So, You Want to Tackle Media Literacy?

•What is Media Literacy?

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

There are several ways to learn to analyze media, but here are 5 Key Questions from [The Center for Media Literacy](https://www.medialit.org/cml-medialit-kit): (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

News, real or fake, travels at breakneck speeds online, but the different age groups tend to use it in different ways. Some in the 70s-80s age group are not online at all and miss everything that does not make it into a newspaper or on television. Younger teens are unfamiliar with how to use a mouse. There is also a divide in what kind of news reaches different age ranges based on the apps they use or social media algorithms. (Kelly, 2021)

This leads to m**edia bubbles**. Algorithms try to predict what people want to see or interact with, and combined with the filters people can set on their own feeds, news media bubbles happen and everyone is not getting the same news. OR They're getting the same news but filtered or reported in separate ways. (GCFGlobal 2022)

In addition, local newspaper companies are shutting down, being bought out, or merging, causing **"news deserts"** where areas are experiencing only one or no news organizations reporting on local news which can lead to an uniformed public or biased news. (UNC, Hussman School of Journalism and Media, 2022)

•MISinformation VS DISinformation

1. •MISinformation: [incorrect or misleading information that is described as fact.](https://www.merriam-webster.com/dictionary/misinformation) It is 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.).)
2. •DISinformation: [false information deliberately and often covertly spread](https://www.merriam-webster.com/dictionary/disinformation) 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.).)

•Resources for Learning to Evaluate

Before teaching Media Literacy, you must know how to analyze and evaluate it yourself. The following bibliography has a wealth of information for evaluating media and teaching about media literacy.

•Sample Lesson Plans

PBS Station WQED created an excellent lesson plan that works for multiple ages on how to analyze media

<https://microcredentials.digitalpromise.org/explore/analyzing-media>

First Draft News has a great Google slide about differences and warnings to look out for between Disinformation and Misinformation

<https://docs.google.com/presentation/d/1Yv-MSVFvl4yGTxYAcQIFiIGSPyPqkWwkaafO902BgEQ/edit?usp=sharing>



IFLA Infographic <https://repository.ifla.org/handle/123456789/167>



<https://newslit.org/wp-content/uploads/2020/09/How-to-know-what-to-trust-DIGITAL_092320.pdf>

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<https://illinois.pbslearningmedia.org/collection/newsandmedialiteracy/>

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