

LEARN TO DISCERN

The first media literacy program to demonstrate measurable long-term effectiveness in countering Kremlin-sponsored disinformation



Problem

Ukraine is awash in disinformation.

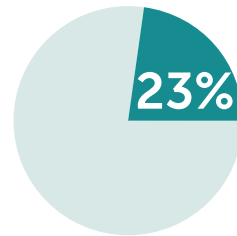
Emotionally charged

Fabricated



Misleading

Out of context



Only 23% of people cross-check information.

Solution

We developed a new approach to media and information literacy.



We trained more than **15,000** Ukrainians who reached **90,000** friends, family members, and coworkers.



What makes Learn to Discern effective:

- ✓ Teaches latest disinformation detection techniques
- ✓ Shows how to avoid emotional manipulation
- ✓ Coaches participants to teach others
- ✓ Uses trusted infomediaries
- ✓ Combines online & offline activities
- ✓ Utilizes user experience (UX) design

Results

Participants scored significantly higher than the control group on identifying disinformation, even 1.5 years later.

Participants' Scores

Identifying disinformation

13% higher than control group

Checking multiple news sources

25% higher than control group

Understanding the news media industry

28% higher than control group

In contrast:

Prior studies have shown the effects of media literacy training to wane after one year