



Media Literacy

WORLD  
ECONOMIC  
FORUM

# DQ Symposium

## Misinformation 2020: Navigating the Information Ecosystem in 2020 and Beyond

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

New York, USA 5 December 2019

### Overview

What happens to democracy and the notion of a shared, objective truth if the information ecosystem becomes subject to misinformation and disinformation? Ahead of the US elections in 2020 and the imperative to achieve the UN Sustainable Development Goals for 2030, the need to understand the flow of information throughout social networks and the Web has gained a sense of urgency. What can social media companies do to mitigate the spread of misinformation? Are there strategies that can assist users and companies to build a better information ecosystem? How can media literacy education be advanced to educate critical consumers, creators and sharers of media?

Currently, there is a lack of cohesion binding the research, companies, tools and media literacy organizations to solve “Misinformation 2020”. The techno-optimism that fuelled the race to build an information superhighway and “connect the world” has faded and concerned parties are looking for a better path. Access to trustworthy information doesn’t mean that content will rise to the top in the current information ecosystem, and being hyperconnected may have the unintended consequence of exacerbating the spread of misinformation.

### Part 1: Panel Discussions (08.30 until 13.30)

This important and timely gathering will bring together leaders and experts who are building a better information ecosystem that promotes truth, understanding and democracy. By bringing together technologists, organizational leaders and researchers, the meeting seeks to promote knowledge-sharing and accelerate workable solutions to improve the information ecosystem and educational responses to this problem.

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**At this time in human history, there is nothing more important than discussing the impact technology and media have on our world. We must work together to navigate the digital landscape. Conversations such as these are key to moving forward.**

”

Michelle Ciulla Lipkin, Executive Director, NAMLE

### Part 2: A New Paradigm of Co-Creation for ‘Silvers’ (Workshop from 13.30 until 17.00)

\* This session is fully participatory and requires participants to commit to working towards a pledge in an area of interest, with two follow-up virtual meetings.

Many conferences stir up incredible conversations with grand intentions of follow-up. The reality is the energy of the gathering often becomes muted as participants return to their busy lives. Next year will be a pivotal year for global populations with many people calling it “Super Year 2020”. Given the erosion of trust in journalism and the information ecosystem, and with the rise of deepfakes and synthetic media looking “real” by 2020, a global multistakeholder collaboration must join forces to co-create solutions for “silver” media literacy. We invite guests to participate in workshops that prepare participants to actualize their own role in bringing “silver” media literacy to life to support the UN Sustainable Development Goals for 2030.

As the world’s population ages, the size of this group of “silvers” is growing at an unprecedented rate; yet, those in this group are often overlooked in critical discussions that directly impact them.

The GEI Action Lab (Goleman EI) serves as a methodology to create actionable momentum stemming from information sharing and dialogue from conferences and events. Global leaders will have the opportunity to own and move the dialogue forward on how “silver” media literacy can support the UN Sustainable Development Goals. This age group is particularly vulnerable to threats, such as exposure to cyberfraud (SDG #3 health and well-being), limited learning and job opportunities (SDG #4 quality education and lifelong learning) and lack of accessible technology (SDG #11 sustainable communities).

This three-hour EI Action Lab invites an approach that requires participants to do more than just show up for one day. It takes participants through a journey of self-exploration to recognize and activate their agency as they lay the groundwork for action through the framework of Emotional Intelligence (EI) and Goleman EI's 12 Self-Discoveries.

### Location

World Economic Forum  
350 Madison Avenue  
New York, NY 10017 USA

### Time and Date

5 December 08.30 until 17.00

### National Association for Media Literacy Education (NAMLE)

NAMLE is a national non-profit membership association in the United States for educators, academics, activists and students with a passion for understanding how the media we use and create affects our lives and the lives of others. The NAMLE vision is to see media literacy highly valued by all and widely practiced as an essential life skill for the 21st century. NAMLE membership is free for individuals.

### ADL (Anti-Defamation League)

ADL is a leading anti-hate organization that was founded in 1913 in response to an escalating climate of anti-Semitism and bigotry. Today, ADL is the first call when acts of anti-Semitism occur and it continues to fight all forms of hate. A global leader in exposing extremism, delivering anti-bias education and fighting hate online, ADL's goal is a world in which no group or individual suffers from bias, discrimination or hate.

