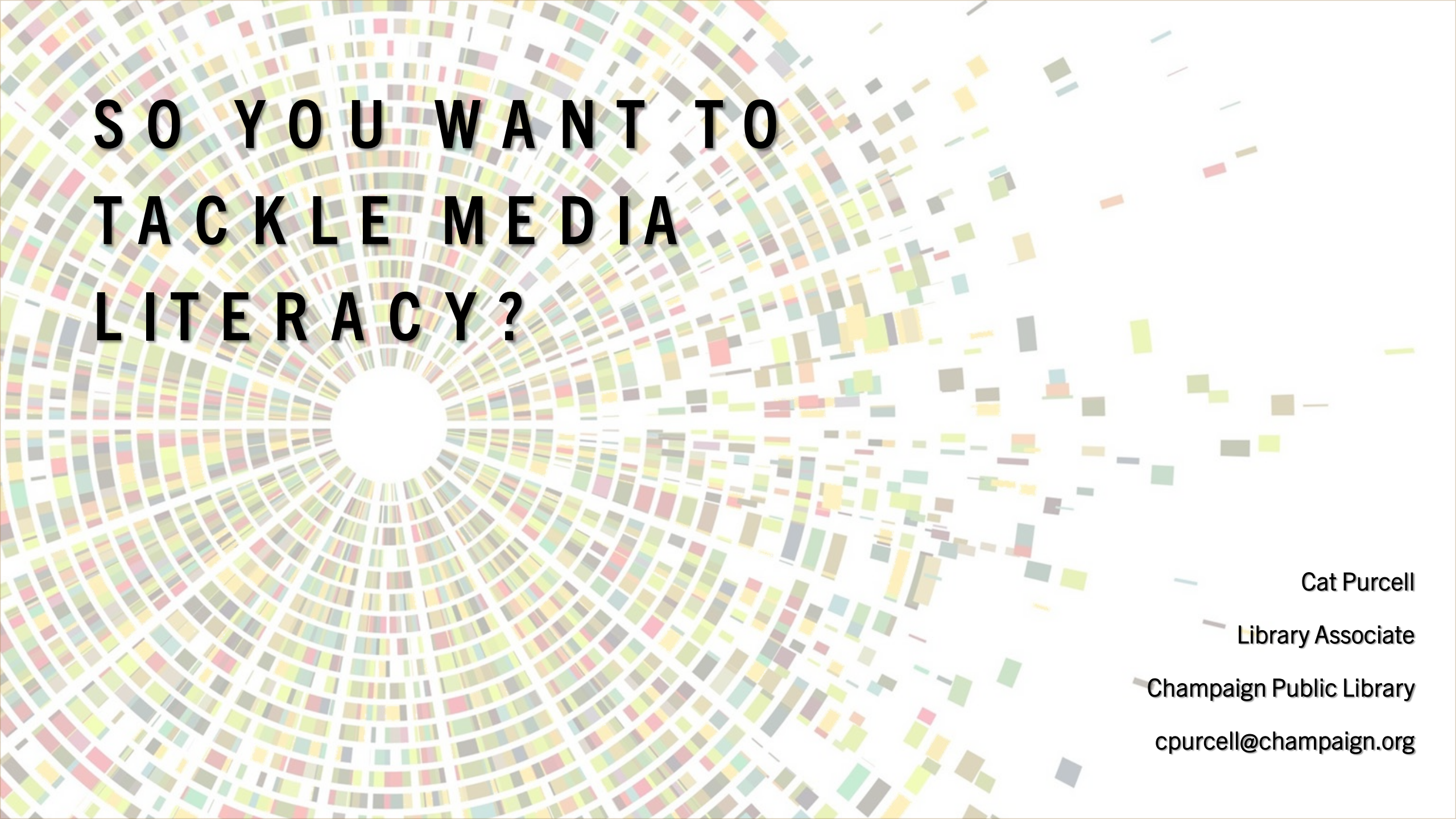


# MEDIA LITERACY TEST



VS





# SO YOU WANT TO TACKLE MEDIA LITERACY?

Cat Purcell

Library Associate

Champaign Public Library

[cpurcell@champaign.org](mailto:cpurcell@champaign.org)





James Cornan of Wilmington, North Carolina, claims to have discovered the remains of a pixie in a falcon's nest while exploring the Rocky Mountains in 2017. Scientific tests have concluded the bones are indeed real.

