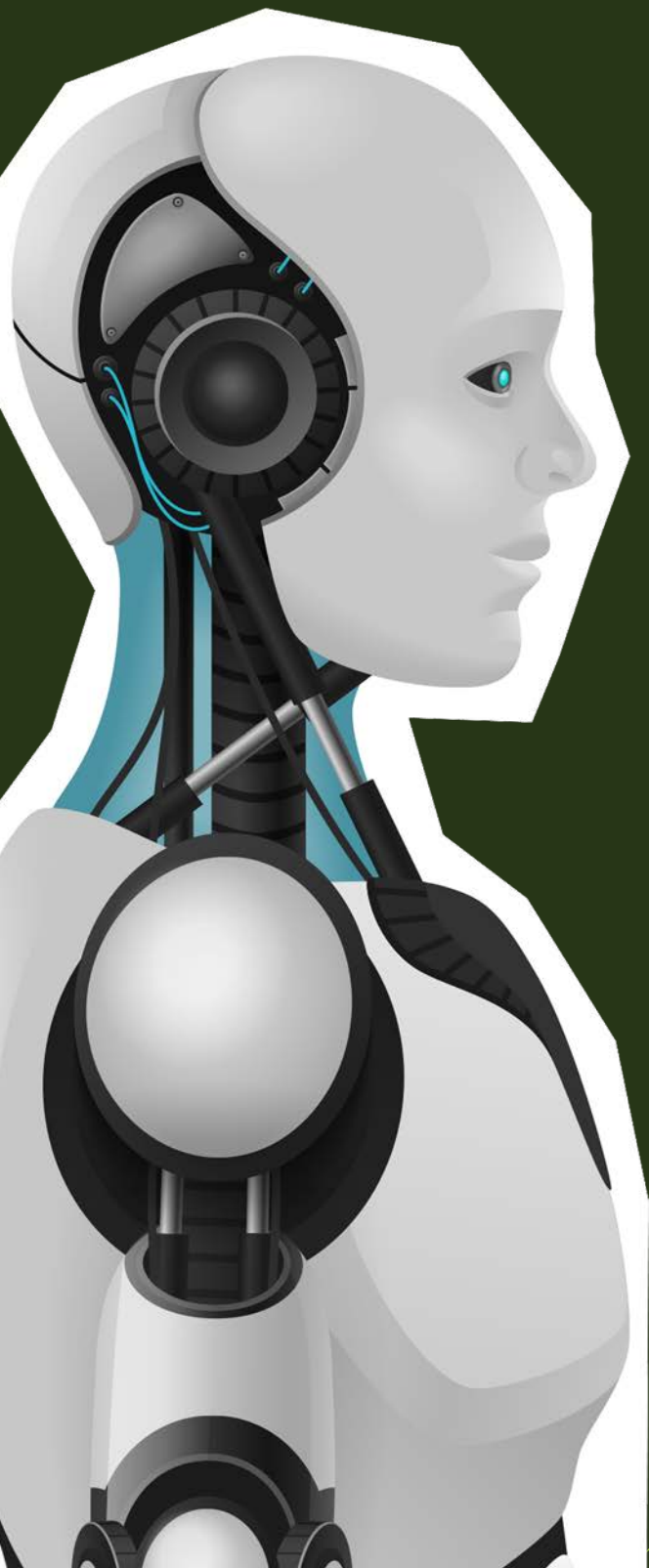
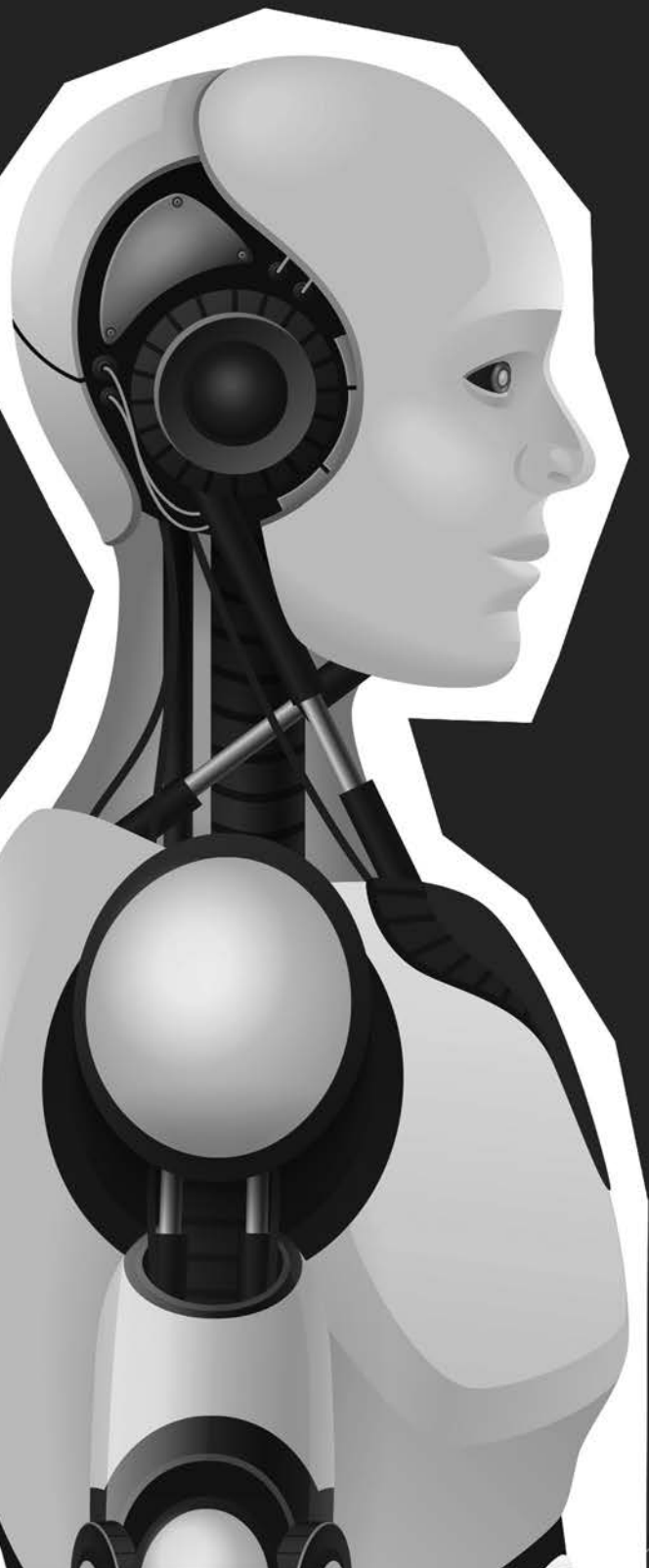




