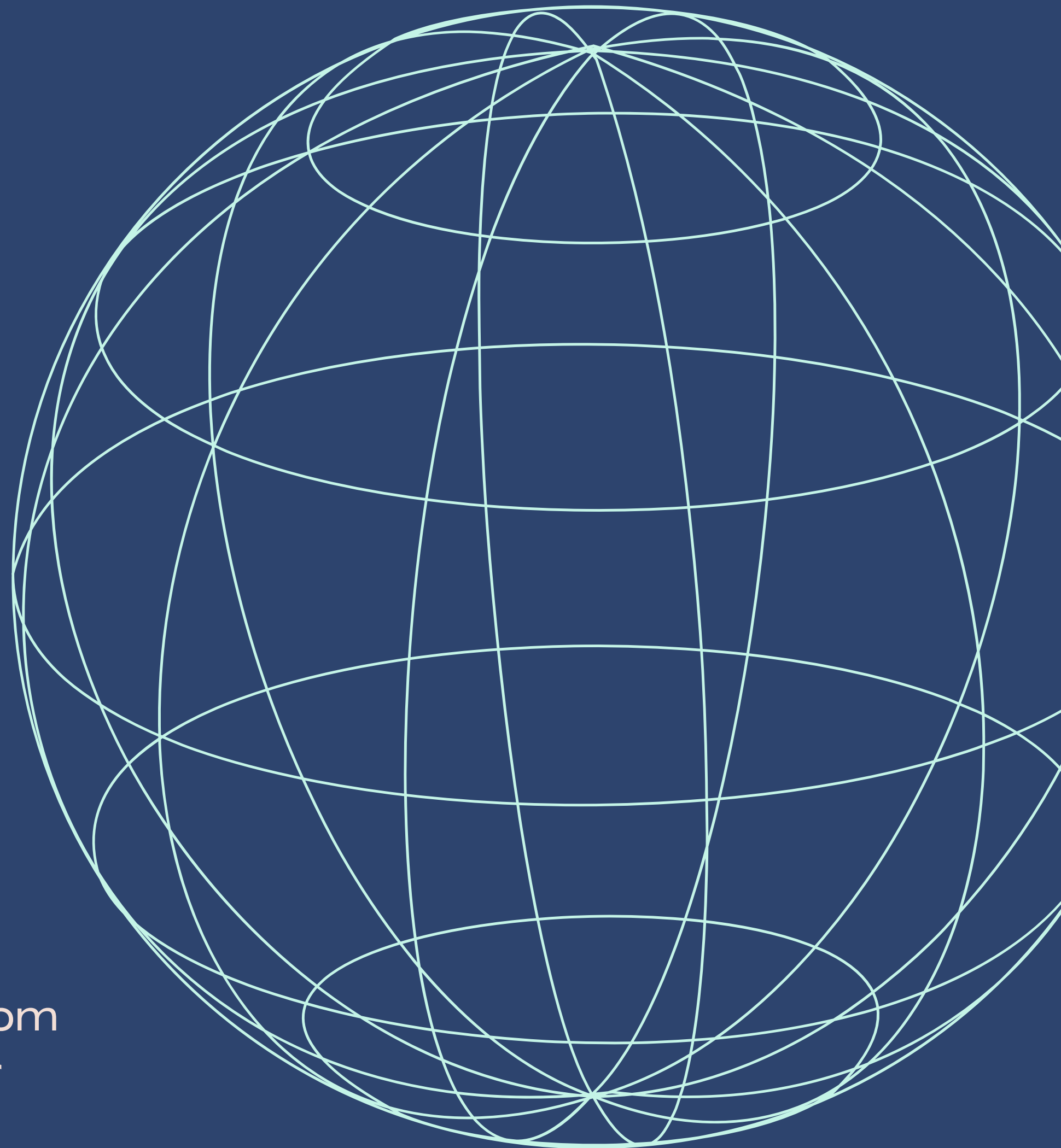
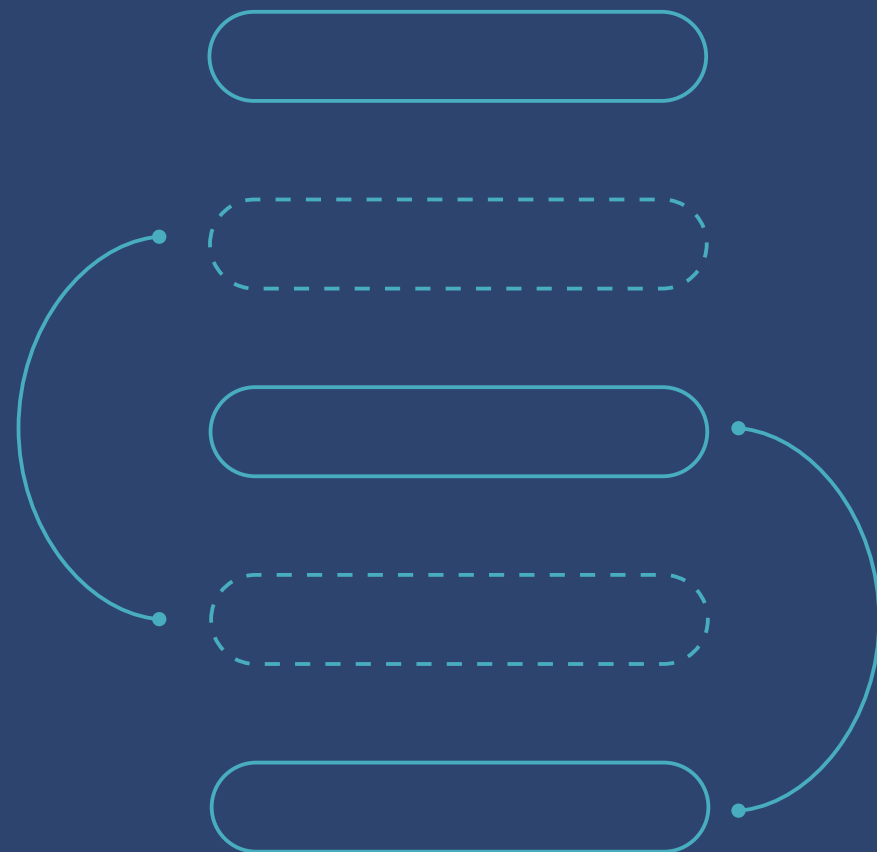