# Fonda Speaks To Vietnam Veterans At Anti-War Rally



Actress And Anti-War Activist Jane Fonda Speaks to a crowd of Vietnam Veterans as Activist and former Vietnam Vet John Kerry (LEFT) listens and prepares to speak next concerning the war in Vietnam (AP Photo)



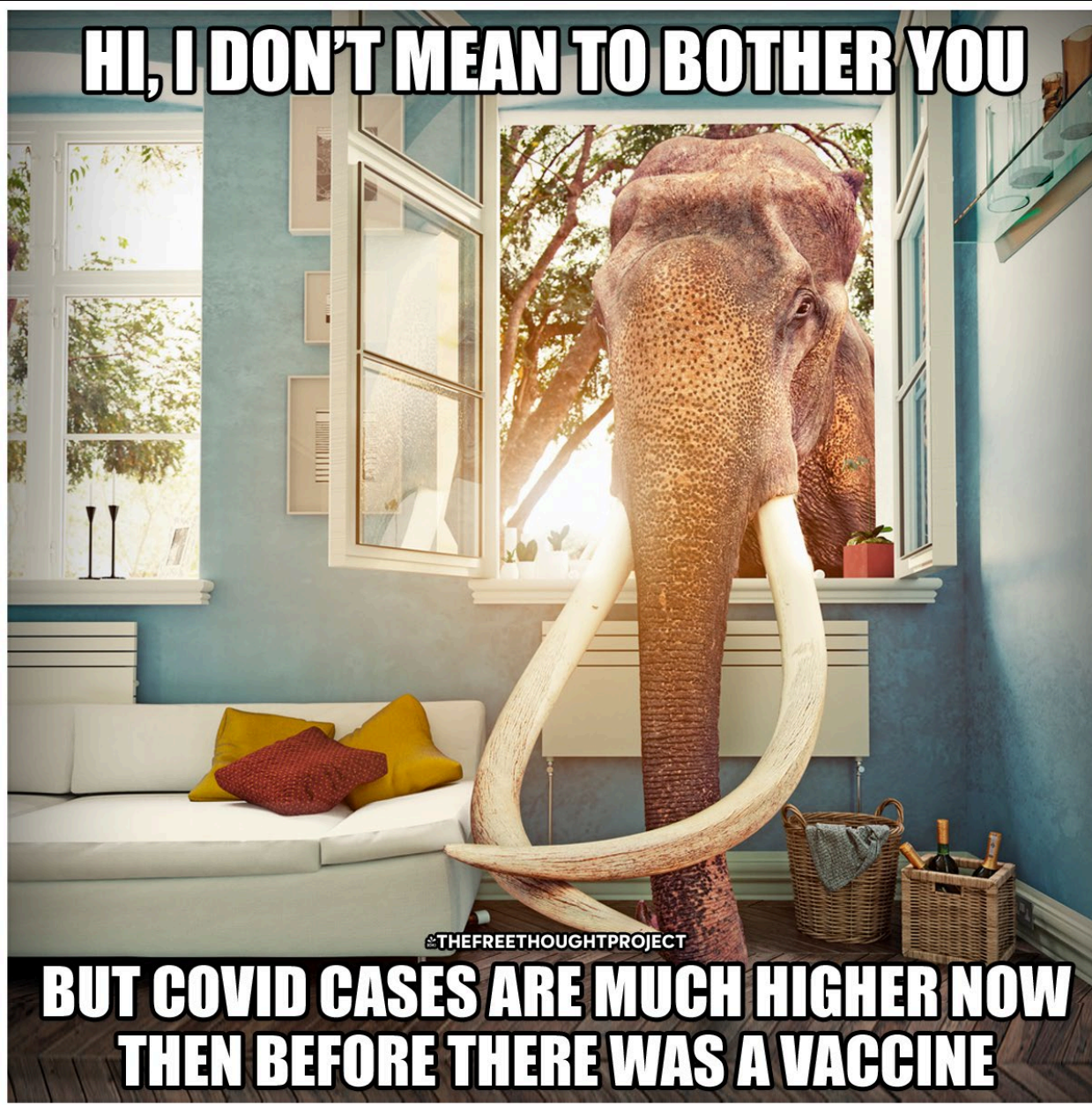
**NATURE IS HEALING**



**THE CROCS ARE FINALLY  
RETURNING TO THE RIVERS**



**HI, I DON'T MEAN TO BOTHER YOU**



**BUT COVID CASES ARE MUCH HIGHER NOW  
THEN BEFORE THERE WAS A VACCINE**



Илья Кива - ZOV КРОВИ



0:05

Zelenskyy “seen” with cocaine





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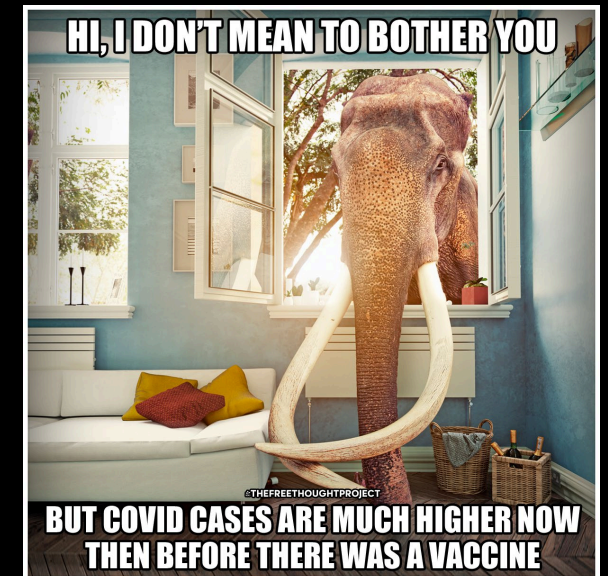
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# AGENDA

- What is Media Literacy?
- Analyzing and Evaluating Media Content
- Media Consumption
- MisInformation VS DisInformation
- Resources for Learning to Evaluate
- Resources for Teaching Media Literacy

# WHAT IS MEDIA LITERACY?

- In 2021, the Illinois legislature passed HB0234 which includes requirements for instructions on media literacy starting in the 2022-2023 school year. [105 ILCS 5/27-20.08](#) describes media