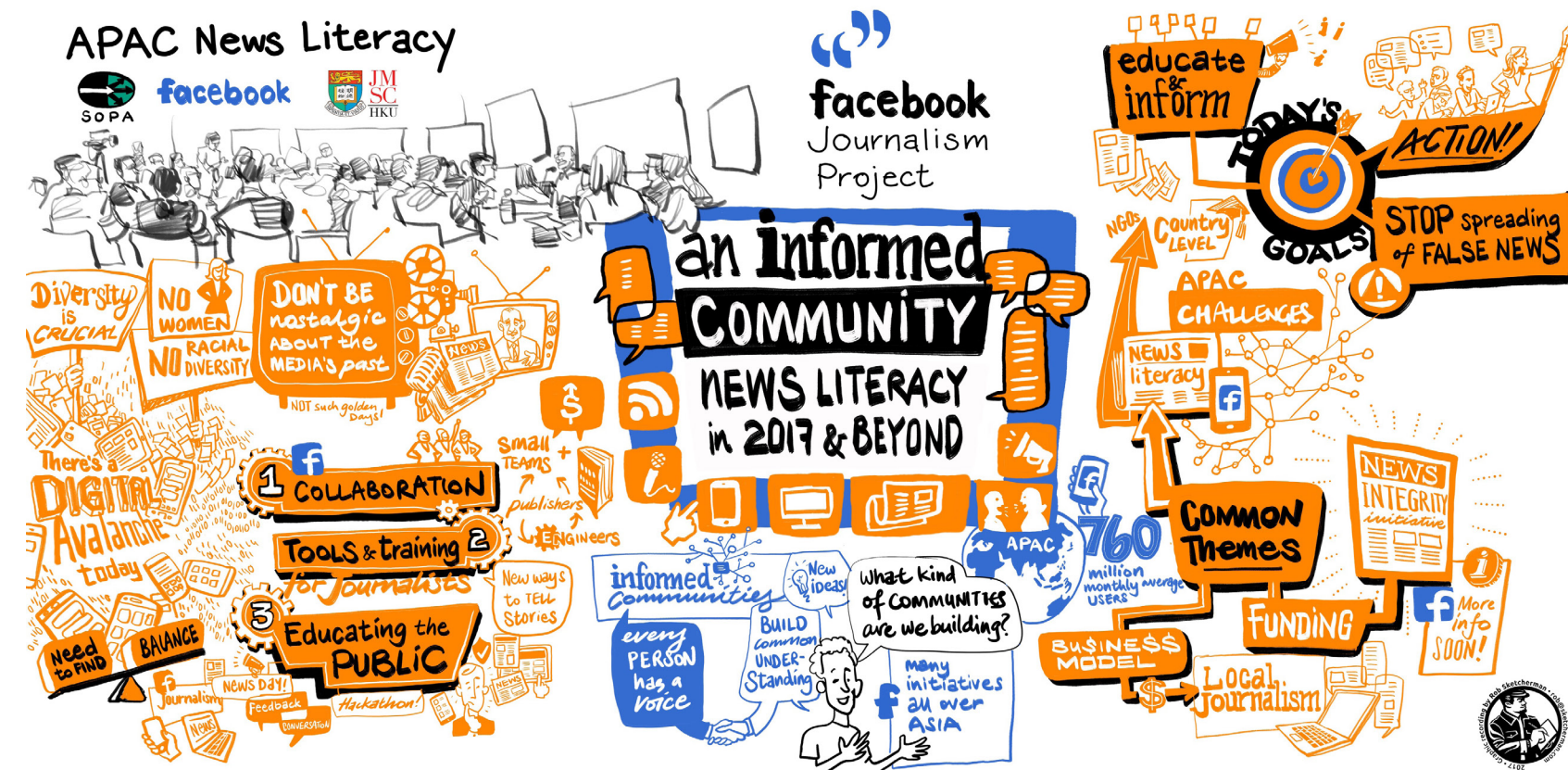




APAC News Literacy Update

facebook



At Facebook, we want to do our part to enable people to have meaningful conversations, to be informed, and to stay connected to each other. Our community values sharing and discussing ideas and news, and we want to make sure people can connect around trustworthy and informative stories. We care a great deal about making sure that Facebook supports a healthy news ecosystem where journalism can thrive.

