



# How to use media and information literacy events to engage teens and communities

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CENTER FOR AN INFORMED PUBLIC

UNIVERSITY *of* WASHINGTON

Founded in 2019, through partnership among:



Information School

UNIVERSITY *of* WASHINGTON

HUMAN CENTERED DESIGN & ENGINEERING

UNIVERSITY *of* WASHINGTON

SCHOOL OF LAW

UNIVERSITY *of* WASHINGTON

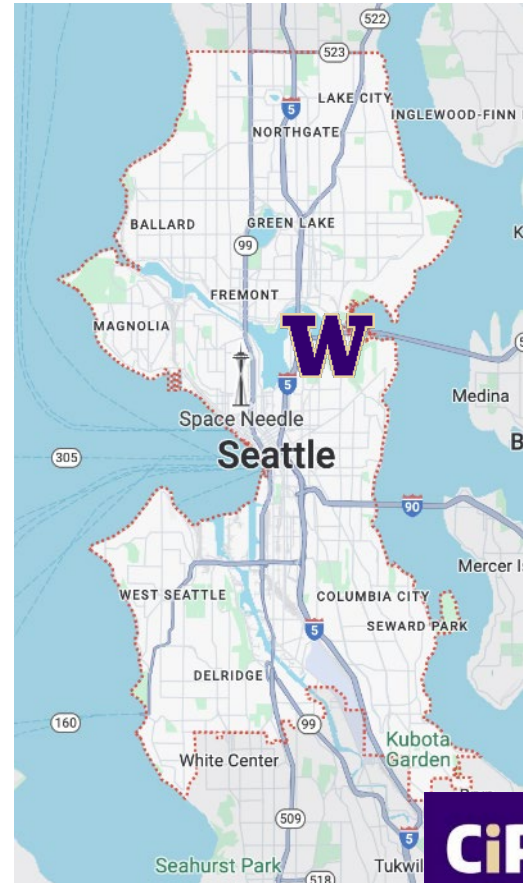
In collaboration with:



**We help individuals, communities and institutions navigate our complex information environments.**

We study how information flows online, with a focus on how rumors spread.

We work with teachers, librarians, and community educators to create educational resources.

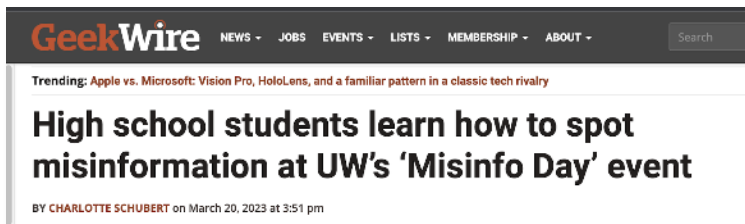




# Agenda

1. **Day for an Informed Public** - origin story & adaptations (Liz)
2. **Media Mentorship** - origin story & adaptations (Liz)
3. **Events in Action** - stories from the public library (Valerie)

## Day for an Informed Public → MisinfoDay @ UW



## Day for an Informed Public → MisinfoDay @ UW

Spotting Misinformation

Fact-Checking Claims & Sources

Disinformation Goals & Tactics

Understanding the Information Landscape



2021: **1000+** high school students, teachers, and librarians | **13 states**



# Day for an Informed Public → MisinfoDay @ UW

1 **Why We Fall for Misinformation**  
Kate Starbird | Co-Founder | Center for an Informed Public  
Maddy Jalbert | Presidential Scholar | Center for an Informed Public  
Center for an Informed Public at UW • 1.7K views • 1 year ago  
22:35

2 **MisinfoDay 2022: How to Talk to Friends and Family Who Believe Misinformation**  
Center for an Informed Public at UW • 968 views • 1 year ago  
23:34

3 **MisinfoDay 2022: How to Tell If What You Saw Online Is True with Mike Caulfield**  
Center for an Informed Public at UW • 719 views • 1 year ago  
20:55

5 **MisinfoDay 2022: Misinformation During a Global Pandemic: Lessons Learned with Justin Gill**  
Center for an Informed Public at UW • 207 views • 1 year ago  
20:49

6 **MisinfoDay 2022: How Journalists Find Truth**  
Center for an Informed Public at UW • 289 views • 1 year ago  
14:26

7 **MisinfoDay 2022: How to Debunk Deceptive Data with Jevin West**  
Center for an Informed Public at UW • 524 views • 1 year ago  
25:20

2022: 90+ schools, universities, public libraries and organizations

## Day for an Informed Public → MisinfoDay @ UW

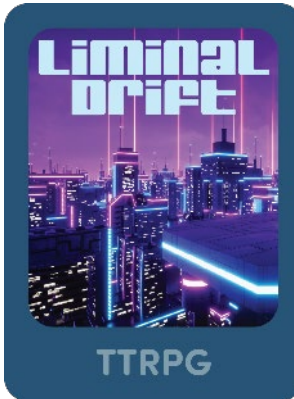
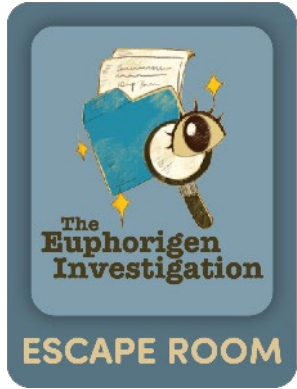




A design research team working across misinformation, information literacy, and games.



