UNDP accelerator labs

AI assisted media literacy

Accelerate capacity building to navigate information and assess perception of safety

Jorge Munguía,
Head of Solutions Mapping
UNDP Mexico

Co-building the Accelerator Labs as a joint venture with:

german cooperation DEUTSCHE ZUSAMMENARBEIT

QATAR FUND FOR DEVELOPMENT صندوق قطر للتنمية

UNDP Core Partners

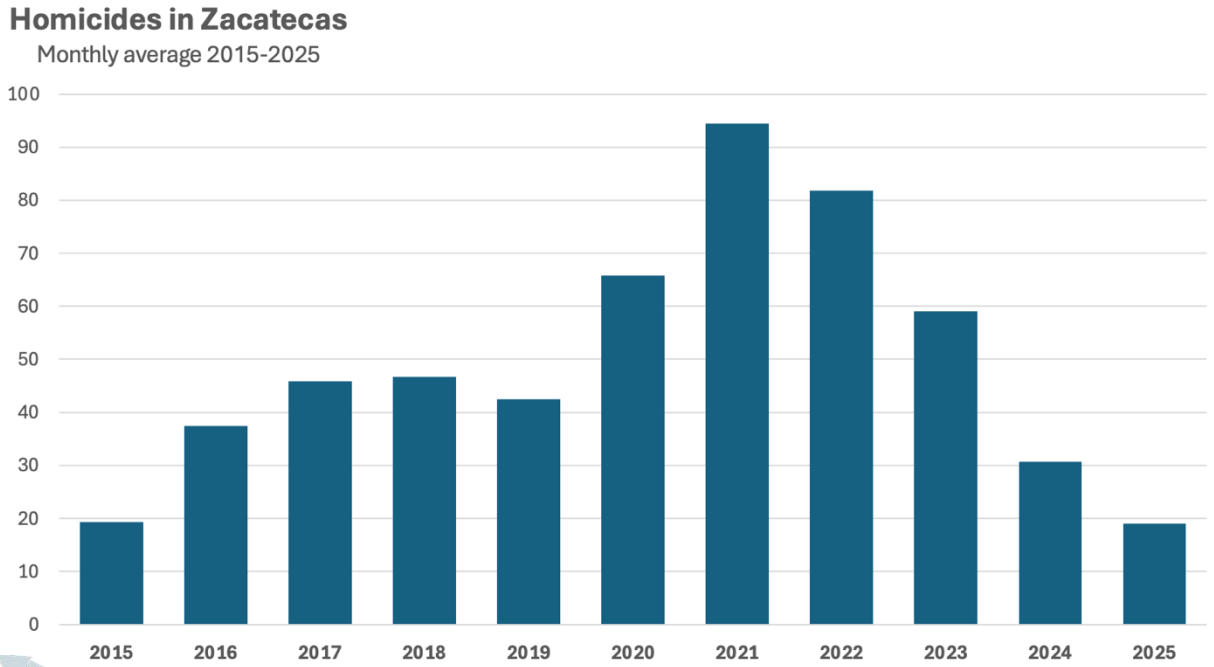
Action Partner:

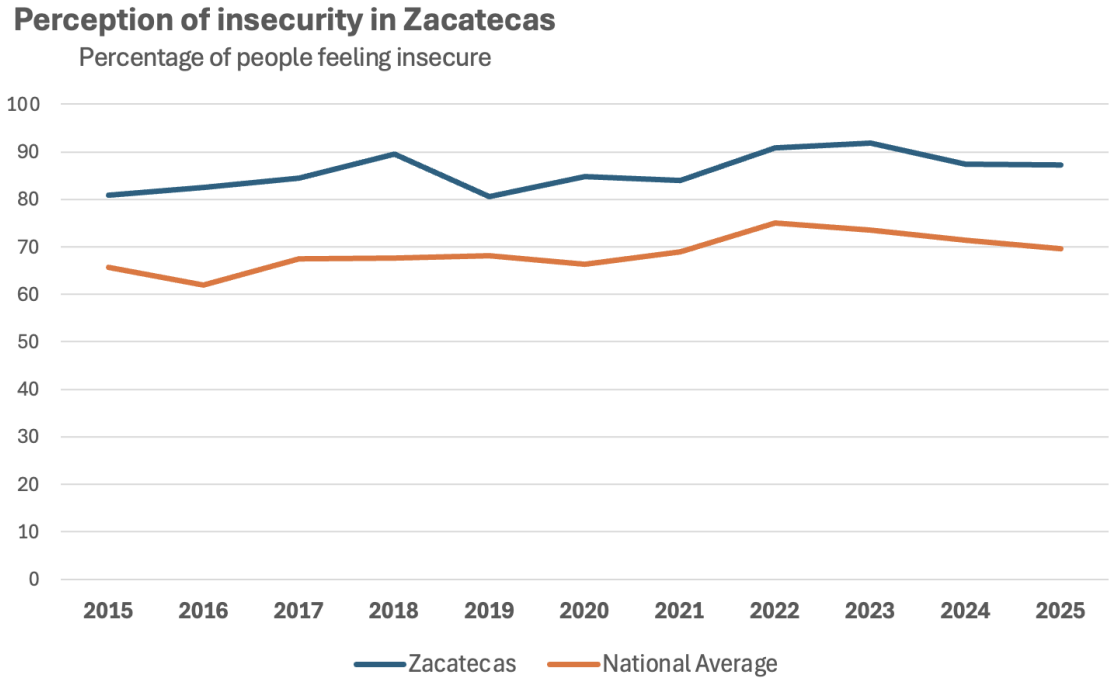
Cabinet Office

How do young people navigate information when perception of insecurity is high and misinformation spreads faster than facts? And what can we do?

Context

Zacatecas: In a context of reducing violence and high perceived insecurity



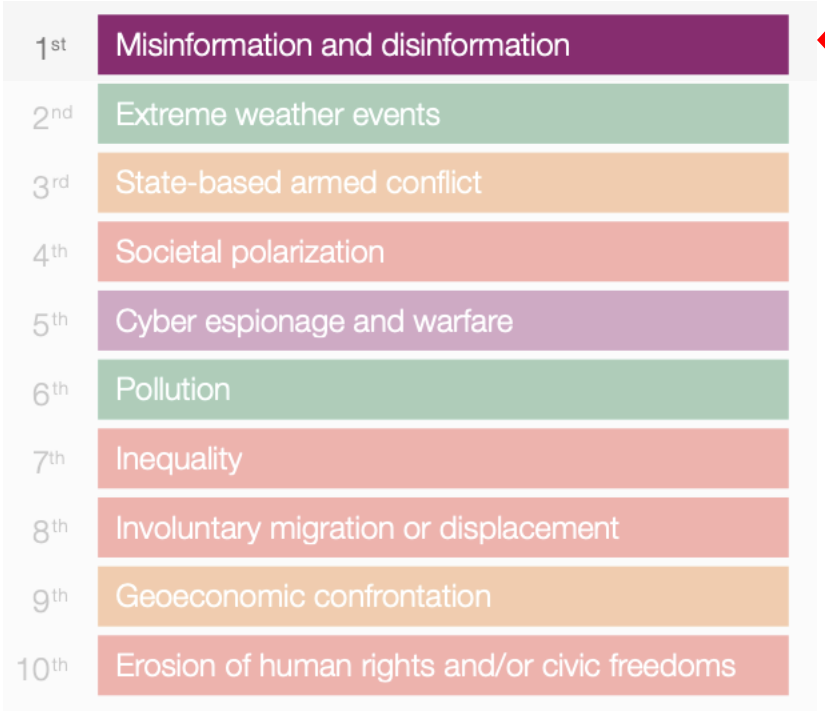


Sources: 1) National System of Public Safety Q2 2025;
2) National Survey on Perception of Public Safety April, 2025

