What is Media Literacy?

Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate and create messages in a variety of forms – from print to video to the Internet.

Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.

Purpose of Media Literacy

- Media literacy is about helping students become competent, critical and literate in all media forms so that they control the interpretation of what they see or hear rather than letting the interpretation control them.

- To become media literate is not to memorize facts or statistics about the media, but rather *to learn to raise the right questions* about what you are watching, reading or listening to.

www.medialit.org

Core Concepts of Media Literacy

1. All media messages are 'constructed.'

2. Media messages are constructed using a creative language with its own rules.

3. Different people experience the same media message differently.

4. Media have embedded values and points of view.

5. Most media messages are constructed to gain profit and/or power.
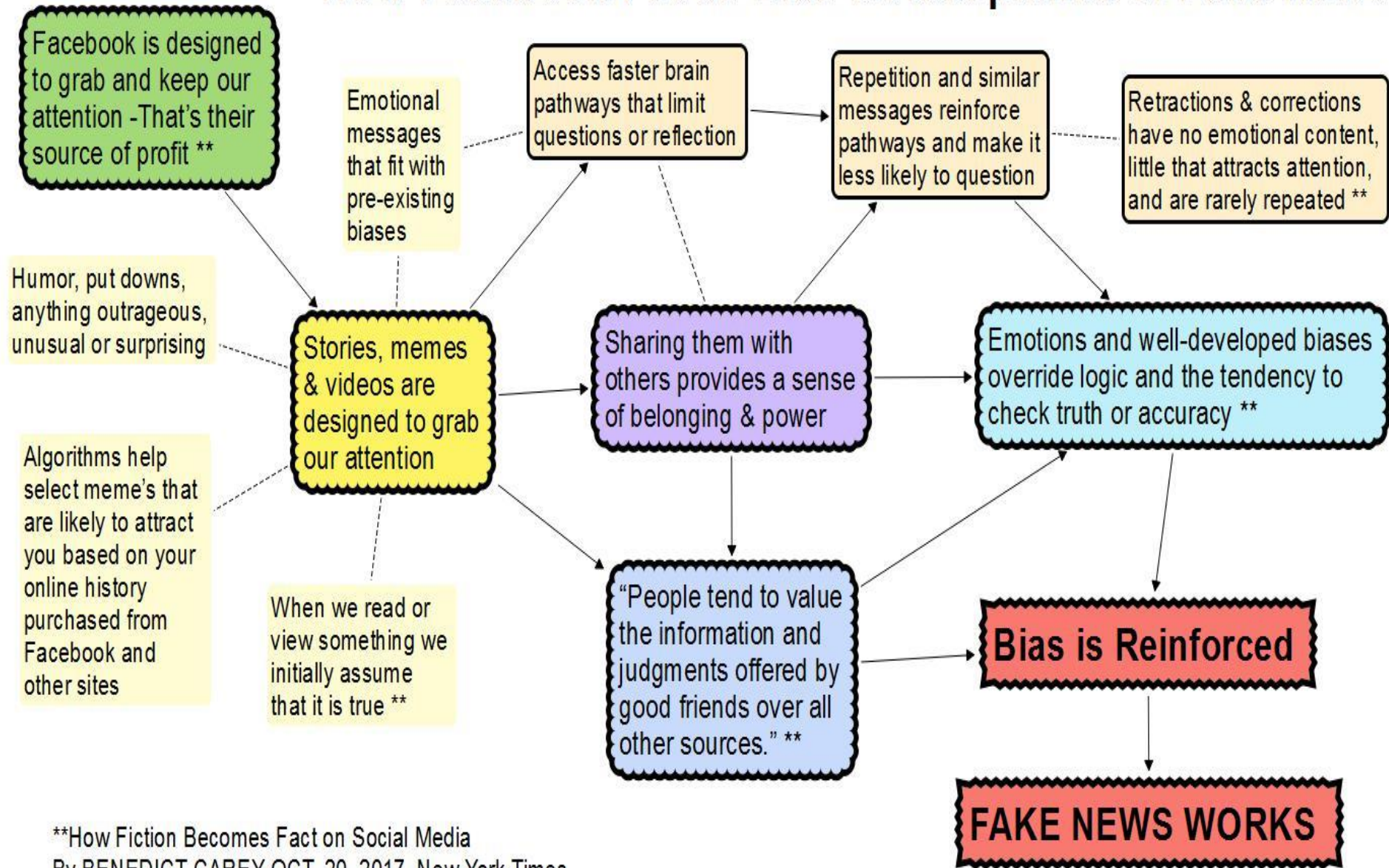
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Choose Your News

What do I need to know?

Why do I need to know it?

How much do I need to know?

When do I need to know it?

