

Media literacy in the age of AI

AI safety

Media literacy in the age of AI

Activity links:

[Video activity slides \(slides 4–9\)](#)

[Unplugged 1 – Trusted sources \(slides 10–20\)](#)

[Unplugged 2 – Action plan \(slides 21–35\)](#)

Media literacy in the age of AI

In these sessions, you will:

- Describe different types of media that generative AI tools can produce
- Determine the ways to check online information before sharing it
- Build a set of expectations of fairness, accountability, and transparency around AI content on a social platform

Generative AI and misinformation

What is misinformation?

Misinformation is information that is false or inaccurate. Sometimes it is deliberately designed to mislead.

Sometimes information is just wrong
– **mistakes** happen.

Other times people spread false information to **influence** the opinions of others.

The link between generative AI and misinformation



[Watch the video on YouTube](#)

Generated media

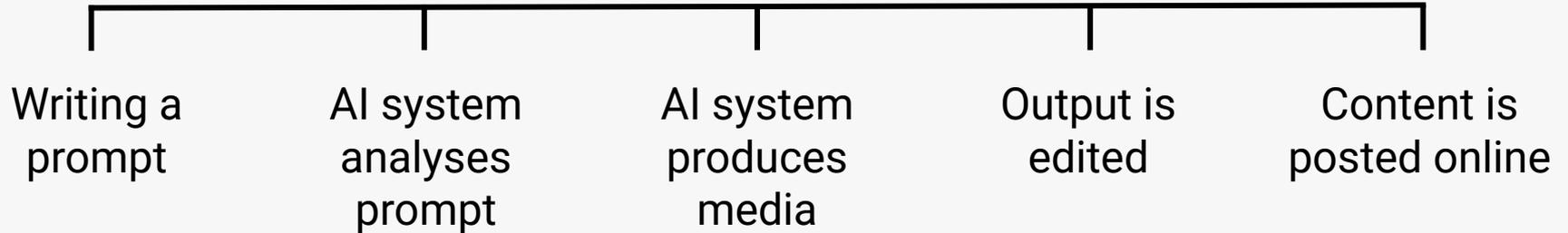
What types of media can be generated using AI tools?

Use the info in the video to help you, or think of anything else related that you have heard of!

Misinformation timeline

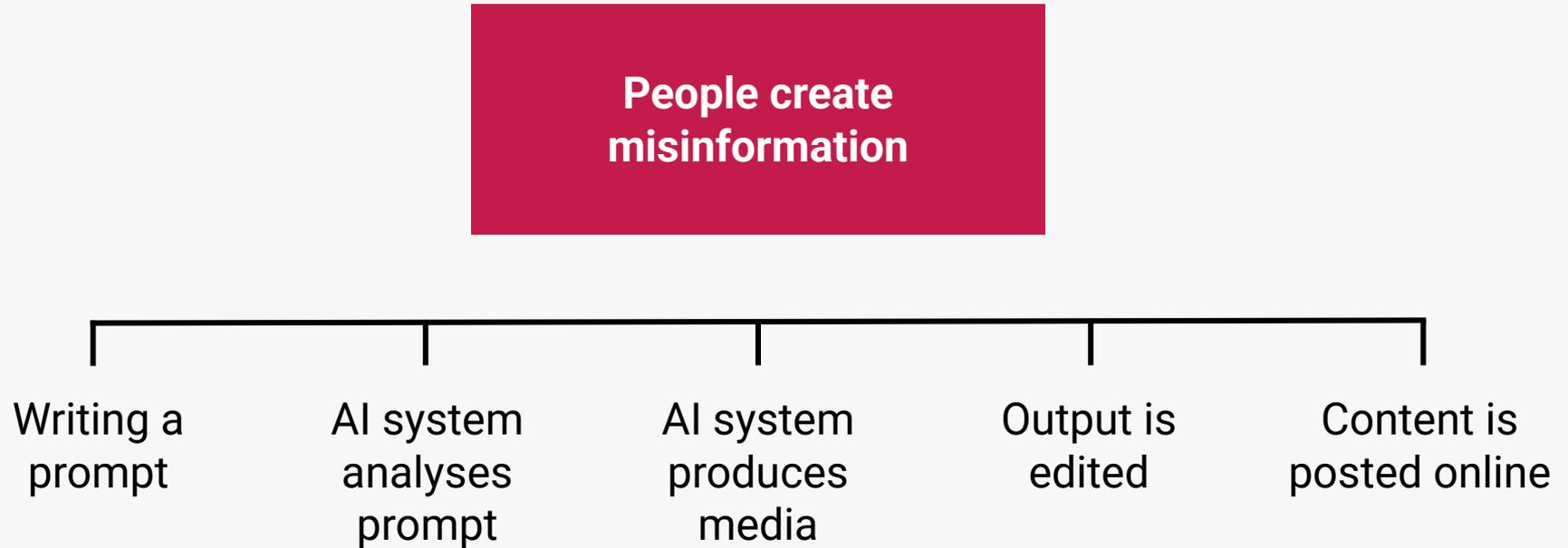
Where on the timeline could misinformation occur, and why?

