

Media Literacy

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# Misinformation 2020

## Solutions for 'Silver' Media Literacy

New York, USA 12 September 2019

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### Overview

Misinformation and our inability to critically consume news played an unfortunate role in the 2016 election. False assertions such as "Pope endorses Trump" gained a foothold in our online discourse. The need for media literacy, which had often been relegated to the sidelines, suddenly had a sense of urgency. Given the association between media literacy skills and a healthy democracy, significant energy and resources were aimed at teaching children and teens how to spot "fake news," how to properly consider sources of information, and how to better understand their role in the information ecosystem.

So, here's a sobering 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 3% of 18-29-year-olds were prone to share a hoax on social media, compared to 11% of those 65 and older. If a healthy democracy requires the ability to make well-informed decisions free from improper influence, we may have a major vulnerability heading into the 2020 US elections. It's time that media literacy education was directed towards those 65 and older.

On the day of the next Democratic presidential debate, join the conversation with fellow colleagues on how to support our oldest generation through this new wave of communication and technology change. Special guests include:

- **Gerry Baker**, Editor at Large, The Wall Street Journal
- **Ann Rosenberg**, Senior Vice-President for UN Partnerships at SAP and Global Head of SAP Next-Gen and SAP University Alliances, SAP
- **Michelle Ciulla Lipkin**, Executive Director, National Association for Media Literacy Education (NAMLE)
- **Susanna Pollack**, President, Games for Change
- **David Ryan Polgar**, Founder, All Tech is Human

### Location

World Economic Forum  
350 Madison Avenue  
New York, NY 10017  
The Big Apple

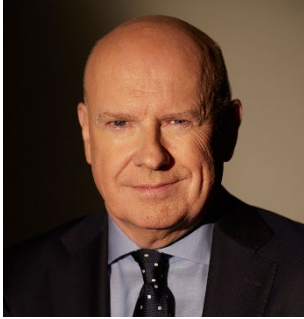
### Time and Date

12 September 14.00 - 15.00

## About DQ Institute:

DQ Institute (DQI) is an international think-tank that is dedicated to setting global standards for digital intelligence education, outreach and policies. Working together with international agencies and local partners, DQI builds multi-stakeholder coalitions that advance its mission and help people worldwide. DQI's award-winning educational programs include the #DQEveryChild initiative, which seeks to empower one billion children with digital intelligence education.

## Speaker Bios



**Gerry Baker**  
Editor At Large  
The Wall Street Journal

Gerard Baker is Editor At Large of The Wall Street Journal. He writes columns and commentary for the Journal. He is also the host of “WSJ at Large with Gerry Baker,” a weekly news and current affairs interview show on the Fox Business Network.

Mr. Baker previously served as Editor in Chief of The Wall Street Journal and Dow Jones from 2013 to 2018. Before that, Mr. Baker was Deputy Editor in Chief of The Wall Street Journal. He has been a journalist for more than 30 years, writing and broadcasting for some of the world's most famous news organizations, and also has the distinction of being the first British citizen to moderate a US presidential debate when he co-hosted a Republican primary debate in November 2015 that was watched live by more than 15 million people

Mr. Baker was previously Deputy Editor in Chief of The Wall Street Journal from 2009-2013. Before joining the Journal, Mr. Baker was the U.S. Editor and an Assistant Editor of The Times of London, where he wrote news and commentary for Britain's longest continuously published newspaper and oversaw U.S. coverage for the paper and online editions.

From 1994 to 2004, Mr. Baker worked for the Financial Times, first as Tokyo Correspondent, where he wrote about the country's financial crisis, and then, from 1998 to 2002, as Washington Bureau Chief, where he led a team of 10 correspondents and provided extensive reporting and analysis of the Federal Reserve. From 2002 to 2004, he was the FT's Chief U.S. Commentator and an Associate Editor.

Before joining the FT, Mr. Baker worked for the BBC from 1988 to 1994, as a producer, then as U.S. producer, and finally as Economics Correspondent for TV and radio.

In addition to the Journal, the FT, The Times and the BBC, Mr. Baker's work has appeared in many other publications, and he has been a frequent television and radio contributor in the UK, the U.S. and around the world.

Mr. Baker started his working life in the financial sector, first as an analyst at the Bank of England, then as an economist at Lloyds Bank in the city of London.

He was educated at Corpus Christi College, Oxford University, where he graduated in 1983 with a First Class Honors Degree in Philosophy, Politics and Economics.