### All Tech Is Human

A catalyst and connector for tech change, All Tech Is Human is an organization committed to uniting a range of stakeholders to tackle the thorniest technological issues facing society. All Tech Is Human is making the tech conversation more inclusive, participatory and multidisciplinary. By creating events, promoting cross-sector collaboration and knowledge-sharing, and curating resources, the organization is a much-needed hub for those desiring a more thoughtful future for technology.

## Meeting agenda and structure

### 08.30 - 09.00 Breakfast

### 09.00 - 09.15 Welcome and Opening Remarks

- DQ Institute, National Association for Media Literacy Education (NAMLE), All Tech Is Human

### 09.15 - 09.45 Keynote Address

When people think about the intersection of technology, democracy and media, Eli Pariser is a name that often comes up first. As the author of *The Filter Bubble* and its related TED talk (with over 5 million views) in 2011, Pariser was a pioneering voice in understanding how the notion of a shared truth can be perverted by algorithms and business incentives. Given the popular discussion about echo chambers and extremism-through-algorithmic-recommendation, Pariser is sought for insight into how we can leverage technology for more democratic societies. He will be discussing his latest research as we head into 2020.

- **Eli Pariser**, Omidyar Fellow, New America Foundation

### 09.45 - 10.30 Roundtable 1: The State of the Information Ecosystem

What is the state of the information ecosystem as we head into 2020? In this roundtable discussion, we assemble experts and leaders across the private and public sectors to paint a thorough and nuanced picture of our current information ecosystem. We will focus on the tension between the rights and responsibilities of individual users, the evolving role of politicians and policy-makers, and the growing sense of responsibility from the tech industry.

- **Karen Kornbluh**, Senior Fellow and Director, Digital Innovation and Democracy Initiative, The German Marshall Fund of the United States
- **Almar Latour**, Publisher, Barron's Group
- **Tony Streit**, Managing Project Director/Director-Chicago Office, Education Development Center, Inc.; President, NAMLE

Moderated by

- **Chris Wiggins**, Chief Data Scientist, The New York Times; Associate Professor of Applied Mathematics at Columbia University

### 10.30 - 10.45 Community Break

### 10.45 - 11.30 Roundtable 2: Technical Challenges and Opportunities

What are the technical solutions that may improve our information ecosystem? Will the growing pressure for tech companies to moderate content mean that platforms with broad legal protection will transition into media channels? Listen and participate in a robust debate on the technical challenges and opportunities for building an information ecosystem better aligned with truth and democracy.

- **Kathryn Harrison**, Founder and CEO, DeepTrust Alliance
- **Mutale Nkonde**, Fellow, Berkman Klein Center for Internet and Society at Harvard University
- **Lynette Owens**, Founder and Global Director, Trend Micro Internet Safety for Kids and Families Program; Board Member, NAMLE
- **Melissa Sassi**, Global Head – IBM Hyper Protect Accelerator and IBM Z Influencer, IBM; Chair – Digital Intelligence Working Group, IEEE SA; Digital Literacy and Readiness Working Group, IEEE Smart Village

Moderated by

- **Justin Hendrix**, Executive Director, NYC Media Lab and RLab

### 11.30 - 12.15 Roundtable 3: Silver Citizens, Misinformation and the Impact on Democracy

While much of the focus of media literacy has been aimed at children and teenagers, here's a startling reality: older Americans (65+) are most likely to vote yet are the age group least likely to be able to distinguish misinformation. Pew Research found that while 3% of 18-29-year olds shared a hoax on social media, 11% of those 65 and older shared a hoax. If a healthy democracy requires the ability to make well-informed decisions without improper influence, we may have a major vulnerability heading into the 2020 US elections and "Super Year 2020" to support the UN SDGs. The roundtable will explore this problem while discussing and debating tools and educational outreach to improve the current situation.

