

# Truth Matters:

*Building a Media  
Literate Society*

March 18, 2020

Helsinki Central Library Oodi, Maijansali  
Töölönlahdenkatu 4, Helsinki

**#TruthMattersHelsinki**



**FULBRIGHT FINLAND  
FOUNDATION**

**IN A POST-TRUTH ERA**, where disinformation and manipulated realities spread via rapid communication, how can we decipher what is true and false information? A media literate society has the skills and capacity to access, critically understand and analyze information.

This seminar invites the Fulbright community from the Nordic and Baltic countries and special guests to explore and discuss critical media literacy skills necessary for citizens in a modern democracy.

## **Pre-Seminar Program**

Location: Kuutio, 2nd floor

### **09:00-10:30 Nordic-Baltic Fulbright Alumni Collaboration Dialogue**

In conjunction with the seminar, the Foundation and the Finnish ASLA-Fulbright Alumni Association offer a regional Nordic-Baltic Fulbright networking event and an Alumni Collaboration Dialogue during which the Nordic and Baltic Fulbright alumni can discuss and plan regional collaboration.

DISCUSSION FACILITATORS:

**Kirsi Cheas**, Ph.D., President, ASLA-Fulbright Alumni Association

**Austė Valinčiūtė**, President, US-LT Alumni Association

### **10:30-10:45 Break**

Registration (collect name tag if you haven't received it the night before)

## **Seminar Program**

Location: Maijansali, 1st floor

MC FOR THE DAY:

**Leasa Weimer**, Ph.D., Fulbright Finland Foundation, Assistant Director of Strategic Partnerships and Initiatives

### **10:45-12:15 Keynote Luncheon**

WELCOME REMARKS AND INTRODUCTION OF THE KEYNOTE SPEAKER:

**Terhi Mölsä**, Chief Executive Officer, Fulbright Finland Foundation

KEYNOTE:

**Päivi Anttikoski**, Director General, Government Communications, Prime Minister's Office, Finland

### **12:15-12:30 Break**

## **12:30-13:30 Panel Discussion: Realities of Disinformation and Media Literacy**

MODERATOR:

**Leasa Weimer**, Ph.D., Fulbright Finland Foundation, Assistant Director of Strategic Partnerships and Initiatives

PANELISTS:

**Gwenaëlle Bauvois**, Ph.D., University of Helsinki Researcher; Member of the Erasmus+ Jean Monnet Network project 'Post-Truth Politics, Nationalism and the (De)Legitimation of European Integration'

**Olli Seuri**, Ph.D., Journalist, YLE - Finland's national public service broadcasting company; Journalist of the Year 2018

**Kristina Kaihari**, Counsellor of Education, Finnish National Agency for Education

**Mikko Salo**, Faktabaari (FactBar) Co-Founder; Member of the European Commission's High-Level Group on Fake News and Online Disinformation

## **13:30-13:45 Break**

## **13:45-15:30 Workshop: Democratic Resilience: Fact-checking and Digital Literacy**

**Kari Kivinen**, Ph.D., Head of the Lycée franco-finlandais d'Helsinki and the former Secretary-General of the European School system

**Mikko Salo**, Faktabaari (FactBar) Co-Founder; Member of the European Commission's High-Level Group on Fake News and Online Disinformation

- Introduction to voter literacy and information literacy concepts
- Where do we get our information from? Media scene analysis.
- Information about ethical principles of journalism.
- Basic information about mis-, dis- and mal-information with real-life examples.
- How do real fact-checkers work? A positive example of Greta.
- How to evaluate the usability and reliability of sources of claim with simple-to-use check-list tools.
- Demystifying algorithms - thinking critically about our "bubbles".
- Information about the latest image/video verification tools and techniques to verify and assess the reliability and accuracy of media coverage.
- Ethical reflection about our digital footprint. Which data do I want to share about myself? Privacy awareness - take ownership of your data.

## **15:30-15:50 Disinformation as One Part of a Hybrid Threat**

**Päivi Tampere**, Ph.D, Head of Communications, The European Centre of Excellence for Countering Hybrid Threats - Hybrid CoE

## **15:50-16:00 Closing Remarks**

**Terhi Mölsä**, Chief Executive Officer, Fulbright Finland Foundation

## **16:30 Networking Dinner**

## **NORDIC-BALTIC FULBRIGHT INITIATIVE**

The goal of the Fulbright Finland Foundation's regional *Nordic-Baltic Initiative* is to organize special seminars on critical current themes combined with opportunities and space for developing long-term networks and concrete collaboration amongst grantees and alumni in the Nordic Baltic region.

This is the third year of the Initiative. The Foundation extends a special welcome to the Fulbright grantees and alumni from the Baltic and Nordic countries attending the Truth Matters seminar as participants of the Nordic-Baltic Fulbright Initiative.

## **THANK YOU!**

The Fulbright Finland Foundation wants to sincerely thank the large number of individuals and organizations in Finland whose support and expertise have made this Seminar possible. A special thank you to the Finnish and U.S. governments for their financial support for the Foundation, and to the **U.S. Congress** for funding this seminar.

## **JOIN IN THE DIALOGUE! #TruthMattersHelsinki**

**TOGETHER SHAPING THE FUTURE** The Fulbright Finland Foundation is an independent not-for-profit based in Helsinki, Finland. With the purpose of promoting a wider exchange of knowledge and professional talents through educational contacts between Finland and the United States, the Foundation collaborates with a range of government, foundation, university and corporate partners on both sides of the Atlantic to design and manage study and research scholarships, leadership development programs and internationalization services. The vision of the Fulbright Finland Foundation is to empower the minds that will find global solutions to tomorrow's challenges by fostering academic and professional expertise and excellence in leadership.



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