Relevance

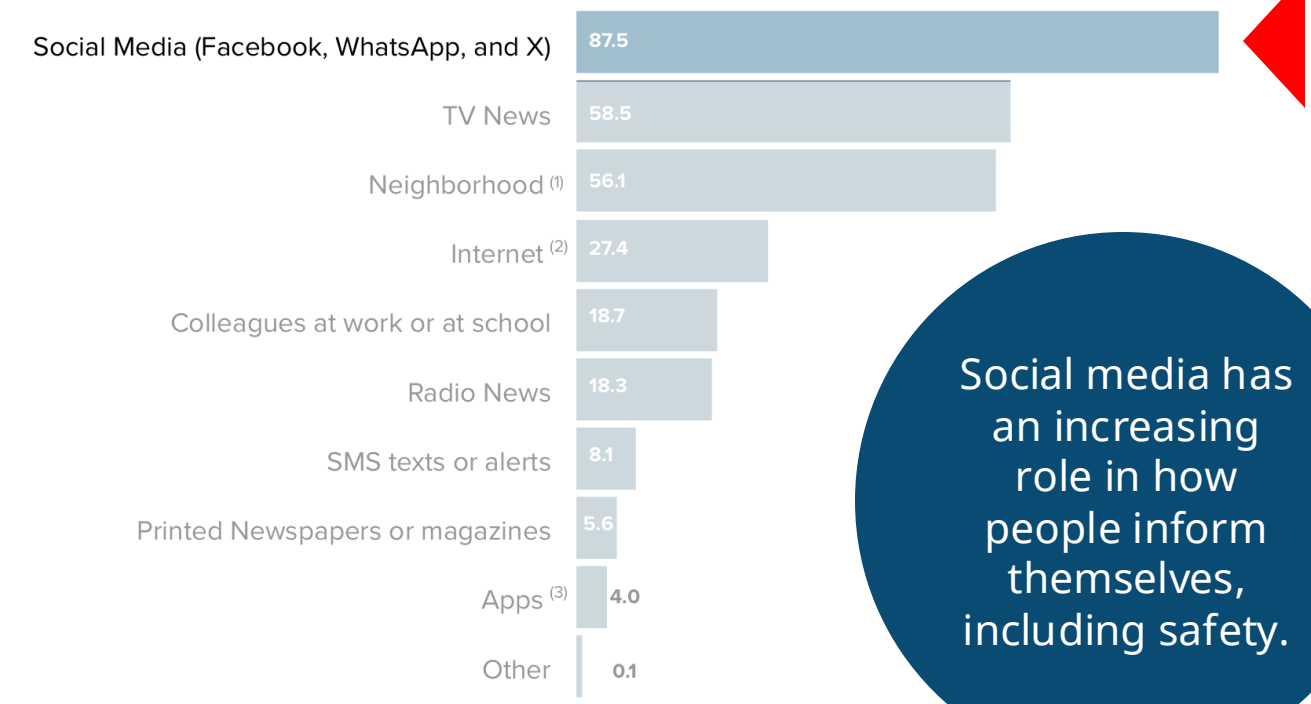
Misinformation is a top global risk

Global Risks Ranked by severity over the short term
World Economic Forum, 2025



Source: World Economic Forum Global Risks Report, 2025

Means to learn about public safety in Mexico
Percentage of people surveyed (Q3, 2025)



Social media has an increasing role in how people inform themselves, including safety.

Source: Encuesta Nacional de Seguridad Pública Urbana (ENSU), Third trimestesr, 2025

How can we accelerate and enhance media literacy at a low cost?

What we did and what we learned

Solution

Using AI to Accelerate and Enhance Media Literacy

A tool for groups to collectively build resilience against misinformation

Prebunking

Before exposure
Build cognitive resistance; prevent belief formation

Pilot focus

Debunking

After exposure
Correct false messaging, beliefs, and narratives

Key features for what IA is used:

Contextualizing the learning experience

Making sure the workshop relates to the experiences of the participants.

