

# 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?

### 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...

Danial Rahman



## Press Secretary at the Ministry of Education / Higher Education



Question:

What is truth?



\* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS AND MONTGOMERY, Accountants and Auditors.

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 (right), "Pat" Patton tackles a blazing oil-well—the fury heart of which reaches the appalling temperature of 3512° Fahrenheit—quickly gets the inferno under control.

"Even after putting out an oil-well fire, I can tuck away as hearty a meal as I want," says Patton, putting words into action in the picture above. "Provided," he adds, "I have plenty of Camels handy. Camels set me right. Smoking Camels helps keep my digestion in proper trim. To my way of thinking, Camels make just the right ending to a meal—give me a deep-down feeling of being on top of the world. I never could handle this job if I let 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 meal-times 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 zestful—more pleasant—by smoking Camels as a regular part of dining. With their matchless mildness, 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 matron, Mrs. Vincent Murray. "I smoke them during meals and after—and my digestion works like a top. Most of the women I know smoke Camels."



**COSTLIER  
TOBACCOS**

Camels are made from finer, MORE EXPENSIVE TOBACCOS  
— Turkish and Domestic — than any other popular brand.

Copyright, 1951, R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, North Carolina



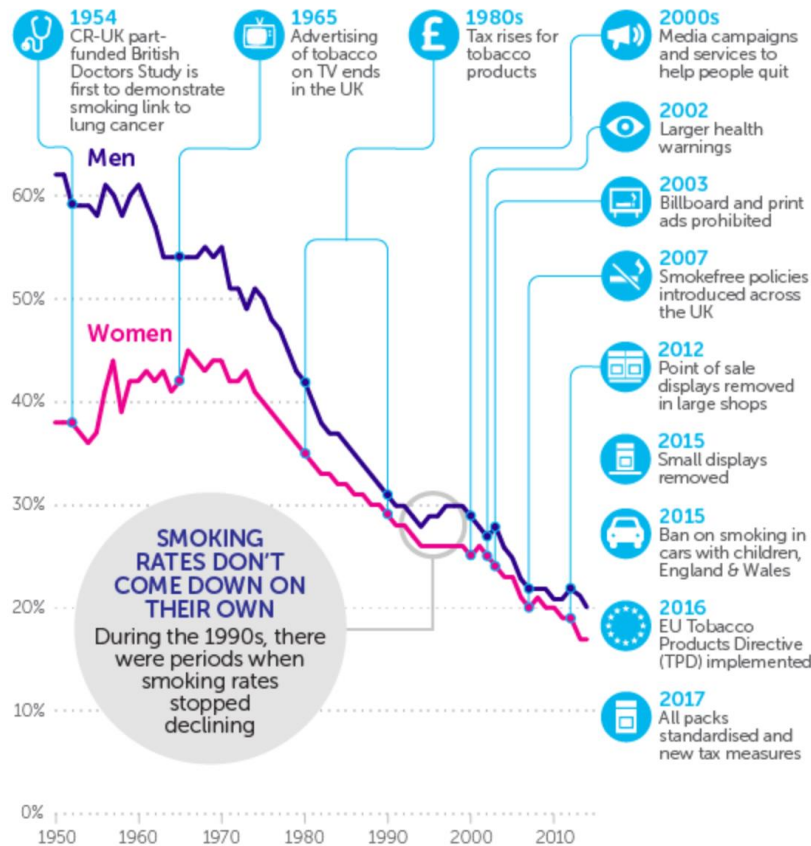
# NICO TIME CIGARETTES

THE  
SMOOTH  
TASTE  
EXPECTANT  
MOTHERS  
CRAVE!





# SMOKING RATES DECLINE WITH ACTION



Source: Adult Smoking Habits in Great Britain. Opinions and Lifestyle Survey, ONS

LET'S BEAT CANCER SOONER  
cruk.org



## WHAT'S CHANGING ON CIGARETTE PACKS?

- Larger health warnings, on 65% of the front and back.**
- Graphic picture at the top of pack.**
- Brand name in a standard font.**
- Minimum size of 20 cigarettes, no more 'lipstick' or 'perfume' packs.**
- Top opening only, no more side-opening packs.**
- Packs are drab brown, not white...**
- ...with no glamorous, glitzy packaging.**
- No more misleading information like 'low tar' or 'organic'.**

Picture: Action on Smoking and Health. The image conforms to the requirements of the EU Tobacco Products Directive and UK law on standardised packaging.

LET'S BEAT CANCER SOONER  
cruk.org/tobacco





Watch "Soldiers of Fortune"  
For exciting adventures, see this  
Heineken TV show every week.

Copyright 1988 by The Heineken Group



Avoid  
imitations  
served from  
taps or  
cup-machines.  
Heineken  
is sold in  
bottles only.

## 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.

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 toddlers—if they like to be coaxed to drink their milk, try this: Add some to the milk in equal parts, pouring the brew gently into the milk. It's a wholesome combination—and it works! Make Heineken a family drink. *You like it . . . it likes you!*

Worth

1000.com  
**Nothing does it like Heineken**



Watch "Soldiers of Fortune"  
For exciting adventures, see this  
7-Up TV show every week.



A cold  
refreshment  
served from  
bottles or  
cans—whichever.  
Seven-Up  
is sold in  
bottles only.

