



# Media Literacy on Social Media

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Info Pack

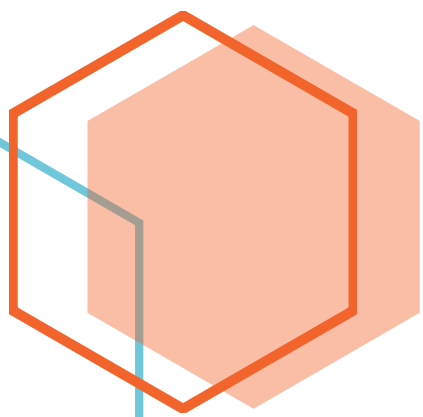
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## Be media smart

**B**eing media literate is a complex of qualifications that enable interconnectedness and interaction among people via communication and sharing of information. These competences allow one to communicate in a suitable manner, to be involved, to cooperate and participate actively, to give and take, in the social environment of communication and sharing of content. A person who is literate in social media forms his/her personality, worldview and manner of social conduct, among other ways through tools for collaborating and managing information found on the web.

**I**nformation is on your mobile phones and computer screens, in newspapers and magazines, stretched across billboards and broadcast through radio waves. They are mediated messages, and you are inundated with them every day.

**W**ith so many viewpoints, it's hard to separate fact from fiction. To guide your exploration of the media that surrounds you, the experts develop these five core concepts:





## **1. All media messages are constructed.**

Media texts are built just as surely as buildings and highways are built. The key behind this concept is figuring out who constructed the message, out of what materials and to what effect.

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



Each form of communication has its own creative language: scary music heightens fear, camera close-ups convey intimacy, big headlines signal significance. Understanding the grammar, syntax and metaphor of media language helps us to be less susceptible to manipulation.

Source: <https://www.agoodson.com/illustrator/martin-tognola/>

## **3. Media have embedded values and points of view.**

Because they are constructed, media messages carry a subtext of who and what is important — at least to the person or people creating the message. The choice of a character's age, gender or race, the selection of a setting, and the actions within the plot are just some of the ways that values become "embedded" in a television show, a movie or an advertisement.



#### 4. Most media messages are organized to gain profit and/or power.



Much of the world's media were developed as money-making enterprises. Newspapers and magazines lay out their pages with ads first; the space remaining is devoted to news. Likewise, commercials are part and parcel of most television watching. Now, the Internet has become an international platform through which groups or individuals can attempt to persuade.


Source: <https://www.freepik.com/rudall30>

#### 5. Different people experience the same media message differently.

Audiences play a role in interpreting media messages because each audience member brings to the message a unique set of life experiences. Differences in age, gender, education and cultural upbringing will generate unique interpretations.



Source: Getty images/ Stockphoto

 By considering the core concepts behind every media message, you equip yourself with an ability to analyze and interpret a message — and to accept or reject its legitimacy.



While the media landscape has radically changed, the criteria for evaluating content has not. The lens of criticality that holds media creators and distributors responsible should be applied to everyone and every institution, no matter how large or how small.

## Media literacy helps kids:

### **Learn to think critically.**

As kids evaluate media, they decide whether the messages make sense, why certain information was included, what wasn't included, and what the key ideas are. They learn to use examples to support their opinions. Then they can make up their own minds about the information based on knowledge they already have.

### **Become a smart consumer of products and information.**

Media literacy helps kids learn how to determine whether something is credible. It also helps them determine the "persuasive intent" of advertising and resist the techniques marketers use to sell products.

### **Recognize point of view.**

Every creator has a perspective. Identifying an author's point of view helps kids appreciate different perspectives. It also helps put information in the context of what they already know -- or think they know.

### **Create media responsibly.**

Recognizing your own point of view, saying what you want to say how you want to say it, and understanding that your messages have an impact is key to effective communication.