For a region as diverse as Asia Pacific with its many languages, cultures, and levels of development, we must remain committed to building news literacy programs that help internet users develop the skills and knowledge they need to consume, create, and share media responsibly. Our support must ensure that we continue to celebrate diverse viewpoints, while supporting high-quality journalism in the region.

APAC News Literacy Working Session 2017- Building an Informed Community



The Facebook Journalism Project was founded to connect and build better relationships with media organizations and supply tools and training to journalists. However, our initial focus was to address the challenges of defining and identifying key challenges to news literacy in the region.

In June 2017, we brought together 40 publishers, media startups, NGOs, platform operators, and academics from nine countries across APAC to discuss news literacy and what this means for the region. The diversity of participants provided a representative look at the challenges we face in Asia. Topics ranging from editorial independence and quality journalism to the online safety of journalists, and the unique business challenges of the region's legacy and emerging newsrooms were discussed.



We were proud to partner with the University of Hong Kong's (HKU) Journalism and Media Studies Centre, who also believe that the news media, educators, and technology innovators need to work together to promote news literacy in Asia Pacific.

In Asia Pacific, a successful approach to news literacy will celebrate diverse viewpoints, while maintaining fidelity to high journalistic standards. We have taken our first steps and are proud to partner with the media, NGOs, and the community to further this initiative.

Regional opinions, local insights

Importance of news literacy skills across the news ecosystem

“A lot of journalists are trying to produce quality journalism. But the problem is other online media tend to produce articles that attract advertising. Advertisers also don’t know what kind of media is trustworthy.”

— **Lin Lih-Yun, director of the board of Taiwan Media Watch and Professor at National Taiwan University Graduate Institute of Journalism**

Supporting news literacy skills

“On balance, technology has been more of a positive change factor than a negative one. On the question of whether people are better or worse informed because of technology, I think definitely people are better informed. Certainly, there is disinformation. People need to distinguish good from evil and choose between truth and non-truth.”

— **Charles Mok, Legislative Councilor, Hong Kong**

Supporting journalists in information management and verification

“There is a deluge of information coming on multiple platforms at multiple speeds. Absorbing that information and

interpreting that information, our brain is not keeping up with the amount of information we are getting. For journalists in particular, it’s very important to uphold the trustworthiness of the information we are getting.”

— **Anne-Marie Roantree, Hong Kong Bureau Chief, Reuters News**

Understanding and building trust

“If you don’t have news literacy, then you risk putting democracy under threat. Understanding and surfacing ideas around trust, what is trust, and how we can use it and how it can be delivered to people in bite-sized chunks.”

— **Peter Fray, Professor of Journalism Practice, University of Technology Sydney**

Collaborating to define the future

“I am a champion for diversity and the challenge is how do we celebrate the good and mitigate the bad. We have to strike a balance and ultimately avoid polarization. That’s our goal: find and strike the balance.”

— **Campbell Brown, Head of News Partnerships at Facebook**

Key learnings from the roundtable

Technology & News Consumption Trend

Technology has transformed the way people create and consume information. News is no longer an industry but an ecosystem comprised of many players including content creators, distributors, and consumers. Promoting news literacy requires participation from everyone across the ecosystem.

Support for Journalism

The region includes different political systems, from young democracies to authoritarian states. The concept of an independent and unbiased press is less established – and sometimes seen as unnecessary or unachievable – in Asia, compared to developed democracies in the West.

Platform Responsibility

Platform operators have taken steps to tackle the most egregious examples of negative content, but systems designed to remove content are ultimately not sustainable.

News Literacy Skills

Educators will play a key role in teaching critical thinking to help news consumers differentiate between trustworthy information and false news from a young age. Our schools need news literacy education, especially when it comes to social media. A system-wide change is needed to support informed, effective news consumers, and the characteristics of effective responses. NGOs can also play an important role in supporting and promoting good journalism.

Supporting Online Communities

More people are connecting and engaging online than ever before. Now the challenge is to help people find more meaningful ways to connect and engage online.

APAC News Literacy Grants

Facebook is proud to support a number of programs focused on building better news literacy in the region, including research projects, public education campaigns and workshops, as well as support for media industry startups.