literacy as “the ability to access, analyze, evaluate, create, and communicate using a variety of objective forms, including, but not limited to, print, visual, audio, interactive, and digital texts.” (Illinois General Assembly, 2021)



# ANALYZING AND EVALUATING MEDIA CONTENT

Social media increases the speed at which untrustworthy content spreads.

There are several ways to learn to analyze media, but here are 5 Key Questions from [The Center for Media Literacy](#): (CML, 2022)

- Who created this message?
- What techniques are used to get my attention?
- How might other people understand this message differently?
- What values or lifestyles are represented or omitted from this message?
- Why is this message being sent?



# MEDIA CONSUMPTION

- Access to Media in the Digital Divide

(Kelly, 2021)

- Media Bubbles

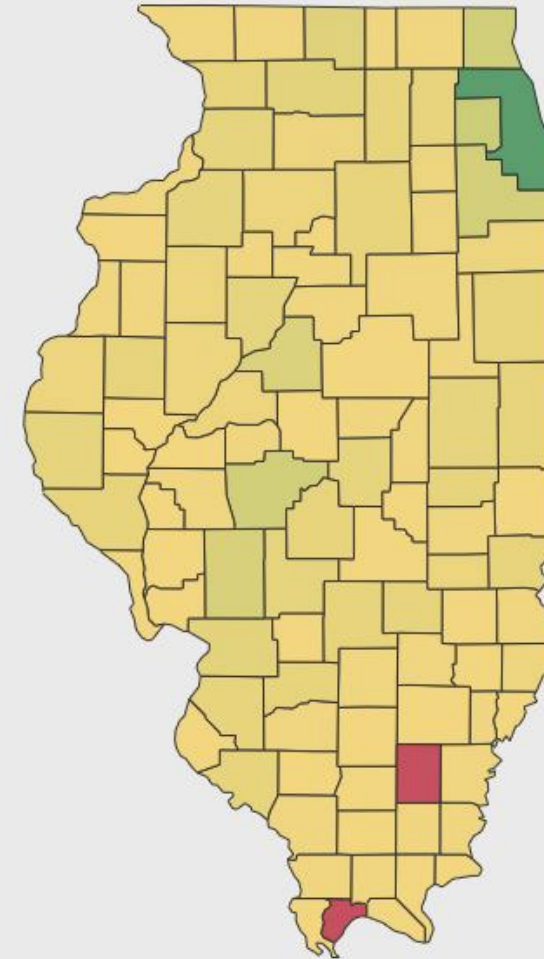
(GCF Global, 2022)

- Local News Deserts

(UNC, Hussman School of Journalism and Media, 2022)

## Do You Live in a News Desert?

Illinois has two counties without a newspaper\* and 28 counties with a single newspaper\*. Hover over or select each county for more information.