## 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!*

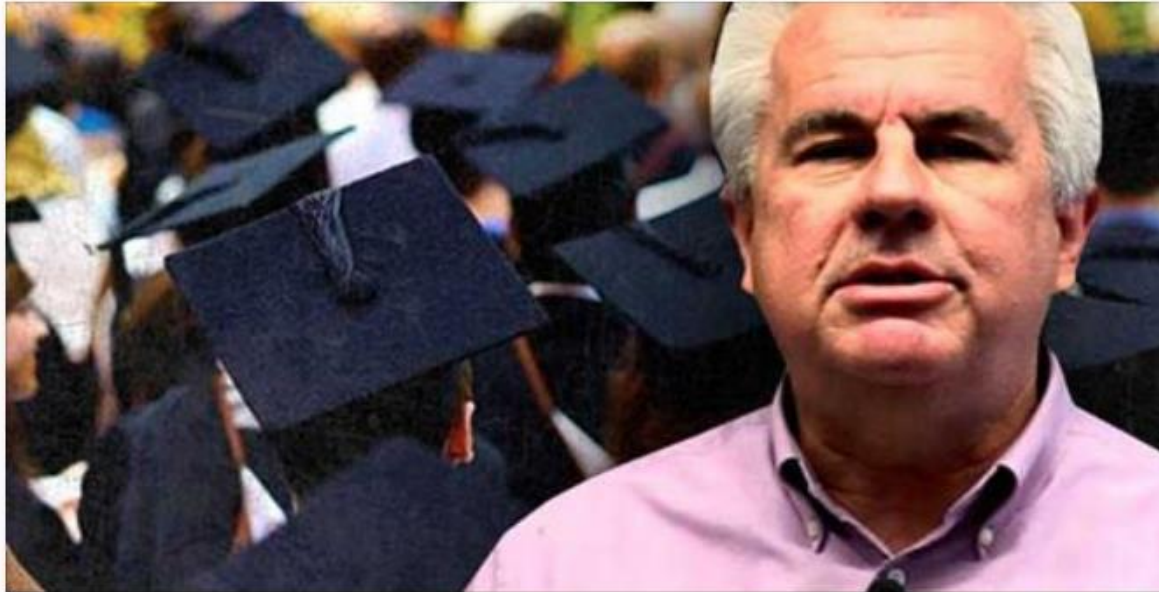
# Nothing *does it* like Seven-Up!

Question: How impactful  
is fake news?





18 Jan 2017



## 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.

[FREEMALAYSIATODAY.COM](http://FREEMALAYSIATODAY.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

Like Comment Share

Ghaz Yasmin, Alyaa Ramli and 3.5k others

Top comments

3,740 shares

3,740



Even official  
Harvard CID  
account shared



Harvard CID   
@HarvardCID






Lant Pritchett on education policies in  
[#Malaysia](#) and how its failing students



Local grads only as good as Danish high school...  
Harvard professors say Malaysia has great educa...  
[freemalaysiatoday.com](http://freemalaysiatoday.com)

19/1/17, 3:02 AM from [Cambridge, MA](#)

“I never said  
anything like  
this”

 **Lant Pritchett** <lant\_pritchett@harvard.edu> Jan 19     
to Michael, Danial, me 

I never said [anything like this](#). The data I did present was from the PIAAC study done by the OECD was about just the city of Jakarta in Indonesia (I have published this in a [blog post](#)) but again the raw numbers are from a published OECD report and are not my original research.

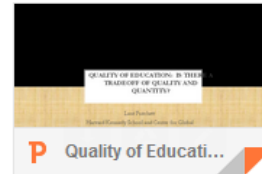
Attached is my presentation. At the opening of my presentation I said that this was my first time in Malaysia and hence I had the advantage of not knowing anything about Malaysia and could not be construed as saying anything about Malaysia—but that I did know about Indonesia.

After the presentation a reporter did ask me about Malaysia and I said that I didn't know, that the PISA scores are similar in some respects to Indonesia but that someone would have to do the study to find out and that I had not done it. I don't think that this can be reasonably construed as saying anything about the skills of Malaysia university grads as the PISA results are only about 15 year olds.

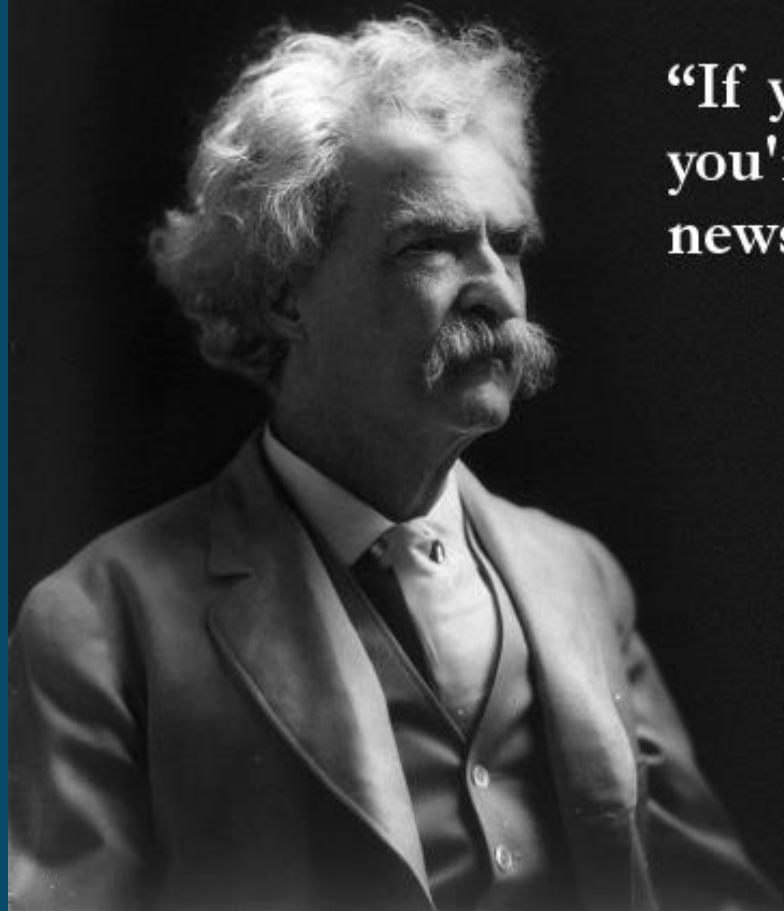
Hope this clarifies. As a researcher I like to only talk about what I know about using results that I or other researchers I trust have produced. Because of that I did not or would not say anything about Malaysia tertiary graduates.