HOW MEDIA LITERACY CAN RESPOND TO GROWING POPULISM

Thomas Sparrow -- thomassparrow@gmail.com
Correspondent / Fact Checker / Media Trainer



Outline



1

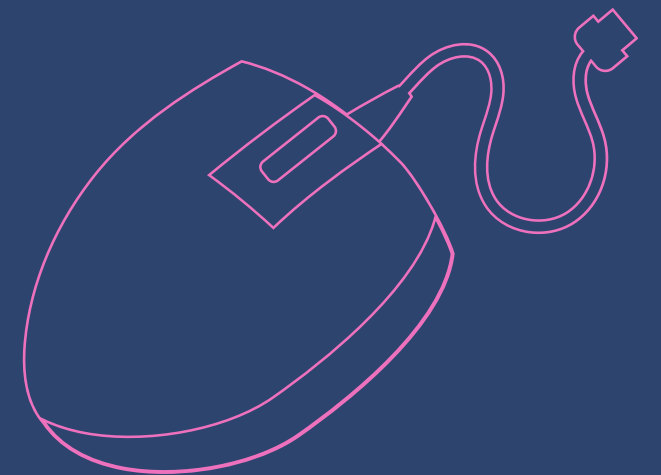
Populism and artificial intelligence

2

Populism and social media

3

The role of media education



**When
two worlds
collide:**

**AI and
populism**



When
two worlds
collide:

AI and
populism



When
two worlds
collide:

AI and
populism



AI-generated political content

“Softfakes”
are increasingly
used in
(populist)
political
campaigns

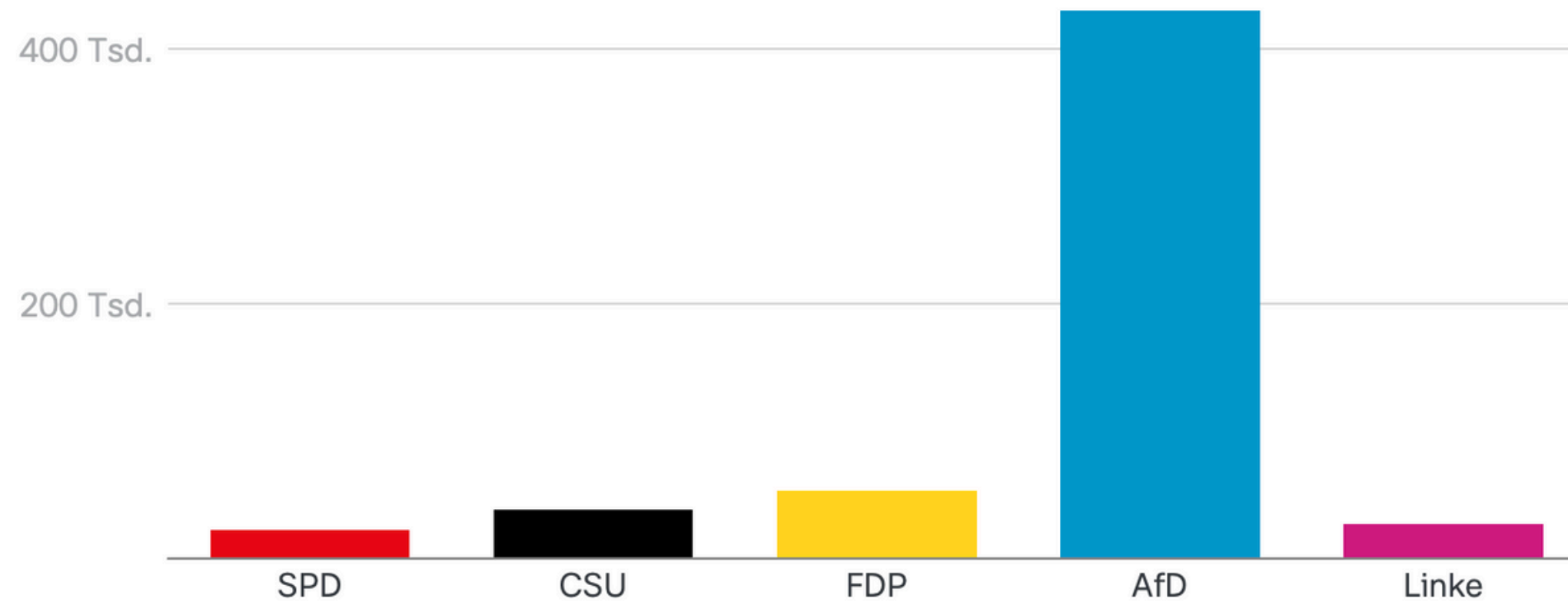
Populist
parties
particularly
successful on
social media

