Building Trust & Credibility: Media, Society & Policy
Empower educators to protect society, students from fake news

WHAT'S YOUR STATUS?
Saturday, 27 Oct 2018
10:16 AM MYT

By Danial Rahman
What's Your Status?
29 May 2019
Speak up for PTPTN
With PTPTN often being a political landmine, the public's voice can lend strength and...

Danial Rahman

What's Your Status?
26 Apr 2019
Digitally empowering the silver economy
With an ageing population, Malaysia must also prepare for the challenges and opportunities...

Danial Rahman

What's Your Status?
8 Mar 2019
The fragrance of jasmine from the ‘Lady in the Saree’
In conjunction with International Women’s Day on March 8, I share my admiration for Amy Bala, a...

Danial Rahman

What's Your Status?
30 Jan 2019
The strange life of Salim the refugee redux
What a change for Salim. From living 21 years in Kuala Lumpur as a Rohingya refugee from...

Danial Rahman

What's Your Status?
29 Dec 2018
Education challenges for 2019 and beyond
For this year’s final piece, I would like to look at the future of our education system and prompt...

Danial Rahman

What's Your Status?
27 Oct 2018
Empower educators to protect society, students from fake news
Now, if there’s one group of people in society the media love to highlight (aside from...
Press Secretary at the Ministry of Education / Higher Education
Question: What is truth?
20,679* Physicians say "LUCKIES are less irritating"

"It's toasted"

Your Throat Protection against irritation against cough
For Digestion's Sake...—Smoke Camels!

"I'll O.K. that"—Says "Pat" Patton, Steel-Nerved Oil-Well Fire Fighter

Clad in an asbestos suit, "Pat" Patton tackles a blazing oil well—the very heart of which reaches the appalling temperature of 3512°F. Fahreheit—quickly puts the intern under control.

"Even after putting out an oil-well fire, I can take away a heavy load as I want," says Patton, putting words into action in the picture above. "Provided," he adds, "I have plenty of Camel hands. Camels can be right. Smoking Camels helps keep my digestion in proper tune. To my way of thinking, Camels make just the right ending to a meal—gives me a drop-down feeling of well-being that I need—well, I couldn't handle this job if I had myself get the jitters. That's another reason why Camel is my cigarette. I smoke mighty often. And I know that Camels don't get on my nerves."

Digestion often needs a "lift" too!

Often during a hard, tiring day, smokers pause to get a "lift" in energy with a Camel. And at mealtimes Camels offer a helping hand to good digestion. They help you to enjoy your food more. And they increase the flow of fluids—alkaline digestive fluids—that are so vital to a sense of well-being after eating. Make every meal more useful—more pleasant—by smoking Camels at a regular part of dining. With their mellow masculinities, Camels are better for steady smoking. They don't get on your nerves or tire your taste.

"Camels are grand at mealtimes," says New York motorist, Mrs. Vincent Moore. "I smoke them during lunch and after—and my digestion works like a top. Most of the women I know smoke Camels."

CAMELS ARE GRAND AT MEALTIMES..." says New York motorist, Mrs. Vincent Moore.

"I smoke them during lunch and after—and my digestion works like a top. Most of the women I know smoke Camels."

Camels are made from fine, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.
So, how did things change?
Why we have the youngest customers in the business

This young man is 13 months old—and he isn't our youngest customer by any means.

Heineken is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a Heineken and notice that all our ingredients are listed. That isn't required of soft drinks you know—but we're proud to do it and we think you're pleased that we do.

By the way, Mom, when it comes to babies—if they like to be coaxed to drink their milk, try this. Add some to the milk in equal parts, pouring the beer gently into the milk. It's a wholesome combination—and it works! Make Heineken a family drink. You like it...It's you!
Why we have the youngest customers in the business

This young man is 11 months old—and he isn’t our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn’t required of soft drinks, you know—but we’re proud to do it and we think you’re pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It’s a wholesome combination—and it works! Make 7-Up your family drink. You like it...it likes you!

Nothing does it like Seven-Up!
Question: How impactful is fake news?
Local grads only as good as Danish high school dropouts

Harvard professors say Malaysia has great education policies that however fail to be filtered down to students who need them most

FREEMALAYSIA TODAY.COM
He said students spent too much time on memorisation for exams instead of understanding the study materials.

Harvard Prof Said Malaysian Graduates Are On The Same Level As Danish High School Dropouts

Despite the government’s continuous effort and support in education.

SAYS.COM

3,740 shares
Even official Harvard CID account shared
“I never said anything like this.”
Question:
Why is the media so important?
“If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed.”

— Mark Twain

SelfArcheology.com
Media as the “4th Estate”

- **Check & balance** to Separation of Powers Doctrine: Judiciary, Legislative, Executive.