lant

...



Question:  
Why is the media so important?

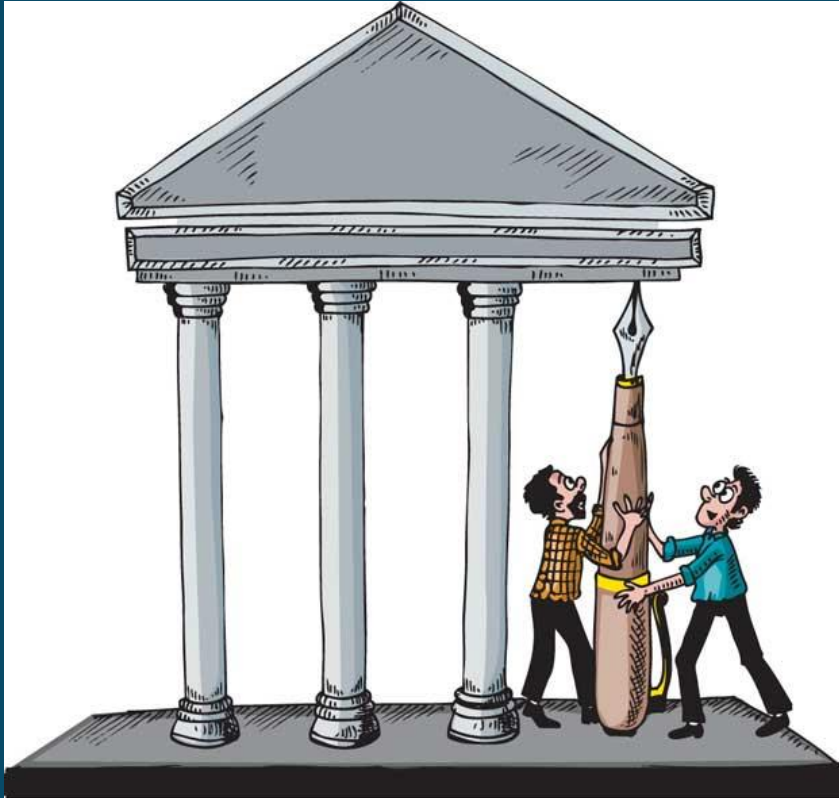


**“If you don't read the newspaper,  
you're uninformed. If you read the  
newspaper, you're mis-informed.”**

**— Mark Twain**

**SelfArcheology.com**

# Media as the “4<sup>th</sup> 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 “5<sup>th</sup> 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



vivyyusof

Following

9,935 posts 1.7m followers 511 following

**Vivyy Yusof**

Co-founder of @fashionvaletcom, @theduckgroup and @duckcosmetics.

Blog: proudduck.com

150,000+ on YouTube: Vivyy Yusof

📧 ida@fashionvalet.com

[tinyurl.com/vivyyusof](https://tinyurl.com/vivyyusof)

Followed by fatimahhapiz, syaaaafff\_qamilla + 172 more

@HEOMINHON - VIETNAM



heominhon

Follow

253 posts 507k followers 309 following

heominhon

Cố chủ nhà của

@22decembreshop & @l.garment @a.room\_decor

Me của em bé @camcaysayhi



@MICHELLEDYY - PHILIPPINES



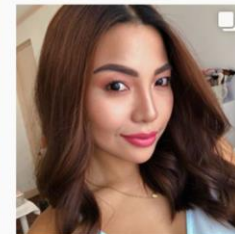
michelledyy

Follow

1,812 posts 655k followers 375 following

Michelle Dy•Beauty Youtuber PH

[www.youtube.com/michelledy051](https://www.youtube.com/michelledy051)



# What about Science Influencers?



wyssinstitute

Follow



341 posts   6,675 followers   132 following

**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](http://wyss.harvard.edu/nina-donghia-on-freeze-dried-protein-expression)



dramalinabakri

Follow



540 posts   545k followers   940 following

**Dr. Amalina**

General Surgeon (Specialist Training)| NHSGB  
GBLondoner **MYIT**

Edinburgh & Cambridge educated

Darzi Fellow, PhD candidate, polyglot

[m.youtube.com/c/DrAmalina](https://m.youtube.com/c/DrAmalina)