# Games:



[lokisloop.org](https://lokisloop.org)

[lokisloop@uw.edu](mailto:lokisloop@uw.edu)

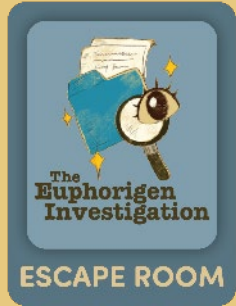
# Escape Room Games:



**30-45 minutes → Play the game**

**30 minutes → Debrief**

Fun & approachable entry point to media literacy conversations for teens and adults.



# Debrief Kit

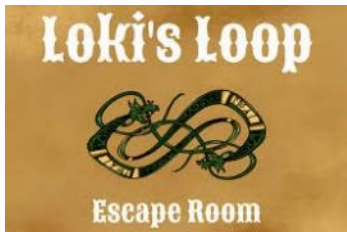
All of our games end with the debrief activity--where the learning magic happens.

Questions, activities, and real-life examples to discuss after playing the game.



Euphorigen Investigation is a creation of Loki's Loop at the University of Washington



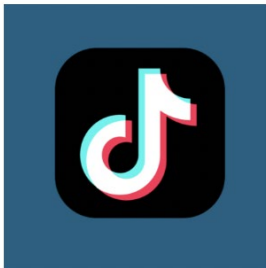




# Lessons & Activities

## NAVIGATING TIKTOK

*Explore the teaching resources below for ways to teach students, community members and others about navigating TikTok.*



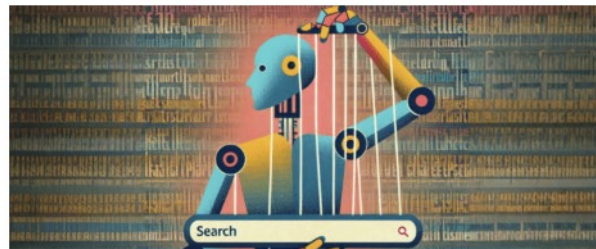
Classroom Lessons (Grades 9–12)



Public Library Resource Pack (Teens)



## ARTIFICIAL INTELLIGENCE & GENERATIVE AI



*Explore the teaching resources below for ways to teach students, community members and others about artificial intelligence, generative AI and how they impact our information environments.*

Classroom Lessons (Grades 9–12)



Public Library Resource Pack (Teens & Adults)



Self-Paced Course (College Students & Adults)



# Day for an Informed Public: locally hosted MisinfoDay-style events



Image courtesy of Des Moines University



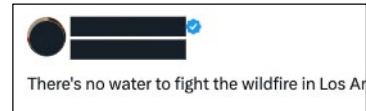
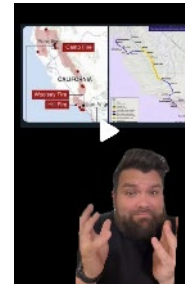
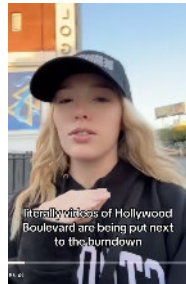
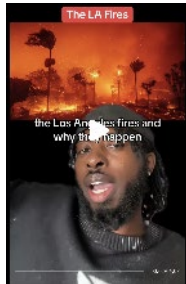
Monterey, CA

Des Moines, IA

Hoboken, NJ

# Sample Plug-and-Play Schedule:

1. Escape room 🎉 + debrief
2. Exploring our information environment 📰 📱
3. Metaphor for current information environment 🤔