CRITICAL DIGITAL LITERACY IN THE AGE OF AI



CRITICAL DIGITAL LITERACY IN THE AGE OF AI

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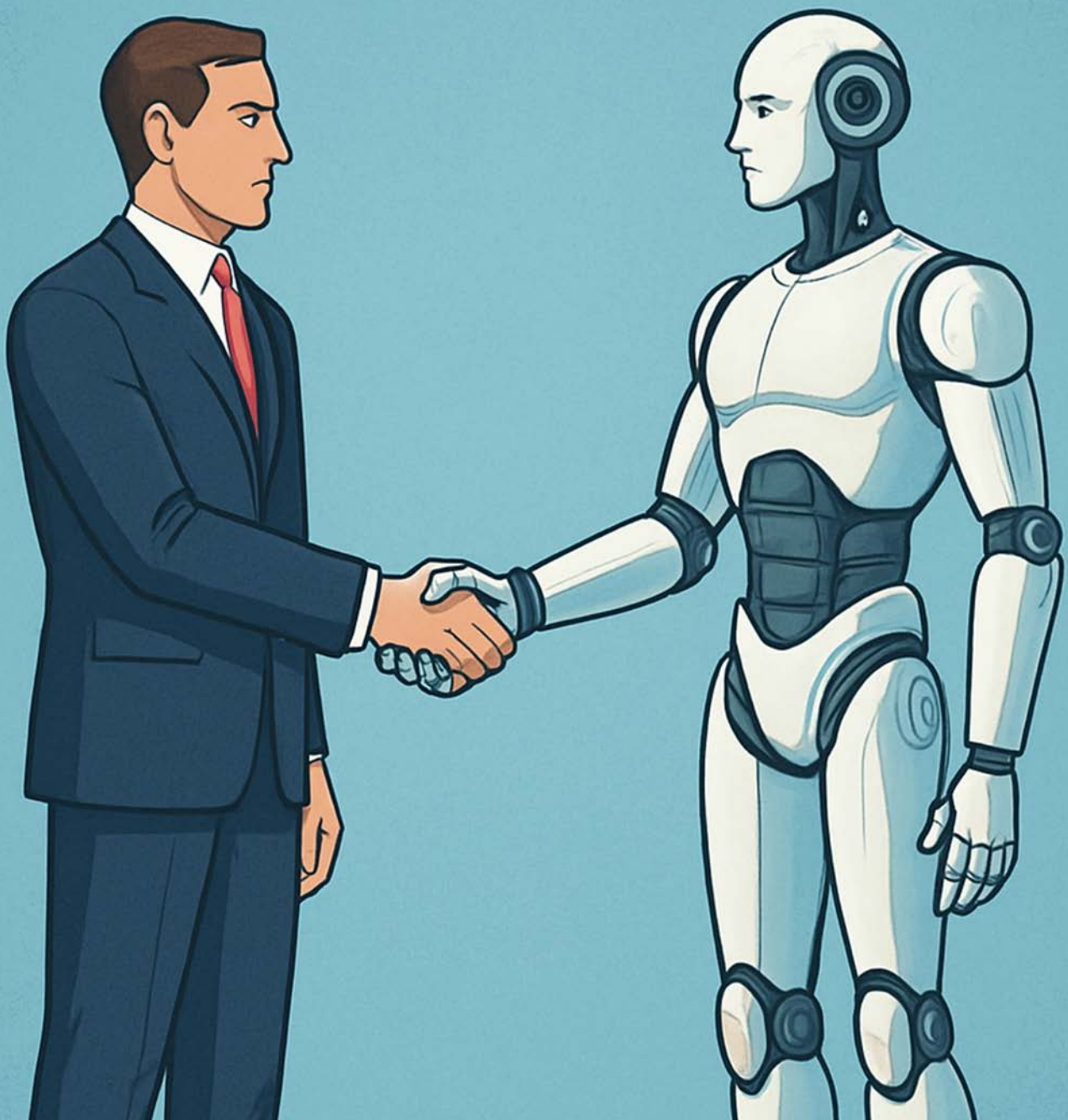
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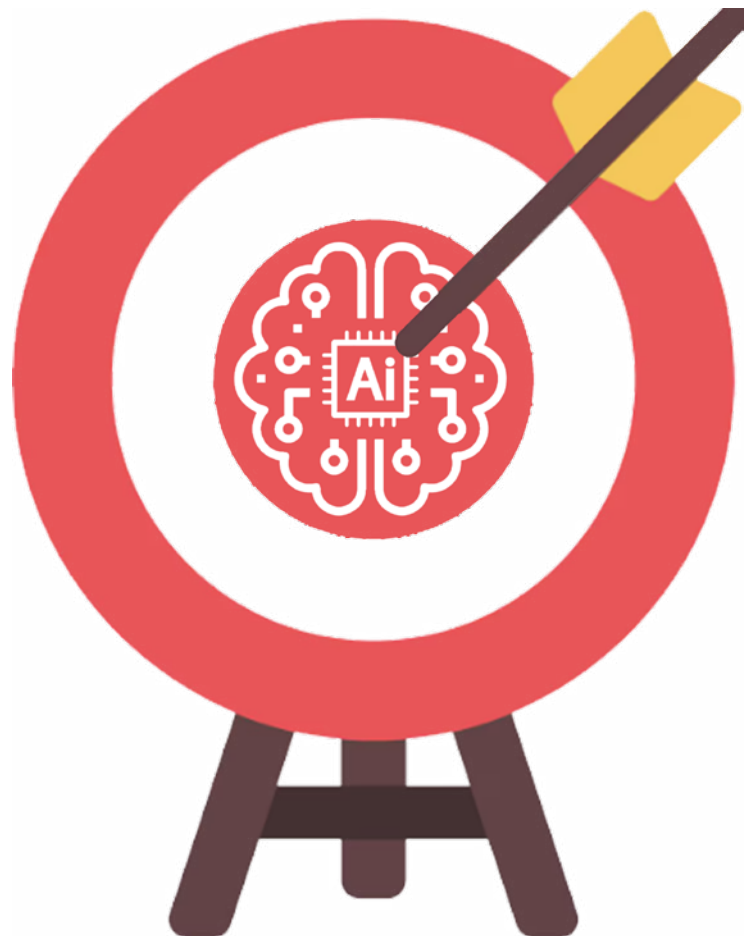
Chapter 1: Introduction to

AI & Media and **Information Literacy**



Learning Goals

- Understand AI and its applications in media and daily life
- Identify misinformation, disinformation, and bias
- Build critical thinking skills to navigate AI-curated content
- Adopt safe, responsible, and ethical digital practices





Lesson 1: Understanding Artificial Intelligence (AI) in Today's World



What is AI?

Artificial Intelligence (AI) is a branch of computer science that enables machines or systems to **think, learn, and make decisions like humans**. AI is not just about robots; it's in the apps, websites, and tools you use every day.