Followed by [fatimahhapiz](#), [syaaaaffff\\_](#), [sabb916](#) + 95 more



societyforneuroscience

Follow



414 posts   38.6k followers   166 following

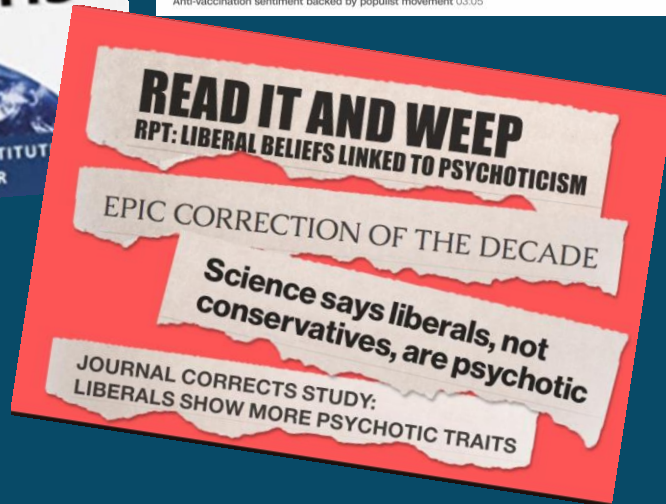
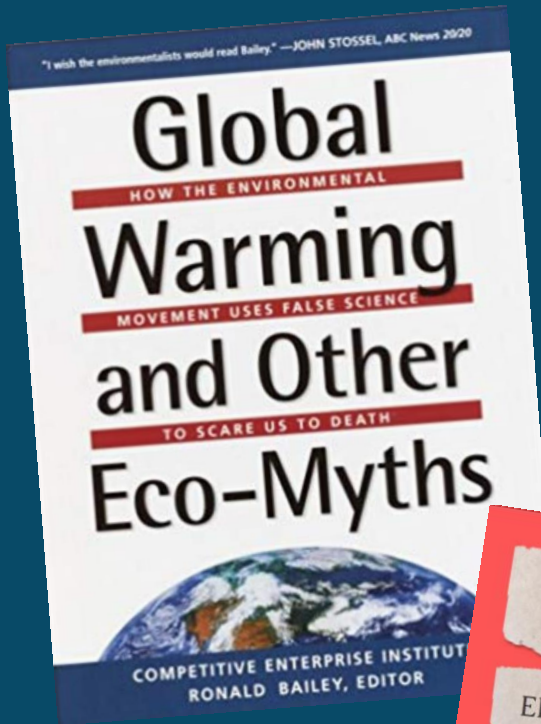
**Society for Neuroscience**

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...](http://neuronline.sfn.org/Articles/Scientific-Research/2019/Machine-Lear...)

Followed by [hatib.cell.art](#)

So what does this mean for  
YOU as scientists &  
academicians?





## TECHNOLOGY

# The Grim Conclusions of the Largest-Ever Study of Fake News

Falsehoods almost always beat out the truth on Twitter, penetrating further, faster, and deeper into the social network than accurate information.

ROBINSON MEYER MAR 8, 2018



KRISTA KENNELL / STONE / CATWALKER / SHUTTERSTOCK / THE ATLANTIC

- 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.



**Imelda Balchin**

[Timeline](#) [About](#)

## Intro

- 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

Dr  
Imelda  
Balchin.  
309,774

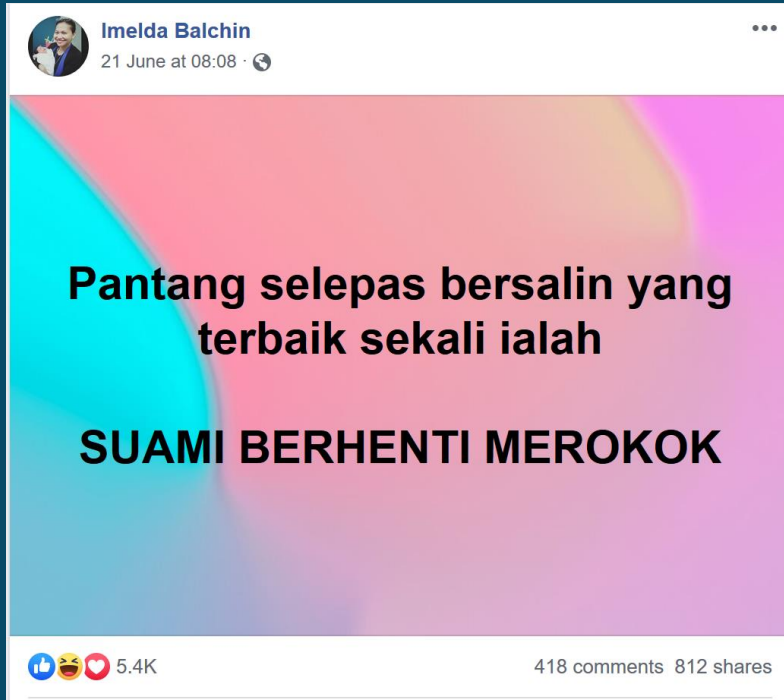
# Empowering Women



“One in four pregnancies end with miscarriage.


Do not blame mothers. Give them emotional support.”

# Educating Society



“The best post-pregnancy confinement practice is....  
**HUSBANDS STOP SMOKING!**”

# Combating Ignorance

 **Imelda Balchin** · 25 June at 08:34 · 🌐

Hangpa dah faham ka belum?

Tidak ada percanggahan di antara Sains Perubatan dan ugama Islam. Al-Quran penuh dengan kenyataan saintifik, jadi kalau nak faham Islam, anda kena belajar Sains juga. Semua ulama Islam berpendidikan tinggi Islam faham tentang Sains. Sebab itulah mereka boleh mengeluarkan fatwa berkenaan vaksin dan apa anda perlu buat untuk mencegah penyakit.

