



The Future is Here: Artificial Intelligence, Journalism and the Growing Need for Media...



Vital, Meghan (TR Communications)
Manager, Communications

Published 12/7/2023

*"The speed at which technology has changed is underrated." - Michelle Ciulla Lipkin,
Executive Director - NAMLE*

The mission of Media Literacy Week is to highlight the power of media literacy education and its essential role in education. The theme for U.S. Media Literacy Week celebrates one of the five components of media literacy's definition each day of Media Literacy Week: Access, Analyze, Evaluate, Create, and Act. With the emergence of artificial intelligence, critical thinking and media literacy are key skills that are needed in today's world.

On October 27th, we celebrated our 8th Media Literacy Week event with our partners at the [National Association for Media Literacy Education \(NAMLE\)](#). Students from NYC iSchool, Business of Sports HS and Somers High School traveled to our NYC office to take part in this three hour event. During the event, Michelle Ciulla Lipkin, Executive Director - NAMLE and Donnell Probst, Deputy Director - NAMLE spoke to the students about media literacy and artificial intelligence. They explained the importance of being critical thinkers when analyzing and evaluating all forms of media, especially with the increase of artificial intelligence. Christina Anagnostopoulos, Fact Checking Editor - Reuters also discussed the importance of fact checking to help verify images and stories online. She shared tips on how to check for accuracy, including searching for the original source, looking at the sync of lip movement in videos, skewed graphics, etc. Christina then shared multiple examples of real and fake photos for students to put their skills to use.

After a quick break, it was time for the panel discussion. The panelists included Tara Garcia Mathewson, Reporter - The Mark Up, Arlyn Gajilan, Digital News Editor -

Reuters and Darragh Worland, Senior VP of Creative Strategy - News Literacy Project. They discussed how AI will impact journalism and transform the media industry, AI generated social media posts, and how we as news consumers should navigate the ever-changing world of A.I.

The students were very engaged from start to finish and left the event with a better knowledge of media literacy, tips and tricks to differentiate between real vs fake photos and positives and drawback of artificial intelligence.

Special thanks to: Kellie Wellmann, Heather Carpenter, Ramisa Tasnim and our speakers.

