

## Your response

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<p><b>Question 1:</b> Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence.</p>	<p>Confidential: No</p> <p><b>Response and Evidence:</b></p> <p>Yes, I agree with your proposals in the "Research, Evidence, and Evaluation" section. My research on the use of natural language processing (NLP) and network science to understand and counteract the spread of fake news and misinformation strongly aligns with Ofcom's approach. Utilizing advanced machine learning models, can significantly enhance the credibility and accuracy of news dissemination, supporting Ofcom's efforts to improve media literacy through innovative research methods. The structural dynamics within networks, as highlighted in my research (<a href="https://ieeexplore.ieee.org/abstract/document/10058933">https://ieeexplore.ieee.org/abstract/document/10058933</a>), provide a deep understanding of how misinformation spreads. This can inform Ofcom's strategies to enhance critical engagement with news content and support the broader objective of maintaining news integrity, particularly through the development of evaluation toolkits for media literacy programs.</p> <p><b>Unique Contribution:</b> I can offer specialized workshops and training sessions based on my research findings for Ofcom's team and other stakeholders. These sessions would focus on understanding and applying network science and machine learning techniques to detect and counteract misinformation more effectively.</p>
<p><b>Question 2:</b> Do you agree with our proposals in this section for working with platforms? Please explain your reasons and provide any relevant supporting evidence</p>	<p>Confidential: No</p> <p><b>Response and Evidence:</b></p> <p>Yes, I support your proposals for "Engaging Platforms." In my published written evidence to the UK Parliament (<a href="https://committees.parliament.uk/written-evidence/128179/html/">https://committees.parliament.uk/written-evidence/128179/html/</a>), I emphasized the need for a comprehensive digital charter to hold online platforms accountable for their content. This underscores the importance of Ofcom's strategic approach to platform engagement, which aims to promote transparency and col-</p>

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	<p>laborative efforts to counter misinformation. Implementing AI-driven models for rumour management, as my research suggests, could significantly enhance platform contributions to media literacy.</p> <p>The use of influence maximization and the Susceptible-Infected-Recovered-Anti-spreader (SIRA) model (<a href="https://link.springer.com/article/10.1007/s00500-022-07397-x">https://link.springer.com/article/10.1007/s00500-022-07397-x</a>) in my work offers strategic methods for platforms to mitigate the spread of fake news effectively. These models could be integrated into Ofcom's framework to encourage platforms to adopt robust measures for rumour management and misinformation containment.</p> <p><b>Unique Contribution:</b> I can collaborate with Ofcom to develop a series of guidelines and frameworks for platforms, incorporating AI and network science to detect and manage misinformation. Additionally, I am ready to engage in dialogue with digital platforms to share these insights and support the implementation of these strategies.</p>
<p><b>Question 3:</b> Do you agree with our proposals in this section? Please explain your reasons and provide any relevant supporting evidence. We are particularly interested in any views and evidence about whether a Media Literacy Week would be impactful.</p>	<p>Confidential: No</p> <p>Yes, and incorporating my recommendations can enrich Ofcom's strategy for "People and Partnerships," especially regarding Media Literacy Week. My advocacy for AI literacy and comprehensive public education campaigns aligns with your initiatives. Developing a broad AI literacy policy, as I have suggested in my research work (<a href="https://www.ijaresm.com/conceptualizing-ai-literacy-educational-and-policy-initiatives-for-a-future-ready-society">https://www.ijaresm.com/conceptualizing-ai-literacy-educational-and-policy-initiatives-for-a-future-ready-society</a>), can bridge the gap between technological advancements and public understanding, enhancing the effectiveness of media literacy programs in combating misinformation. The focus on AI literacy and the integration of AI tools for rumour detection, as discussed in my work, supports Ofcom's efforts to expand training and partnerships. These initiatives can help develop more effective strategies for enhancing media literacy, particularly in preparing the public and media professionals to identify and mitigate misinformation.</p> <p><b>Focused Contributions:</b></p>

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	<p>1. <b>AI Literacy Development:</b> I propose to assist Ofcom in rolling out a nationwide AI literacy program. This initiative would include:</p> <ul style="list-style-type: none"> <li>• <b>Curriculum Development:</b> Creating educational materials and modules that explain AI technologies' role in news production and consumption.</li> <li>• <b>Training Sessions:</b> Conducting seminars and workshops to educate the public, media professionals, and educators on AI's impact on media and the tools available to mitigate misinformation.</li> <li>• <b>Public Awareness Campaigns:</b> Launching comprehensive campaigns to enhance public understanding of AI and its use in media, ensuring that people are equipped to critically assess and engage with content.</li> </ul> <p><b>Planned Campaign Title:</b></p> <p><i>"Become a MiLi Champ with AI Empower!"</i></p> <p><b>Tagline:</b></p> <p>"Transform into a Media Literacy Champion with AI Empower!"</p> <p><b>Campaign Details:</b></p> <p>Unlock your potential and navigate the digital world with confidence! Join us in the <i>"Become a MiLi Champ with AI Empower"</i> campaign and transform how you interact with media. AI Empower is here to guide you through the maze of digital information, enhancing your ability to discern, analyze, and use media effectively with the help of Artificial Intelligence.</p> <p><b>Why Join?</b></p> <ol style="list-style-type: none"> <li>i. <b>Understand AI's Role:</b> Learn how AI can be your ally in identifying misinformation and making informed decisions.</li> <li>ii. <b>Boost Your Skills:</b> Enhance your media literacy with tools and tips powered by AI.</li> <li>iii. <b>Stay Informed:</b> Get the latest on how AI is transforming media consumption for the better.</li> <li>iv. <b>Interactive Learning:</b> Participate in workshops and webinars that make you a savvy digital citizen.</li> </ol>

