

## -Project Proposal-

### **Media Minds: Fostering Fact-Checking Skills Amongst the Youth**

A study on the impact of media literacy and fact-checking skills on the perception of misinformation ecosystem and social media engagement

#### **About the Project**

This initiative is dedicated to investigating the influence of media literacy and hands-on training in fact-checking among young individuals. Focused on an applied approach, the project will undertake a comprehensive study to yield meaningful insights. Specifically, undergraduate students from various institutions across the state of Kerala will be selected for a primary-level assessment of their media literacy skills. Subsequently, a two-day residential training program will be organized to enhance their media literacy and fact-checking abilities. Following this training, a secondary-level study will be conducted to assess the tangible impact of the intervention. Additionally, the project aims to create a visual documentary capturing the perspectives of the youth on misinformation, platforms, consequences, and the importance of media literacy skills.

#### **Preferred Students:**

A cohort of 30-40 students will be meticulously chosen based on specific selection criteria, taking into account their prior exposure to media and through a preliminary screening process. The selection process will be designed to ensure representation from various regions of the state, encompassing North, Mid, and Southern Kerala. This approach aims to capture a diverse range of perspectives and experiences related to media literacy among the youth population.

#### **Collaboration:**

While [FactLab](#) at the Department of Journalism and Mass Communication stands ready to serve as the hosting body for the event, preference is given to conducting the project at an individual level. This approach is aimed at mitigating potential technical delays and streamlining paperwork. However, should project approval necessitate mandatory organizational support or endorsement, [FactLab](#) is well-positioned to fulfill those requirements seamlessly. The primary objective remains to ensure the smooth execution of the project with minimal administrative hurdles.

#### **Output:**

*The project will yield two main outputs:*

- **Research Paper:**

A comprehensive research paper will be crafted, encompassing the qualitative findings on the impact of media literacy skills and fact-checking training. This paper will delve into the evolving perception of the misinformation ecosystem, shedding light on the acquired

skills in debunking misinformation. It aims to contribute to the enhancement of young individuals' ability to engage more effectively with social media content.

- **Audio-Visual Documentary:**

An engaging audio-visual documentary will be produced, capturing the perspectives of the student community regarding misinformation, media literacy, and fact verification. This visual documentation will also highlight their concerns and insights regarding the consumption and interaction with social media content. This medium aims to amplify the project's impact by providing a dynamic and accessible portrayal of the youth's experiences and insights.

### **Duration of the Project:**

*The project is anticipated to span a timeframe of 4-6 months, with the following tentative schedule:*

- Selection of Students and Primary Study: January 2023
- Residential Camp, Secondary Study & Documentation: February 2023
- Data Analysis and Finalizing Research Paper: March - April 2023
- Audio-Visual Documentary Output: May 2023

### **Budget:**

*The estimated budget for the project is 1,30,000 INR, with a tentative allocation as follows:*

- Primary Level Study & Student Selection: 10,000 INR
- Residential Training & Secondary Level Study: 75,000 INR
- Documentation: 15,000 INR
- Research Paper: 10,000 INR
- Post Production: 15,000 INR
- Other Expenses: 5,000 INR

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*Proposal Submitted by:*

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