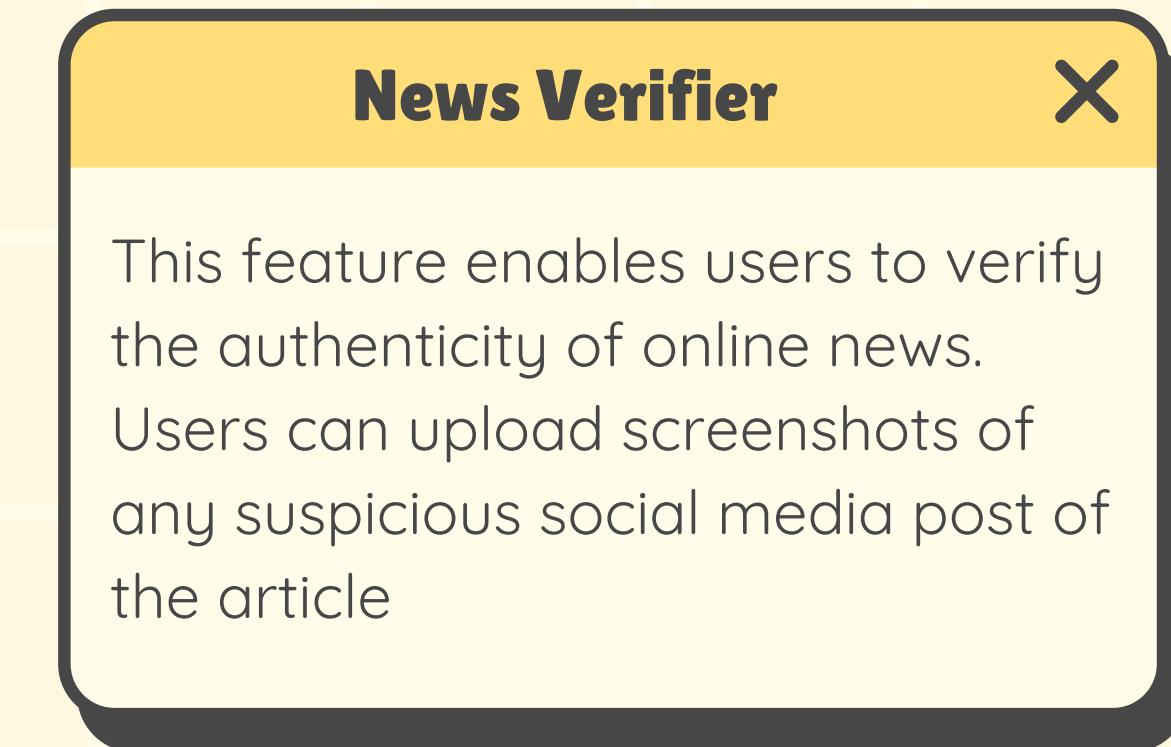
Select Social Media Platform
X (Twitter)

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.