- **Paul M. Barrett**, Deputy Director, New York University Stern Center for Business and Human Rights
- **J. Alison Bryant**, Senior Vice President Research, AARP
- **Alan C. Miller**, Founder and Chief Executive Officer, News Literacy Project
- **Susan Nash**, Visiting Scholar, Stanford Center on Longevity

Moderated by

- **Tom Kamber**, Founder and Executive Director, Older Adults Technology Services (OATS)

### 12.15 - 13.30 Community Lunch

#### 12.30 - 13.30 Lunchtime Fireside Chat: Misinformation and Hate

Much misinformation seeks to exploit or exacerbate divisions between groups and foment hate. While such misinformation is nothing new, the tools to spread it have grown substantially – from deepfakes to coordinated campaigns to bots. This misinformation has led to online harassment campaigns, offline violence and greater group division. How can we counter misinformation that propagates hate? What role do tech companies play in curbing hate speech and false information on their platforms? What can civil society do to ensure misinformation does not continue to foster hate?

- **Jonathan Greenblatt**, Chief Executive Officer and National Director, ADL (Anti-Defamation League)

Moderated by

- **Sree Sreenivasan**, Marshall R. Loeb Visiting Professor of Digital Innovation, Stony Brook University School of Journalism

### 13.30 - 13.45 Community Break

#### 13.45 - 16.45 Goleman EI Action Lab: Emotional Intelligence in Unlocking Personal Agency for Global Impact

Discussion Leaders

- **Justin Hendrix**, Executive Director, NYC Media Lab and RLab
- **Michelle Ciulla Lipkin**, Executive Director, National Association for Media Literacy Education (NAMLE)
- **Alan C. Miller**, Founder and Chief Executive Officer, News Literacy Project

Goleman EI Facilitators

- **Michele Nevaraz**, MSPD, CEO
- **Belinda Chiu**, Ed.D., Head of Education Innovation
- **Michelle Maldonado**, Faculty Member
- **Sasha Dingle**, EICC Program Director
- **Fernando Restoy Rodriguez**, Student Intern

#### 16.45 - 17.00 Reflection

Where do we go from here? By assembling a diverse cross-disciplinary range of experts and leaders to build a better information ecosystem, our aim is to accelerate workable solutions discussed during Misinformation 2020. We will promote knowledge-sharing and improve our educational responses to the threat to a shared sense of truth, the health of our democracy and to achieving the Global Goals for a better world by 2030.

#### About DQ Institute

DQ Institute (DQI) is an international think-tank dedicated to setting global standards for digital intelligence education, outreach and policies. Working together with international agencies and local partners, DQI builds multistakeholder coalitions that advance its mission and help people worldwide.

#### About Goleman EI

Goleman EI, an emotional intelligence (EI) coaching and training organization, offers a suite of one-to-one coaching, online courses and certification programmes built on decades of research. Grounded in its mission to democratize emotional intelligence, the initiative is co-developed by the authority on emotional intelligence, Daniel Goleman, and designed by a team of EI experts led by Goleman EI Chief Executive Officer Michele Nevarez to translate the concepts of EI into a practical format that is accessible to all.

#### Contact:

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## “Misinformation 2020”

### Goleman EI Action Lab: Emotional Intelligence in Unlocking Personal Agency for Global Impact

New York, USA, 5 December 2019

## List of Participants

### Session Leaders

Michael	Phillips	Director, Technology Strategy Integration	AARP
Nataki	Edwards	Senior Vice President of Digital Strategy and Marketing	AARP
Michael	Hodin	CEO	Global Coalition on Aging
Michelle	Ciulla Lipkin	Executive Director	National Association for Media Literacy Education (NAMLE)
Alan C.	Miller	Founder and Chief Executive Officer	News Literacy Project
Justin	Hendrix	Executive Officer	NYC Media Lab and RLab

### Goleman EI

Michele	Nevaraz, SPOD	Chief Executive Officer	Goleman EI
Belinda	Chiu, Ed.D.	Head of Educational Impact	Goleman EI
Sasha	Dingle	EICC Program Director	Goleman EI
Michelle	Maldonado	Faculty Member	Goleman EI
Fernando Restoy	Rodriguez	Student Intern	Goleman EI
Sonya	Carrizales	Student Liaison	Goleman EI

As a registered participant, you are granted access to the full list of participants who are attending this event. It is the policy of the World Economic Forum to safeguard the privacy of its Members and Partners by preventing any misuse of personal data provided to us for the purpose of facilitating contact and dialogue in furtherance of the Forum's mission.

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- Respect the right to privacy and data protection of participants, in accordance with the Regulation (EU) 2016/679 (General Data Protection Regulation) and Swiss data protection law.

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