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	<p>v. Community of Champs: Join a community dedicated to safe and smart media use, and share your journey to becoming a MiLi Champ!</p> <p><b><i>Be Smart, Be Informed, Be a MiLi Champ!</i></b></p> <p><b>2. Educational Program Enhancement:</b></p> <ul style="list-style-type: none"> <li>• <b>Bridging Gaps:</b> I aim to develop and provide educational tools that cater to diverse learning needs, including resources for schools, adult education, and vulnerable groups.</li> <li>• <b>Teacher and Educator Support:</b> Working with educational institutions to incorporate media literacy into the curriculum, focusing on critical thinking, digital literacy, and the responsible consumption of information.</li> </ul> <p><b>3. Research Application in Media Literacy:</b></p> <ul style="list-style-type: none"> <li>• <b>Practical Application of Research:</b> Utilizing findings from my work on influence maximization and the Susceptible-Infected-Recovered-Anti-spreader (SIRA) model to develop strategies that media organizations can use to enhance the integrity of information dissemination.</li> <li>• <b>Collaborative Research Initiatives:</b> Engaging in joint research projects with Ofcom and other stakeholders to continuously update and refine media literacy strategies based on the latest scientific insights.</li> </ul> <p><b>4. Strategic Partnerships and Community Engagement:</b></p> <ul style="list-style-type: none"> <li>• <b>Building Coalitions:</b> Establishing partnerships with tech companies, educational bodies, and community organizations to broaden the scope and impact of media literacy initiatives.</li> <li>• <b>Support for Vulnerable Groups:</b> Tailoring programs to meet the specific needs of groups such as older adults, children, and those with disabilities, ensuring equitable access to media literacy resources.</li> </ul>

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	<p>5. <b>Advocacy and Policy Support:</b></p> <ul style="list-style-type: none"> <li>• <b>Media Literacy Week:</b> Advocating for the implementation of a Media Literacy Week, as suggested in my work. This would be a focused campaign to elevate public awareness, involving a series of events, workshops, and collaborative efforts across various sectors to highlight the importance of media literacy.</li> <li>• <b>Policy Development Support:</b> Offering expertise to help shape policies that foster a more informed and resilient public, ensuring that media literacy strategies are comprehensive, inclusive, and adaptive to the evolving digital landscape.</li> </ul>
<p><b>Question 4:</b> Do you agree with our assessment of the potential impact on specific groups of persons?</p>	<p>Confidential: No</p> <p>Yes, I agree with your assessment of the potential impact on specific groups of persons. While I have not conducted direct research into the differential impacts of misinformation on these vulnerable groups, I recognize the importance of targeted interventions to support them effectively. Based on my broader work and expertise in media literacy, I am enthusiastic about contributing to and enhancing Ofcom's efforts to support these groups.</p> <p><b>Unique Contribution:</b></p> <ol style="list-style-type: none"> <li>1. <b>Supportive Collaboration:</b> I am committed to collaborating with Ofcom and other stakeholders to ensure that our media literacy initiatives are tailored to meet the unique needs of specific groups, including those experiencing financial disadvantage, older adults, children, and individuals with disabilities. My broad understanding of media literacy challenges and opportunities will help guide these efforts.</li> <li>2. <b>Knowledge Sharing and Application:</b> Even though my research has not specifically focused on these groups, my extensive work in AI and network science provides a strong foundation for understanding how misinformation spreads and affects various populations. I can share insights and strategies that will help Ofcom more accurately identify and address the media literacy needs of these groups.</li> </ol>

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	<p><b>3. Development of Inclusive Interventions:</b> I am ready to assist in the development and implementation of inclusive interventions that consider the vulnerabilities and specific needs of these populations. This approach ensures that media literacy initiatives are comprehensive, effective, and sensitive to the diverse experiences of all community members.</p> <p><b>4. Advocacy and Engagement:</b> I will advocate for and contribute to initiatives that ensure equitable access to media literacy resources and support for vulnerable groups. My goal is to help build a media literacy framework that is not only robust but also adaptive and responsive to the needs of these groups, enhancing their ability to navigate the digital landscape safely and confidently.</p>
<p><b>Question 5:</b> Do you agree with our assessment of the potential impact of our proposals on the Welsh language?</p>	<p>Confidential: No</p> <p>Yes, and while my research has not specifically targeted the Welsh language, the principles of inclusivity and comprehensive policymaking I advocate are highly applicable. I support thoughtful interventions to promote and respect linguistic diversity as part of media literacy.</p>