

## PROGRAMME REPORT

APPROVED BY SRI THEMUDU  
PROGRAMME DIRECTOR

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ANUAR



# NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT 2021: MEDIA LITERACY WORKSHOP

21 AUGUST 2021



# Programme Overview

On **21 August 2021**, **Green Growth Asia Foundation** successfully hosted the **NYRE: Become Media Literate with Norman Goh workshop** virtually with participants consisting of students and youth aged 10 to 24. The webinar provides tips from the speaker, Mr. Norman Goh on media literacy as a journalist, touching on separating the myths from facts, understanding information disorder, methodologies of fact-checking and verification tool. The webinar also includes several **Q&A sessions** to give the participants the opportunity to ask the speaker any questions. This webinar is the first of its kind, and with that, a number of elements were taken into consideration in terms of its virtual implementation. This webinar is hosted by environmental education interns. All of the feedback and suggestions have been received and will be taken into practice for the next online webinar sessions.

Project Name	:	Become Media Literate with Norman Goh
Date	:	21 August 2021
Duration	:	1 hour
Location	:	Zoom Platform
Hosts	:	Muhammad Albar bin Abdul Chaffar
Number of Participants	:	40

## TOPICS DISCUSSED

### 1. *Breaking the News - Separating the Myths from Facts*

- How did you get your **breaking news** from?
- Key steps to remember
  1. Find the source of information
  2. Ask the person who shared the information to you: e.g. Which news publisher published the story?
  3. Newsroom - what should you do: i.e. contact the authorities to verify information
  4. How to report on Breaking News:
- First Paragraph - The first lead
- Subsequent paragraphs: Details of what happened, Who & Where?
- Context and Background: Provide more information and explanation, understand your bias and how to avoid it.

## **2. Understanding Information Disorder - What are misinformation and disinformation**

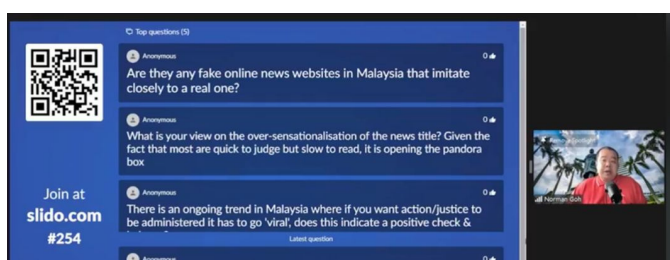
- Misinformation, Disinformation & Malinformation
- Satire or Parody, misleading, imposter content, false context, manipulated/ fabricated content
- Knowing the purpose of disinformation: profit, political gain, crime, viral pranks
- What is not fake news? : stories from satire sites, honest reporting mistakes

## **3. Methodologies of Fact-Checking - Getting to know the key steps and checklist**

1. Eliminate the usual suspects
2. Trust but verify
  - Is it written in a strange way?
  - Check the URL and the design of the website
3. The smell test
  - How many followers? When did they first join Twitter?
  - Is it a verified account?
4. Ask WH questions for the photo captured in the news: e.g. Do you know when the photo was captured?

## **4. Verification Tool - How to spot fake news**

- Consider the source - Click away from the story to investigate the site, its mission and its contact info.
- Read beyond - Headlines can be outrageous in an effort to get clicks.
- Check the author - Do a quick search on the author.
- Supporting sources - Click on those links. Determine if the info given actually supports the story.
- Check the date - Reporting old stories doesn't mean they are relevant to current stories.
- Is it a joke? - If it is too outlandish, it might be satire.
- Check your biases - It could affect your judgement.
- Ask the experts - Ask a librarian or a journalist for a fact-checking site.



# Facebook Analytics

The **NYRE: Become Media Literate with Norman Goh workshop** was streamed on its Facebook Page. The recorded session can be viewed at [https://fb.watch/7yPxFC\\_kGJ/](https://fb.watch/7yPxFC_kGJ/). The stream was live for an hour, from 10.00 A.M. to 11.00 A.M. (GMT+8). The live stream analytics are divided into three separate categories; **stream analysis** will discuss how the live stream performs, **audience engagement** that outlines the public reaction, and the public and **demographic profiles** that identify audience profile.

## STREAM ANALYSIS

In total, we have reached **33 people**; the following is the breakdown;

### Live Session

During the live stream, we have a total of **40 viewers** that stay until the end. This is a significant number of viewers as the stream was **a one hour-long** session.

### Recorded Session

After the live stream, the post remains available for viewing on Young Reporters for Environment Malaysia Facebook Page, in which **42 people viewed the session for three seconds**, with **16 people staying for a minute**. Data as of August 22, 2021.

On average, viewers who decided to stay spend almost **1:34 minutes** extracting information from the Media Literacy workshop. The growing numbers of viewers are attributed to the mass promotion by the participating students to their friends, and family.

**6.66% of the total views came from recommendations**, While **91.8% came from our existing followers**. This indicates that our followers are updated with our events as well as recommend the live session to others, and **another 1.59% came from the 1 recorded share**.

