



Uka Tarsadia University

Department of Humanities



Report on Session on 'Google News Initiative' by Mrs. Rashmi Verma

The Department of Humanities at Uka Tarsadia University, Bardoli organized an expert session on the 'Google News Initiative' for the students of BA Journalism and Mass Communication and BA Psychology on 22nd July 2023.

Date- 22nd July 2023

Venue- FDP Room

Time- 9:00 am to 11:00 am

Guest Speaker- Mrs. Rashmi Verma

Co-Ordinator- Shwet Kamal and Anju Thomas

Co-coordinator- Priya Sahani and Samrat Gahlaut

The session was taken by an esteemed guest speaker **Mrs. Rashmi Verma** who is actively engaged in teaching, training, and research in the discipline of Journalism and Mass Communication for more than one decade with the Central University of Jharkhand, Ranchi. Prior to this, she was also associated with print media in Delhi and has also presented programs on All India Radio. She is also a Google News Initiative India Training Network Trainer. The session was conducted in online mode over Google Meet. All students of BA JMC and Psychology Sem 1, 3, and 5 attended the session in the FDP room.

She began the session by giving an introduction about the Google News Initiative and its overall journey. The Google News Initiative is an initiative by Google that works with publishers and journalists to fight misinformation, share resources, and build a diverse and innovative news environment. A significant portion of the session was dedicated to 'Visual Content Verification' and 'Fact-Checking' which aimed to provide students with the necessary skills and knowledge to properly evaluate visual content and use fact-checking techniques in the digital era.

She presented many popular photographs including award-winning photographs and photographs that were widely spread over social media. She emphasized on the power of pictures to alter public perception and moderated discussions with the students about the messages they expressed. Students were also taught techniques of how they can carefully

observe the visual content and identify if they were real or fake. To demonstrate this concept, manipulated and morphed visuals were shown to the students.

She discussed the difference between traditional and online media stating that traditional media goes through a gatekeeping procedure that includes fact-checking while information on social media can be shared quickly without verification, leading to misinformation and disinformation. She further discussed the difference between misinformation and disinformation and their consequences. Students were reminded of the importance of verifying information before sharing it. Students were taught the use of various fact-check techniques for investigating visual content such as Google fact check explorer, PIB fact check, Yandex, and InVid.

Overall, through the session, students gained a better awareness of the tools and strategies required to verify visual content, as well as the significance of fact-checking in disseminating accurate and reliable information. In the end, each student shared their valuable feedback through the link provided by the expert. Students were very happy with such an interesting and informative session.

Photos