Segala yang mengalir di dalam badan hanya menjadi najis bila keluar dari badan. Ini kefahaman yang selari dari segi perubatan dan ugama Islam. Semasa masih di dalam badan, ada fungsinya dan ia bukan najis. Sebagai contoh darah. Janganlah masuk dalam badan dan buang darah dalam badan anda. Hanya bila keluar dari badan, ia dicemari bakteria luar yang membiak dengan cepat dan menjadi najis.

Sama juga dengan air kencing. Jangan laaa tak sabar nak masuk dalam buah pinggang untuk buang air kencing. Biarkan buah pinggang buat kerjanya dan anda tunggulah air kencing keluar dari badan sebelum anda cuci. Masa dalam badan tak busuk, bila keluar dari badan baru jadi busuk sebab pembiakan bakteria.




Sama juga dengan makanan dan air yang belum habis hadam dan diserap oleh usus. Jangan laa masuk dalam usus dan buang keluar makanan tu. Ia belum najis lagi dan usus belum habis kerja menyerap zat yang diperlukan ke dalam darah sehinggalah bahan yang tidak dihadam disingkir keluar menjadi najis.

Sama juga dengan keputihan wanita. Ada fungsinya yang penting semasa ia duduk di dalam vagina. Hanya bila ia keluar barulah ia menjadi najis, dan barulah anda bersihkan bahagian luar vagina.





Selepas haid keluar dari vagina, Mandi hadas bermakna cuci di luar vagina, bukan di dalam vagina.

Jangan korek-korek dalam buah pinggang, jangan korek-korek dalam usus, jangan buang darah dari dalam badan anda, dan **JANGAN KOREK-KOREK BUANG KEPUTIHAN YANG NORMAL DAN BERFUNGSI PENTING DI DALAM VAGINA.**

Sudah faham ka belum?  
Toksah beli produk mengarut.  
Berapa kali laaaa nak habaq.

   2.4K

92 comments 334 shares

 Like  Comment  Share 

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

# Inspiration

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



👍❤️👏 2.4K

157 comments 112 shares

Who says you cant exercise after you give birth?

Who says you cant exercise when pregnant?

Exercise during pregnancy, even for the non-obese, is proven to increase natural births and reduce C-Sections





Imelda Balchin

24 June at 07:06 · 🌐



**Satu dalam empat kehamilan berakhir dengan keguguran.**

**Jangan salahkan ibu. Berikan sokongan emosi.  
It is OK not to say anything, just listen.**



2K

77 comments 209 shares



Imelda Balchin

21 June at 08:08 · 🌐



**Pantang selepas bersalin yang terbaik sekali ialah**

**SUAMI BERHENTI MEROKOK**



5.4K

418 comments 812 shares



Imelda Balchin

25 June at 08:34 · 🌐



Hangpa dah faham ka belum?

Tidak ada percanggahan di antara Sains Perubatan dan ugama Islam. Al-Quran penuh dengan kenyataan saintifik, jadi kalau nak faham Islam, anda kena belajar Sains juga. Semua ulama Islam berpendidikan tinggi Islam faham tentang Sains. Sebab itulah mereka boleh mengeluarkan fatwa berkenaan vaksin dan apa anda perlu buat untuk mencegah penyakit.

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Toksaah beli produk mengarut.

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2.4K

92 comments 334 shares



Like



Comment



Share



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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



2.4K

157 comments 112 shares

Ideaktiv

astro

TANYA

Dr Imelda

astro  
PRIMA HD

MULAI 4 JULAI  
SETIAP KHAMIS | 9.00 MALAM

Turut boleh ditonton di  & on demand 

Lisa Surihani  
HOS

Dr. Imelda  
PAKAR KESIHATAN IBU HAMIL & JAWIN

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%

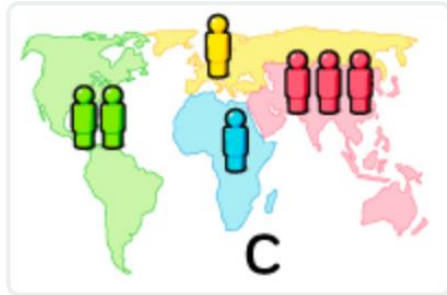
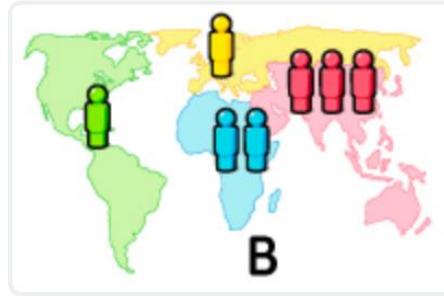
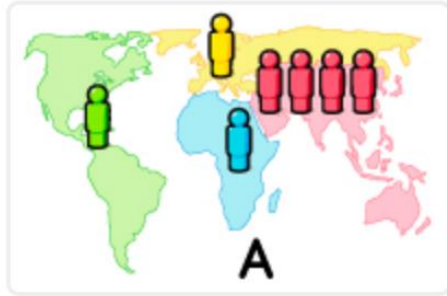
20%