Examples of AI in daily life:

- **Smartphones:** Voice assistants like Siri, Google Assistant
- **Social Media:** Content recommendations on YouTube, Instagram, or TikTok
- **E-commerce:** Product suggestions on Amazon, Flipkart
- **Banking:** Fraud detection and secure transactions
- **Transportation:** Navigation apps like Google Maps using traffic prediction



Why AI Matters Today

AI is shaping the way we **consume information, interact online, and make decisions**. In India:

- **850 million+ internet users** are exposed to AI-powered social media feeds, search engines, and apps
- AI helps **farmers predict crop yields, students get personalised learning content, and healthcare professionals diagnose diseases**
- Social media AI influences opinions by **curating content based on user behaviour**



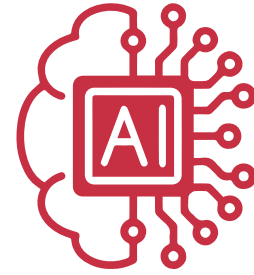
Reflection Prompt

Have you ever seen an ad or video online that seemed “too perfect” for you? How might AI have predicted this?





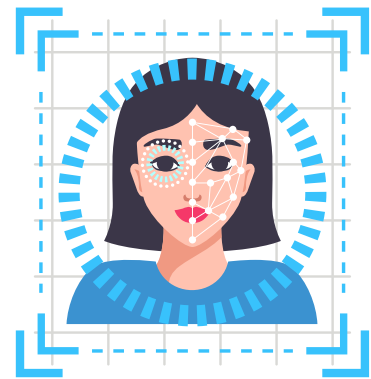
Lesson 2: Types of Artificial Intelligence



AI is broadly categorised into **two types**:

Weak AI (Narrow AI)

- **Definition:** Designed to perform a specific task, like facial recognition, recommendation engines, or voice assistants
- **Characteristics:** Cannot adapt beyond its designated function
- **Examples in India:**
 - » PhonePe/Google Pay fraud detection
 - » YouTube recommendation system
 - » IRCTC chatbot for train inquiries



Strong AI (General AI)

- **Definition:** A theoretical type of AI capable of learning, understanding, and performing any intellectual task that humans can
- **Current Status:** Strong AI does not exist yet, but it is the focus of advanced research globally
- **Potential Examples (Hypothetical for India):**
 - » A robot teacher that can adapt to every student's learning pace
 - » AI judges that could provide legal advice considering all laws and precedents



Reflection Prompt

Do you think Strong AI will help or harm society? Write 2–3 lines with reasons.





Lesson 3: AI in Media and Content Platforms



AI plays a **central role in shaping media experiences.**

Recommendation Engines

- Platforms like **YouTube, Instagram, and Spotify** predict what content you might like
- Algorithms analyse **past clicks, likes, search history, and watch time**
- In India, AI-driven recommendation systems influence **trending topics and viral content**



Content Creation

- AI tools generate news summaries, create captions, and even compose music
- Examples: **ChatGPT for text generation, DALL-E for images, Synthesia for AI videos**

AI and Bias

- Algorithms are trained on **historical data**, which may reflect biases
- This can lead to **filter bubbles**, where users see content aligned with their past beliefs
- Indian Example:
 - » Political content on social media often reinforces pre-existing opinions
 - » Ads may target specific users based on gender, location, or behaviour





Lesson 4: AI Penetration and Impact in India



AI Adoption Across Sectors

Agriculture



Crop prediction,
pest detection

AI apps like
CropIn, AgriApp

Healthcare



Disease detection,
personalised treatment

AI-powered X-ray
analysis, telemedicine
platforms

Education



Personalised
learning

BYJU'S, Embibe
use AI for adaptive
content

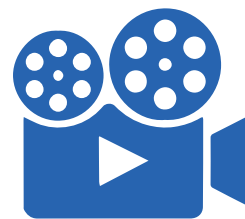
Finance



Fraud detection,
credit scoring

**PhonePe, Paytm,
ICICI iBanking**

Media & Entertainment



Content recommendations,
automated journalism

**News18 AI-generated summaries,
YouTube trending feeds**

Challenges of AI in India

- **Digital divide:** Not everyone has access to AI-powered tools
- **Data privacy concerns:** Misuse of personal information
- **Bias & discrimination:** AI trained on skewed data can reinforce societal inequalities
- **Job displacement:** Automation in certain sectors may affect employment



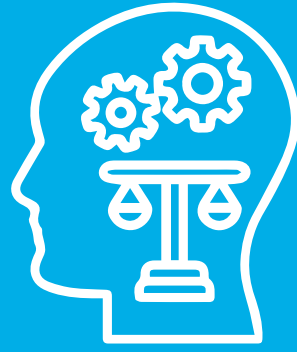
Reflection Prompt

Which challenge do you feel is the most important for India to address? Why?





Lesson 5: AI Threats and Ethical Considerations



While AI brings opportunities, it also has **potential risks**:

AI Threats

- Cybercrime and extortion
- Automated disinformation campaigns
- Deepfakes and fake explicit content
- Social engineering and scams
- Election manipulation
- Financial fraud and identity theft



Ethics of AI Use

- AI systems must be **transparent and accountable**
- **Privacy** of users should be protected
- **Bias and discrimination** in AI models should be identified and corrected
- **Responsible AI**: Using AI to enhance society without causing harm





Lesson 6: Interactive Case Studies



Case 1: AI in Social Media

Scenario: A political video goes viral on WhatsApp and Twitter, showing a politician making a controversial statement.

- Step 1: Identify the source
- Step 2: Verify through news portals or official statements
- Step 3: Analyse the possibility of AI manipulation (deepfakes, edited clips)



Case 2: AI in Healthcare

Scenario: An AI tool predicts a disease in a patient based on symptoms.

- Step 1: Check the **accuracy and reliability of the AI tool**
- Step 2: Combine AI suggestions with professional medical advice
- Step 3: Reflect on the **responsibility of developers using AI in health**



Lesson 7

Module 1 Quiz

1. What is Artificial Intelligence (AI)?

- A. A type of computer virus
- B. Machines performing tasks that require human intelligence
- C. A new social media app
- D. None of the above

2. Which of these is an example of Weak AI?

- A. A robot teaching every subject perfectly
- B. YouTube recommendation engine
- C. AI that can do any human task
- D. A time-traveling robot

3. Which of the following is a potential threat of AI?

- A. Improved music recommendations
- B. Deepfakes and disinformation
- C. Email notifications
- D. GPS tracking

4. Which sector in India uses AI for crop prediction?

- A. Finance
- B. Agriculture
- C. Entertainment
- D. Healthcare

5. What is a filter bubble?

- A. A soap bubble
- B. AI showing content aligned only with past behaviour
- C. AI generating news articles
- D. A new social media trend

Lesson 8: Module Reflection & Self-Assessment



- Identify 3 AI tools you use daily and reflect on how they influence your choices.
- Note down one benefit and one challenge of AI in India.
- Think of one ethical concern you feel needs more attention in AI development.