\*Applying Illinois law (715 ILCS 5/5) there is at least one newspaper in each Illinois county.

Source: UNC Hussman School of Journalism and Media | U.S. Census Bureau 2012-2016 5-year American Community Survey

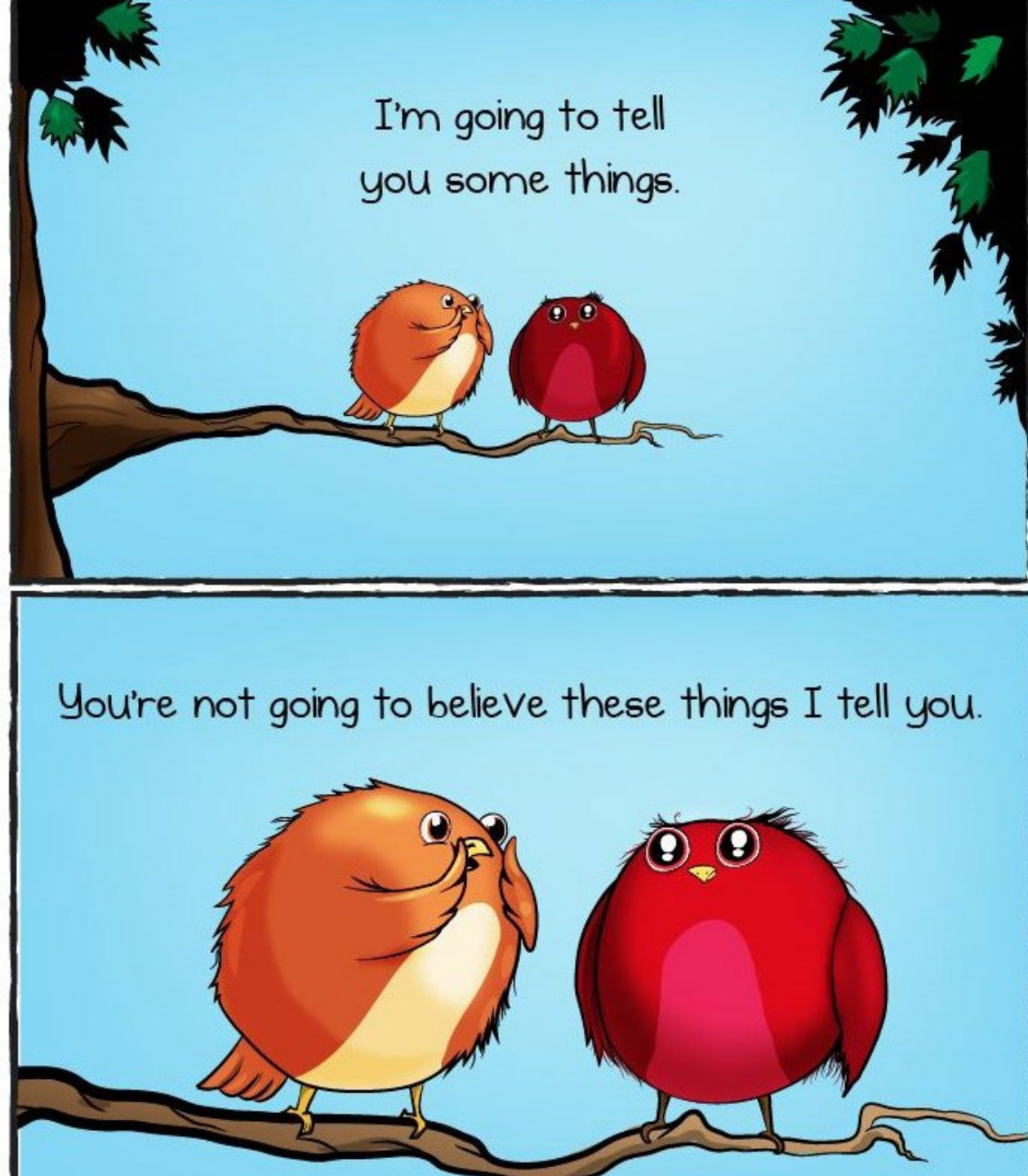
# MISINFORMATION VS DISINFORMATION

- **MIS**information: incorrect or misleading information that is described as fact. It's often shared without the person realizing it isn't correct in an attempt to help or feel a part of a community. (Merriam-Webster. (n.d.). First used in 1609)
- **DIS**information: false information deliberately and often covertly spread in order to influence public opinion or obscure the truth. Often shared with the intent to sow distrust or for monetary or political gain.(Merriam-Webster. (n.d.). First used in 1939)



