



Combatting Misinformation through Internet Literacy for Young People

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India, Misinformation and Young People



The Problem:

- Only 38% of India is digitally Literate
- India produced the largest amount of social media misinformation on COVID-19

The Opportunity :

- Rural India uptake of digital platforms to access education and information
- India is the youngest population in the world - a demographic that can be targeted to combat misinformation



Youth Participation



- A key demographic to listen to, engage with and learn from
- Key aim: Institutionalizing young people's participation

Objective:

- Equip young people with much needed digital literacy skills
- Train them to use those skills to combat misinformation and stigma
- Use those skills to also advocate for their demands during and after the pandemic.

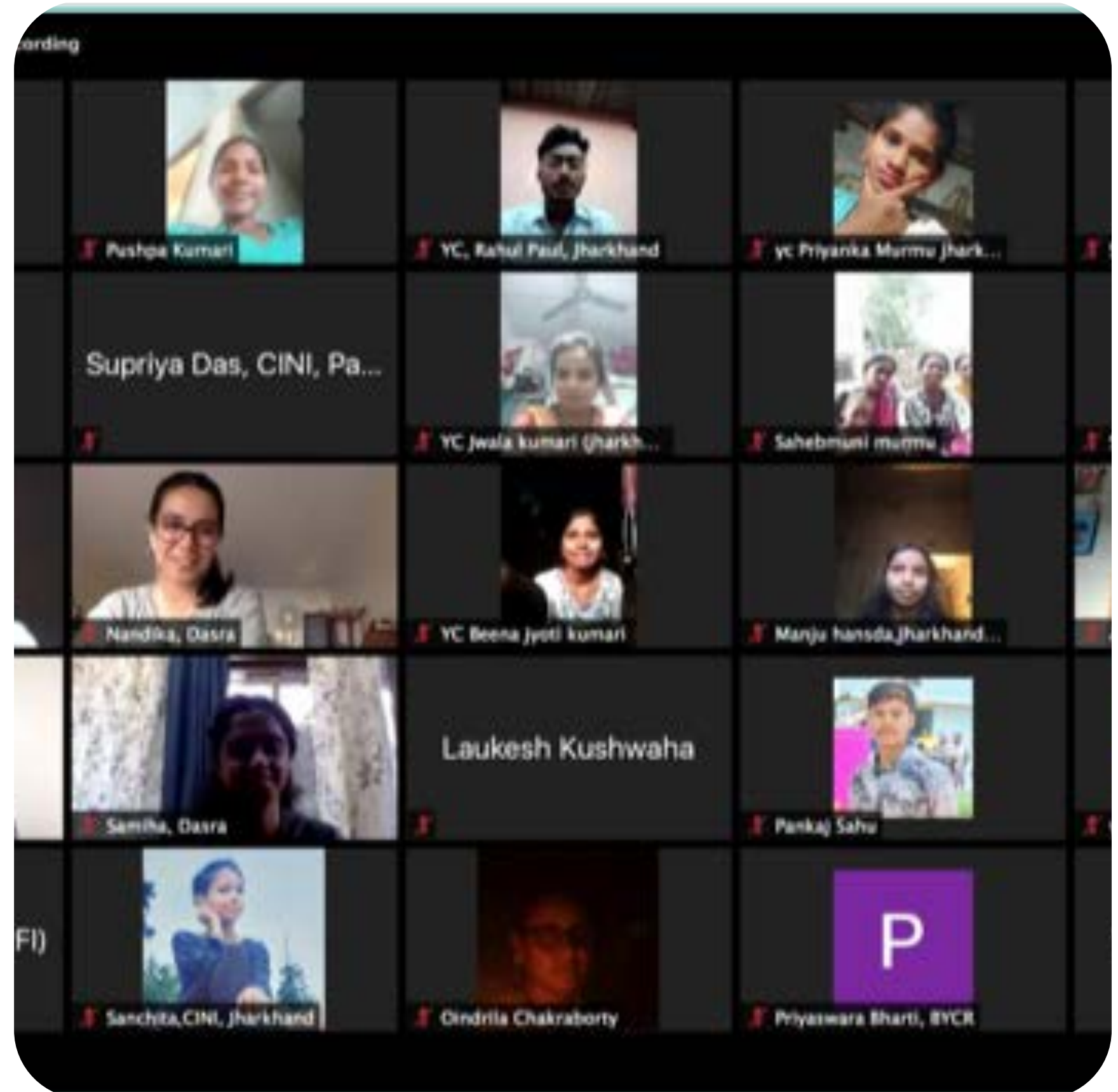


Campaign Phase 1

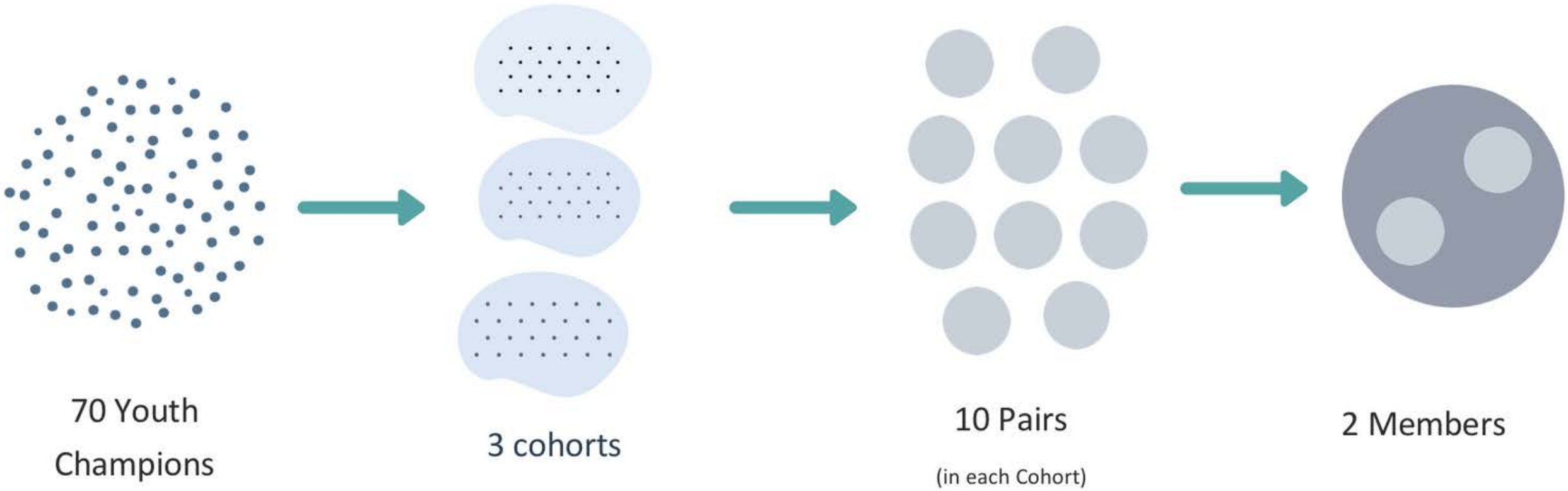
70 Young People from 7 States

Learnt:

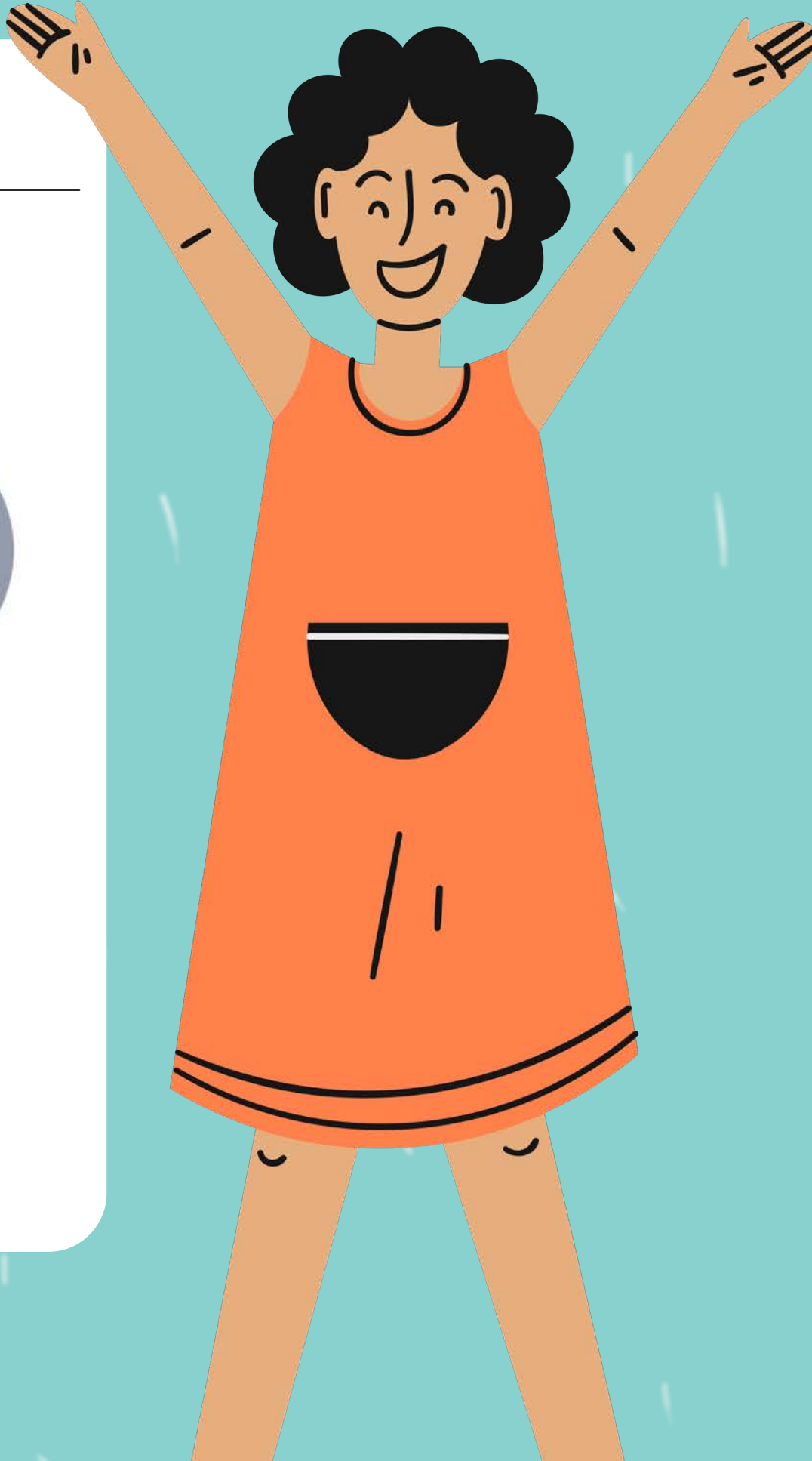
- To examine and articulate varied forms of stigma and discrimination in the times of COVID-19
- To use digital platforms such as Facebook, Instagram, YouTube to share and amplify their stories to build a shared narrative influencing more young people
- To apply key competencies such as systems thinking and learnability in leading small projects
- To apply storytelling techniques to influence a narrative shift to prevent stigma and discrimination.



Campaign Structure



Every pair performed a Gold or silver task every week, related to the campaign that earned their team points.



Impact of the Campaign

Impact:

- **100% of Youth leaders felt they were able to sensitize the community on stigma and discrimination due to COVID- 19**
- **85% of young people felt more equipped to be on social media and running social media campaigns**
- **100% felt they were able to make a difference in their community**



Scaling the Campaign- Phase 2



Digital Advocacy Toolkit

Training 1- Key competency inputs and project selection

Training 2 - Key competency inputs

Weekly Huddle 1

Weekly Huddle 2

Weekly Huddle 3

Closure Event

Phase 2 Campaign Structure





Lessons, Wins & Challenges

- **The design and structure of the campaign worked seamlessly to ensure the pre-intended outcome was achieved**
- **Collaboration is key!**
- **More to be done to reach the remotest of places**
- **There is definitely more potential for scale: For example our citizen journalism program!**



“This campaign helped me contribute towards bringing about some form of relief and change in my community. I felt very helpless in the beginning of the pandemic, but this campaign allowed me to raise my voice, educate the people around me, all while learning from my peers and mentors”

- Radha, Bihar

“After being part of this campaign, I have not only informed my community about the misinformation and stigma around COVID-19, but I have been informed as well in the process. It feels good when people listen to me and actually change their behavior.”

- Amita, Jharkhand

**Quotes have been translated from Hindi*



Thank you! You can find the toolkit mentioned in this presentation at: <https://10to19community.in/>

For further details, please reach out to 10to19 at 10to19community@dasra.org.

