



MEDIA LITERACY & EXTREMISM PROGRAMME

SOCIAL IMPACT REPORT

SOUTHWARK COUNCIL

**JANUARY - MARCH
2023**



Introduction

Shout Out UK (SOUK) is a multi-award winning social enterprise dedicated to increasing democratic participation and civic engagement in order to create a positive change in society. We deliver Political Literacy and Media Literacy education to young people and adults around the country, both on and offline via direct facilitation and through our signature E-portal.

We have worked in over 1,000 educational facilities since 2015 to deliver our youth programmes, and have worked in 9 councils to administer our Continuing Professional Development (CPD) Media Literacy & Extremism programme for practitioners. This experience has rendered us experts in designing programmes that engage and empower both young people and professionals to engage in active citizenship, and to develop the skills and resilience required to critically interpret information online.

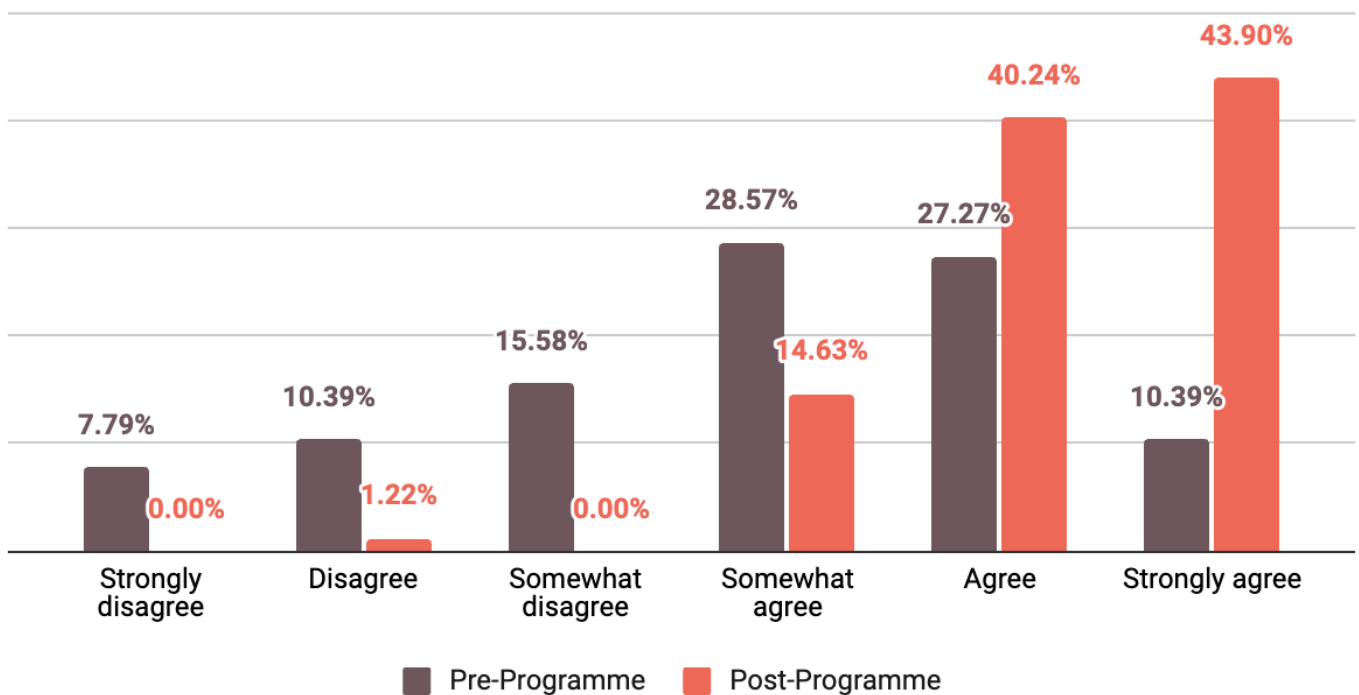
The following document is a report highlighting the progress and behavioral change made by 157 students in Southwark during the delivery of our Media Literacy & Extremism workshops. The targeted student demographic consisted of 60% African/Caribbean, 15% British, 15% Asian, 10% Mixed heritage. This programme aimed to educate students on mis, dis, and mal-information and build their resilience towards it through the encouragement of their critical thinking skills.

The data showcased in the subsequent sections of this report highlight the key statistics achieved by our programme participants, and the full data set for our programmes can be made available as an excel attachment in addition to this report.



