

Request for Proposals

Development of an educational video and/or interactive game on countering misinformation

12th July 2024



15 2/1, Balcombe Place, Colombo 8, Sri Lanka

+ 94 (11) 267 1160

www.lirneasia.net

Development of an educational video and/or interactive game on countering misinformation

LIRNEasia (hereafter referred to as Client) is a regional, non-profit digital policy and regulation think tank. Its mission is “Catalysing policy change and solutions through research to improve the lives of people in the Asia and Pacific using knowledge, information and technology.”

LIRNEasia began its exploration of misinformation in 2018 after ethnic riots in Digana, Sri Lanka, focusing on social media rogue actors by analyzing tweets. In 2020, their work expanded to include AI’s role in misinformation, leading to the development of over 400 machine learning models and new misinformation datasets for Sinhala and Bengali. They also investigated challenges faced by regional fact-checkers and journalists through qualitative research.

In 2021, a scoping study funded by IDRC was conducted to map actors and frameworks in information disorder, evaluate current approaches and tools, and overview the research landscape. This involved desk research and key informant interviews. Their findings emphasized strategies like fact-checking, awareness campaigns, digital literacy initiatives, and policy changes. But also noted that there is no systematic evidence of the effectiveness of such counter measures implemented by many fact checkers and digital literacy implementers.

Following up on that research, LIRNEasia is now in the process of conducting research that attempts to evaluate the impact of five separate counter measures within Sri Lanka.

LIRNEasia request proposals from qualified firms and organizations (herein referred to as ‘Consultant’) to create two counter measures – the creation of a video (referred to as Workstream 1) and creation of an online game (referred to as Workstream 2). Details are provided in the following sections of this document.

Proposals must be received by LIRNEasia by **1600 hrs Sri Lanka time on 26th July 2024**. Proposals should be submitted using the template provided as an Annexure to this RFP.

The Proposal should be submitted by email to info@lirneasia.net, with the subject header “<**FIRM NAME**> - **Proposal- Video and/or game on misinformation**”

Proposals received by LIRNEasia after the deadline may be rejected. LIRNEasia reserves the right to accept or reject any or all proposal without assigning any reason whatsoever. LIRNEasia will evaluate the proposals, and our decision shall be final and will not be subject to any form of appeal.

This Call for EOI contains the following sections and annexes:

Section 1	Instructions to Applicants
Section 2	Project Description
Annex 1	Template for submission of Expression of Interest

Section 1: INSTRUCTIONS TO APPLICANTS

1.1. INTRODUCTION

1.1.1 Definition of Terms used in this document

Unless otherwise specified, the following terms used in this document have the following meanings:

- *Authorized Entity or Consultant* means the firm that is signatory to the contract in case of successfully winning the evaluation process. The Client will entertain invoices from and make payments to the Authorized Entity. This will be the single point of contact with the Client.
- *Consultant* means the firm that files an application in response to this call for proposals; this Entity will be the single point of contact with the Client for the RFPs process.
- *Client* means LIRNEasia or another party contracted by LIRNEasia to manage the Study.
- The *Project* or the *Work* refers to the work that is the subject of this call for proposals: *Development of an educational video and/or interactive game on misinformation.*

1.1.2 Scope of Work

The Client has issued this call to invite proposals from consultants to create an educational video and/or interactive game designed to counter misinformation, as described in Section 2.0 (Project description) of this Call.

1.1.3 Cost of Preparation of Proposals and Liability

The consultant shall bear all costs associated with preparation and submission of the proposal as specified in this call, regardless of the conduct or outcome of the evaluation of the application process. The Client shall have no obligation to any consultant to reimburse any costs incurred in preparing the proposal, whatever the result. Submission of a proposal by a consultant will be interpreted by the Client as the consultant's acceptance of this condition.

1.1.4 Clarifications

Requests for clarifications of specific items of this EOI shall be directed by e-mail to info@lirneasia.net, with the subject header "<FIRM NAME> - Proposal- Video and/or game on misinformation". The Client will respond to all such requests by email. Both the clarification/questions and responses will be sent by email to all consultants and kept for records.