## To answer in the chat:

**What topic(s) are you most interested in exploring with your teens related to their information environment?**

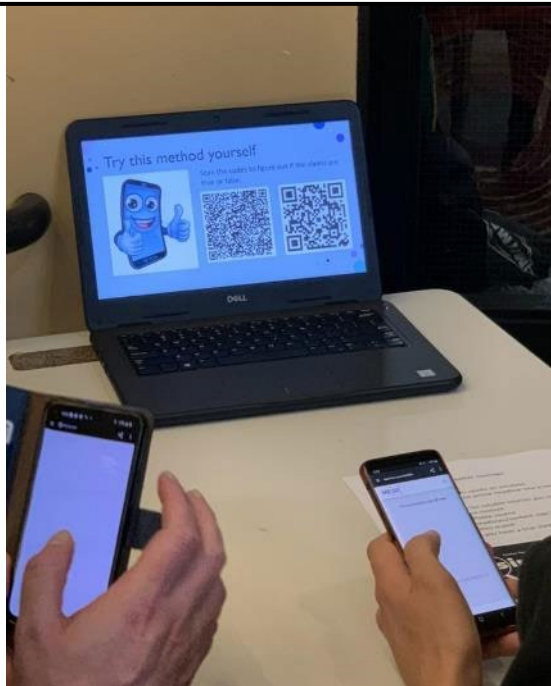


**To answer in the chat:**

**What are your favorite information and media literacy resources / activities?**



# MEDIA MENTORSHIP



GeekWire

NEWS ▾ JOBS ▾ EVENTS ▾ LISTS ▾ MEMBERSHIP ▾ ABOUT ▾

Search

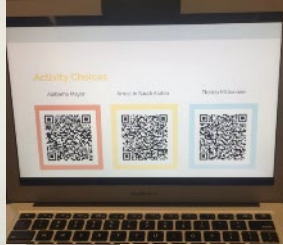
## High school students in Seattle educate community on how to identify and combat misinformation

BY SONALI VAID on July 24, 2022 at 4:14 pm



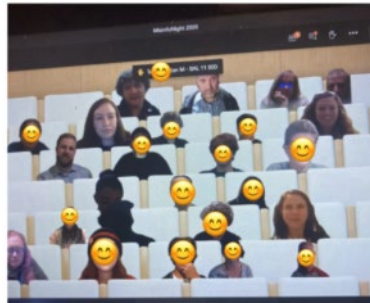
## What's on offer?

Topic
Source Evaluation
Confirmation Bias
Lateral Reading
Propaganda
Native Advertisements
Charts and Infographics
Wikipedia
Upstreaming
Phone addiction



**BHS June 2019**  
**Student to Student**

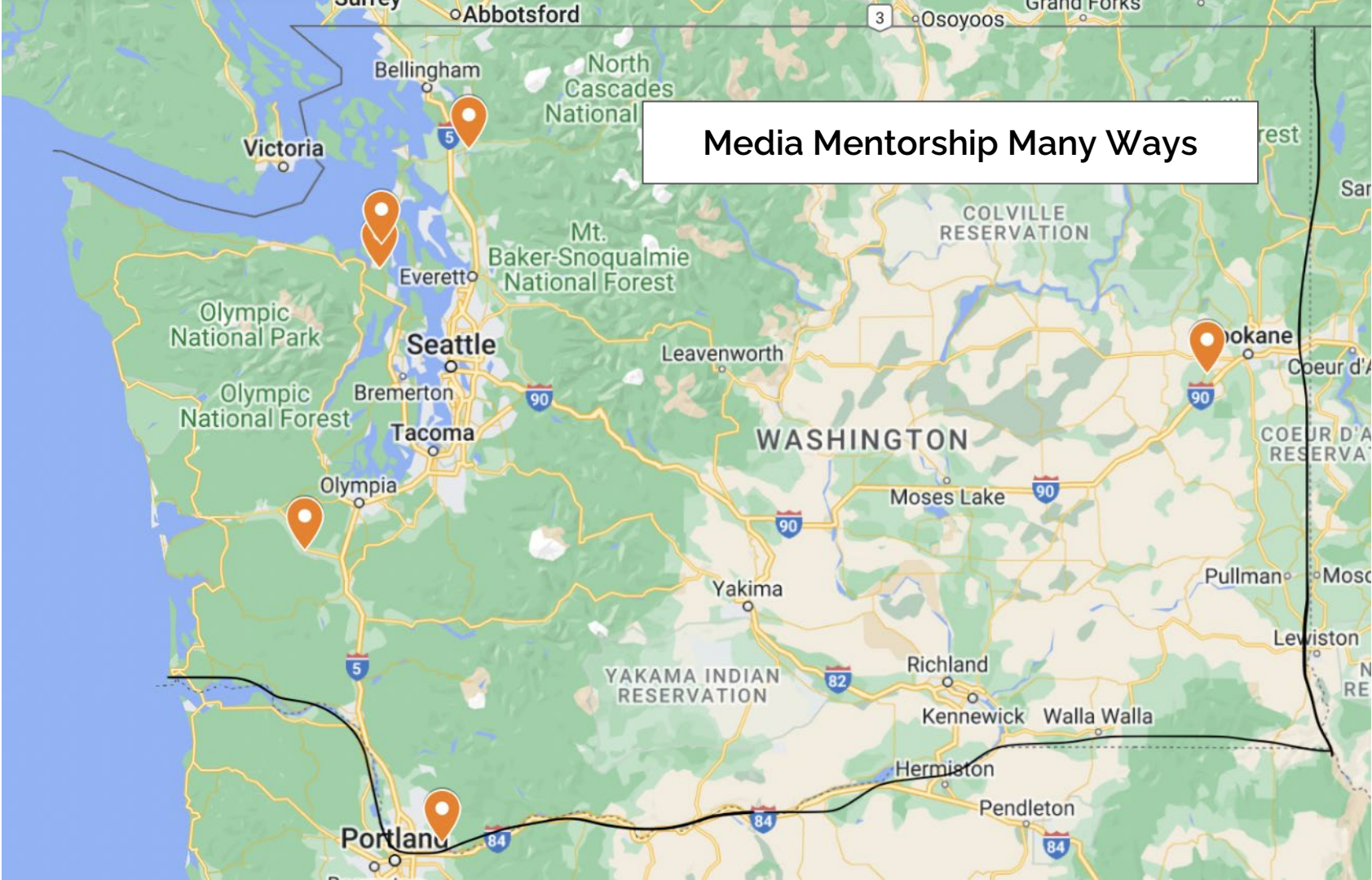
**Remote**  
**June & Oct 2020**  
**Student to Parents**