We identified a number of first-round projects that marked the start of our partnership with the industry to address the challenge of supporting news literacy in Asia Pacific, which included:

- **Identifying and understanding audience trust in news across the region** by supporting the University of Technology Sydney’s School of Communication research into ‘Falling in love again – what will it take for audiences to trust newsmakers again?’.
- **Investigating challenges facing professional journalism in Australia** by supporting the University of Melbourne’s study of “The Future Newsroom”. The study looked at the new industry and identified changes with professional journalism and new business models.
- **Encouraging best practices and knowledge sharing among news organizations** by supporting The Splice Newsroom in its effort to inspire, build, and support sustainable media businesses with an information hub that captures best practices in APAC newsrooms, case studies, talent profiles, training, and media entrepreneurship in the evolution of media.
- **Supporting Taiwan Media Watch**, a dedicated non-profit media monitoring organization. It has developed a media ranking system – based on two years of research – that aims to evaluate media content for informativeness and accuracy. Its ultimate goal is to support the recognition of credibility in Taiwan’s news media and encourage more high-quality journalism.

Facebook Journalism Project



We have hosted **Facebook Journalism Project (FJP)** training for newsrooms and journalists in Asia Pacific, including:

- **FJP Safety Training** for newsrooms and journalists in Myanmar, the Philippines, and Indonesia.
- **News Days** in India, Malaysia, and Indonesia to provide comprehensive training on Facebook tools for newsrooms, including Crowd Tangle.

News literacy in the community

News literacy in the community was a key focus of our work in 2017. We were proud to work with partners in Indonesia, the Philippines, and Australia to connect with young people and help them gain necessary skills and knowledge to be responsible consumers, creators, and sharers of media. Some of our key highlights included:

- **Launching ‘Think Before You Share’ in Indonesia and the Philippines.** In Indonesia, we partnered with **YCAB Foundation** to reach over 7,500 students with the ‘Think Before You Share’ campaign. Our program engaged students from over 75 schools in Jakarta and more than 14 million online. We received 1,490 submissions to the campaign’s online challenge and aim to reach over 100 schools in 2018.

- In the Philippines, we partnered with **Mano Amiga Pilipinas** to host a three-day event for young people and community leaders to build community campaigns that aim to build strong news literacy skills. Over 75 student leaders shared solutions that boost news literacy skills, critical thinking, and empathy within their communities.
- We have also partnered with **Globe Telecom** to promote responsible digital citizenship in the Philippines through the development of a workshop module on digital literacy as well as a campaign on responsible digital citizenship.
- **Supporting Crinkling News** to host the first national media literacy conference MediaMe for young people in Australia. The conference brought together journalists, social media experts, and academics to tackle different aspects of news and media literacy, and the ultimate goal of developing guidelines for these areas.
- Our partners from **First Draft**, a non-profit dedicated to improving skills and standards in the reporting and sharing of information online, worked with us to roll out an educational tool to help people spot false news. This tool has appeared at the top of News Feed for several days for people on Facebook in 14 countries including Myanmar, the Philippines, and Indonesia. We also ran print ads in Malaysia and India to reach our entire community.

Promoting good journalism

Supporting good journalism is integral to building news literacy across the region. In addition to this support, our consumers need to be able to recognize who is setting industry standards and who is driving best practices in our newsrooms.

That’s why Facebook supported the Hong Kong-based **Society of Publishers in Asia (SOPA)** and their awards to Editorial Excellence

for reporters and publishers as well as **WAN-IFRA’s Digital Media Asia Conference** in Singapore. We will continue to actively engage and support the industry’s programs and events.

We are a member of the **First Draft Partner Network**, a coalition of platforms and 80+ publishers, including several in Asia Pacific, that work together to provide practical and ethical guidance on how to find, verify, and publish content sourced online.

Continued partnership

We believe that news literacy is a global concern. By working together with our global partners from the **News Integrity Initiative** and the **Asia Pacific News Literacy Group**, we will help more people make informed decisions about which sources to trust.

We are just getting started and will continue to promote news literacy in Asia Pacific. We look forward to partnering with more newsrooms and journalists in the region to build a more informed community.

Facebook Journalism Project



Facebook Safety for Journalists



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