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CEO & Founder

About SOUK

Shout Out UK (SOUK) is an impartial multi-award-winning social enterprise that provides impartial Political and Media Literacy training and campaigns focused on democratic engagement and combatting disinformation online, tailored to local circumstances and culture.

SOUK is currently providing the secretariat for the All-Party Parliamentary Group (APPG) on Political & Media Literacy, a coalition of MPs and Lords with the aim of bringing political and media literacy education to every single young person in Britain, regardless of socioeconomic status.

Its activities were instrumental in the inclusion of Media Literacy from primary as part of the 2025 Curriculum and Assessment Review.



Labelling Harmful Information Online

MISINFORMATION

DISINFORMATION

MALINFORMATION

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AI Images: Spot the Fakes

a



b



c



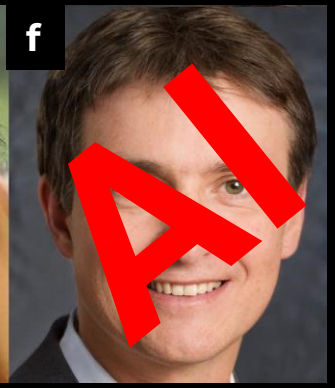
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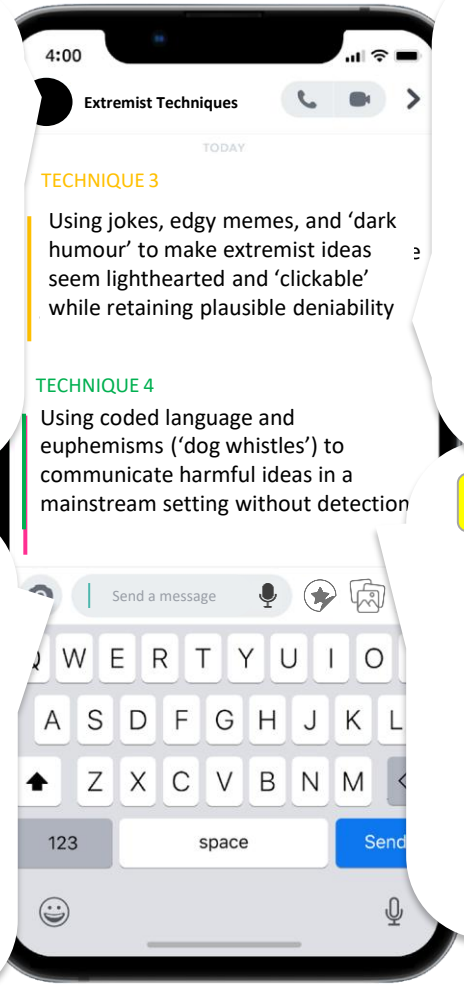


SNAPCAT

[redacted]
well well well
9-14 87 Reply
View 43 replies

[redacted]
271k, 6 million, doesn't really matter either way it's wasn't enough,
14h Reply

1 Photo



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1 Photo

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1 Photo



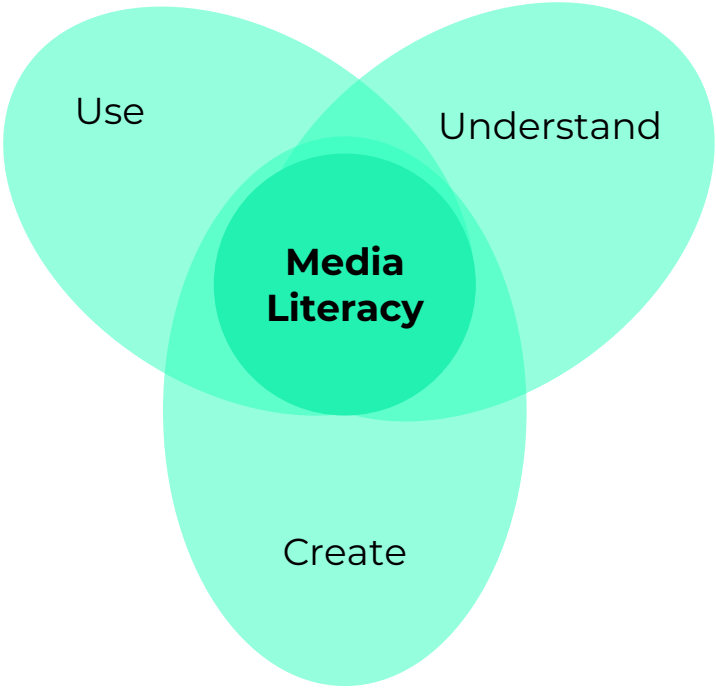
Where’s the line?