- The **eyes and ears** of the People, entrusted to report accurately and fairly, keeping leaders accountable.
Social Media? The “5th Estate”

- Society is Empowered
- Everyone has a voice, an influence, and a responsibility.
Journalist/
Letters from
Readers

Editor
The Rise of the K.O.L aka "Influencers"

@iqbaal.e
iqbaal ramadhan
Jawa Barat, Indonesia
Music, Cinema, Theater and Dance, Cinema
8.7M followers

Vivvy Yusof
Co-founder of @fashionvalet.com, @thegroup and @duckcosmetics.
Blog: proudduck.com
150,000+ on YouTube: Vivvy Yusof
vivyyusof
9,935 posts 1.7m followers 511 following

@heominhon
Vietnam
253 posts 507K followers 309 following

@michelledyy
Philippines
1,812 posts 655K followers 375 following
Michelle Dy=Beauty YouTuber re
www.youtube.com/michelledyy51
What about Science Influencers?

Wyss Institute
The Wyss Institute at Harvard University uses biological design principles to develop new engineering innovations.
wyss.harvard.edu/nina-donghia-on-freeze-dried-protein-expression

Society for Neuroscience
The Society for Neuroscience (SfN) is a nonprofit membership organization of scientists and physicians who study the brain and the nervous system.
neuronline.sfn.org/Articles/Scientific-Research/2019/Machine-Lear...
So what does this mean for YOU as scientists & academicians?
Global Warming and Other Eco-Myths

Why this 7-year-old can't go anywhere near unvaccinated children

By Nina dos Santos, CNN

Updated 07:50 GMT (09:50 HKT) June 26, 2020

Anti-vaccination sentiment backed by populist movement QAnon.
MIT Researchers looked at 126,000 stories on Twitter, tweeted by 3.5 million users more than 4.5 million times between 2006 and 2017.

- Lies were 70% more likely to be retweeted than the truth.
- Truth takes six times longer to be seen by 1,500 people on Twitter than misinformation.
- Human more likely to spread fake news than bots.
- The researchers suggested that people feel a stronger sense of surprise and disgust at fake news, which makes them more likely to share it.
THE EFFORT OF MANY SCIENTISTS

ONE OF THE GREATEST TECHNOLOGICAL CHALLENGES

ALL OF THIS TO DELIVER INTERNET...

TO BILLY

THE EARTH IS FLAT!!!!!
I’d like to share a story about an “accidental” influencer. Using social media to fight social media.
Dr Imelda Balchin

- Studied Subspecialist in Maternal and Fetal Medicine at Royal College of Obstetricians and Gynaecologists RCOG
- Studied Postgraduate Diploma in Diabetes at University of Glamorgan, Wales, UK
- Studied Doctorate of Medicine (Research) at Imperial College London
- Studied RCR/RCOG Diploma in Advanced Obstetrics Ultrasound Scan at Royal College of Obstetricians and Gynaecologists RCOG
- Studied MRCOG at Royal College of Obstetricians and Gynaecologists RCOG
- Studied MSc Masters of Science in Public Health, Epidemiology, Infectious Diseases and Biostatistics at Imperial College London
- Studied MBChB - Bachelor of Medicine & Surgery at University of Manchester
- Studied BMedSc Bachelor of Medical Sciences at University of St. Andrews, Scotland
- Went to BBGS
- Lives in Kuala Lumpur, Malaysia
- From Kuala Lumpur, Malaysia
- Followed by 309,774 people
One in four pregnancies end with miscarriage.

Do not blame mothers. Give them emotional support.

Satu dalam empat kehamilan berakhir dengan keguguran.

Jangan salahkan ibu. Berikan sokongan emosi. It is OK not to say anything, just listen.
Pantang selepas bersalin yang terbaik sekali ialah
SUAMI BERHENTI MEROKOK

“The best post-pregnancy confinement practice is….
HUSBANDS STOP SMOKING!
There aren’t inconsistencies between medical science and Islam.

Feces, urine, undigested food… when in the body, don’t force it out. It is not “filth”.

...and do not dig out the white vaginal fluids which are normal and have important functions.
Who says you can’t exercise after you give birth?

Who says you can’t exercise when pregnant?

Exercise during pregnancy, even for the non-obese, is proven to increase natural births and reduce C-sections.
Satu dalam empat kehamilan berakhir dengan keguguran.

It is OK not to say anything, just listen.

