



# The Digital Literacy: Fake News Media Kit

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# Media Release

## ClickView releases topical fake news series for secondary students

### Supporting young people to improve their digital literacy skills

Fake news - a danger to health, social cohesion and democracy or just a quick and entertaining way to learn about what's happening in the world?

Leading the way in world-class video learning, [ClickView](#) has announced the launch of a new six-part series, *The Digital Literacy: Fake News*.

Helping students to spot fake news and understand its risks by analysing examples of hoaxes, scams, propaganda, satire and clickbait, Edwina Baden-Powell, Head of Production at ClickView explains the rationale behind the creation of this important original series –

*“While the ClickView Production Department has been producing educational videos for over 30 years in many curriculum-aligned subject areas, skills-based content is becoming more important for a generation of children faced with constant disruption.”*

More than ever, young internet users need to be equipped with knowledge and skills to navigate digital platforms, especially social media communities, in an informed, safe and responsible manner. With children spending on average two hours online per day according to Ofcom\*, digital literacy is an essential requirement for all young people.

Recent Ofcom reports have stressed the importance and significance of the new series, with 60% of 12 to 15 year olds interested in news, 89% expressing high levels of concern about going online and nearly two thirds of (28%) expressing concern of fake news when using the internet.

Alarmingly, although social media was revealed to be the least trustworthy source of news (39%) in a study on ‘Children and parents: Media use and attitudes’, this doesn’t seem to affect its importance to children. Almost three-quarters say online is an important source of news to them – ahead of radio (65%), even though radio is considered to be twice as trustworthy (77%).

With increased exposure and interest teamed with the fact that students from Year 7 -Year 10 are among the most prolific internet users, as well as being some of the most vulnerable and impressionable; ClickView is consciously leading the way to ensure students have access to vitally relevant resources in a world of 24/7 news.

Michael Wilkinson, Managing Director of ClickView UK said –

*“Pre lockdown, we know from Ofcom that students were spending close to 2 hours watching TV and just over 2 more hours online each day. This has no doubt dramatically increased, much of which the education community has had to tap into to support learning and teaching. However, as we do this, it becomes ever more imperative that we holistically consider the welfare of students online. This new series is just one of many responses we at ClickView’s can support educators with, delivered through the video medium which we know students are seeking out given the choice.”*

Teaching students the importance of understanding the psychology of fake news and how it manipulates emotions, the Fake News series has far-reaching benefits for all ages. *“We are all so vulnerable during a period like this,”* explains Baden-Powell. *“Fake News is really a series for everyone.”*

With the ongoing uncertainty of COVID-19, Brexit and the impending US elections, there is a lot to process. Fake news content generated and shared during the global pandemic has further stirred up these feelings of instability. For instance, fake news health scams, such as eating bananas, gargling vinegar, or drinking disinfectant to prevent COVID-19 have the potential to cause real harm. This is why, providing the right skills to critical consumers of news and information is so important.

Empowering students to confidently navigate the digital landscape is vital. In a world where we are constantly consuming information online, having the ability to decipher and differentiate trusted sources from fake news will not only help individuals, but also help stop the spread of false claims.

2020 has been a year of change, from the lockdown period triggered by Covid-19 to the Black Lives Matter movement and ongoing impact of Brexit. It has highlighted even more of the need to cover news outside of the school gates and how this impacts students and the world around them. This series aims to do just that, developing students’ digital literacy skills beyond the classroom, including:

- Learning how to identify and analyse different types of fake news.
- Understanding how persuasive and emotive language devices are used to spread false claims.
- How to evaluate the validity of various news sources such as apps and websites to make sure they don’t fall for fake news, or spread it.

ClickView’s new digital literacy series is due for general release on 24<sup>th</sup> August 2020.

The new series follows the recent free to use platform launched in response to the COVID-19 pandemic. The site provided subscription free access to teachers, students and parents, ensuring they could homeschool with confidence. The six part series is now available to access via [the free site](#).

Putting world-class teaching and learning resources at the fingertips of educators and students, to find out more about the curriculum-aligned video content and resources, visit [clickview.co.uk](https://clickview.co.uk).

