The Cost of Disbelief:
Fracturing Societies and the Erosion of Trust

INDIVIDUAL SESSION

JULY 16 TO AUGUST 2, 2019
SCHLOSS LEOPOLDSKRON, SALZBURG, AUSTRIA

MORE INFORMATION:
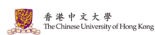SALZBURGGLOBAL.ORG/GO/SAC13

Platform technologies are designed to divide communities by ideology. Politicians take advantage of this information architecture to position people against one another. The result is a fracturing of belief, where truths have splintered and trust has eroded. Our digital media environments are at the center of this fracturing. Our social and civic cohesion is at risk.

STAFF CONTACT DETAILS

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PARTNER SCHOOLS

The Chinese University of Hong Kong

BU Bournemouth University

THE UNIVERSITY OF TEXAS AT AUSTIN

EMERSON COLLEGE

Nevada State COLLEGE

GEORGETOWN UNIVERSITY

LAU Lebanese American University

DAYSTAR UNIVERSITY

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UNIVERSITY OF MARYLAND

UNIVERSIDAD IBEROAMERICANA CIUDAD DE MÉXICO

UCA Pontificia Universidad Católica Argentina

ASHOKA UNIVERSITY

HONG KONG BAPTIST UNIVERSITY

Jordan Media Institute

The Salzburg Academy on Media and Global Change will bring together emerging media makers and storytellers to create speculative futures, focused on media infrastructures that can renew trust, re-imagine community engagement, and inspire new norms for participation in daily life.

KEY QUESTIONS

- What is the relationship between media platforms and trust?
- How are norms of truth and facts impacted by social networks?
- What are the repercussions of algorithms for media and news institutions?
- What types of journalism and storytelling can combat disbelief and distrust?
- What media systems and structures are needed to reinstate norms of trust, truth, and social cohesion?

PARTICIPANT PROFILE

The Academy will gather 75 emerging media practitioners – journalists, filmmakers, activists, storytellers and advocates – from partners schools alongside 25 faculty and 20 visiting scholars, who span across media disciplines, fields and industries.

PROGRAM FORMAT

The Academy features plenary presentations and discussions on a range of media-related topics; immersive workshops on game design mobile storytelling, guerilla filmmaking, immersive design, and community engagement; and sessions on world building, cultural representation, and human interaction complement the program. Project-based work is conducted through student-led groups, where a human-centered design process is put forward. The Academy also features reading groups and a film club.

See online for **EXPECTED OUTCOMES**, **SPEAKERS** and more.

SALZBURG GLOBAL SEMINAR

Salzburg Academy on Media and Global Change

MULTI-YEAR SERIES

MORE INFORMATION:
SALZBURGGLOBAL.ORG/GO/MEDIAACADEMY

The Salzburg Academy on Media and Global Change builds digital literacies and engagement around critical challenges for society. Its annual three-week program connects young media innovators across disciplines to produce multimedia tools and reframe curricula and research. Founded in 2007, it has over 900 alumni and faculty from 60 participating institutions worldwide.

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UPCOMING PROGRAM

The Cost of Disbelief: Fracturing Societies and the Erosion of Trust
(July 16 to August 2, 2019)

RECENT PROGRAMS

Re-Imagining Journalism: News and Storytelling in an Age of Distrust *(2018)*
Voices Against Extremism: Media Responses to Global Populism *(2017)*
Migration, Media and Global Uncertainty *(2016)*
Civic Voices: Justice, Rights and Social Change *(2015)*

For three weeks each summer, a truly international group of emerging media practitioners – journalists, filmmakers, activists, storytellers, and advocates – study, work and live together at Schloss Leopoldskron, Salzburg, Austria.

Left: The Media Academy features a mix of plenary presentations and discussions on a range of media-related topics. and immersive workshops on game design, mobile storytelling, immersive design, and community engagement, as well as faculty-led group project work and research.

Right: Guest speakers in 2017 included then-sitting Justice Anthony Kennedy of the US Supreme Court.

IMPACT AND OUTCOMES

Each year, students work with faculty and industry practitioners to create media processes and products focused on social impact and civic empowerment. These projects have ranged from media literacy curriculum plans – implemented by several partner schools, co-created multimedia publications – 2018's Persist: New Ideas for Journalism in an Age of Distrust, and "playbooks" – 2017's Re:Action – A DIY Playbook for Building a Better World, to proposing innovative projects and consulting for the United Nations Development Programme (UNDP).

In 2014, Salzburg Academy students devised proposals for the UNDP ahead of the implementation of the Sustainable Development Goals (SDGs) on how gamification could be used to address the challenges around youth unemployment and livelihoods, climate change, human rights, and corruption.