At any time prior to the deadline for the submission of the application, the Client may amend the call for Proposals for any reason. All consultants will be notified in writing (i.e., via email) of the amendments and all consultants will be bound by the amendments. Consultants are required to acknowledge receipt of any amendment within one business day of such receipt by email. The Client will assume that the information contained in any amendment is taken into account in the consultant's proposal.

1.2 PREPARATION OF THE PROPOSAL

Consultant should prepare their proposals in the format provided in Annex 1 to this RFP. Proposals should be submitted electronically as a portable document format (PDF) document.

The proposal should be accompanied with a covering letter signed by the consultant, clearly indicating the validity for a minimum of 12 weeks from submission.

If an consultant believes that any portion of the proposal is to be treated in confidence, it shall identify such information clearly in the proposal. The Client will make every effort to treat such documents in

confidence to the extent possible and necessary, consistent with an open and transparent evaluation process.

1.3 EVALUATION OF PROPOSALS

The following table provides an **indicative** marking scheme for the evaluation of the Proposals.

Table 1. Indicative marking scheme for each work stream

Criteria	Marks allocated
1. Consultant’s organizational profile. Proposed project key team member qualifications, skills, and relevant experience that demonstrates competency in carrying out specific/assigned tasks	20
2. Demonstrated understanding of the issues relating to misinformation and methods of countering misinformation. Understanding of how these interventions (the video and/or game) can be used to educate public on misinformation and countering misinformation. This may be demonstrated through examples of having previously developing videos and/or games of a similar nature or conducting work using similar methods to that described in this Call, work related to countering misinformation, or other relevant experience.	20
3. Detailed description of the video and/or the game consultant is proposing to develop including the dissemination plan	40
4. Detailed cost breakdown for the project. Budget for the video and the game should not exceed 2,000,000 LKR and 3,000,0000 LKR, respectively.	20
Total	100

Each workstream will be evaluated separately.
The Client’s decision will not be subject to appeal.

Section 2: PROJECT DESCRIPTION

The Client is a regional, non-profit digital policy and regulation think tank. Over the past twenty years it has conducted several demand-side studies of information, knowledge and communication technology needs and habits of households, individuals, and businesses in South and Southeast Asia.¹

Over the past 4 years, the client has studied in detail the social, technological and political context that lead to the information disorder (a catch all term that includes misinformation, disinformation, mal information, fake news and hate speech) and possible counter measures employed by various stakeholders across Asia. Some of the findings point to the fact that there are few or no studies that point to individual characteristics that make certain individuals more susceptible to the information disorder and that very few stakeholders understand the effectiveness of the counter measures they are engaged in (such as digital literacy capacity building or fact checking activities). Building on its existing work, the Client is undertaking a study to understand the human factors in the information disorder and finding measures to counter. (“The Study”).

The Study involves carrying out a nation-wide nationally representative face-to-face survey among the 18+ population to identify factors that influence tendency to believe (or not believe) misinformation, and carrying out an experimental study to identify whether selected media literacy interventions influence participant’s ability to detect misinformation.

As part of this, the Client has initiated this request for proposals (RFPs) from organisations in order to develop an educational video and/or interactive game on misinformation, which can be used as interventions in the experimental study.

The work under the Project is organized into two the distinct workstreams below. **Organizations can submit proposals for one workstream or both at the same time.**

The two workstreams are as follows:

2.1 Workstream 1

Development of an educational video (target audience general public), which provides an introduction to misinformation and methods of identifying misinformation.

- The videos should provide an introduction to misinformation and methods of identifying misinformation in terms of providing simple best practices and tools viewers can use to check the validity of what they read/see online. It may (time permitting) also discuss the ease with which information could be manipulated.
- The duration of the video should be 5 – 10 minutes. High impact shorter video is preferred over a longer video.
- The video must be available in both Sinhala and Tamil languages. The Sinhala and Tamil videos need not be identical in content but should cover the same subject area; Size/quality/dimensions as appropriate for Twitter, LinkedIn and YouTube.
- The client will test the effectiveness of the video through the Experimental Study and provide feedback to the Client. The Client is expected to update the video based on feedback and provide this version to the Client.
- Following the conclusion of the experimental Study and incorporating of feedback from the user testing, and upon the go ahead of the client, the consultant will be expected to publish and promote the video through its own channels to share and amplify the content, track the

¹ See also www.lirneasia.net

impact (e.g. number of views, shares) and share results with the Client. The Client may also promote the video on social media and other channels.