Key Statistics

Fig. 1 "I am aware of disinformation from the far-right"



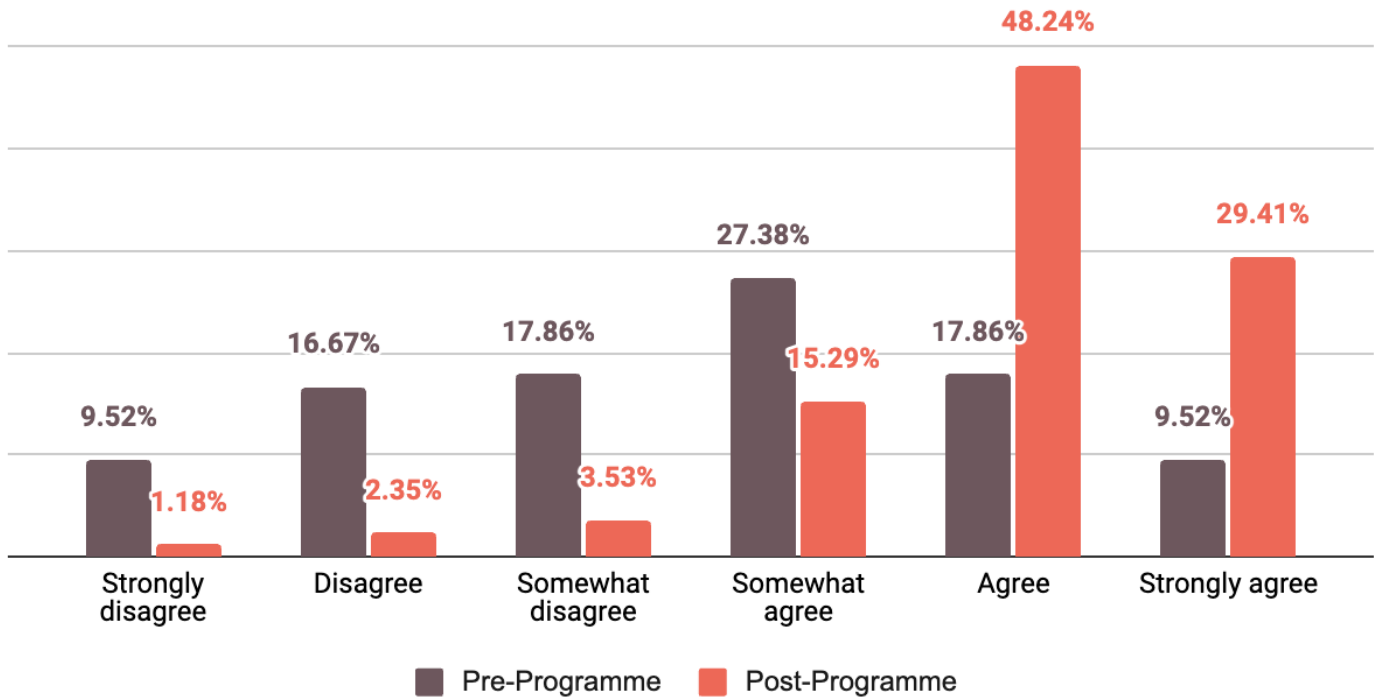
In our pre-programme survey, 18.18% of participants either “Strongly Disagreed” or “Disagreed” with the statement “I am aware of disinformation from the far right,” while 37.66% either “Strongly Agreed” or “Agreed.”

In our post-programme survey, the proportion of participants who either “Strongly Disagreed” or “Disagreed” with the statement made up 1.22% of all respondents, while the proportion of students who either “Strongly Agreed” or “Agreed” made up 84.14% of all respondents.

These statistics demonstrate a significant increase in students who are now conscious of disinformation and how extremist far-right groups use this as a tool to recruit members.



Fig. 2 "I am aware of how to prevent the spread of extremist disinformation online"

