New technologies have created extraordinary opportunities for children and young people to enrich their knowledge. But those same technologies are used to promote misinformation and disinformation. Addressing the pandemic requires accurate and scientific information available to all. With children and young people increasingly online, supporting them to distinguish fact from fiction is of utmost importance.

There is no silver bullet to tackling misinformation
There is no quick fix to navigating this digital dilemma, and it will take all stakeholders, including governments, tech companies, parents, schools, communities, the media, and young people themselves. Regulating the supply side of information is essential but must be complemented by building resilience among young end-users.

Children are a key part of the solution
Protecting and supporting children’s rights to seek, receive, and share accurate information is critical, including teaching them how to discern and respond to misinformation. As digital natives, young people can also serve as teachers for older generations who are often less familiar with new ways of communicating.

Inoculation against misinformation
Innovations in education improve our ability to decipher facts from fiction. But we can go a step further by creating a generalized immunity to misinformation, fostering critical thinking among children and young people.

Exercising the freedoms to seek, receive, and share information is fundamental to children’s development as autonomous and ethical members of society.

A new study by UNESCO looks at how to balance freedom of expression on the one hand and combat misinformation on the other, and argues that these are complementary and not dichotomous.

People who push misinformation often use visuals because they are immediate and easy to understand and so spread quicker. Combatting misinformation should also use these tools more.

Social media addiction is the tobacco of today. We should use emotions and visuals to counteract this.