LEARN TO DISCERN: NAVIGATING THE INFORMATION FLOOD
Ukraine: July 2015-March 2016

PROBLEM

Although trust in media is low, media consumption is high. Yet only 23% cross check information they see/hear/read.

TRAINING

UKRAINIANS TRAINED OVER 15,000

18 or younger 18-30 31-55 56 or older
2% 37% 49% 12%

INFOPHIRE presents results of the Citizen Media Literacy Project (CMLP) implemented by IREX & funded by the Government of Canada (START)


INFORMATION CAMPAIGN

Information campaign was viewed on national TV and social media. Within two weeks it reached 2.3 million Ukrainians and influenced those who saw it, compared to those who didn’t.

RESULTS OF CAMPAIGN

Willing to participate, in person, in activities to promote more truthful news in the media
21%

Willing to participate, remotely, in activities to promote more truthful news in the media
25%

Have a need for knowledge/skills on how to distinguish truthful information in mass media from untruthful information
54%

Skills gained:
- Detecting censorship
- Verifying expert credentials
- Debunking news, photos, videos
- Avoiding emotional manipulation
- Identifying hate speech
- Verifying sources

Information is a product – consume wisely!
Critical thinking skills coupled with practical, hands-on tools to separate information from propaganda are effective: the number of training participants who “almost always check news they see/read/hear” more than doubled over three months 21% ⇒ 50%.

Informed media consumption habits are contagious: 91% of training participants shared their new skills with others, reaching 90,000 people.

Even brief exposure to the concept of informed media consumption raises awareness and motivation: 54% of those who viewed the information campaign reported a need for skills on how to discern untruthful reporting, representing more than 1 million Ukrainians.

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1. CMLP worked in 14 of Ukraine’s 24 oblasts due to the intensity of the information war near the conflict zone in the East including government controlled areas of Lugansk and Donetsk regions.