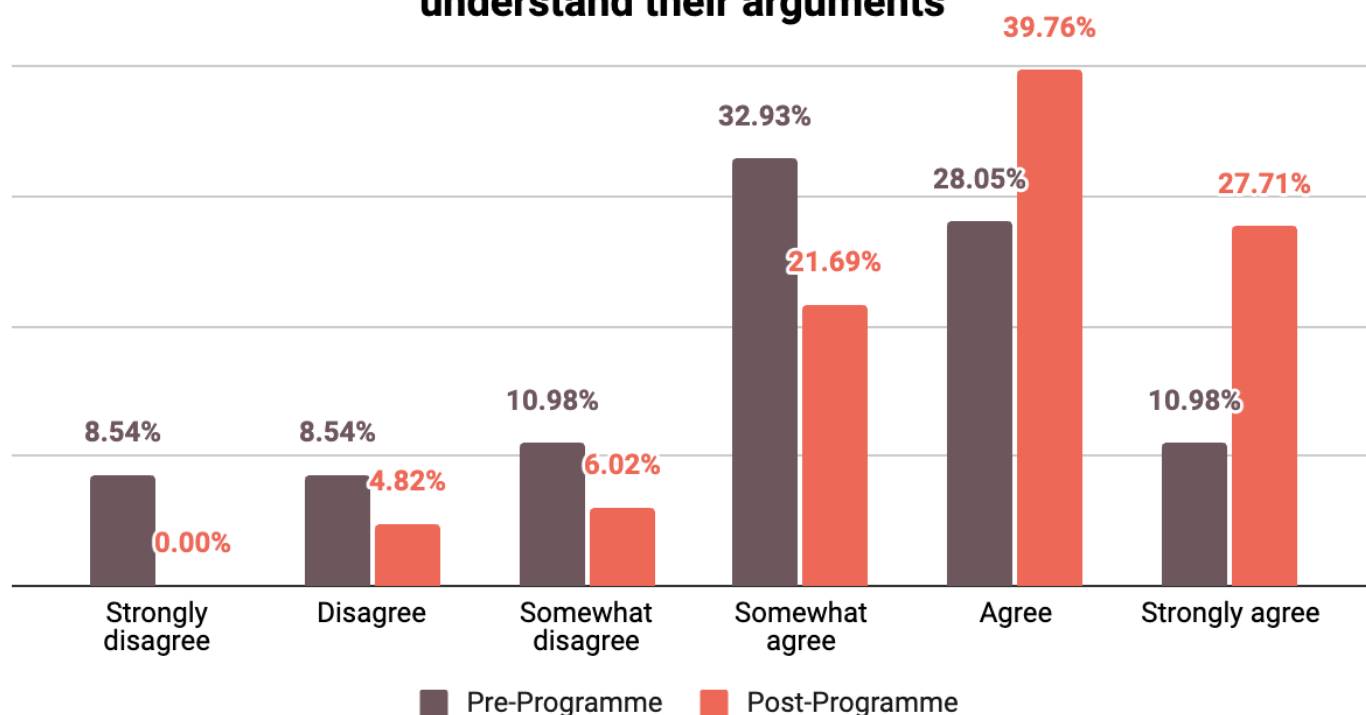


In our pre-programme survey, 26.19% of participants either “Strongly Disagreed” or “Disagreed” with the statement “I am aware of how to prevent the spread of extremist disinformation online,” whereas 27.38% either “Strongly Agreed” or “Agreed”.

In our post-programme survey, the proportion of participants who either “Strongly Disagreed” or “Disagreed” with the statement, made up 3.53% of all respondents, while the proportion of students who either “Strongly Agreed” or “Agreed” made up 77.65% of all respondents.

These statistics highlight a notable improvement in students' understanding and ability to target extremist information that they are exposed to online and combat the spread of disinformation.

Fig. 3 "I check the credibility of online articles, for example by trying to understand their arguments"



In our pre-programme survey, 17.08% of participants either “Strongly Disagreed” or “Disagreed” with the statement “I check the credibility of online articles, for example by trying to understand their arguments,” while 39.03% either “Strongly Agreed” or “Agreed.”

In our post-programme survey, the proportion of participants who either “Strongly Disagreed” or “Disagreed” with the statement made up 4.82% of all respondents, while the proportion of students who either “Strongly Agreed” or “Agreed” made up 67.47% of all respondents.

These statistics demonstrate a significant increase in students questioning the trustworthiness of online articles and the intent behind them - displaying the use of key critical thinking skills.

Conclusion

The above report highlights some key insights into the impact of the Media Literacy & Extremism student workshops which we delivered in Southwark in 2023. Following students' participation in the Media Literacy & Extremism workshops, participants exhibited a notable improvement in their ability to recognise and target mis, dis, and malinformation – specifically through the encouragement of their critical thinking and emotional resilience toward what they are exposed to online. Thus, it is clear that the aim of the programme was achieved through the delivery conducted in Southwark, and that participants can now successfully navigate the information they consume online with confidence.

Moving forward, we plan to build on these results, and carry on with our efforts to help students understand media literacy, as well as develop the positive behaviours and attitudes required to critically interpret information.