2.2 Workstream 2

Development of an interactive game to which increases awareness regarding misinformation and methods of detecting misinformation The target group should be the general public who may or may not be familiar with digital games.

- Design and develop an interactive game which increases awareness regarding misinformation and methods of detecting misinformation
- The game must be available in both Sinhala and Tamil languages. The Sinhala and Tamil games need not be identical in content but should cover the same subject area; an introduction to misinformation and methods of identifying misinformation.
- The game should be web based and work on all popular browsers
- The client will test the effectiveness of the video through the Experimental Study and provide feedback to the Client. The Client is expected to update the video based on feedback and provide this version to the Client.
- Following the conclusion of the experimental Study and incorporating of feedback from the user testing, and upon the go ahead of the client, the Consultant will be expected publish and promote the video through its own channels to share and amplify the content, track the impact (e.g. number of visitors to the site, any feedback from users, etc) and share results with the Client. The Client may also promote the video on social media and other channels.

Important note on copyright and sourcing of material: If the consultant is using any material in the video or the game that is copyright protected, the consultant should ensure that necessary copyright permissions are obtained. The consultant shall bear the full responsibility of sourcing legal content.

2.3 Tentative timelines and deliverables

The work will commence as soon as contracts are signed (early August). The consultant will be expected to hand over the completed video and/or game to the client by 15th September 2024.

Workstream 1

Deliverables and timelines:

Task	Ideal completion date based on current timelines (indicative, may change)	Payment amount (% of contract value)
Submitting script/outline for video to client	10 th August 2024	
Sharing draft video with client	30 th August 2024	20%
Incorporating client feedback and submitting final video to client	15 th September 2024	60%
Incorporating user feedback (through the Experimental Study) and disseminating the video through the Consultant's channels	15 th December 2024 (or as instructed by Client)	20%

Workstream 2

Deliverables and timelines

Task	Ideal completion date based on current timelines (indicative, may change)	Payment amount (% of contract value)
Submitting proposed outline for game to client	10 th August 2024	
Sharing game (first version) with client for feedback	30 th August 2024	20%
Incorporating client feedback and submitting final game to client	15 th September 2024	60%
Incorporating user feedback (through the Experimental Study) and disseminating the video through the Consultant's channels	15 th December 2024 (or as instructed by Client)	20%

ANNEX 1: PROPOSAL TEMPLATE

PROPOSAL

**Development of an educational video and/or interactive game on
countering misinformation**

For submission to LIRNEasia

(date)

Consultant summary details

Company name	
Registered address	
Contact person	
Email	
Mobile number	

Section 1: Applicant's organizational profile

Brief profile about the firm submitting this proposal, indicating clearly the key organizational parameters, areas of expertise, types of work engaged in, organizational capabilities (including the core skill set), etc. Please attach scanned copies of applicant's current and valid business registration. No more than 1 page.

Section 2: Proposed team

Proposed key team members profiles, highlighting qualifications, skills and relevant experience that demonstrate competency in carrying out specific/assigned tasks, as well as indicating proposed role in the project team. No more than half a page per team member.

Section 3: Applicant's experience and capabilities and understanding of issues related to misinformation

Details of previous experience in carrying out similar or relevant work which demonstrate the ability to carry out the proposed work. Demonstrated understanding of the issues relating to misinformation and methods of countering misinformation. Understanding of how these interventions (the video and/or game) can be used to educate public on misinformation and countering misinformation. This may be demonstrated through examples of having previously developing videos and/or games of a similar nature or conducting work using similar methods to that described in this Call, or other relevant experience.
No more than 5 examples from within past five years; no more than half a page each.

Section 4: Description of the video and/or game organisation is proposing to develop

Detailed description of the video and/or game the applicant is proposing to develop and dissemination plan.

No more than 2 pages.

(Please submit two separate descriptions if applying for the development of both the video and the game.)

Section 5: Cost breakdown

Detailed cost breakdown for the project.
No more than 1 page.

(Please submit two separate costings if applying for the development of both the video and the game.)

Budget for the video and the game should not exceed 2,000,000 LKR and 3,000,000 LKR, respectively.