Pantang selepas bersalin yang terbaik sekali ialah
SUAMI BERHENTI MEROKOK

Siapa kata tak boleh bersenam lepas bersalin?
Siapa kata tak boleh bersenam semasa hamil?
Bersenam semasa hamil, walaupun untuk ibu yang tidak obese, telah terbukti meningkatkan kejayaan kelahiran normal dan mengurangkan pembedahan Caesar.... See more
TANYA Dr Imelda

MULAI 4 JULAI
SETIAP KHAMIS I 9.00 MALAM

Lisa Surihani
Pakar Kesihatan Ibu Hamil & Janin

Dr. Imelda

Turut boleh ditonton di astro GO & on demand
Question: What do you think about the state of the world we live in?
The Gapminder Test
by Hans Rosling

http://forms.gapminder.org/s3/test-2018
1. In the last 20 years the proportion of people living in extreme poverty worldwide, has...? *

- Almost doubled
- Remained more or less the same
- Almost halved
2. How many of the world’s 1-year-old children today have been vaccinated against some disease? *

- 80%
- 50%
- 20%
4. Where does the majority of the world population live? *

- Low income countries
- Middle income countries
- High income countries
6. There are roughly seven billion people in the world today. Which map shows where people live? (Each figure represents 1 billion people.) *
8. In low income countries across the world, how many girls finish primary school? *

- 20%
- 40%
- 60%
12. Tigers, Giant Pandas and Black Rhinos were listed as threatened species in 1996. Since then, have any of these species become more critically endangered? *

- None of them
- One of them
- Two of them
13. The global climate experts believe that, over the next 100 years, the average temperature will: *

- Get warmer
- Remain stable
- Get colder
Let’s check your answers
EXTREME POVERTY RATE FROM 1800 TO TODAY

Share of humanity living on Level 1 on less than $2/day.

Dollars adjusted for inflation and price differences.

FACT QUESTION 3 RESULTS: percentage who answered correctly.
In the last 20 years, the proportion of the world population living in extreme poverty has ... ?
(Correct answer: almost halved.)

- Sweden: 25%
- Norway: 25%
- Finland: 17%
- Japan: 10%
- UK: 9%
- Canada: 9%
- Australia: 6%
- Germany: 6%
- US: 5%
- Belgium: 5%
- S. Korea: 4%
- France: 4%
- Spain: 3%
- Hungary: 2%

2. How many of the world’s 1-year-old children today have been vaccinated against some disease? *

- 80%
- 50%
- 20%
4. Where does the majority of the world population live? *

- Low income countries
- Middle income countries
- High income countries
Where does the majority of the world population live?
(Correct answer: middle-income countries.)

- S. Korea: 39%
- US: 36%
- Australia: 30%
- France: 29%
- Sweden: 28%
- Canada: 26%
- Norway: 26%
- Spain: 24%
- Japan: 24%
- UK: 23%
- Belgium: 21%
- Finland: 19%
- Germany: 17%
- Hungary: 17%

Sources: Ipsos MORI[1] & Novus[1]
6. There are roughly seven billion people in the world today. Which map shows where people live? (Each figure represents 1 billion people.) *
8. In low income countries across the world, how many girls finish primary school? *

- 20%
- 40%
- 60%
FACT QUESTION 1 RESULTS: percentage who answered correctly.
In all low-income countries across the world today, how many girls finish primary school?
(Correct answer: 60%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Sweden</td>
<td>11%</td>
</tr>
<tr>
<td>US</td>
<td>10%</td>
</tr>
<tr>
<td>S. Korea</td>
<td>10%</td>
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<tr>
<td>Germany</td>
<td>9%</td>
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<td>Hungary</td>
<td>9%</td>
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<td>Australia</td>
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<td>Japan</td>
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<td>UK</td>
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<td>Belgium</td>
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<td>Finland</td>
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<td>Norway</td>
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<td>Canada</td>
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<td>France</td>
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<tr>
<td>Spain</td>
<td>4%</td>
</tr>
</tbody>
</table>

12. Tigers, Giant Pandas and Black Rhinos were listed as threatened species in 1996. Since then, have any of these species become more critically endangered? *

- [ ] None of them
- [ ] One of them
- [ ] Two of them
13. The global climate experts believe that, over the next 100 years, the average temperature will: *

- Get warmer
- Remain stable
- Get colder
So, let’s revisit:
What is happening to the world?

This is % who answered “getting worse”
Published 2018 with the mission to fight “devastating ignorance with a fact-based worldview”.

FACTFULNESS
Hans Rosling with Ola Rosling and Anna Rosling Rönnlund

‘One of the most important books I’ve ever read – an indispensible guide to thinking clearly about the world’ Bill Gates

TEN REASONS WE’RE WRONG ABOUT THE WORLD – AND WHY THINGS ARE BETTER THAN YOU THINK
Conclusion

• Communication is key in protecting and empowering society

• As scientists, academics and policy-makers, we must take cognizance of our ‘privileged’ position in society

• Due to social media, each and every one of us are influences and can make a difference in the lives of others.
Thank you

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My columns:
https://www.thestar.com.my/authors/?q=%22Danial+Rahman+%22