Left: *Inspired by the Salzburg Academy, long-serving faculty member Jad Melki founded the Media and Digital Literacy Academy of Beirut in 2013. Several faculty and alumni have since taken part in the MDLAB – the first program of its kind in the Middle East.*

Right: *Academy faculty have collaborated on multiple research projects and publications, including Mediated Communities: Civic Voices, Empowerment And Media Literacy In The Digital Era, edited by faculty member Moses Shumow and with contributions from ten more faculty.*

MEDIATED COMMUNITIES

Civic Voices, Empowerment and Media Literacy in the Digital Era

EDITED BY MOSES SHUMOW
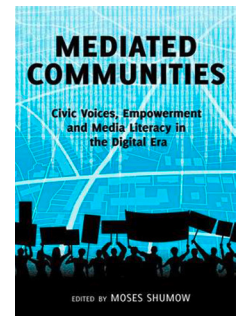
ACADEMY STATISTICS | 2007-2017

SALZBURG GLOBAL SINCE 1947	MEDIA ACADEMY SINCE 2007
36,000+ FELLOWS	**903** FELLOWS & FACULTY
170+ COUNTRIES	**68** COUNTRIES
870+ PROGRAMS	**12** PROGRAMS

14%
40%
12%
25%
9%
<1%
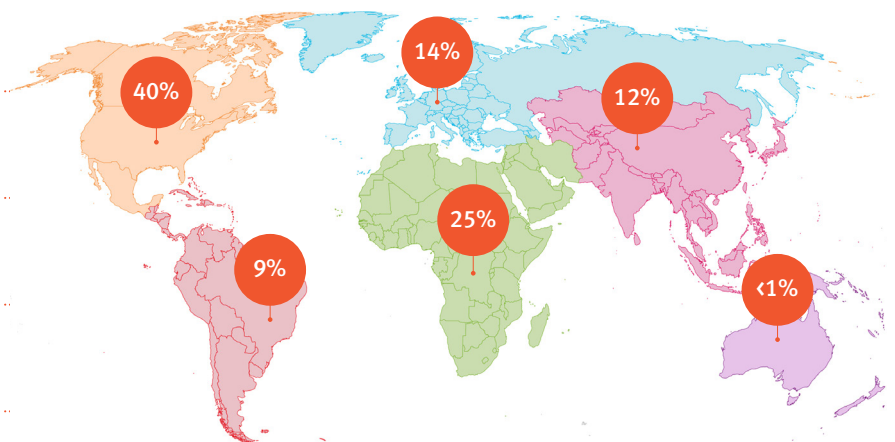
● AFRICA & MIDDLE EAST   ● SOUTH AMERICA & CARRIBEAN   ● ASIA
● EUROPE   ● NORTH AMERICA   ● OCEANIA

TESTIMONIALS

"Coming here has completely flipped my perspective and made me realize that I have such a Western-centric view on the media... It's made me look at everything I consume in a different way. Being in close proximity with people from different countries, that have different backgrounds, different ethnicities, different religions has made me contemplate other perspectives."

MAYA PARCHMENT, BOURNEMOUTH UNIVERISTY, UK

"I had the opportunity of meeting so many enthusiastic and passionate young people from all over the world, tackling issues concerning immigration... I never really had considered whether Kenya had such a problem before... It was an eye-opener for me. It made me understand that the way we tell our stories really effects how policy is made. Media has the power of engaging people."

JEREMIAH KIPAINOI, DAYSTAR UNIVERSITY, KENYA

"Every person who ever has a chance [to attend the Salzburg Media Academy] should take it. It is life changing, because it's not only about what you learn – you start thinking about things differently, you discuss topics you didn't think you would discuss with different people with different backgrounds [and] you also get to create prototypes about projects that might change the journalism field."

SALLY FARHAT, LEBANESE AMERICAN UNIVERSITY, LEBANON

RECENT FACULTY & GUEST SCHOLARS

Paul Mihailidis, *Program Director and Faculty Chair, Salzburg Academy; Associate Professor of Civic Media & Journalism, Emerson College, USA*

Susan Moeller, *Professor & Director, International Center for Media and the Public Agenda, University of Maryland, USA; Co-founder, Salzburg Academy*

Jad Melki, *Associate Professor, Journalism and Media Studies, and Chairperson, Department of Communication Arts, Lebanese American University, Lebanon*

Ryan Broderick, *Deputy Global News Director, BuzzFeed News*

Jennifer Colville, *Policy Advisor, Knowledge, Innovation and Capacity, United Nations Development Programme (UNDP)*

The Honorable Anthony Kennedy, *Associate Justice (ret.), The Supreme Court of the United States*

Lucio Mesquita Filho, *Director, BBC Monitoring*

Najib Sharifi, *President, Afghan Journalists Safety Committee*

Daniel Russell, *Über Tech Lead, Search Quality & User Happiness, Google, Inc.*

Martin Weiss, *Head of Press and Information Department, Austrian Federal Ministry for European and International Affairs*

Robin Wright, *Foreign Affairs Journalist, The New Yorker*

CURRENT PARTNER SCHOOLS