# TEACHING MEDIA LITERACY

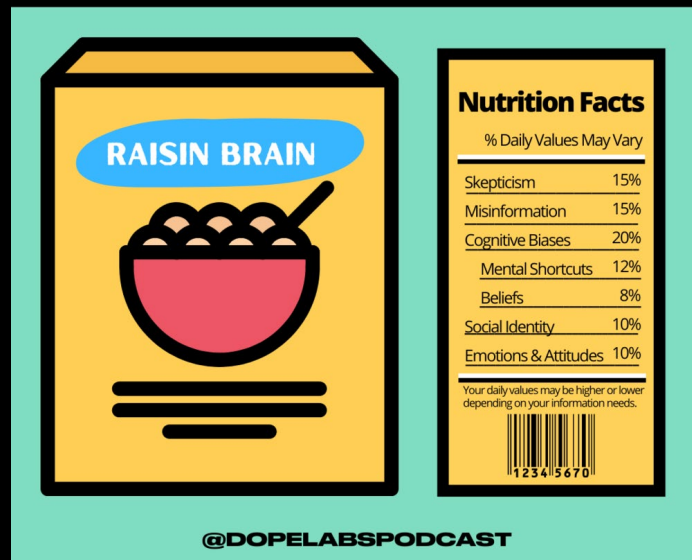
- [October 2020 -Should Media Literacy Be a Required Course in School?](#)  
(Gonchar & Engle 2020)
- [July 2021 – Illinois Becomes the First State to Require Media Literacy](#)  
(Hancock, 2021)
- Believe Comic (Inman, 2017)



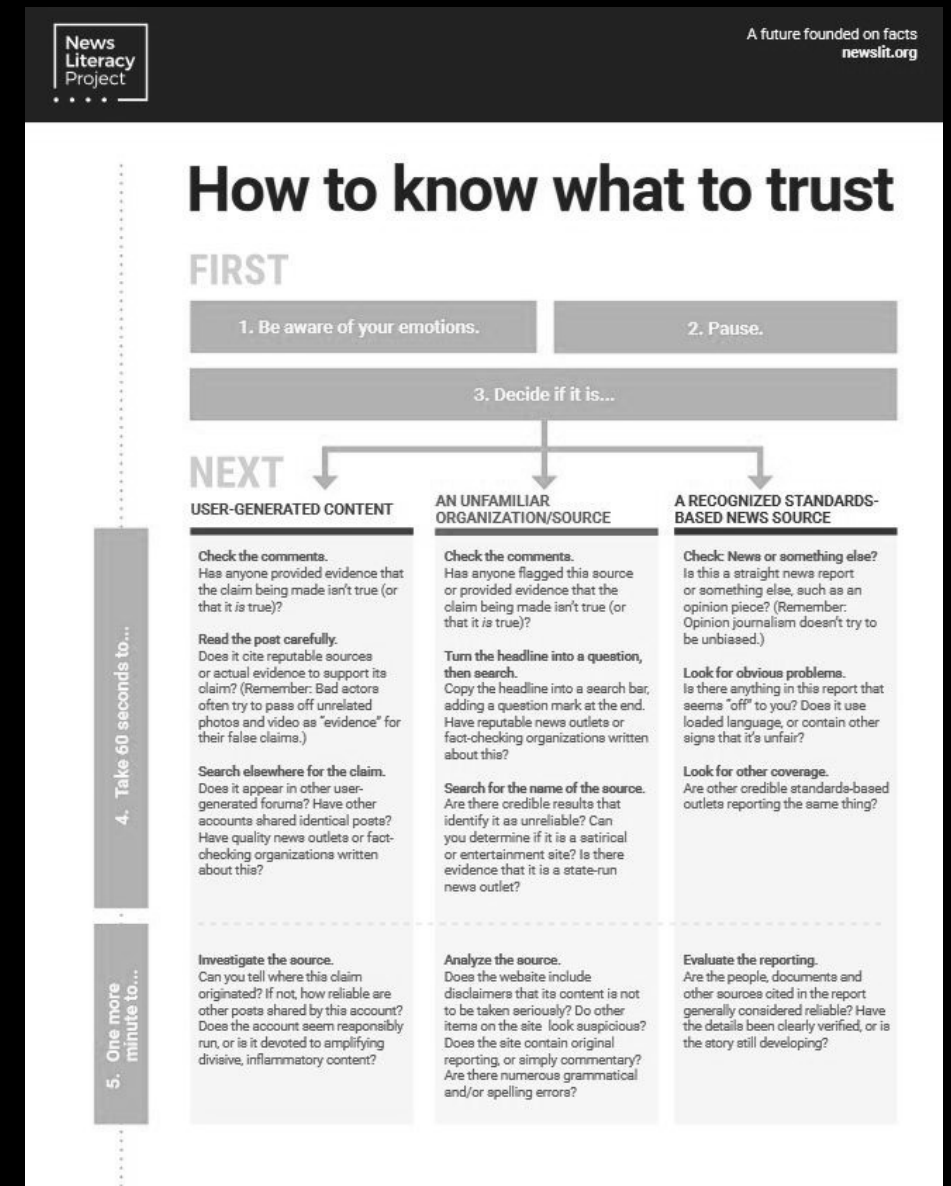
# RESOURCES FOR LEARNING TO EVALUATE MEDIA

