

# Truth Matters:

*Strategies for Combating  
Manipulated Realities*

March 13, 2019

Helsinki Central Library Oodi, Maijansali  
Töölönlahdenkatu 4, Helsinki

**#TruthMattersHelsinki**



**FULBRIGHT FINLAND  
FOUNDATION**

**WRITTEN AND VISUAL CONTENT** is used to communicate, inform and influence, and to shape collective ideas about people, politics and public policy. Misinformation, manipulated videos and images spread on multiple platforms.

How can we distinguish between true and false information, and how does the manipulation of videos and images exponentially increase this challenge? What are the implications to our societies and to our democratic institutions?

**9:30**

**Welcome Remarks**

**Terhi Mölsä**, CEO, Fulbright Finland Foundation

**Keynote Speech: Understanding Visual Mis- and Disinformation**

**Farida Vis**, Director, Visual Social Media Lab; Professor of Digital Media, Manchester School of Art

**10:45-12:15**

**Panel Discussion: “Manipulated Realities - Threat to our Democracy?”**

MODERATOR:

**Mari K. Niemi**, Director, Innovation and Entrepreneurship InnoLab, University of Vaasa; Docent in Contemporary History, specializing in Political Communication

PANELISTS:

**Päivi Anttikoski**, Director General, Government Communications, Prime Minister’s Office, Finland

**Jarno Limnäll**, Professor of Cybersecurity at Aalto University, Adjunct Professor at the National Defence University, University of Jyväskylä and Tampere University of Technology

**Barbara McCormack**, Vice President of Education, Freedom Forum Institute, Newseum, Washington, D.C.

**Mikko Salo**, Faktabaari (FactBar) Co-Founder; Member of the European Commission’s High-Level Group on Fake News and Online Disinformation

**Olli Seuri**, Journalist, YLE Finland’s national public broadcasting company; Journalist of the Year 2018

**12:15-13:30**

**Lunch Break**

Through a keynote and a panel with Finnish and international experts, followed by hands-on workshops, **THE SEMINAR FOCUSES ON THE CHALLENGES OF MANIPULATED CONTENT**, and aims to identify strategies and outline concrete actions that can be taken to prevent and combat threats caused by manipulated realities. The two parallel workshops in the afternoon focus on fact-checking for educators and future voters, and discuss ways to teach skills to recognize misinformation.

### **13:30-15:20 Parallel Workshops**

Both workshops are appropriate for educators, journalists, students, library and information specialists, and for the general public.

#### **Workshop 1: Judging Fact from Fiction and Everything in Between**

**Barbara McCormack**, Vice President of Education, Freedom Forum Institute, Newseum, Washington, D.C.

- Review definition of freedom of press and explain how it functions in today's society
- Discuss rights/law from ethics/responsibilities
- Analyze print, television and online media for accuracy, fairness, and clarity
- Review different sources of news and information and how the source can influence the content
- Discuss the current and possible future trends in the media environment

#### **Workshop 2: Faktabaari EDU Toolkit - Fact-checking for Educators and Future Voters**

**Mikko Salo**, Faktabaari (FactBar) Co-Founder; Member of the European Commission's High-Level Group on Fake News and Online Disinformation

**Kari Kivinen**, Head of the Lycée franco-finlandais d'Helsinki

### **15:20 Workshops End**

### **15:30-17:30 Reception (*by invitation only*)**

The Fulbright Finland Foundation extends a special welcome to the Fulbright grantees and alumni from the Baltic and Nordic countries who are attending the Truth Matters Seminar as participants of the Fulbright Finland Foundation's regional *Nordic-Baltic Fulbright Initiative*.

## JOIN IN THE DIALOGUE! #TruthMattersHelsinki

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### THANK YOU!

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