Module 1 Summary

- AI is **machines or systems capable of human-like intelligence**
- Weak AI is task-specific; Strong AI is theoretical
- AI is widely used in **media, education, healthcare, agriculture, and finance**
- AI can bring **efficiency and innovation**, but also poses **privacy, bias, and ethical challenges**
- Awareness and reflection are critical for responsible use



Chapter 2: Recognising **Misinformation, Disinformation & Bias**



Learning Objectives

By the end of this module, learners will be able to:

- Understand the differences between misinformation, disinformation, and malinformation
- Recognise AI's role in spreading false content
- Identify signs of bias in media content
- Practise verification techniques for online information
- Reflect on the impact of misinformation and bias on communities and democracy





Lesson 1: Understanding Misinformation, Disinformation, and Malinformation

What is Misinformation?

- False or inaccurate information shared without harmful intent
- Example in India: A WhatsApp forward claiming a festival is cancelled when it isn't
- Often spreads due to lack of awareness or misunderstanding



What is Disinformation?

- False information shared deliberately to mislead or manipulate
- Example in India: A doctored video of a politician making a fake statement circulated before elections

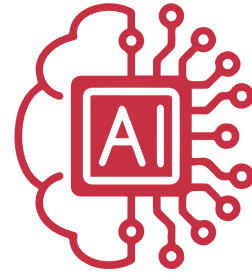
What is Malinformation?

- True information shared with harmful intent, or out of context
- Example: Sharing a private video or message online to harm someone's reputation



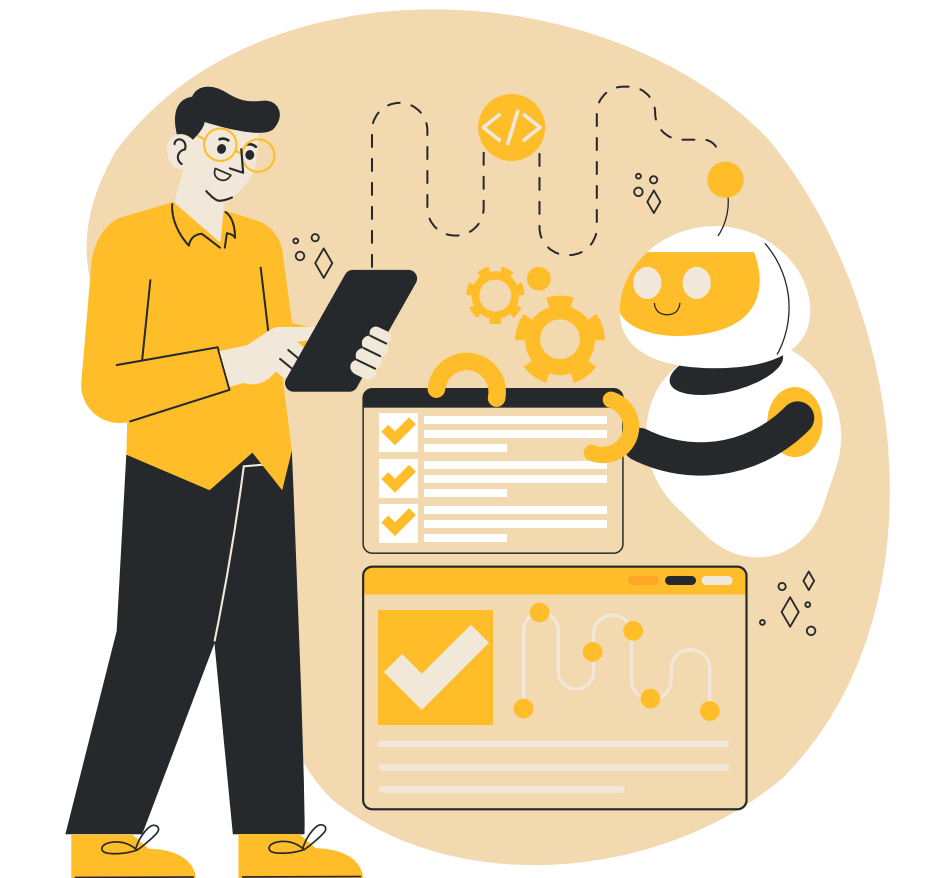


Lesson 2: The Role of AI in Spreading False Content



How AI Amplifies Content

- AI algorithms prioritise engagement over accuracy
- Content that is sensational or polarising spreads faster
- Filter bubbles reinforce existing beliefs and reduce exposure to diverse viewpoints



AI-Generated False Content

- **Deepfakes:** Videos or audio clips generated using AI that appear real
- **Automated bots:** Accounts that share or amplify misleading information
- **Fake images or memes:** AI can manipulate images to mislead viewers

Indian Example:

- During elections or major events, deepfake videos of celebrities or politicians can spread panic or influence public opinion
- WhatsApp scams and misinformation campaigns in rural India have led to panic and even mob violence



Reflection Prompt

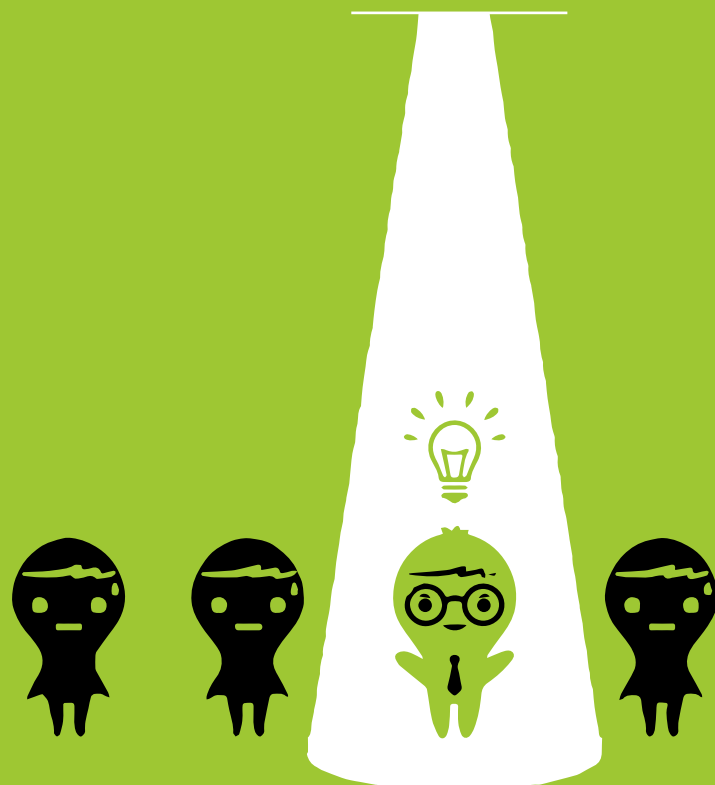
Have you ever seen a viral video or post that you later found out was fake? How did it make you feel, and what actions did you take?



» Lesson 3: Recognising Bias in Media and AI

What is Bias?