Generating different narratives

Follow structured guidelines for presenting examples of narrative frameworks.

Supporting real-time pattern recognition

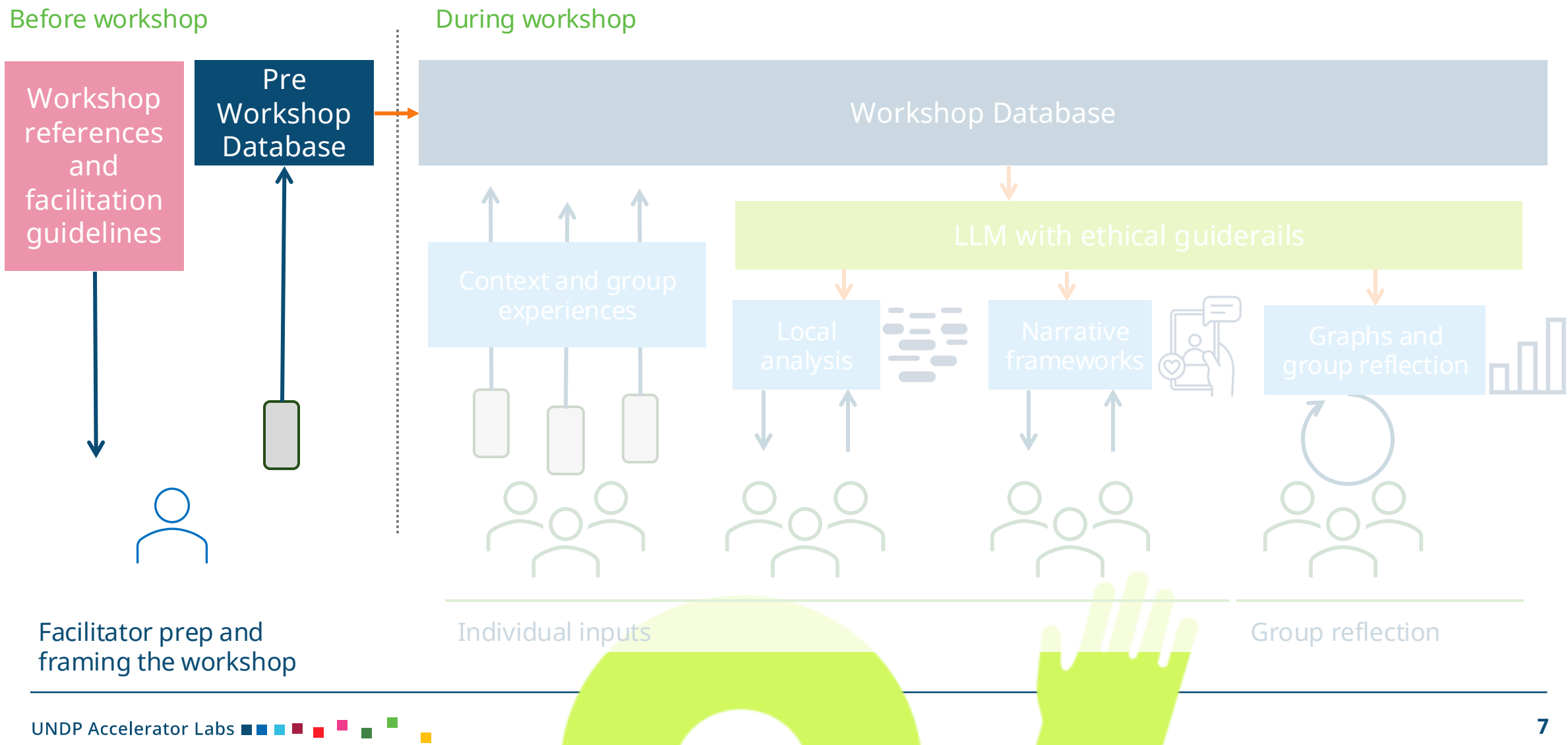
Use digital feedback loops to gather impressions anonymously and present effective analysis to the group.