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Media Literacy

"The ability to **use**, **understand** and **create** media and communications across multiple formats and services"

Ofcom (2024)



How can you help?

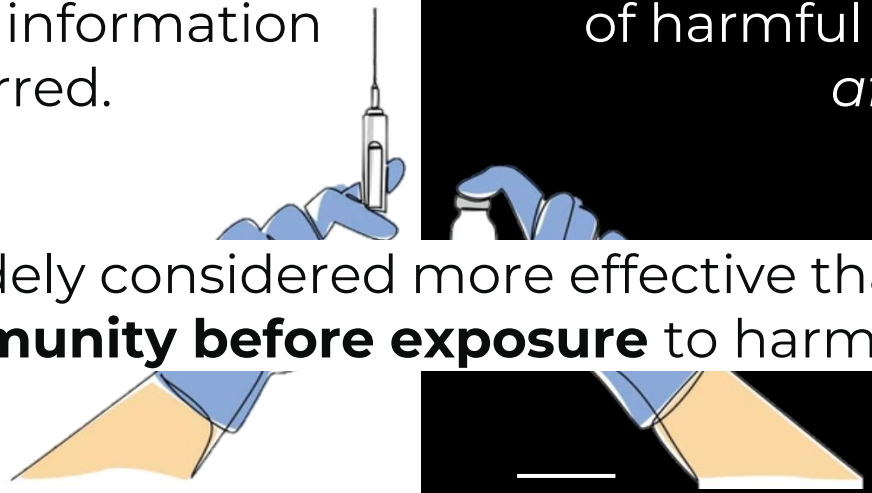
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PREBUNKING

Prebunking is like vaccination. it attempts to prevent the spread of harmful information *before* it has occurred.

DEBUNKING

Debunking, in contrast, is when you counter the sharing of harmful information *in or after the moment*.



Prebunking is widely considered more effective than **debunking**, as it **builds immunity before exposure** to harmful content.

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Prebunking: Fact-Based

Fact- or issue-based prebunking focuses on teaching learners about common topics of misinformation. This allows us to tackle the foundation of claims, rather than individual fact checking.



Prebunking: Technique-Based

Technique-based prebunking involves teaching children common manipulative language techniques and does not rely on having prior knowledge of the topic at hand.



Model Prebunking

No matter your role or subject specialism, there are opportunities to model media literacy and prebunking.

Example:

A science teacher shows the class a health misinformation video by a popular influencer. The teacher asks students to discuss what manipulative strategies the influencer is using to convey their message (e.g. call to emotion, false dichotomy). By doing this, they are prebunking harmful content young people may encounter online themselves.

How could you model prebunking in your role?

What resources are available to you?

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Resources for young people

- Pathways Game - a free youth-centred interactive learning package for education on extremism, radicalisation and Prevent.
- Dismiss - a suite of resources and videos prebunking political disinformation tactics, aimed at young people.
- Media Minded – a podcast exploring mis- and disinformation, radicalisation, conspiracy theories, and the global effort to fight them
- Don't Get Manipulated – a short video for young people, raising awareness of the manipulative power of the Extreme Right Wing

Resources for practitioners

- SOUKEd – courses and resources for teachers and professionals on Political and Media Literacy, online safety and critical thinking
- Mis- and disinformation in elections - a series of lesson plans designed to understand how mis- and disinformation can impact elections.
- Media Minded – a podcast exploring mis- and disinformation, radicalisation, conspiracy theories, and the global effort to fight them
- Talk for Change – a suite of resources and lesson plans aimed at engaging young people with their civic and democratic rights and political process
- ACT Early – to get confidential advice from trained officers about extremism concerns, and to make a Prevent referral. Support line: **0800 011 3764**


Any Questions?
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