**Ann Rosenberg**  
Senior Vice President for UN  
Partnerships at SAP &  
Global Head of SAP Next-  
Gen and SAP University  
Alliances

Ann Rosenberg leads SAP Next-Gen, a purpose driven innovation university and community aligned with SAP's commitment to the Sustainable Development Goals and supporting SAP's 425,000+ customers across 25 industries and 7 lines-of-business in 180+ countries.

The community leverages 3,600+ educational institutions in 117 countries, 130+ SAP Next-Gen labs/hubs at universities and at partner and SAP locations, 110+ SAP Next-Gen Chapters, 25+ innovation communities through a partnership with Startup Guide, a growing global network of 30+ FQ Lounges, the Home of Equality @ Campuses in a partnership with The Female Quotient, as well as startups, accelerators, tech community partners, venture firms, impact investors and philanthropists, futurists, and purpose driven institutions. The community also leverages SAP's 100+ innovation and development centers and SAP's network of 18,800+ partner companies.



**Michelle Ciulla Lipkin**  
Executive Director  
National Association for  
Media Literacy Education  
(NAMLE)

Michelle Ciulla Lipkin is the Executive Director of the National Association for Media Literacy Education. As Executive Director, Michelle has helped NAMLE grow to be the preeminent media literacy education association in the U.S. She launched the first ever Media Literacy Week in the U.S., developed strategic partnerships with companies such as Trend Micro, Nickelodeon, and Twitter, and restructured both the governance and membership of the organization. Since she began her tenure as Executive Director, NAMLE has grown from 300 members to almost 6,000. She has overseen four national conferences and done countless appearances at conferences and in the media regarding the importance of media literacy education. Since 2017, Michelle has advocated for greater media literacy education through CNN, PBS News Hour, NPR, The New York Times, and Al Jazeera English.

Michelle began her career in children's television production, in various roles on both corporate and production teams. She earned both her undergraduate and graduate degrees from New York University. Michelle focused her grad work on children and television where she caught the "media literacy bug". After graduate school, Michelle worked as a facilitator for The LAMP (Learning about Multimedia Project) teaching media literacy and production classes for Pre-Kindergarten to 5th grade students. Michelle is currently an adjunct lecturer at Brooklyn College in the TV/Radio department where she teaches media literacy.



**Susanna Pollack**  
President  
Games for Change

Susanna Pollack is the President of Games for Change, the leading global advocate for the power of games and immersive media as drivers of social impact. In her role there, she produces the annual G4C Festival, the largest industry gaming event in New York, dubbed by national media as "the Sundance of video games." In 2017, Susanna launched XR for Change Summit as a part of the Festival to explore how VR/AR/MR technologies are offering radical new ways to create social impact.

Susanna works closely with organizations that are actively pursuing digital and immersive media to further their public or CSR mission. On behalf of clients including American Express Foundation, United Nations, Women's Sports Foundation, Autodesk, Carnegie Foundation, Ad Council and Princeton University, she has initiated dozens of programs to advance the games for good sector.

Susanna's passion and commitment to Learning and Education led her to develop the G4C Student Challenge with the NYC Department of Education in 2015. Under Susanna's leadership, the program has expanded nationally and currently runs in NYC, Los Angeles, Detroit and Atlanta reaching over 15,000 students. Susanna also launched the Games for Learning Summit with collaboration from the US Department of Education and the Entertainment Software Association. Now an annual event, the gathering attracts educators, policy makers, game studios and publishers to explore how games can be more effectively used in the classroom.



**David Ryan Polgar**  
Founder and  
Executive Director  
All Tech is Human

David Ryan Polgar is a pioneering tech ethicist who paved the way for the hotly-debated issues around Facebook, AI ethics, unintended consequences, digital wellbeing, and what it means to be human in the digital age. He has appeared on CBS This Morning, BBC World News, Fast Company, SiriusXM, Associated Press, the Washington Post's "Can He Do That?" podcast, and many others. An international speaker with rare insight into building a better future with technology, David has been on stage at Harvard Business School, Princeton University, The School of the New York Times, TechChill (Latvia), The Next Web (Netherlands), FutureNow (Slovakia), and the Future Health Summit (Ireland).

David is the founder and executive director of All Tech Is Human, which is an accelerator for tech change. All Tech Is Human speeds up the process of progress by uniting multiple stakeholders, promoting knowledge-sharing and collaboration, and developing a hub for the tech change ecosystem. All Tech Is Human unites a broad range of technologists, academics, artists, advocates, policymakers, and students to co-create a more thoughtful future towards technology.

David is a frequent consultant and tech commentator, co-host of the podcast Funny as Tech, and an advisor for Hack Mental Health, the Technology and Adolescent Mental Wellness (TAM) program, and #ICANHELP--all committed to using tech for good.

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