**BHS June 2022, 2023, & 2024**  
**Community Events**

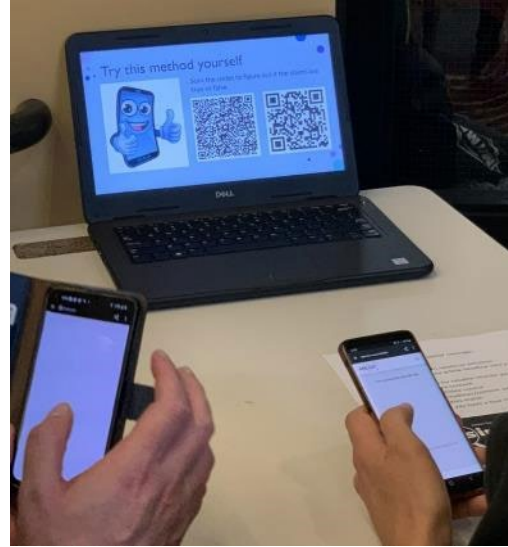


# Media Mentorship Many Ways





# Media Mentorship Projects



Teen-led event

Teaching new skills

Engaging community

Keynote + science-fair  
style interactive  
presentations



# Preparing Teens to Teach

1

**Here's what our information environment looks like.**

*How has it changed over time?*

*What do I see on my own feed?*

2

**Here's how our brain works.**

*Why do we fall for misinformation?*

*What cognitive biases get in the way of us seeing reality as it is?*

3

**Here's how the tech works.**

*How does information come to us?*

*How do tech companies decide what we see?*

4

**Here are some quick strategies we can use.**

*How can we learn more about unfamiliar sources?*

*How can we check a questionable claim?*



# Ballard High School

Audience: Families

Events since 2020

1 class or grade team





# Hayes Freedom High School

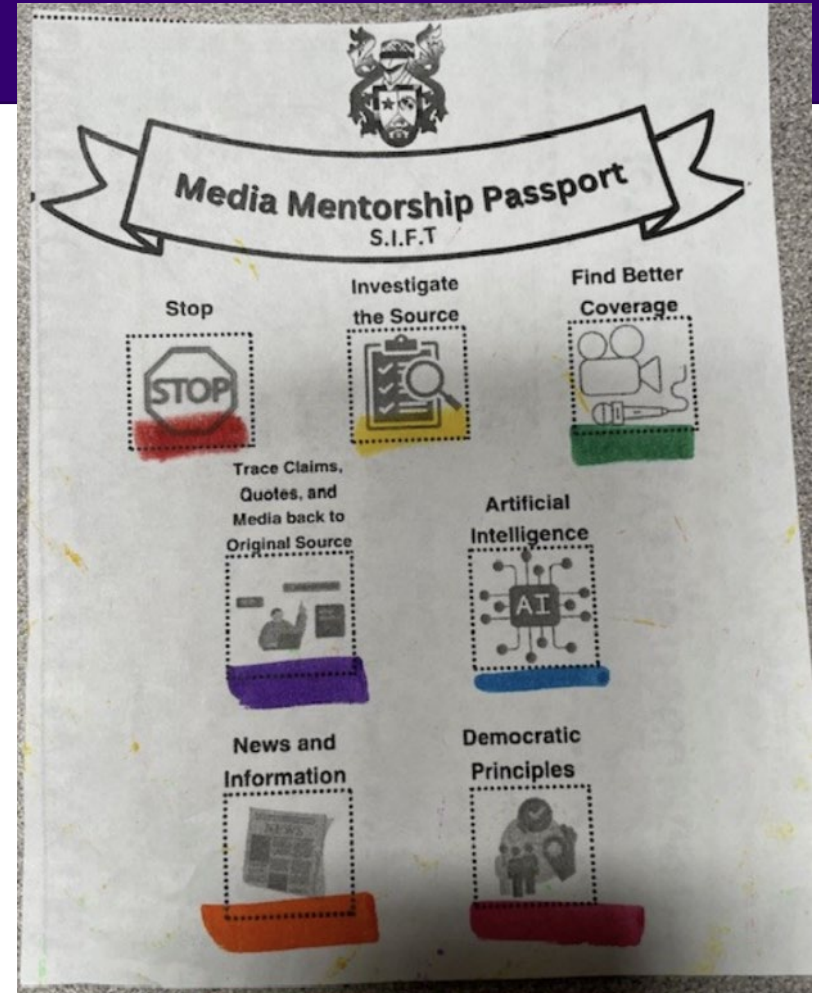
12th grade Civics class

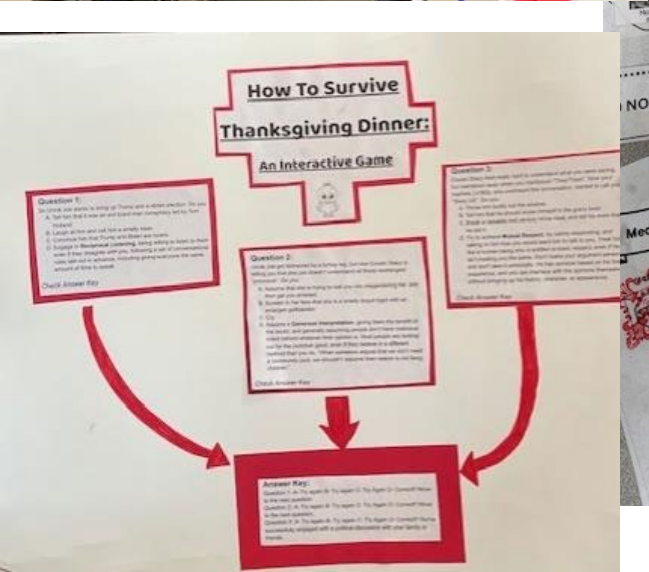
Audience: Students (each other, then 11th graders)

Media Mentorship Passport

Media Mondays

In the future: family audience





## Advertising and Influencers: How Companies Sell Authenticity

Brands often partner with influencers, paying them to advertise a product or service. But these advertisements can be difficult to tell apart from a genuine endorsement of a product or service.