Before teaching about media literacy, you've got to know how to analyze and evaluate it yourself. Here are some quick guides to train your brain.

## LAB 037: SCIENCE DENIAL



DopeLabs Podcast "[In Denial](#)" (Whatley & Shodiya, 2021)



NewsLit [Infographic](#) on 7 Steps to Know What to Trust (NLP, 2020)

# RESOURCES FOR LEARNING TO EVALUATE MEDIA

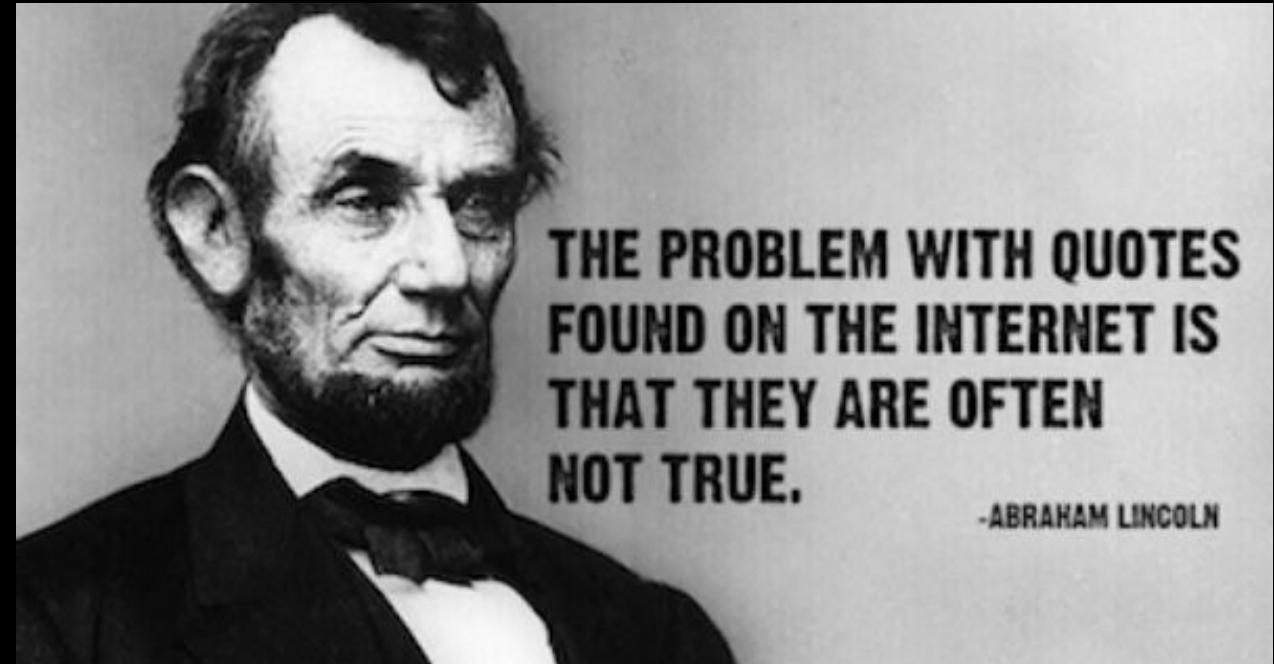
4 tips to learn how to [Evaluate Media from UNC Chapel Hill](#) (Wicks, 2021)