AI-generated
content
especially
targetting
young
audiences



Populism and social media

Impressionen pro TikTok-Post*

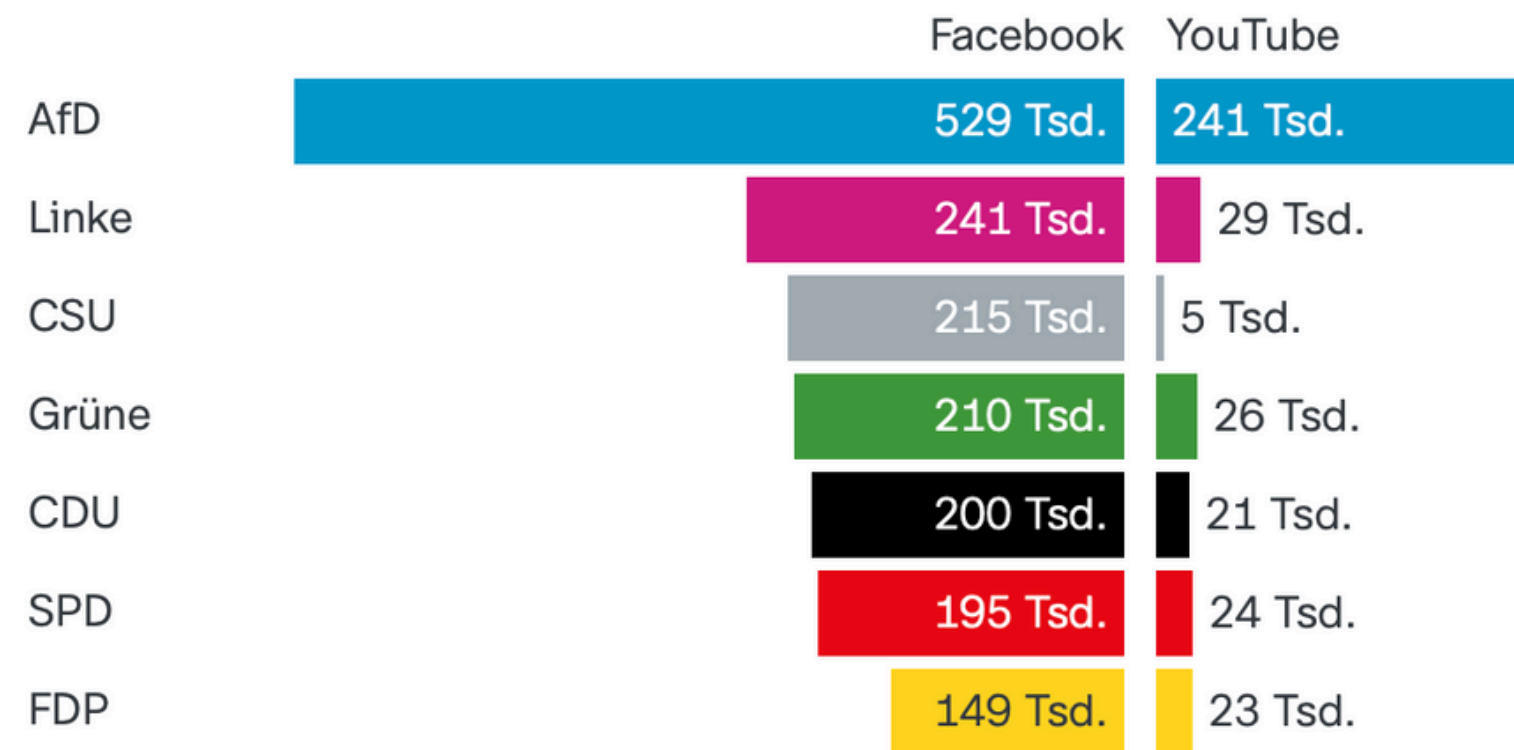


**TikTok-Kanäle der damaligen Bundestagsfraktionen, Unionsfraktion erst seit Dezember 2023 auf TikTok, darum Daten des CSU-Kanals ausgewertet, Erhebungszeitraum Januar 2022 bis Dezember 2023*