- Bias occurs when information favours one perspective or group over another
- It can appear in:
 - » **Headlines:** Sensational or one-sided
 - » **Source selection:** Only quoting one perspective
 - » **Framing:** Presenting information in a way that highlights certain points



Bias in AI Algorithms

- AI systems learn from historical data
- If data is skewed, AI can reinforce social prejudices
- Example in India: Political content on social media often targets users based on location, caste, or political preferences





Lesson 4: Techniques to Verify Information

Step 1: Check the Source

- Reliable sources have credibility and track record
- Example in India: **The Hindu**, **Scroll.in**, **AltNews**



Scroll.in

Step 2: Cross-Check

- Look for confirmation from **other trusted platforms**

Step 3: Use Fact- Checking Tools

- **AltNews, Boom Live, FactCheck.org**
- **Google Reverse Image Search** for images

Step 4: Pause Before Sharing

- Always think: “Have I verified this?”



» Lesson 5: Misinformation and Its Impact

Why Fighting Misinformation Matters

- Protect communities from panic or harm
- Safeguard public health (example: fake health remedies)
- Uphold democratic values through informed decision-making

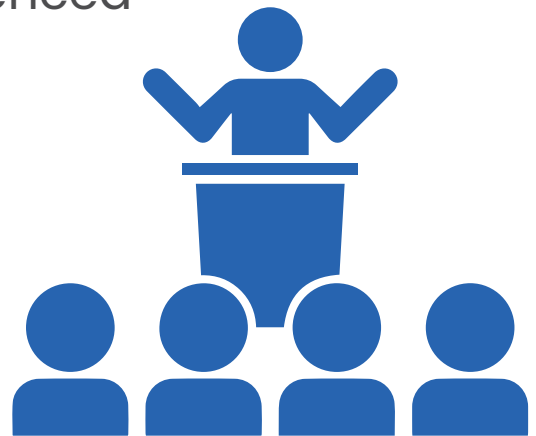
Case Study 1: Health Misinformation

- Scenario: During the COVID-19 pandemic, misinformation about vaccines spread widely in India
- Result: Many people were hesitant to get vaccinated, affecting public health



Case Study 2: Political Misinformation

- **Scenario:** Viral videos misrepresenting politicians' speeches before elections
- **Result:** Public opinion influenced by manipulated content



Reflection Prompt

Think of a piece of misinformation you have seen in India. How might it have affected people if they believed it?





Lesson 6: Practical Skills to Combat Misinformation

Evaluate Sources

- Is the source credible?
- Are there multiple sources confirming the claim?

Spot Signs of Fake Content

- Emotional manipulation, sensational headlines, missing sources
- In images/videos: check for inconsistencies or edits



Practice Responsible Sharing

- Pause before sharing information
- Correct false information by linking to verified sources



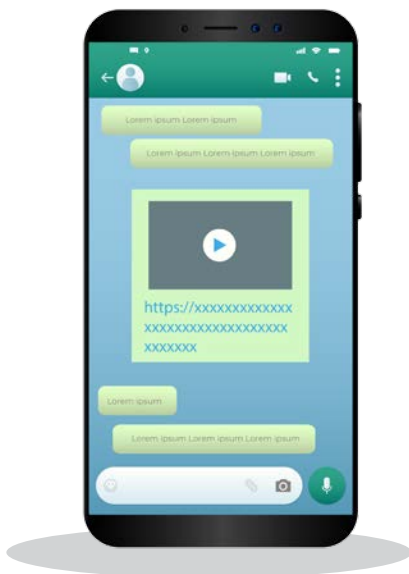


Lesson 7: Interactive Case Scenarios

Case 1: Viral WhatsApp Message

Scenario: A forward claims a famous drink causes cancer.

- Step 1: Who posted it?
- Step 2: Check the source.
- Step 3: Cross-check with credible health websites.
- Step 4: Decide whether to share.



Case 2: Deepfake Video

Scenario: A politician is shown in a manipulated video making controversial remarks.

- Step 1: Check video metadata or use fact-checking sites.
- Step 2: Analyse intent: is this meant to mislead?
- Step 3: Decide how to respond responsibly.

Lesson 8

Module 2 Quiz

1. What is disinformation?

- A. False info shared accidentally
- B. False info shared deliberately to mislead
- C. Correct information
- D. Biased opinion

2. Which of the following is a sign of bias in media?

- A. Multiple perspectives
- B. Emotional language and single viewpoint
- C. Neutral tone
- D. Factual citations

3. What is a deepfake?

- A. A compressed video file
- B. AI-generated video that looks real but is fake
- C. A meme
- D. Camera glitch

4. Which tool can help verify if an image is fake?

- A. Screenshot
- B. Google Reverse Image Search
- C. Text message
- D. Dictionary

5. What should you do before sharing information online?

- A. Share immediately
- B. Verify source and cross-check
- C. Trust your friends' forwards
- D. Ignore the content

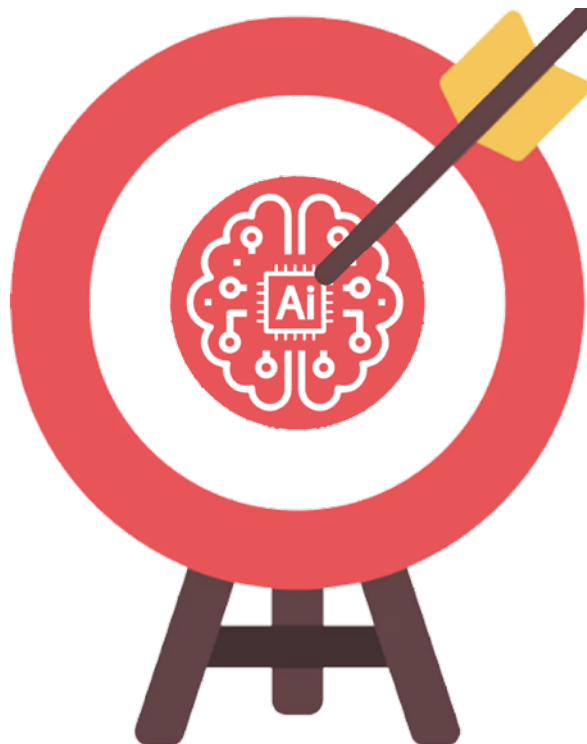
Chapter 3: **Critical Thinking in the Age of AI**



Learning Objectives

By the end of this module, learners will be able to:

- Understand the importance of critical thinking in a media-rich digital environment
- Recognise how AI influences online decision-making and perception
- Ask effective questions while engaging with digital content
- Analyse the ethical and societal implications of AI-driven media
- Apply critical thinking to verify, evaluate, and responsibly consume content





Lesson 1: Introduction to Critical Thinking



What is Critical Thinking?