- Learn about the algorithms sites use to show you content
- Think carefully about how you're phrasing your searches online
- Think critically about the keywords used online
- Know that media literacy never stop changing, so we have to constantly be willing to learn



# RESOURCES FOR LEARNING TO EVALUATE MEDIA

- Use the [SIFT Method](#) (Caulfield, 2022)
  - S - Stop
  - I - Investigate the source
  - F - Find Better Coverage
  - T - Trace claims, quotes, and media to the origin



# RESOURCES FOR LEARNING TO EVALUATE MEDIA

The [CRAAP](#) Method (LibGuides, 2021)

- Currency – The Timeliness of the info
- Relevance – How does the info fit your needs
- Authority – The Source of the Info
- Accuracy – Reliability or correctness of the info
- Purpose – The Reason the info exists



# RESOURCES FOR LEARNING TO EVALUATE MEDIA

- The Center for Media Literacy has several great, free guidebooks
  - [The Five Key Questions Lessons](#)
  - [Media Literacy: A System for Learning Anytime, Anywhere](#)
  - And their [Framework Lesson plans](#) for more in depth looks

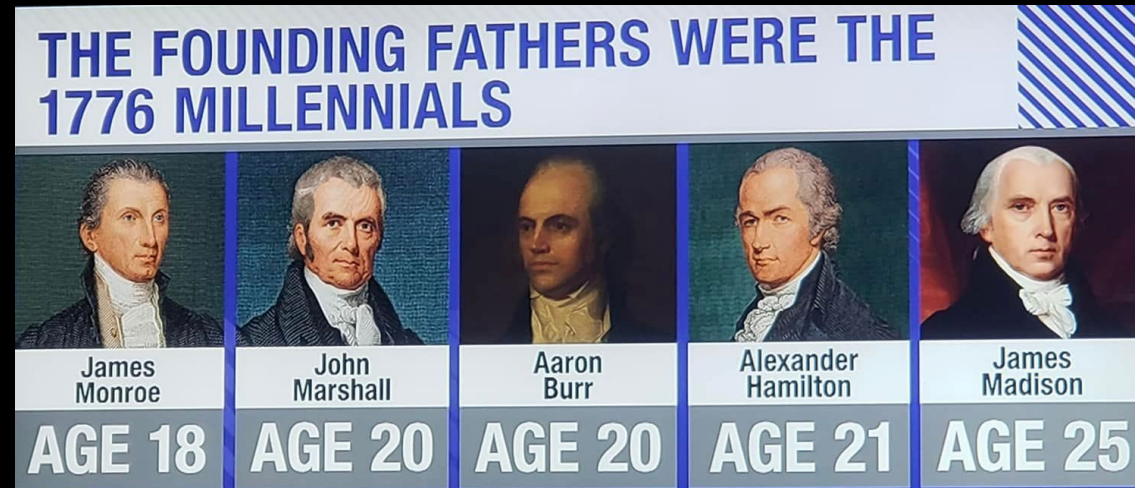


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# LET'S TEST OURSELVES!

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← Tweet

← Image of a purported New York Times headline... ↑



News · December 23, 2021

**Image of a purported New York Times headline is fabricated and the article does not exist, fact-checkers say**

Fact-checkers from Reuters and AP say an image circulating on social media of a New York Times magazine opinion piece headline regarding teachers tolerating the bullying of unvaccinated children was fabricated and digitally altered. The New York Times confirmed to Reuters and AP that the headline was never published nor written by anyone at the company.

Photo via @thehill

Manipulated media [Find out more](#)

# RESOURCES FOR TEACHING MEDIA LITERACY

- [ALA Guidebook](#)

Free downloads and webinars

Structure programs around current events

Emphasize asking questions:

- "Where do you go for news?"
- "Where did you hear that?"
- "Does the title or article invoke a strong emotion?"



[This Photo](#) by Unknown author is licensed under [CC BY](#).