These sponsorships take advantage of the trust an audience has with popular creators, consumers viewing the review or promotion as authentic and because of that trust and relationship are convinced into purchasing a product.

The FTC (Federal Trade Commission) has put law into place that requires influencers to disclose if a post is sponsored, writing "When there exists a connection between the endorser and the seller of the advertised product that might materially affect the weight or credibility of the endorsement... such connection must be disclosed clearly and conspicuously" (16 CFR Part 255).

### 3 Steps to tell if a post is sponsored

- Persuade:** Is the creator trying to convince you to have a positive view on a product or brand?
- Profit:** Could someone profit from you having a positive view on the product shown?
- Paid:** Are there any disclaimers that the creator was paid to promote a product or brand?



# Port Townsend High School

9th grade English Class +  
District Librarian

December event

Audience: Family

Keynote + student presentations



You're Invited! Spread the word!

When: Thursday 12-7-2023 4:30-6:00 pm

Where: PTHS Library (Main Building)

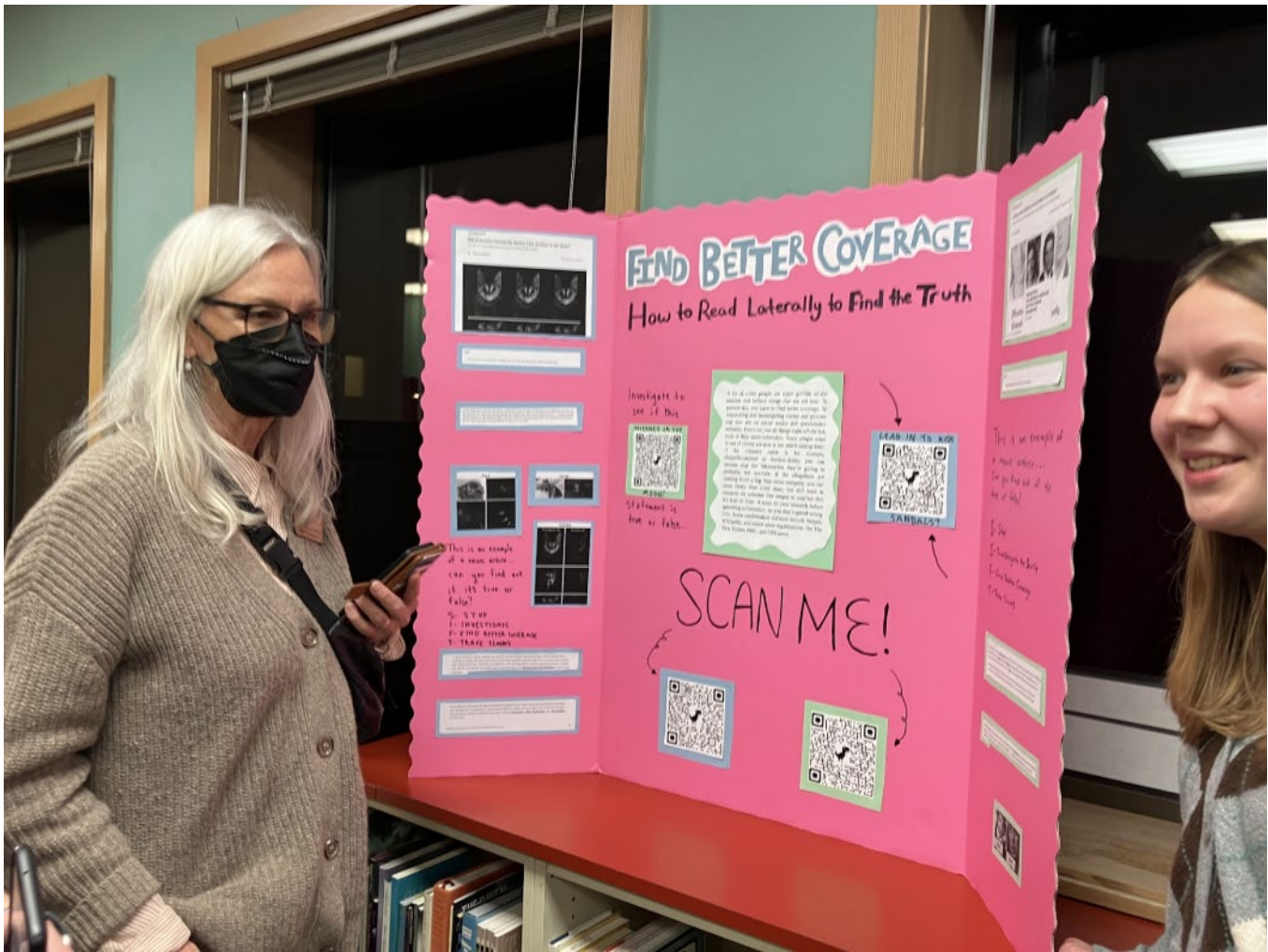
What: An interactive community event. Come learn valuable digital skills from PTHS 9th graders. Walk away with tools and tips on how to combat misinformation and be proactive media users. Don't miss our keynote speaker!