Critical thinking is the ability to **analyse, evaluate, and question information before accepting it as true or acting on it.**

- In the AI age, content is often curated to match your behaviour, creating filter bubbles and **echo chambers**.
- Critical thinking allows you to break these bubbles, see multiple perspectives, and make informed decisions.

Indian Context Example:

During the COVID-19 pandemic, misleading posts about home remedies were widely circulated. Critical thinking helped users separate fact from fiction and make safe choices.



Why Critical Thinking Matters

- Protects against misinformation and bias
- Encourages informed decision-making in civic life
- Prevents manipulation by AI-curated content
- Supports democratic participation and social responsibility



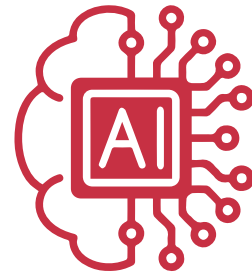
Reflection Prompt

Have you ever changed your opinion after checking the facts of a viral post?
Write 2-3 sentences.



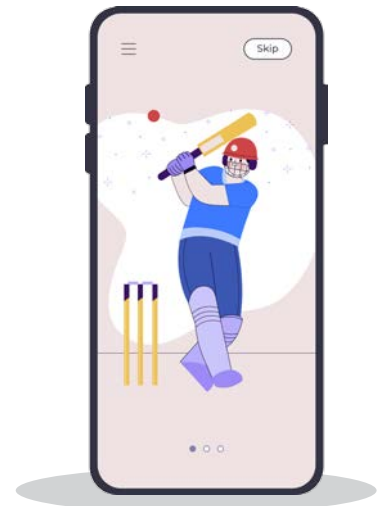


Lesson 2: How AI Influences Perception and Decisions



Filter Bubbles

- AI algorithms show content **aligned with your past interests**, reducing exposure to diverse viewpoints
- Example: If you engage mostly with cricket content, AI prioritises cricket news over other topics



Personalised Recommendations

- Platforms like YouTube, Instagram, and TikTok use AI to **predict what you will watch, like, or share**
- In India, AI-driven recommendations influence everything from news consumption to product purchases

Bias in AI

- AI systems are trained on historical data, which may contain social or cultural biases
- Example: Certain communities may be underrepresented in datasets, affecting recommendations or visibility online





Lesson 3: The 5Ws + 1H Framework for Critical Analysis



To evaluate content effectively, always ask:

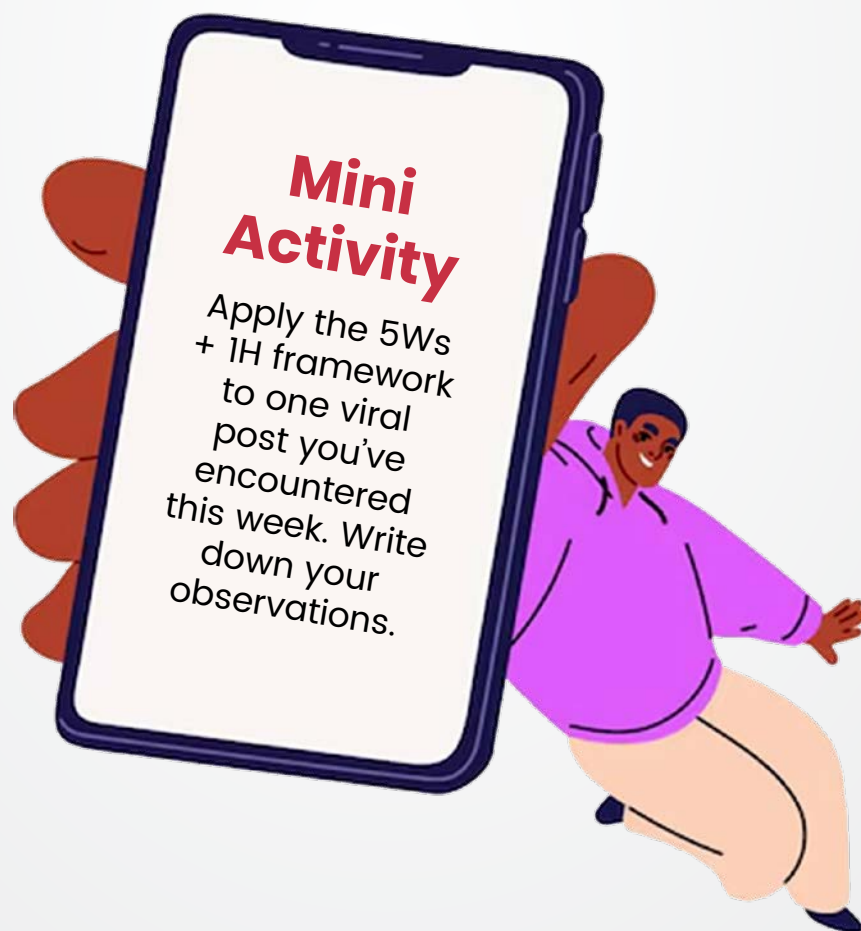
- **Who** created this content?
- What is the message being conveyed?
- **When** was it created or posted?
- **Where** did it originate from?
- **Why** was it created?
- **How** does it make you feel, and what action does it intend to trigger?



Indian Example:

A viral WhatsApp video claims a celebrity endorsed a product. Applying the 5Ws + 1H framework:

- **Who:** Check if the celebrity's verified account or a credible source
- **What:** Assess the message content and tone
- **When:** See if it is recent or old content reused
- **Where:** Identify the platform and origin
- **Why:** Is it commercial, political, or misleading?
- **How:** Does it aim to make you panic, share, or buy something?





Lesson 4: Critical Thinking in AI-Driven Media



Analysing News and Social Media Content

- Check for multiple perspectives
- Look for evidence or references to credible sources
- Beware of emotionally charged language designed to provoke reactions



Identifying AI Influence

- Deepfakes: AI-generated videos/images that appear real
- Bots: Automated accounts that spread misinformation
- Recommendation algorithms: Suggest content that reinforces existing beliefs



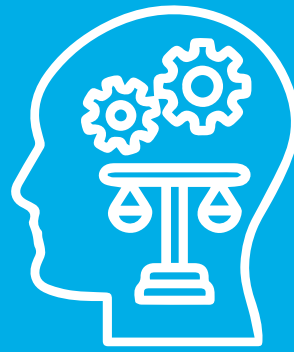
Ethical Considerations

- Are you responsible for sharing unverified content?
- Are AI tools transparent about how they prioritise content?
- Does the content respect privacy and fairness?





Lesson 5: Case Studies – Critical Thinking in Action



Case 1: Viral Health Post

Scenario: A WhatsApp forward claims a drink cures cancer.

- Step 1: Check the **source** (credible medical site?)
- Step 2: **Cross-check** with news portals or health authorities
- Step 3: Decide not to share if unverified

Case 2: Political Deepfake

Scenario: A deepfake video shows a politician making a controversial statement.