Grafik: ZDFheute • Quelle: Erhebung Johannes Hillje

Populism and social media

Zahl der Fans und Abonnenten*



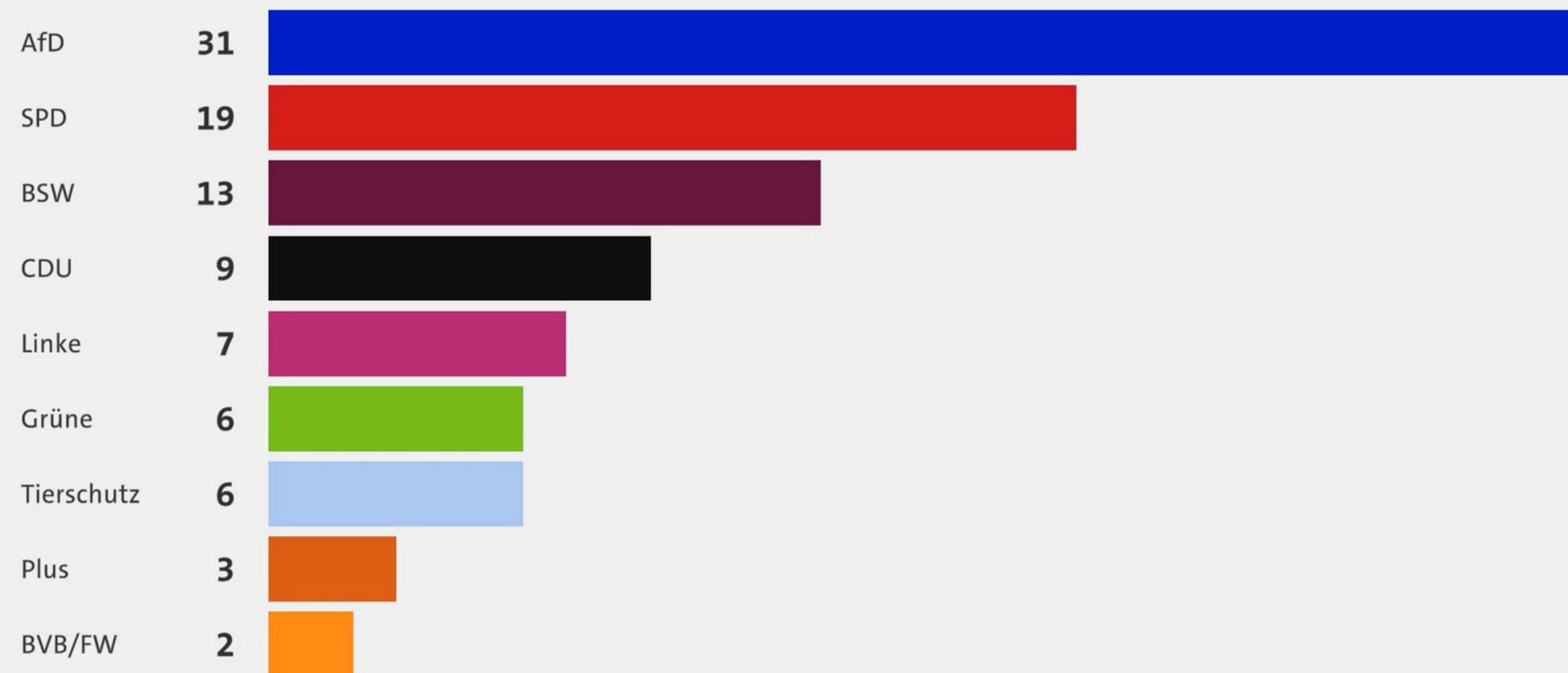
*Stand Dezember 2023

Grafik: ZDFheute • Quelle: Erhebung Johannes Hillje

Populism and social media

Landtagswahl Brandenburg 2024

Stimmanteile bei 16-24-Jährigen



What role media education plays

An increased, more active focus on media literacy in schools and universities can help students make more informed political decisions





A more active focus

- 1 Media education beyond “project days” at school
- 2 Media education as integral part of school curricula
- 3 Greater focus on AI bias and disinformation
- 4 Frequent update on platforms and technologies
- 5 Don't forget the basics!