The AI tool introduces inaccuracies



Misinformation timeline

Where on the timeline could misinformation occur, and why?





Trusted sources

Media literacy in the age of AI

Information sources

What information do people your age look up online?

- During school?
- In their free time?

Where do they get that information from?

Write down 3 places to find information.



Information sources

What are our top 5 information sources?

Write them down on the cards in front of you.



Do you trust them?

Decide whether you **trust** or **don't trust** each source to help you find the following types of information.

Trust

Don't trust

Do you trust them?

Decide whether you **trust** or **don't trust** each source to help you find the following types of information.

Facts about a historical event to help with your homework

Do you trust them?

Decide whether you **trust** or **don't trust** each source to help you find the following types of information.

The latest news about the release date of an artist's album

Do you trust them?

Decide whether you **trust** or **don't trust** each source to help you find the following types of information.

Facts about the candidates in an election

Do you trust them?

Decide whether you **trust** or **don't trust** each source to help you find the following types of information.

Information about a new scientific discovery

Information sources

Which source was the least trustworthy?

Which source did you put in the **don't trust** column the most?

Which was the most trustworthy?

Which one did you put in the **trust** column the most?



Generative AI

Generative AI tools can be used to create all sorts of media – text, images, and videos.

As these tools become more popular, you might come across AI-generated content online.

Generative AI

Which source is most likely to contain content generated by AI? Sort them from least likely to most likely.



Least likely to use
generative AI

Most likely to use
generative AI

**How does this compare to your most and least
trustworthy sources?**



Action plan

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Acting on information

Imagine you saw an interesting piece of content from these sources. What could you do with the information?

Would your action change if the content was...

Interesting?

Controversial?

Emotional?

TV news

Social media

Messaging
app

Acting on information

What would influence your choice of action?

The topic?

The source?

The presentation?

Share

Double check

Ignore

Generative AI

Generative AI tools can be used to create all sorts of media – text, images, and videos.

As these tools become more popular, you might come across AI-generated content online.

Would the use of generative AI change your choice of actions?

Share

Double check

Ignore

Your actions

For the following examples of online information, decide which action you will take and why.

Share

Double check

Ignore

Generative AI fact-checking

A fictional fact-checking organisation **CheckAI** will give you insight into how generative AI has been used in the creation of each piece of information.

It's up to you if you want to change your mind based on that.

Blogging the law

A blog post detailing a new law that requires all children to learn to cook.

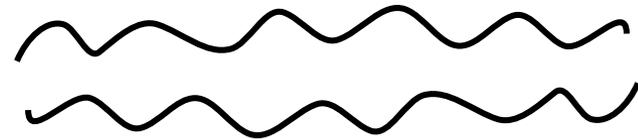
An emotional piece of writing about a new law that requires every child to learn to cook “traditional” meals.

Share

Double
check

Ignore

Blogging the youth



Blogging the law

CheckAI says:

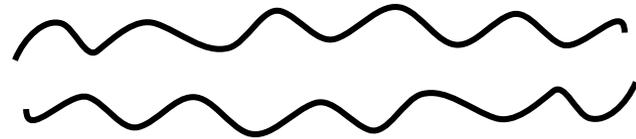
“Some images in this blog were generated using an AI tool, and other images show signs of modification with the help of AI.”

Share

Double
check

Ignore

Blogging the youth



Protests in the news

A small news organisation's article about ongoing protests for student rights.

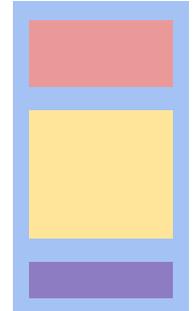
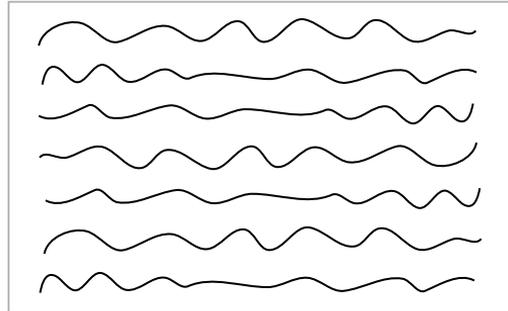
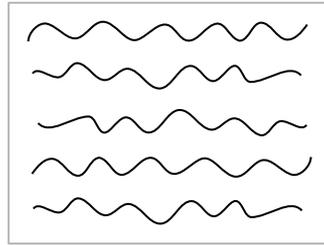
A local news company reporting on protests happening in their city.