## AUDIENCE ENGAGEMENT

Overall, NYRE: Become Media Literate with Norman Goh was subpar received. A total of **2 audience engagements** are recorded, with **0 reaction**, **1 comments** and **1 shares**. The breakdown is as follow;



0 likes



0 excited



0 hearts



0 amazed



0 sad

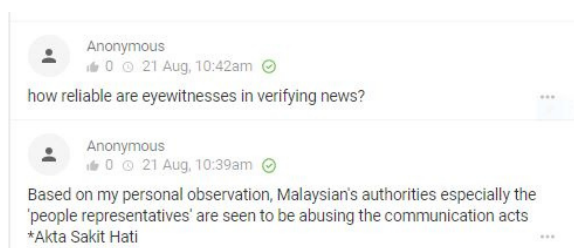


0 disgruntled

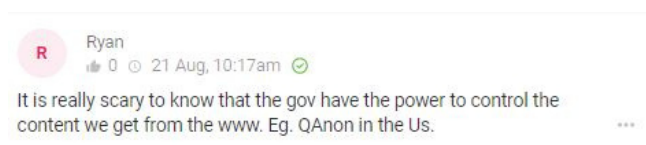
This workshop provides tips on how to know what you read, listen and watch on online media is legitimate especially for young reporters in commencing their masterpiece for the NYRE 2021 competition, touching on key points to teach the audience on what should they do first before clicking to forward or share the news/information. The primary target group for the virtual workshop was teachers, and students. Throughout the event, the audience left a comment or two to liven up the mood and show their support for the programme.

Most of the comments can be segmented into two main types of comments, **questions** and **statements of opinion**. Below are a few screenshots of the comment left by the audience.

#### Question



#### Statement of opinion



### DEMOGRAPHIC PROFILES

NYRE is a program under YRE that includes workshops and various competitions which encourages young people to voice environmental issues as well as disseminate participants' work and share ideas. Traditionally, some teachers and students would not be able to participate in our NYRE webinar due to financial and internet connection constraints. The breakdown of the demographic profiles are as follow;

All of our audiences are from **Malaysia**, with people originated from Selangor top the board; it shows that besides Melaka, Terengganu and Pahang has also took interest in the programme.



\*Above map is for illustration purposes only.

# List of Attendance

NO	NAMES	STATUS	ORGANISATION
1	SRI THEMUDU	Programme Director	Green Growth Asia Foundation
2	AYSHA ZAMUEL	Programme Leader	Green Growth Asia Foundation
3	SHAHEEROL IZUAN NOR MAZLAN	Programme Coordinator	Green Growth Asia Foundation
4	MARSYA DHANIA BINTI MAZRI	Representative	Green Growth Asia Foundation
5	DINEISH A/L GANESAN	Representative	Green Growth Asia Foundation
6	NUR AMEERA ASYIQIN BINTI KHAIRUL ANUAR	Representative	Green Growth Asia Foundation
7	MUHAMMAD ALBAR BIN ABDUL GHAFAR	Representative	Green Growth Asia Foundation
8	NURUL SYAZWANI BINTI MOHAMAD SAUFI	Representative	Green Growth Asia Foundation
9	LAVINIA GRACE SEBASTIAN	Representative	Green Growth Asia Foundation
10	JONHOWARD RONEN LINGAI	Representative	Green Growth Asia Foundation
11	NURSAHIRA BINTI MD NORSAIDI	Student	KPMIM
12	NURFATEN UMYRA BINTI JAMDAN	Student	IUMW
13	MOHD AZAHARI BIN AZAL	Working	KPMIM
14	MUHAMMAD AMIRUL IRFAN BIN MOHD SHAMSUL	Student	KOLEJ PROFESIONAL MARA INDERA MAHKOTA
15	MUHAMMAD AFIF BIN HASIM	Student	UNIVERSITY OF MALAYA
16	ROHASLINEY BINTI HASHIM	Working	UNIVERSITY PUTRA MALAYSIA
17	SOFIAH NADIA BINTI MARZALAN	Student	KPMIM
18	MUHAMMAD IQBAL MIFZAL FAIZUL AZLI	Student	SK PROTON CITY
19	KIRTHANA PRIYA SURESH RAO	Student	SK CONVENT INFANT JESUS 1
20	NURUL AMIRA BINTI MOHD ZULKIFLI	Student	KPMIM
21	NOR NADIAH BINTI MOHD NAZRI	Student	KPMIM
22	AZMYRA BALQIS BINTI AZUAN	Student	KPMIM
23	AYRA ALLYSA	Student	KPMIM
24	NURUL FADLIANA BT MOHD RAMLAN	Student	-
25	NUR NAYLI IZZATI BINTI RUSLAN	Student	KPM SERI ISKANDAR
26	NUR ANIESYA ZULAIKHA BINTI KHAIRUL ANUAR	Student	SMK SAUJANA UTAMA

**ATTENDEES**
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NO	NAMES	STATUS	ORGANISATION
27	NUR ANIS HANANI BINTI MOHD LOKMAN	Student	KPMIM
28	NUR HANI SYAHIRAH BINTI DZULKAFI	Student	-
29	JESIMANATALIA	Student	KPMIM
30	NUR NADIRA AZRA BINTI SAIFUL AZLEE	Student	UiTM Kampus Dungun
31	NUR FAZIDAYANTIE BINTI MOHAMAD ZUBER	Student	S.K CONVENT INFANT JESUS (I)
32	LEE SVERLI	Student	KOLEJ UNIVERSITY POLY-TECH
33	NURUL AIN SYAFIQAH BINTI MUZAFAR	Student	MARA
34	NUR HANIE ELVIRA BINTI HAMRAN	Student	-
35	NUR NADIA ANIESA BINTI HAMRAN	Student	-