**ENDS**

## **Notes to Editors**

Source –

2020 ‘Online Nation’ Ofcom report

2020 ‘Internet users’ experience of potential online harms research’ Ofcom report

2019 ‘Children and parents: Media use and attitudes’ Ofcom report

2019 ‘News consumption in the UK’ Ofcom report

2019 ‘Annual study of media use’ Ofcom report

# The Digital Literacy: Fake News - Series summary

To be released in the UK on 24<sup>th</sup> August 2020, this new series helps students to spot fake news and understand its risks by analysing examples of hoaxes, scams, propaganda, satire and clickbait in six informative, interactive videos.

## Background to The Digital Literacy: Fake News

ClickView's Production Department has been developing educational videos for over 30 years in many curriculum-aligned subject areas. However, it's clear skills-based content is becoming more important for a generation of young people faced with constant disruption.

In an era of uncertainty, where social media and influencers have replaced traditional media as many peoples' source of news; ClickView's Fake News series will arm students with skills that they can carry into adulthood and their careers.

While we'll continue to produce our core curriculum-focused material, we look forward to delving further into topics such as this.

### Why focus on digital literacy?

We know that young people of all ages prefer to get their information online, not from books. While in 2019, we produced a series on library skills, there is a disconnect between how they research for school, and what they consume at home or during their leisure time.

Students in Years 7-10 are among the most prolific internet users. They are also some of the most vulnerable and impressionable. It's vital that they are equipped with the knowledge and skills to navigate digital platforms, especially social media communities, in an informed, safe and responsible manner.

Digital literacy is an essential, everyday requirement for all young people, one that goes beyond English, History and Media to correlate with all subject areas, at all levels of learning. While our curated news provision helps primary students to access safe and relevant news items, there's not much available specifically for teenagers.

### What the research tells us

#### 2020 ['Online Nation'](#) Ofcom report

- While online services bring many benefits, people continue to express high levels of concern about going online, 89% of 12-15 year olds
- 81% of 12-15 year-olds say they have had a potential harmful experience online in the past year

#### 2020 [Internet users' experience of potential online harms research](#) Ofcom report

- Nearly a third of 12-15 year olds (28%) expressed concern of fake news when using the internet

#### 2019 [Children and parents: Media use and attitudes](#) Ofcom report

- Among 12-15s 55% consume news from social media and by talking with friends
- Overall, social media is seen as the least trustworthy source of news (39%), but this doesn't seem to affect its importance to children. Almost three-quarters say online is an important source of news to them – ahead of radio (65%) - although radio is considered to be twice as trustworthy (77%).

- Social media remains a key source of new consumption among children. Six social media sites appear in the top ten news sources, and, when combined, show that 27% of 12-15s claim social media as their most important source – almost double that of BBC One or Two.

#### **2019 [News consumption in the UK](#) Ofcom report**

- Six in ten 12-15 year olds are interested in news. These children primarily engage with news to understand what's going on around them and to learn about new things. Being 'too boring' is the key reason for lack of interest in news.
- Young people aged 16-24 in particular are much more likely to use social media for news than their older 65+ counterparts (76% vs 16%)
- Half of 12-15 year olds said it was difficult to tell whether news on social media is accurate or not

# The Digital Literacy: Fake News FAQ

## What are the post-viewing outcomes for students?

- Learn how to digest news and information for life beyond the classroom.
- Consider different types of sources and their importance.
- Be able to identify and discuss types of fake news and their wide-ranging impacts.
- Accept personal responsibility as a digital citizen.

## How can teachers use the *The Digital Literacy: Fake News* series in their classrooms?

*The Digital Literacy: Fake News* is appropriate for all secondary year groups and adults. The content will help support teachers as they deliver lessons on analysing and interpreting persuasive texts. *The Digital Literacy: Fake News* is relevant to all subject areas as part of general capabilities. In Civics, it addresses various effects of misinformation, disinformation, scams, propaganda and sensationalism on democracy, society and individuals.

## How long should teachers spend on this topic?

This will vary depending on the year level and complexity of the exploration.

- To strengthen and deepen digital literacy in Years 7 and 8, this topic could run in the classroom for 6 to 12 lessons (1-2 lessons per episode).
- For Years 9 and 10, the topic could run longer, particularly if it incorporates the study of one or more set texts.
- Extension tasks to complement the information presented in this series might include creative satirical writing or close analysis of a fake news text.

## What assumed knowledge do students need before watching *The Digital Literacy: Fake News*?

Students should have a basic level of media literacy. This includes knowledge and skills regarding internet search engines, recognition of the importance of cross-checking facts and verifying sources, familiarity with the internet and digital terminology, and prior exposure to some of the benefits, pitfalls and dangers of being a digital citizen.