Facilitating collective interactions and reflections

Foster collective reflections through open ended questions and structured dialogues.

Technology used

Pilot Interphase



Pilot images

Testing the pilot

Pilot Rollout: A/B Testing

Success criteria

- Recognition of emotional manipulation
- Understanding of narrative framing
- Adopting media literacy habits

Group A

AI assisted workshop

- Programming a workshop is more agile, limiting bureaucracy and coordination.
- Assists in streamlining facilitation of a topic that is not yet in a school syllabus.
- Capacity to interact with larger groups
- Simplifies adaptation of content to group
- Dependent on functional internet connection, a computer and a projector

Before

2% was aware of message framing

After

65% considered that they can spot narrative frameworks

Group B

Analog workshop

- Working in small groups allows for easier engagement.
- Required printed materials
- Took longer to prepare
- Lengthier explanations required
- Scaling requires more human, material and coordination resources

Before

3% was aware of message framing

After

49% considered that they can spot narrative frameworks

Results

What We Learned

“

It is very nice to be here learning new things [...] this way of learning is very beautiful, very easy, and I feel that it is something that will bear much fruit in the future.

F
Participant

88% said the AI assisted tool allowed them to express their emotions (100% of men / 85% of women)

vs 66% in the analog version (14% of men / 56% of women)

Why this matters,
and what scaling could mean?

Insights for Future scaling

01 Misinformation is present across the World at global, national and/or subnational levels.

02 The challenge is not a one-nation or one-institution public problem.

03 AI can be key to support local facilitators and community critical skills, not replacing them.

04 The approach can transfer easily to different subjects, sectors and/or audiences.

05 Digital and AI generations are well positioned to assist other generations and become agents in their community

Preparing to scale

01 **User experience:** Improve interphase design, graphics and experience flow.

02 **Backend analysis:** Enhance prompts, media generation, information analysis and visualizations