# RESOURCES FOR TEACHING MEDIA LITERACY

- Encourage yourself and students and patrons to check multiple sources when they read inflammatory headlines
  - [All Sides](#)
  - [Pro/Con](#)
  - [Opposing Viewpoints](#)
  - [CQ Researcher](#)
  - [Factcheck.org](#)
  - [Politifact](#)



# RESOURCES FOR TEACHING MEDIA LITERACY

- [Informable app](#)
- [CommonSense.org](#) has scores of free courses
- [Coursera](#) has a free course for Non-Native English Speakers

LET'S SHARE IDEAS!



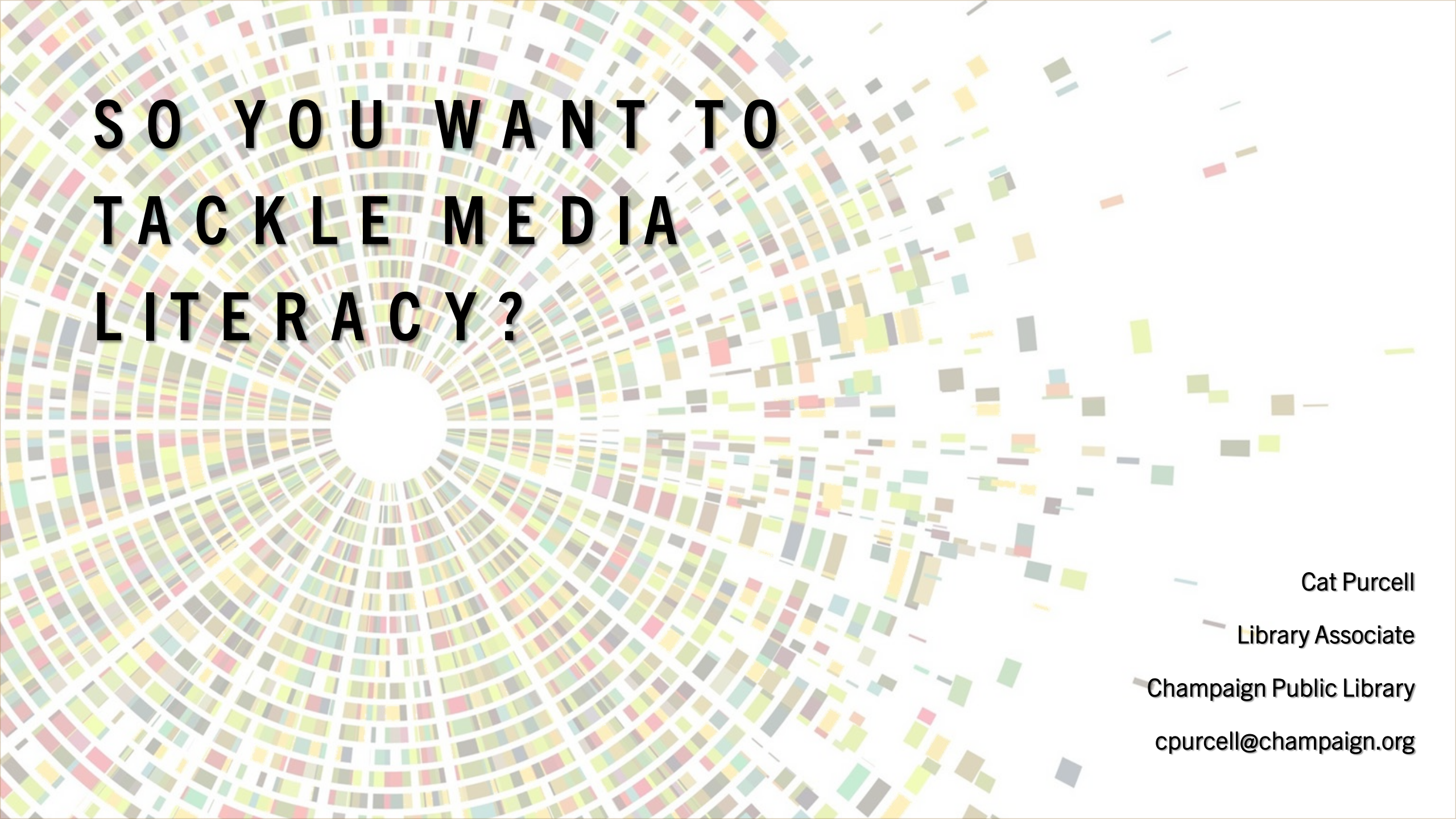
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