Fake News Report Portal X

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

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> I

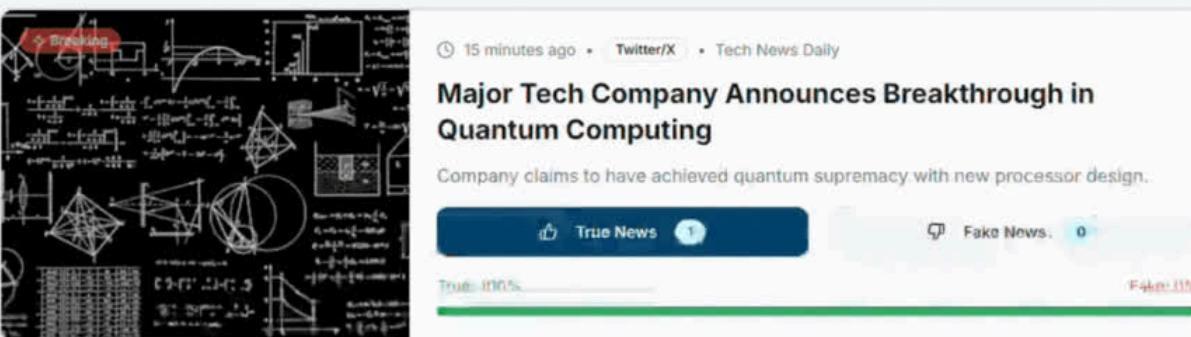
Why is this post incorrect? *

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

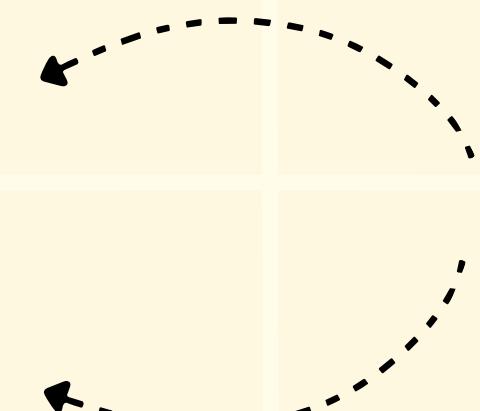


Public Opinion Feed X

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

Technical Prototype

News Verifier



Inference on
trained model

**Verified
News Portal**

Train the model
on verified
news

COLD START PROBLEM



Taken Dataset from
github and kaggle

**Fake News
Report Portal**



Verification of news

kaggle



**Public
Opinion Feed**



Temporary News
page to engage
public participation

Extended Solutions

EDUCATIONAL REFORM

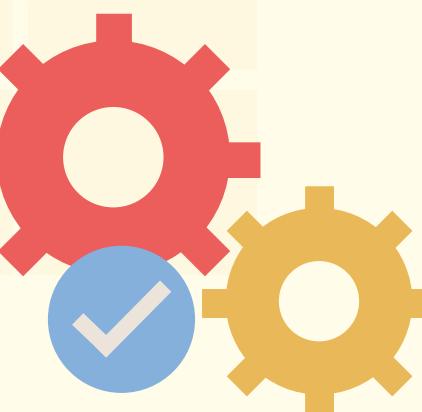
Build early critical thinking among the youth by introducing media literacy in schools and conducting youth-focused digital awareness campaigns.