03 **Adaptability**: Support multilingual and cultural adaptations

04 **Customization**: Boost customization and georeferencing options

05 **Evidence:** Increase pilot testing in diverse locations

Paths for collaboration

Co-development

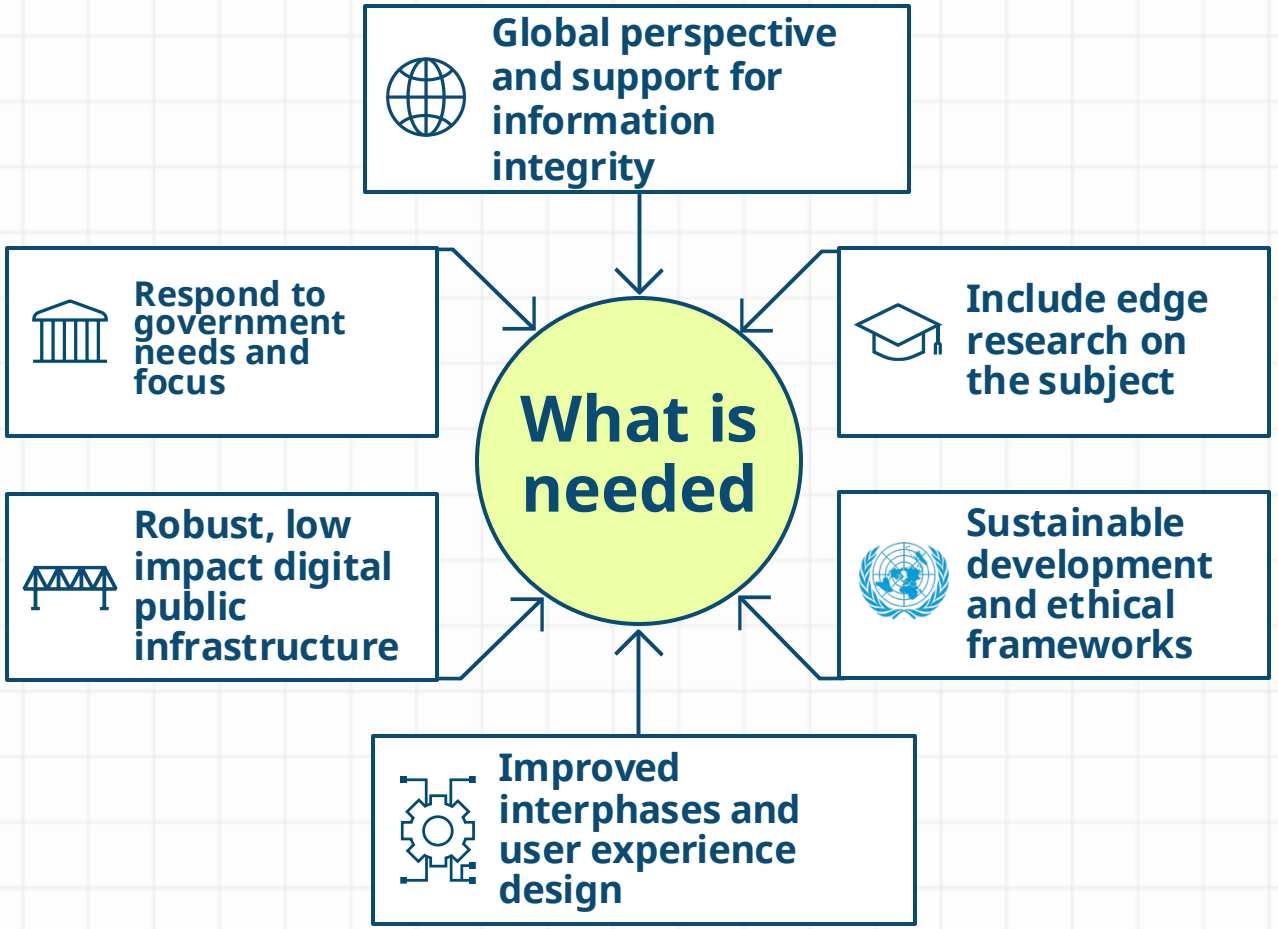
Making the most of technology and UIX expertise of tech companies with a global perspective and understanding of the challenge of misinformation.

Integration to other platforms

Taking advantage of the high adaptability of the pilot to integrate into different platforms and contexts that would benefit from and ethical and sustainable development approach to the risks of misinformation

Joint implementation and scaling

Through Public-Private partnerships that can spread across countries to support governments efforts against information pollution.



Key insights

01 AI can play a important role in supporting local community action

02 Ethical frameworks matter as much as accuracy

03 Contextual narratives and dynamic real-time analysis enhance learning experience

05 Inform and support future digital innovation with strengthen action for information integrity

06 Contextual exercises, real-time analysis, and anonymized participation enhanced engagement

07 Collective awareness and agency counts in resilience against misinformation

accelerator labs

~~Best~~ Next practices for a more sustainable future

Get in touch
jorge.munguia@undp.org
acceleratorlabs.undp.org

Co-building the Accelerator Labs as a joint venture with:

Action Partner:

german cooperation
DEUTSCHE ZUSAMMENARBEIT

QATAR FUND FOR DEVELOPMENT
صندوق قطر للتنمية

UNDP Core Partners

Cabinet Office

UNDP Core Partners

Action Partners

MINISTRY OF ECOLOGICAL TRANSITION
giz
Healthy Internet Project
AfriLabs
Center for Music Ecosystems
newcities
Honey Bee Network
nesta
Utrecht University
School of Economics
QCRI
Qatar Computing Research Institute
HAMAD BIN KHALIFA UNIVERSITY
IESE Business School University of Navarra
HYUNDAI
COLUMBIA | SIPA
School of International and Public Affairs
Cabinet Office
MIT MANAGEMENT SLOAN SCHOOL