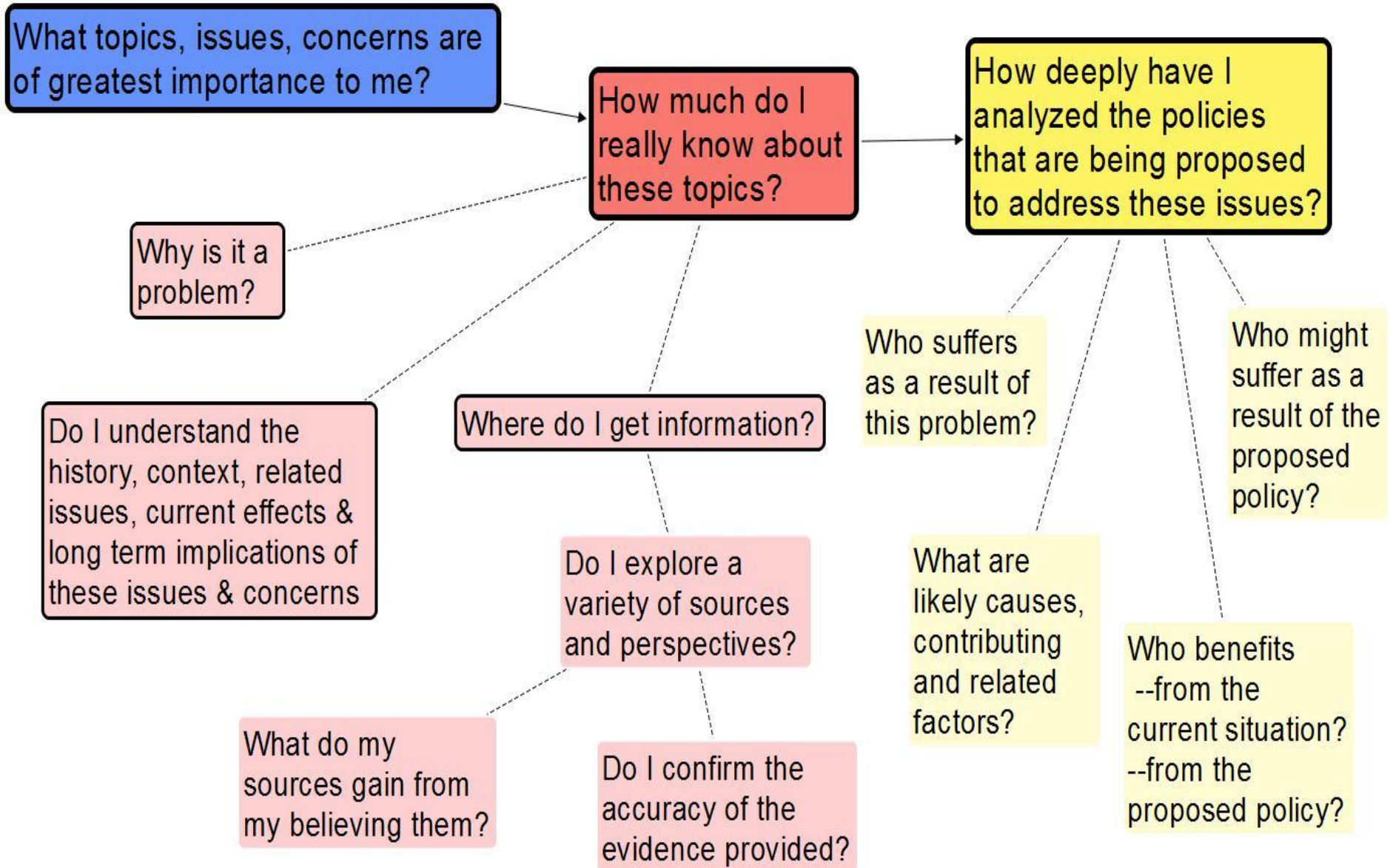# How Facebook Feeds Bias & Acceptance of Fake News

Facebook is designed to grab and keep our attention -That's their source of profit **

Emotional messages that fit with pre-existing biases

Access faster brain pathways that limit questions or reflection

Repetition and similar messages reinforce pathways and make it less likely to question

Retractions & corrections have no emotional content, little that attracts attention, and are rarely repeated **

Humor, put downs, anything outrageous, unusual or surprising

Stories, memes & videos are designed to grab our attention

Sharing them with others provides a sense of belonging & power

Emotions and well-developed biases override logic and the tendency to check truth or accuracy **

Algorithms help select meme's that are likely to attract you based on your online history purchased from Facebook and other sites

When we read or view something we initially assume that it is true **

"People tend to value the information and judgments offered by good friends over all other sources." **

Bias is Reinforced

FAKE NEWS WORKS

**How Fiction Becomes Fact on Social Media
By BENEDICT CAREY OCT. 20, 2017, New York Times
https://www.nytimes.com/2017/10/20/health/social-media-fake-news.html?emc=edit_th_20171021&nl=todaysheadlines&nlid=69463939&_r=0

Questions to Ask Myself

What topics, issues, concerns are of greatest importance to me?

How much do I really know about these topics?

How deeply have I analyzed the policies that are being proposed to address these issues?

Why is it a problem?

Do I understand the history, context, related issues, current effects & long term implications of these issues & concerns

Where do I get information?

Who suffers as a result of this problem?

Who might suffer as a result of the proposed policy?

Do I explore a variety of sources and perspectives?

What are likely causes, contributing and related factors?

What do my sources gain from my believing them?

Do I confirm the accuracy of the evidence provided?

Who benefits
--from the current situation?
--from the proposed policy?

Responding to News of Tragedy or Terrorism

ASK

Ask "What do I really need to know about this?"

Anything beyond the headline?

Ask "Do I need to know this now?

Early reports, based on partial information are often wrong

Ask "Is there something I can do that is more beneficial to my family and community than follow this tragedy

Accurate information is usually available in summary form weeks after the incident in a format that is less likely to elicit fear.

BE AWARE

Be aware that the intent of terrorists is to spread fear and/or become famous

Getting caught up in these stories supports their agenda

Be aware of the effects of fear on thinking & relationships

Be aware that dramatic events attract hoaxes & that news, pictures & even videos can be fake

Be aware that sharing, tweeting, or reposting can contribute to fake news & support terrorist's agenda

How to recognize Fake News & attempts to manipulate me

Ask

Is it divisive?

The best first step is often
to step back.