Keynote Speaker: Mike Caulfield is a research scientist at the University of Washington's Center for an Informed Public, where he studies the spread of online rumors and misinformation. Creator of the SIFT methodology, he has taught thousands of teachers and students how to verify claims and sources through his workshops.



Bring your smartphone  
and your curiosity!






# FIND BETTER COVERAGE

How to Read Laterally to Find the Truth

DEBATE: SHOULD WE USE GUNS TO STOP VIOLENCE?



Source: [unclear]

How do you find out if this is true?



Source: [unclear]

This is an example of a news article. Can you find out if it's true or false?

S - YES  
I - INVESTIGATE  
F - FIND BETTER COVERAGE  
T - TRUST NEWS

Investigate to see if this



NUMBER ON THE STREET

50% chance of true or false.

It is a lot more people use social media for the news and better coverage than we use now. So people may not have to find better coverage. By following and comparing content and getting the news on other social and professional websites. You can find out if the news is true. If they are not reliable. Some people even use social media to spread false news. So you should be careful. If you see something on social media, you can check it out. If it's something that you're not sure about, you can check it out. If you see something that you're not sure about, you can check it out. If you see something that you're not sure about, you can check it out.



SEARCHING FOR NEWS

SCAN ME!



This is an example of a news article... Can you find out if it's true or false?

Source: [unclear]





# Chimacum High School

Taco-Bingo Night fundraiser

Audience: Family

Dinner + student presentations, then bingo

Media Mentorship “bingo” card with prize



## 1st Annual ASB Taco Bingo Night



Friday, June 14 5:30-7:00PM

Come to the CJSHS Commons and support your ASB!

The cost is \$10 for adults, \$5 for kids, with a \$25 cap for families

Get a bingo card and dinner with your entry fee!

Additional bingo cards are \$1



### Activities include:

- \* Bingo
- \* Fall Sports Information
- \* Media Education
- \* JH/HS Club Information
- \* Additional donation to ASB opportunities!



Don't miss out on supporting your CJSHS ASB, as well as learning about



what is being offered for fall sports, JH and HS clubs,



and how to avoid misinformation in the media.

**\*\*Dinner served from 5:30-6:00; Bingo at 6:00\*\***



# ● CJSHS ASB Taco Bingo Night 🔔





# Medical Lake High School

Audience: Community

Created displays for local  
dentist office, wellness  
center, public library



## REAL WORLD RELATIONS

NOT ONLY DOES SIFT APPLY TO THE TECHNOLOGY WORLD. WE CAN USE IT IN OUR EVERYDAY LIVES TOO!

READ THESE TWO ARTICLES, AND USE YOUR NEW KNOWLEDGE OF SIFT TO DETERMINE THE MORE TRUSTWORTHY SOURCE



BELLEVIEW DENTAL ASSOCIATES



COLGATE-TOOTHPASTE AD

NOW TEST YOUR SKILLS WITH THIS FUN AND QUICK QUIZ!