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

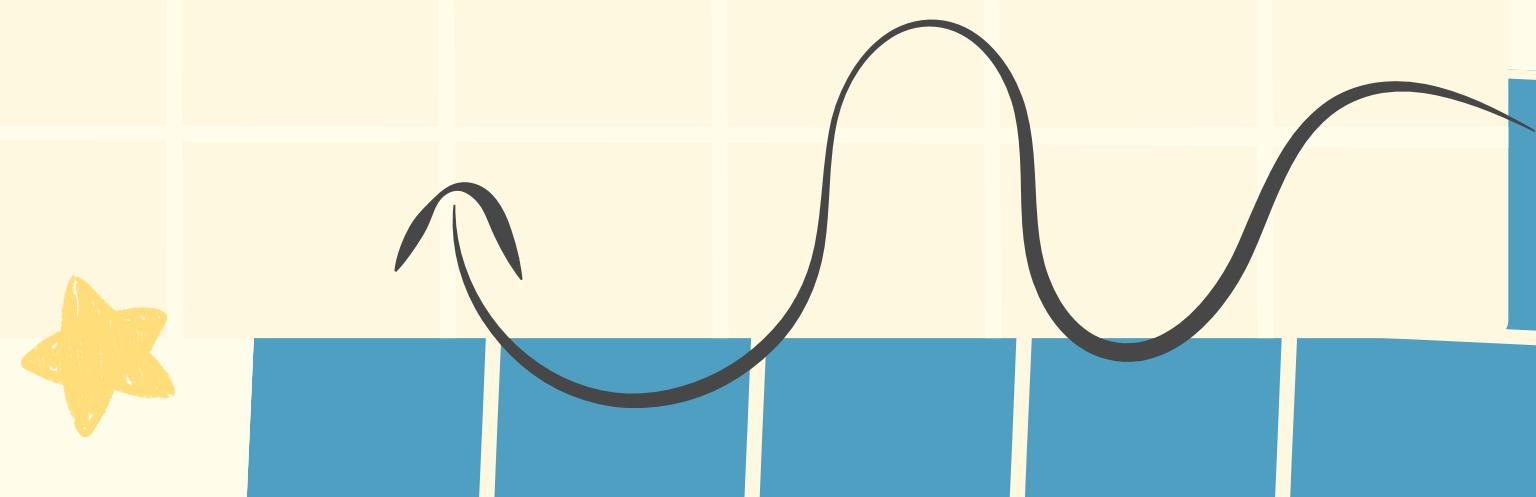
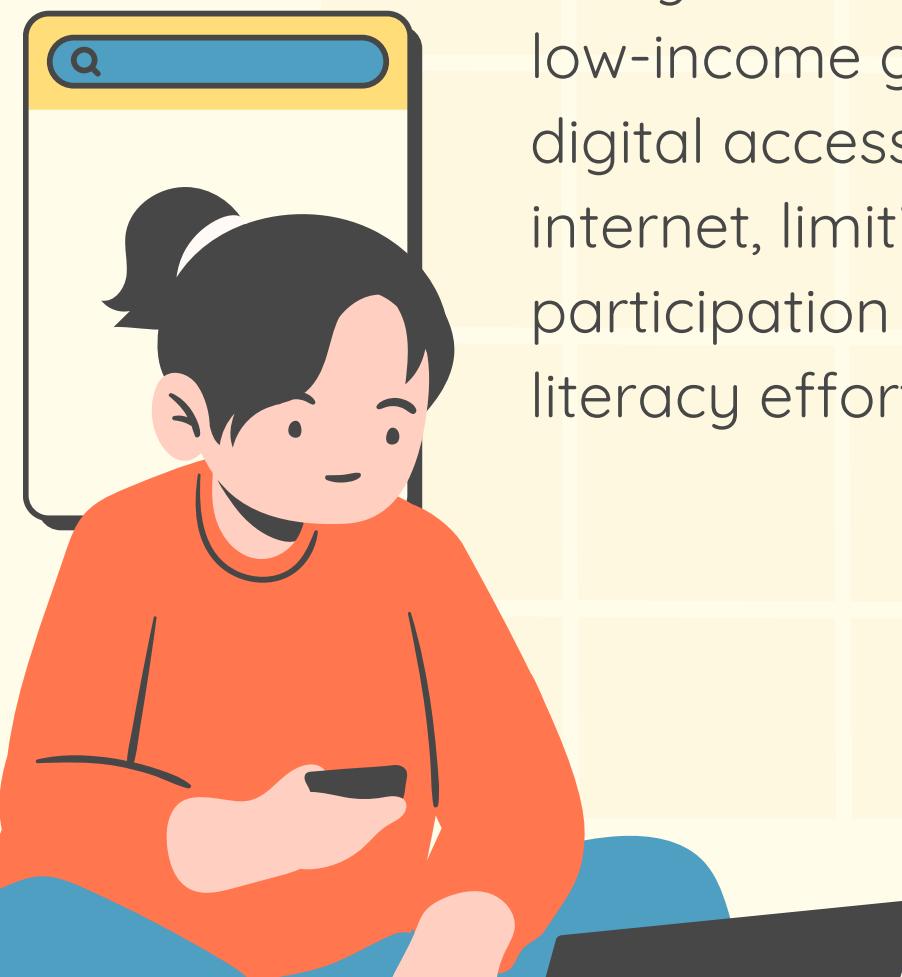
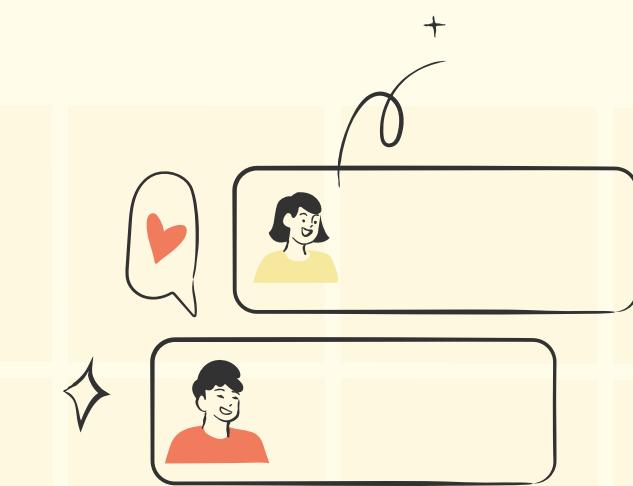
Teachers often lack digital literacy training, and public awareness remains low, reducing program effectiveness.