Share

Double
check

Ignore

South-West News



Protests in the news

CheckAI says:

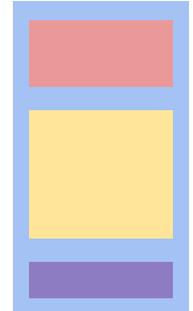
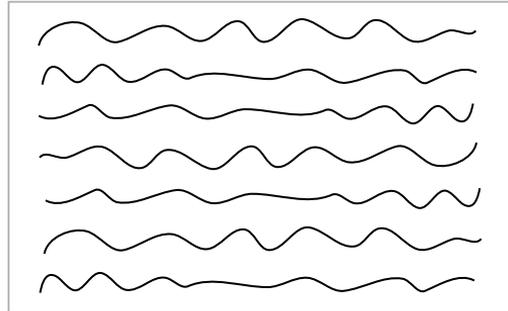
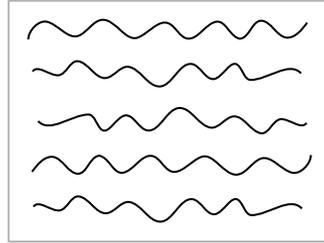
“The text in this news article was written with the help of an AI tool, but it shows signs of editing and refining afterwards.”

Share

Double
check

Ignore

South-West News



Social call-out

A social media video about a celebrity's bad behaviour.

A creator has made a video calling out a celebrity for their actions and detailing police involvement.

Share

Double
check

Ignore



Social call-out

CheckAI says:

“The audio in this video has been partially generated by AI, for the purpose of re-enactment.”

Share

Double
check

Ignore



Let them post!

A controversial research paper suggesting social media should have no age limits.

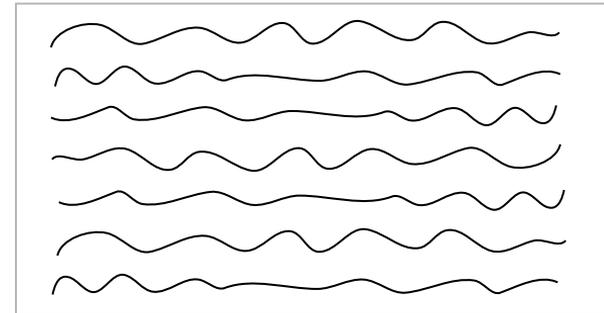
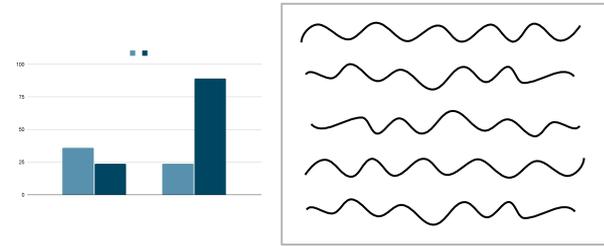
This research goes against the current thinking in the field.

Share

Double
check

Ignore

Outside Research



Let them post!

CheckAI says:

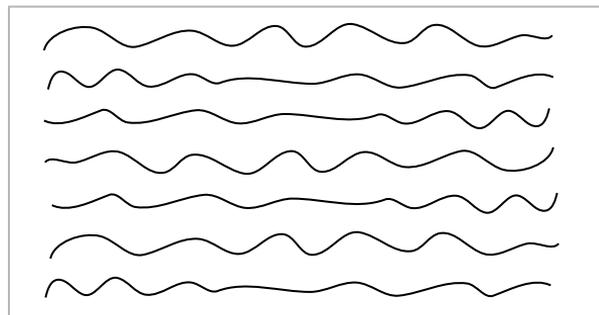
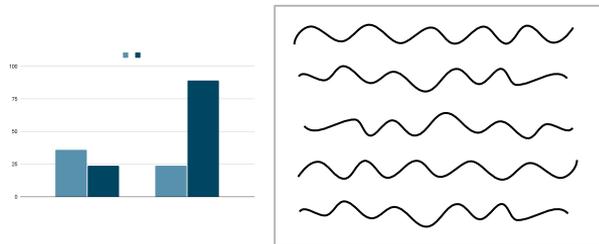
“Some of the text in this paper has been generated with AI and not edited. Some images have also been generated, including a couple of charts.”

Share

Double
check

Ignore

Outside Research



Generative AI fact-checking

Companies like **CheckAI** do not exist, yet.

The truth is that recognising where and how generative AI has been used will only get more difficult.

How would you know if something was generated by AI?

What could platforms do to tell you?

Media literacy in the age of AI

In these sessions, you learnt about...

- The different types of media that generative AI tools can produce
- Ways to check online information before sharing it
- Your expectations of fairness, accountability, and transparency around AI content on a social platform