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

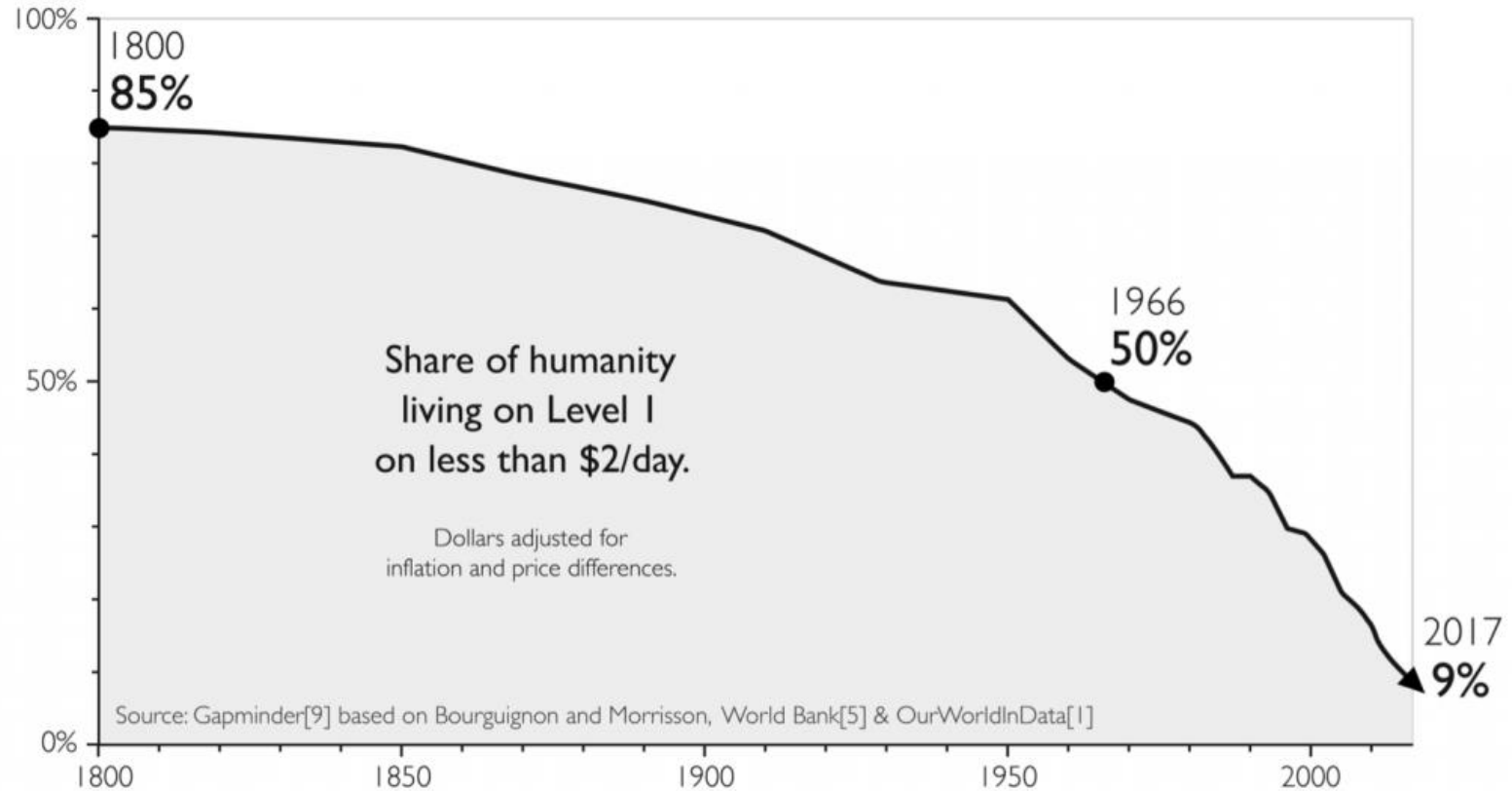
13. The global climate experts believe that, over the next 100 years, the average temperature will: \*