- Step 1: Verify the **original video or speech**
- Step 2: Assess the **intent behind sharing**
- Step 3: **Report or ignore** false content



Case 3: AI-Generated News

Scenario: An AI tool publishes automated news summaries with minor errors.

- Step 1: Cross-check factual details
- Step 2: Verify the **source of data used**
- Step 3: Understand AI limitations before believing it fully



Reflection Prompt

Think of one viral post that influenced you. How could applying these steps have changed your response?





Lesson 6: Developing Critical Thinking Skills

Analytical Skills

- Break down information into smaller components
- Compare multiple sources and perspectives

Evaluative Skills

- Assess credibility of sources
- Identify evidence and bias



Reflective Skills

- Ask: Why do I believe this?
- Consider the consequences of sharing unverified content



Lesson 7: Practical Tools for Critical Thinking

Tool	Purpose	How to Use in India
Google Reverse Image Search	Verify images	Check viral images for authenticity
AltNews	Fact-check political and viral content	Use to verify forwards or news clips
BOOM Live	Health and social fact-checks	Use to cross-check health rumours
Credible News Portals	Source verification	Compare multiple portals for the same news
Social Media Analytics	Detect bot activity	Identify accounts sharing same content repetitively



Lesson 8

Module 3 Quiz

1. What is critical thinking?

- A. Accepting everything online
- B. Ignoring all content
- C. Analysing and evaluating information before accepting it
- D. Sharing content immediately

2. What is a “filter bubble”?

- A. A cleaning product
- B. AI showing content only matching past behaviour
- C. An online challenge
- D. Randomised content display

3. Which question is part of the 5Ws + 1H framework?

- A. Who created this?
- B. What’s my friend’s opinion?
- C. How many likes did it get?
- D. When will it go viral?

4. Why is it important to identify AI influence in media?

- A. To blame technology
- B. To understand manipulation and bias
- C. To delete posts
- D. To earn social media followers

5. Which of the following is a sign of ethical concern in AI-generated content?

- A. Privacy violation
- B. Factual accuracy
- C. Neutral tone
- D. Creative visuals

» Lesson 9: Module Reflection & Self-Assessment



- Identify **one viral post or news article** you engaged with this week
- Apply the 5Ws + 1H framework and note observations
- Reflect: How did AI influence your perception of this post?
- Write down **two steps you will take in future** to critically evaluate content





Chapter 4:

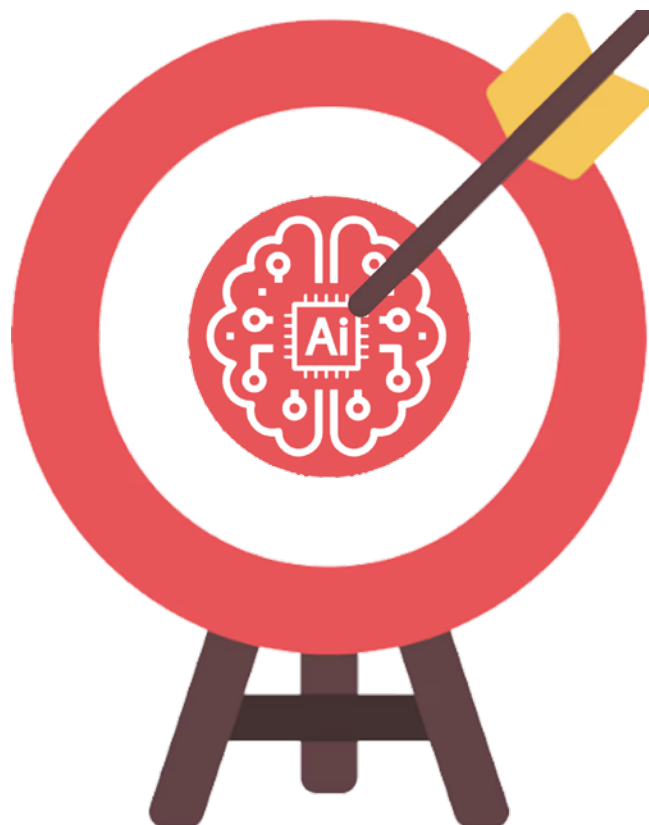
Digital Safety, Privacy and Responsible AI Use



Learning Objectives

By the end of this module, learners will be able to:

- Understand what personal data is and how it is collected online
- Identify risks to digital privacy and safety
- Recognise how AI systems track, predict, and personalise content using data
- Practise habits for safer and more responsible digital behaviour
- Apply knowledge to protect themselves and others in digital spaces





Lesson 1:



Introduction to Digital Safety and Privacy

What is Digital Safety?

Digital safety refers to protecting yourself and your data while using digital tools.

- Includes social media, messaging apps, websites, and digital payments.
- Importance in India: With over 800 million internet users, online threats are increasing.



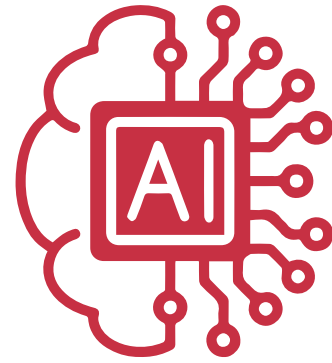
What is Digital Privacy?

- Digital privacy means controlling who has access to your personal information.
- Example: Your phone number, browsing history, location, photos, and social media data.



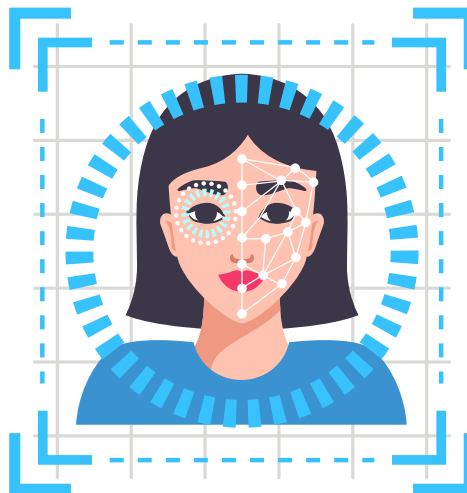


Lesson 2: Understanding Personal Data



Types of Personal Data

- Identity Data: Name, age, phone number, email
- Location Data: GPS, WiFi connections
- Usage Data: Websites visited, app usage, search queries
- Behavioural Data: Likes, shares, comments
- Financial Data: Bank details, UPI transactions



How Personal Data is Collected

- Apps and websites request permissions (location, camera, microphone)
- Cookies track browsing habits
- Social media interactions feed recommendation algorithms

Indian Example:

- E-commerce apps suggest products based on past searches and purchases
- Social media feeds are personalised, increasing engagement but reducing exposure to diverse viewpoints



» Lesson 3: Risks to Privacy and Safety



Common Risks

- Cybercrime and Hacking: Identity theft, account takeovers
- Phishing & Scams: Fake messages asking for money or OTP
- AI-Generated Content Risks: Deepfakes, AI scams
- Data Misuse: Selling or sharing your data without consent
- Cyberbullying: Threats, harassment, or manipulation



Indian Context

- Cases of WhatsApp scams where users were tricked into transferring money
- Deepfake videos circulating before elections or during social debates





Lesson 4: Understanding AI and Personal Data



How AI Uses Data

- AI tracks your digital footprint: clicks, searches, likes, purchases
- Personalises content: news, ads, videos, and job recommendations
- Predicts behaviour: which posts you are likely to engage with



Ethical Concerns

- Lack of Transparency: You may not know what data is collected
- Bias: AI may treat certain groups unfairly
- Manipulation: AI can nudge opinions or purchases without your awareness

Indian Example:

- During elections, AI-driven campaigns targeted users with specific political content based on location and past behaviour



Reflection Prompt

Do you think AI should be allowed to predict behaviour and personalise content?
Why or why not?