MADE BY MLHS STUDENTS  
KIRSTEN AND GABBY



## FACT CHECK

With

## BEST IMPRESSION DENTAL!



MADE BY MLHS STUDENTS:  
ADASHA GARDNER & EMMA CASPARY

TURM ME AROUND FOR MORE INFORMATION !!

## EXAMPLES

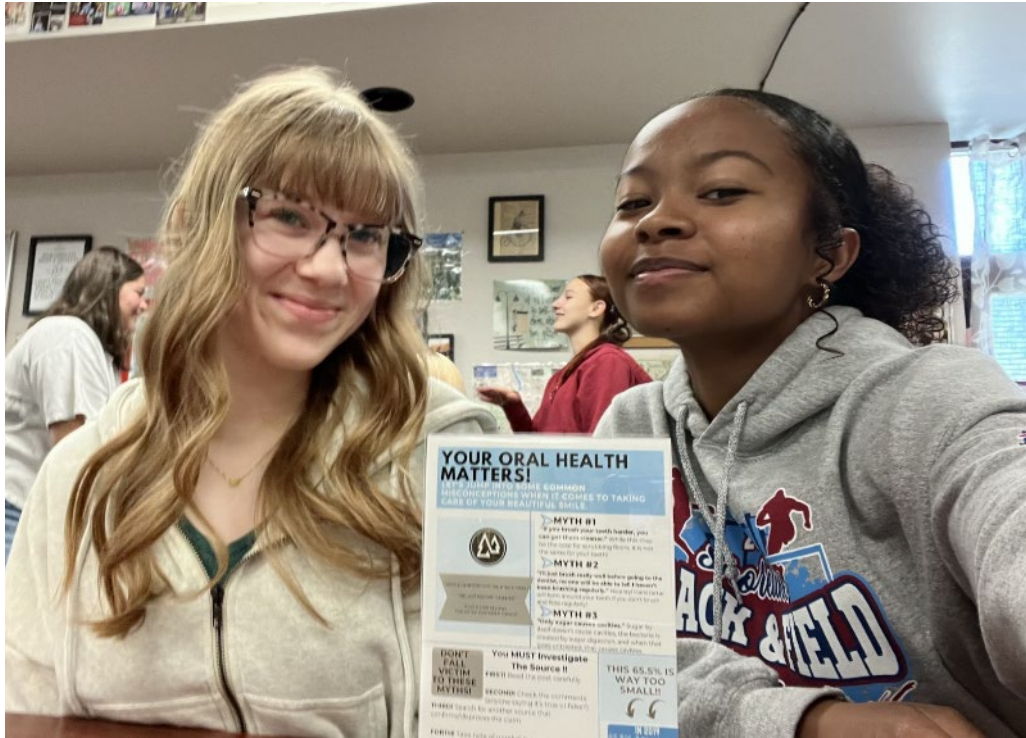
1. Satire: After years of saying that chocolate shouldn't be eaten every day, society as a whole has decided that it improves mental health.
2. False Content: A social media post that suggests that taking selfies with a houseplant can cure anxiety and depression.
3. Impostor Content: A fake online personality claiming to be a "professional happiness guru" who offers dubious advice.
4. Manipulated Content: An edited video clip of a famous psychologist endorsing a "miracle meditation app".
5. Fabricated Content: A made-up blog post claiming that wearing a specific color of socks on Mondays will help your mental well-being.



Learn more here!



Test your knowledge!





## Sedro-Woolley High School

Audience: Senior Citizens

At Community Center

Students present, lunch  
together, seniors present

Instruction on media literacy  
AND conversation skills











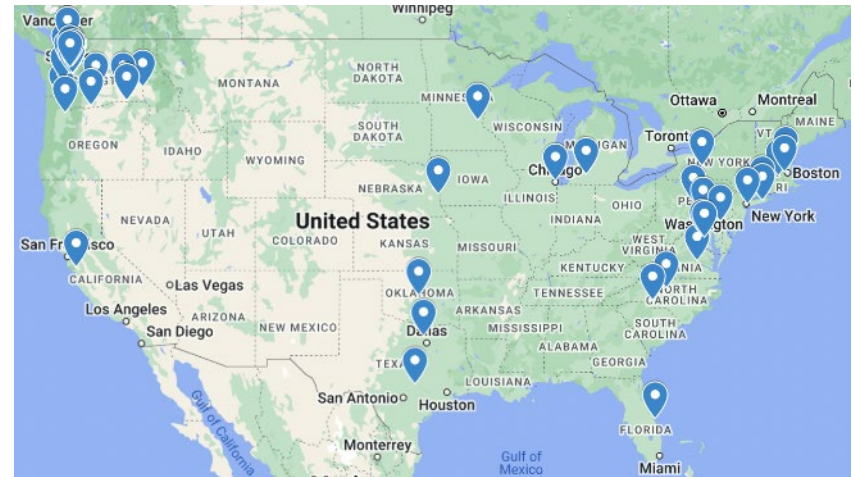






# Why Info Literacy Events?

1. Increases **awareness & momentum**.
2. Provides **fun & accessible entry point** into conversations around the challenges of our current information environment.
3. Builds **community** around these challenges.