## Clip descriptions

The Digital Literacy series: Fake News	
<p><b>Series Blurb</b></p> <p>Fake News – a danger to health, social cohesion and democracy, or just a quick and entertaining way to learn about what’s happening in the world?</p> <p>The new Digital Literacy video series will ensure students can spot fake news and understand its risks by analysing examples of hoaxes, scams, propaganda, satire and clickbait. They’ll learn about the psychology of fake news and how it manipulates emotions and appeals to ‘lazy thinking’. The language features of persuasive and emotive texts such as hyperbole and repetition are explored, and students are taught how to conduct a visual analysis of fake websites and apps to help ensure they don’t fall for fake news, or spread it.</p> <p>A fun summary video that tests students’ ability to spot fake news completes this highly relevant and comprehensive series.</p>	
<b>What is Fake News?</b>	<b>9 min</b>
<p>In the past, news was written about by qualified journalist and editors working for a limited number of known organisations. We consumed a daily newspaper or news reports. Today news is delivered on phones, tablets and even watches and everyone, anywhere in the world, can create ‘news’. This video examines these issues, defines Fake News and then explains and provides examples of hoaxes, scams, clickbait, jokes, advertising, spin, propaganda, satire and sensationalism.</p>	
<b>Why Do We Fall for Fake News?</b>	<b>7 min 10 sec</b>
<p>Human instinct to believe the best and worst in people and events, confirmation bias and ‘lazy thinking’ all contribute to making Fake News easy to believe. Case studies about the false report of Pope Francis endorsing Donald Trump during the 2016 Presidential election, and of dolphins frolicking in Venetian canals at the start of the COVID-19 pandemic, illustrate how our busy lives and the fact that we are psychologically prone to fall for Fake News means that it has become an extremely powerful communication tool for governments, organisations and individuals.</p>	
<b>How Is Fake News Created?</b>	<b>9 min</b>
<p>This video examines the most common ways to create Fake News, such as maintaining a website that hosts misleading articles and using social media accounts and chatbots to share and reshare the fake or stolen information. It also explores the common reasons Fake News is generated, including making money and creating false narratives about world events. Examples of the language and visual features of this kind of ‘news’ such as hyperbole, reiteration and repetition and cropped and highly edited images, demonstrate how deliberate design and language choices can be used to trick and confuse people.</p>	

<b>What Are the Dangers of Fake News?</b>	<b>8 min 29 sec</b>
<p>The growth of Fake News across all media platforms has meant that people can make important decisions about their health, their families and political issues based on misinformation, or they miss out on the truth because they don't know who to trust.</p> <p>This video includes examples of events that never took place, conspiracy theories about prominent people and provocative topics such national security and religion that show that the consequences of making, consuming and sharing Fake News can be extremely serious.</p>	
<b>Can You Avoid Falling for Fake News?</b>	<b>5 min 39 sec</b>
<p>Students will come away from this video with a clear plan of action and a set of strategic skills to be able to analyse and easily spot Fake News. This includes performing a visual check of an app or website, reverse image searches, looking for unusual domain extensions or misspelled words and poor grammar and checking reputable news sites for their take on a story. Verifying Fake News on social media platforms is sometimes harder and students are encouraged to think about what idea or opinion the article is trying to persuade them to believe or if the report is a first-hand, or even third-hand account of an event.</p>	
<b>Can You Spot Fake News? (interactive)</b>	<b>6 min 08 sec</b>
<p>This fun summary video tests students' ability to spot Fake News and is an excellent way to see what students have learned in this highly relevant and comprehensive series about the topic. Examples include the Elle magazine clickbait scandal, Vladimir Putin's plan to release lions to keep people at home during COVID-19 and the Herald Sun's use of a picture of the UK rap group, the Harlem Spartans, to illustrate their story about gangs in Melbourne, Australia.</p>	



## About ClickView

- ClickView is the world's leading video content resource for primary schools, secondary schools and further education settings.
- Founded in 2003 and now with offices across the UK and Australia, ClickView supports over 4000 schools, colleges and universities around the world.
- The platform provides access to visually stunning, curriculum-aligned video content and teacher resources, plus contextual on-demand TV, video library and interactive question layers for formative assessment.
- ClickView puts the highest quality video content for effective teaching and learning and deeper understanding at the fingertips of educators and students.

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## Images

Download the image pack at <https://clickv.ie/w/4Ojo>