- Use strong, unique passwords
- Enable two-factor authentication
- Update passwords regularly

- Only allow necessary app permissions
- Disable location tracking when not needed



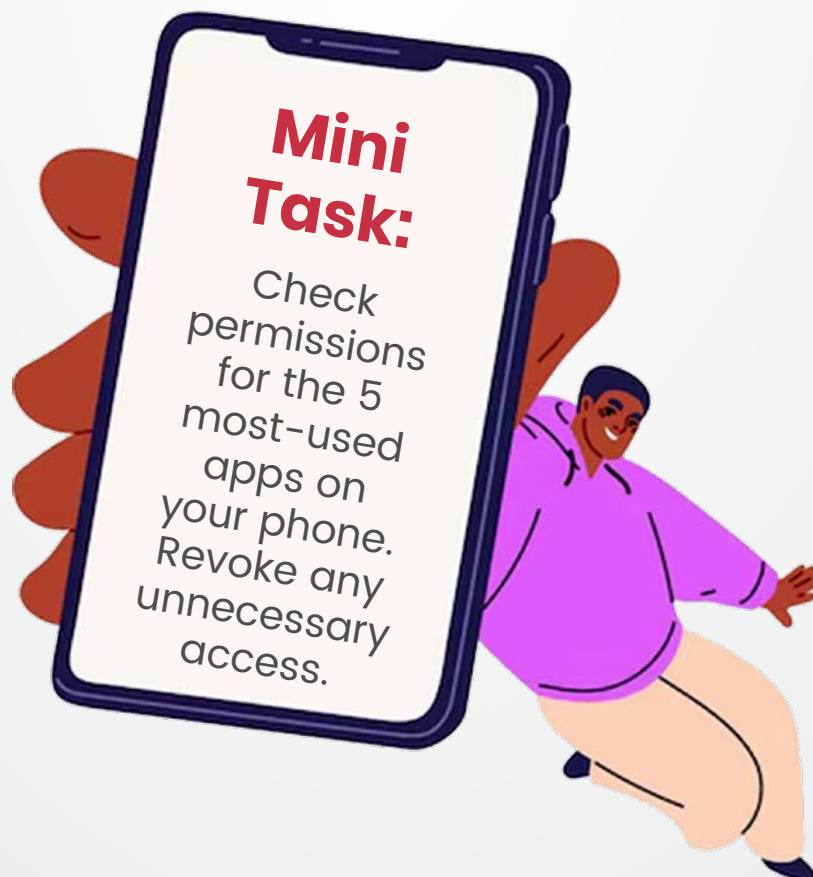
Safe Browsing Habits

- Use incognito mode for sensitive searches
- Avoid clicking suspicious links or pop-ups
- Regularly clear cookies and cache



Protect Your Identity

- Be cautious about sharing personal photos, videos, or financial info
- Think before posting anything online





Lesson 6: Digital Hygiene for AI-Aware Citizens



Understand Your Digital Footprint

- Every online action leaves a trace
- Example: Likes, comments, app downloads, GPS check-ins

AI Awareness

- Recognise when AI is influencing content you see
- Be critical of personalised recommendations



Responsible Sharing

- Verify before forwarding information
- Avoid amplifying content that may harm others



» Lesson 7: Tools and Resources for Digital Safety

Tool	Purpose	How to Use in India
VPN (Virtual Private Network)	Protects browsing privacy	Use for public WiFi or sensitive searches
Password Managers	Generate strong passwords	Examples: LastPass, Dashlane
Two-Factor Authentication	Adds account security	Enable for Gmail, WhatsApp, banking apps
Fact-Checking Websites	Verify news content	AltNews, BOOM Live
Antivirus & Security Apps	Detect malware	Quick Heal, Avast, Norton
Incognito Mode	Limit data tracking	Use for private browsing sessions





Lesson 8: Practical Case Studies



Case 1: WhatsApp Phishing Scam

Scenario: You receive a message claiming you won a prize. It asks for your bank details.

- Step 1: Verify sender and source
- Step 2: Do not click links or share personal info
- Step 3: Report suspicious messages to the platform

Case 2: Social Media Privacy Breach

Scenario: A friend's photos are shared without consent.

- Step 1: Ask the platform to remove content
- Step 2: Educate about privacy settings
- Step 3: Encourage responsible sharing

Case 3: AI-Personalised Ads

- Scenario: You see an ad for a loan immediately after browsing finance content.
- Step 1: Understand data collected
- Step 2: Adjust ad personalisation settings
- Step 3: Decide if you want to interact with the content



Reflection Prompt

Think about a digital risk you encountered in India. How could you have applied these practices to prevent it?



Lesson 9

Module 4 Quiz

1. What is a digital footprint?

- A. Physical footprint on the ground
- B. Record of your online activity
- C. Virus tracking your device
- D. Public WiFi network

2. Which is a safe online habit?

- A. Using "123456" as a password
- B. Clicking unknown links
- C. Turning off unnecessary app permissions
- D. Sharing OTPs with friends

3. What does a VPN do?

- A. Protects browsing privacy
- B. Speeds up phone performance
- C. Creates social media posts
- D. Checks spelling errors

4. How does AI influence your online experience?

- A. By randomly showing content
- B. By tracking behaviour and personalising content
- C. By cleaning your browser
- D. By limiting data use

5. What should you do before sharing online content?

- A. Share immediately
- B. Verify source and relevance
- C. Trust popular posts only
- D. Forward everything

» Lesson 10: Module Reflection & Self-Assessment



- Identify **one digital app or platform** you use regularly
- List the types of personal data it collects and any risks
- Write 3 steps you will take to enhance your digital safety
- Reflect: How can you educate your friends or family about AI and digital privacy?



Quiz Answer

Chapter 1:

1. B 2. B 3. B 4. B



Chapter 2:

1. B 2. B 3. B 4. B



Chapter 3:

1. C 2. B 3. A 4. B 5. A



Chapter 4:

1. B 2. C 3. A 4. B 5. B





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