- Get warmer
- Remain stable
- Get colder

Let's check your answers



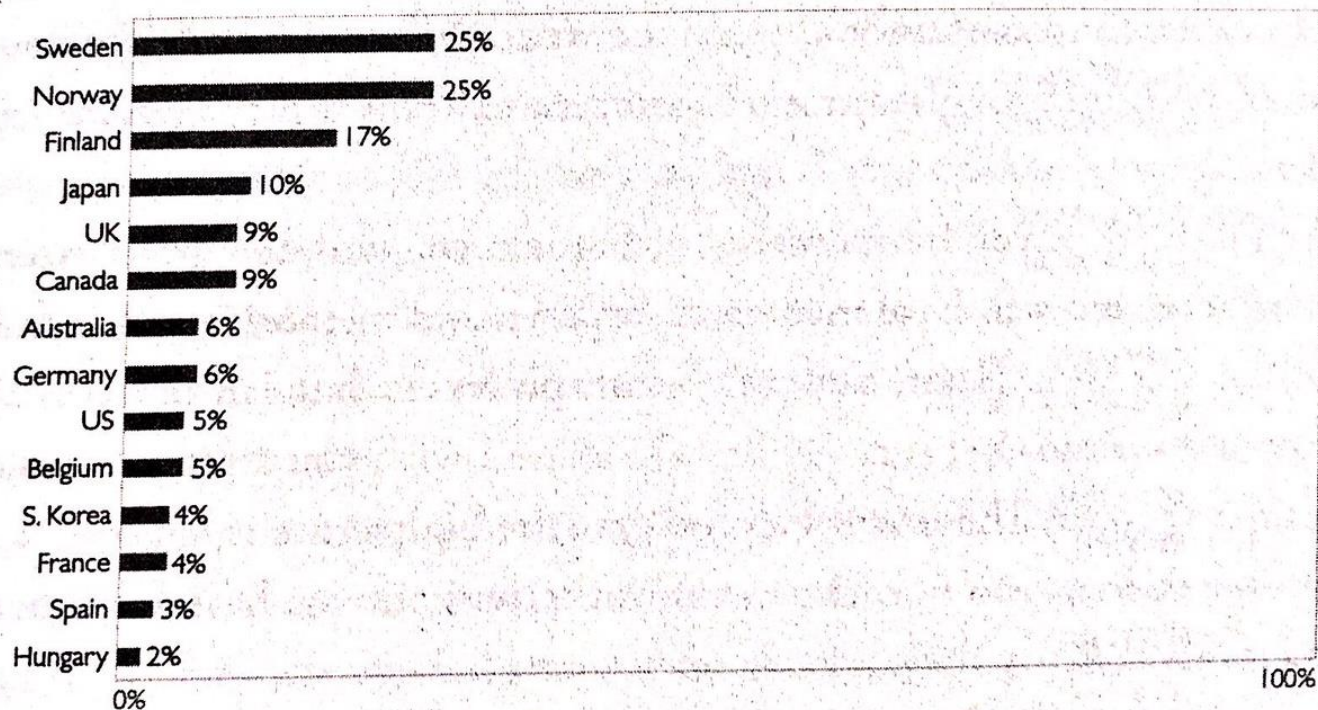
# EXTREME POVERTY RATE FROM 1800 TO TODAY



### 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.)



Sources: Ipsos-MORI[1] & Novus[1]

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

80%

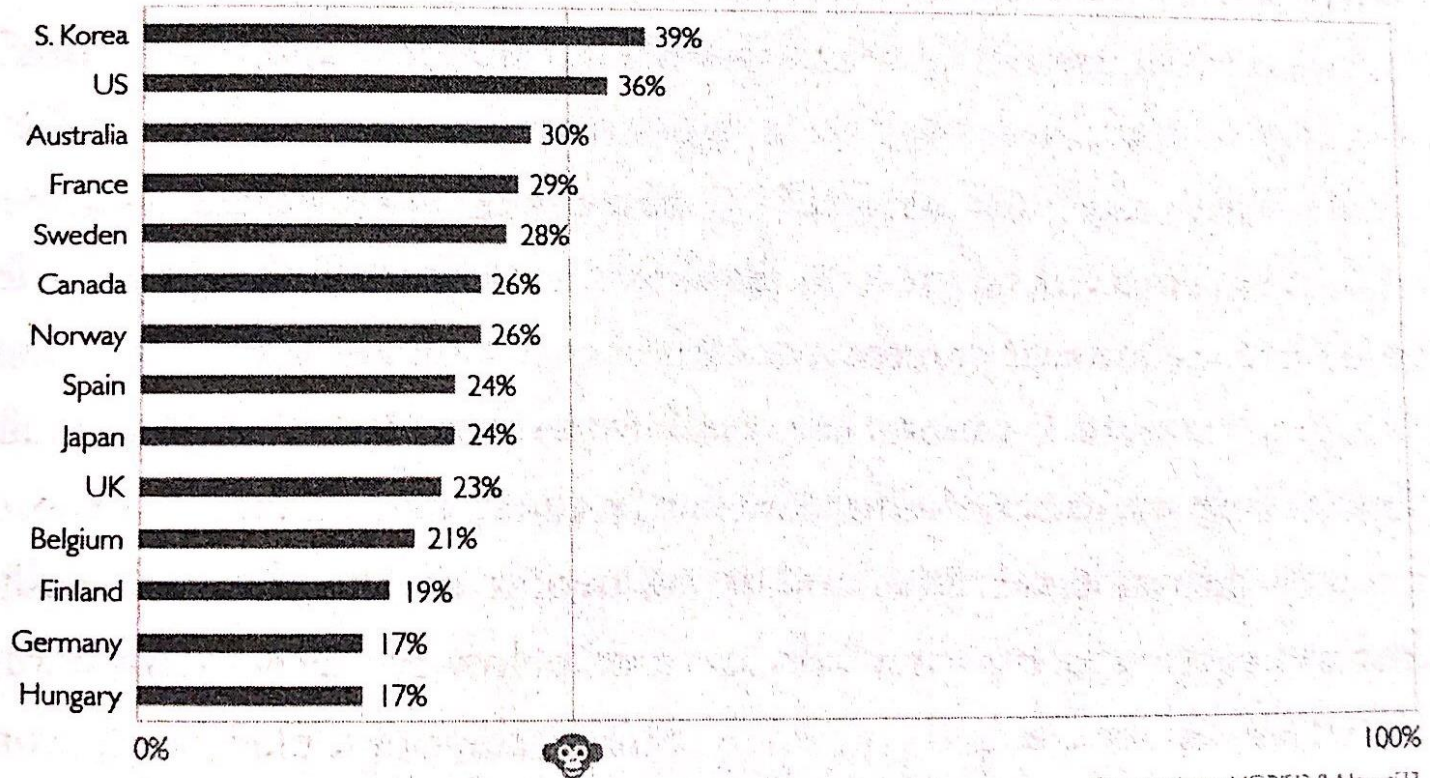
50%

20%

4. Where does the majority of the world population live? \*

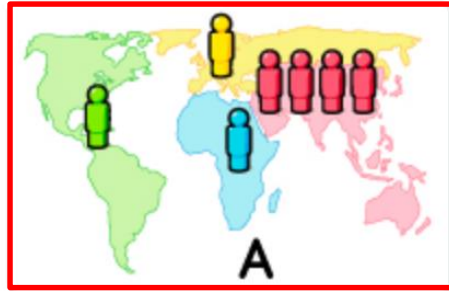
- Low income countries
- Middle income countries
- High income countries