## **Day for an Informed Public**

(Teens are the audience)

## **Media Mentorship**

(Teens are the teachers)

## **Questions?**

# A Day For An Informed Public

- Invited to participate in larger scale Day for an Informed Public at The Hudson School.
- This event had two smaller sessions in the morning and then the escape room.
- I ran a session Four Flags (or Four Corners) exercise that explored the relationship between teens and misinformation utilizing studies done the subject.



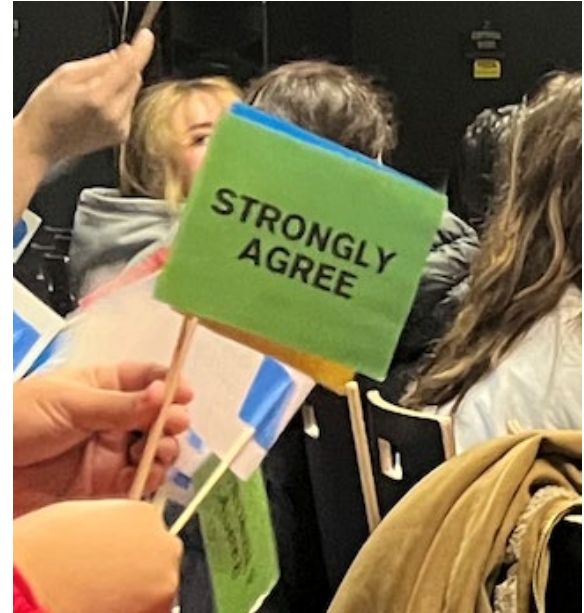
# A Day For An Informed Public

- Students evaluate statements pulled from recent studies examining the relationship between young adults and media literacy.
- One by one statements are put on the screen and students show their stance on a particular statement by raising one of four flags labeled: strongly agree, agree, disagree, strongly disagree.

***“Some young adults share misinformation because they think it is true.”***

# A Day For An Informed Public

- Students are encouraged to discuss the statements with a partner or small group (~4 students) but can work as an individual.
- The use of the flags elicits participation from all students, generating debate and conversation, while allowing you to gauge the group as a whole.



# Escape Room - Reality Rewritten

- Reality Rewritten is a misinformation themed escape room developed by the CIP that can be played fully as a tabletop game depending on your programming constraints.
- The game's storyline centers around an AI generated image getting leaked from a group chat and ultimately ending up on social media and in the school paper. Players are given the chance to “go back in time” to correct their mistakes.

Public program for teens and  
tweens

As a school visit for high school  
students

Public program for families

# Escape Room - Reality Rewritten

- When adjusting the game for these different demographics it is really just a matter of decreasing the number of puzzles to allow the game to fit my time and age requirements.
- In most cases I decreased the puzzle down to 3 for the game and then utilized the final 2 puzzles as “bonus puzzles.”
- For the family program I added more scavenger hunt elements to the game.

Public program for teens and  
tweens

As a school visit for high school  
students

Public program for families

# Media Mentorship Night

- Ran 2025's Media Mentorship Night with the traditional format.
- We had a speaker and 27 students participate.
- I partnered with the Hudson School's Media Literacy Class and opened up registration to my Teen Advisory Board.



# Media Mentorship Night

- In 2026 I had to adjust the format.
- Still partnering with the Hudson School but will have the students display miniature versions of their work (8.5 x 11) with a QR code to the full scale poster.
- Planning to display these in the Library and at other locations in the city.
- Have a more traditional Media Mentorship Night in the fall at the Library.



*Media Mentorship Night*

**Wednesday, April 9 | 5:30-7:30pm**  
Hoboken Public Library, 500 Park Ave | Large Program Room

*Join us for a night of informative interactions where teens become the teachers!*



At Media Mentorship Night teens will teach information literacy skills to their parents, families, and community members. Information literacy is the ability to think critically and curiously about the messages we consume, create, and engage with. Hoboken students from across the city have researched their own topics in relation to information literacy and are ready to share with their community.

**Come enjoy snacks and the students research displayed science fair style - local expert to speak at 6:30pm.**

**HOBOKEN PUBLIC LIBRARY**

**W** CENTER FOR AN INFORMED PUBLIC UNIVERSITY OF WASHINGTON





CENTER FOR AN INFORMED PUBLIC

UNIVERSITY *of* WASHINGTON

# Questions



# Connect with us

- CIP Education Resources  
Access resources and get information about hosting in your community.
- LokisLoop.org  
Escape rooms and games.
- Media Mentorship  
Teens teach others about media literacy.
- Mailing list  
Hear about CIP education updates & events.
- Lizcrous@uw.edu / Valerie.coughlin@hobokenlibrary.org