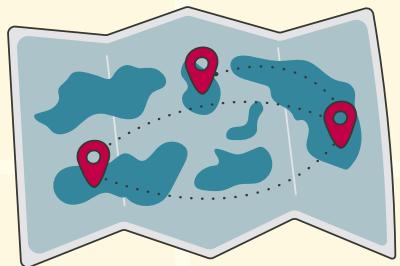
Poor Collaboration

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

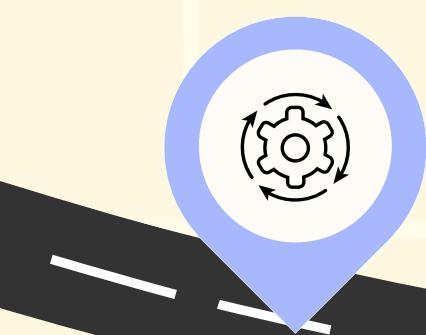
Policy & Trust Issues

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





Future Roadmap



Platform Beta Launch

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



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

Educational & Societal Pilots



Advanced Tech Integration

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



Scaling & Monitoring

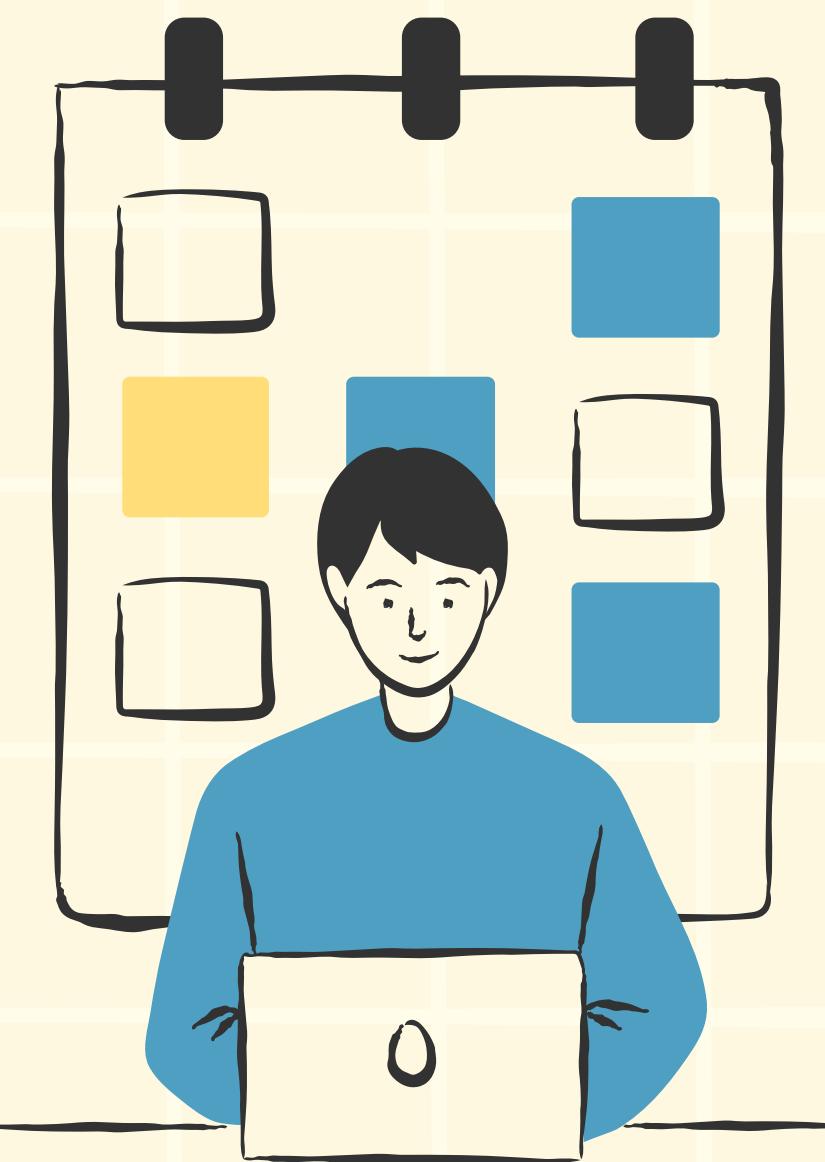
Launch beta version with core "Fact & Source Checker" for user testing & feedback.

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.



A large, bold, dark gray text "Thank You So Much" is centered on a light beige background. The text is composed of two lines: "Thank You" on top and "So Much" below it. The letters have a slight drop shadow. The background features a grid pattern of light beige and white squares. Red, blue, and yellow confetti are scattered throughout the scene, particularly around the text. In the top left corner, there's a stylized graphic of a black anchor with a red, blue, and yellow ribbon-like shape wrapped around its shank. A similar anchor graphic is partially visible on the right side. At the bottom, there's a group of five stylized human figures in various poses, some with arms raised, suggesting celebration. One figure is in a wheelchair. Below the figures is a dark gray horizontal bar containing the text "GROUP NUMBER - 22" in a white, sans-serif font.

Thank You So Much

GROUP NUMBER - 22