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



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? \*

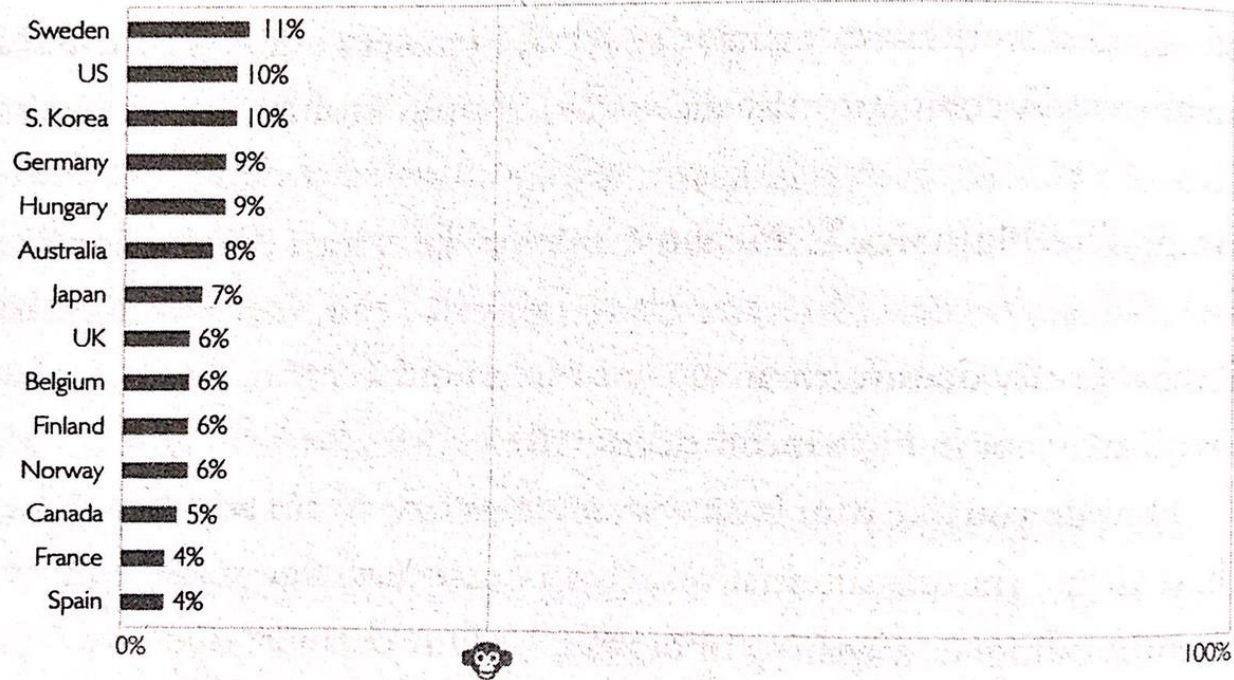
20%

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%.)



Sources: Ipsos MOR[1] & Novus[1]

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

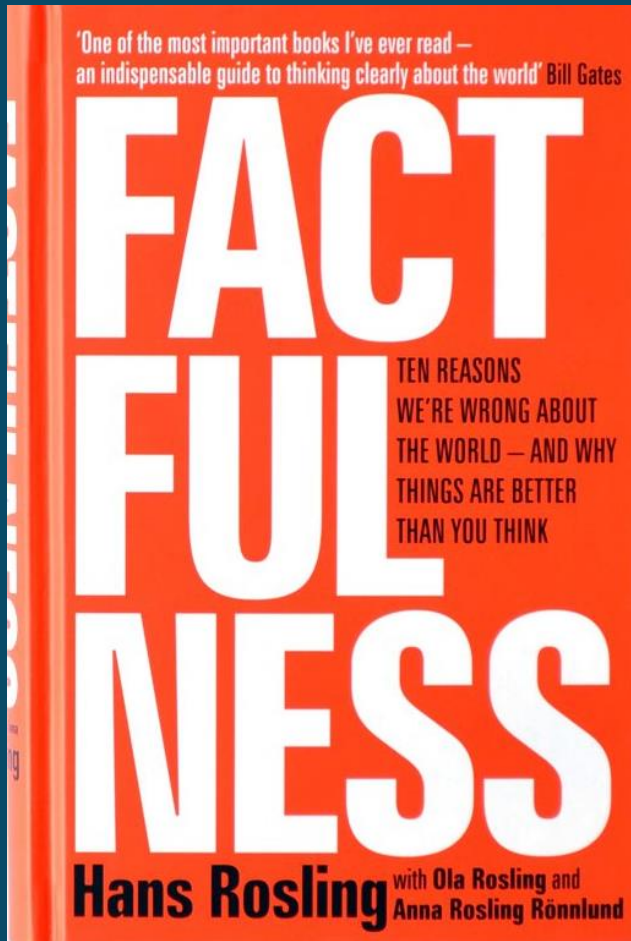
Remain stable

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”.



# 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:

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