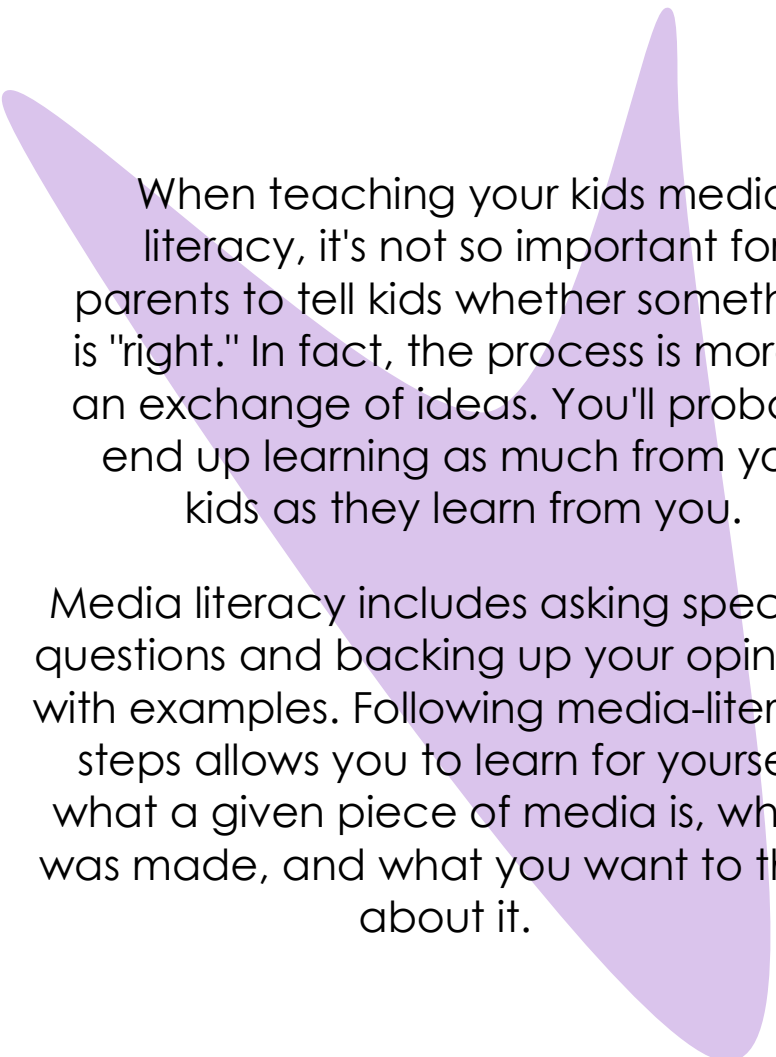

### **Identify the role of media in our culture.**

From celebrity gossip to magazine covers to memes, media is telling us something, shaping our understanding of the world, and even compelling us to act or think in certain ways.



## **Understand the author's goal.**

What does the author want you to take away from a piece of media? Is it purely informative, is it trying to change your mind, or is it introducing you to new ideas you've never heard of? When kids understand what type of influence something has, they can make informed choices.



When teaching your kids media literacy, it's not so important for parents to tell kids whether something is "right." In fact, the process is more of an exchange of ideas. You'll probably end up learning as much from your kids as they learn from you.

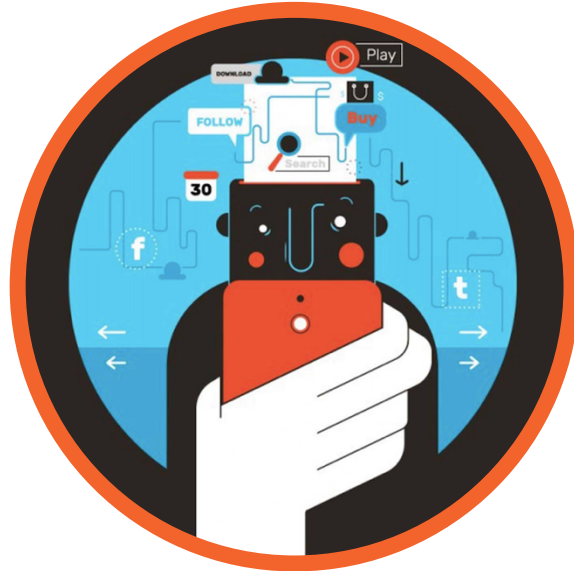
Media literacy includes asking specific questions and backing up your opinions with examples. Following media-literacy steps allows you to learn for yourself what a given piece of media is, why it was made, and what you want to think about it.



## Teaching kids media literacy as a sit-down lesson is not very effective; it's better incorporated into everyday activities. For example:

With little kids, you can discuss things they're familiar with but may not pay much attention to. Examples include cereal commercials, food wrappers, and toy packages.

With older kids, you can talk through media they enjoy and interact with. These include such things as YouTube videos, viral memes from the internet, and ads for video games.



Source: Freepic.com

## Here are the key questions to ask when teaching kids media literacy:

Who created this? Was it a company? Was it an individual? (If so, who?) Was it a comedian? Was it an artist? Was it an anonymous source? Why do you think that?

Why did they make it? Was it to inform you of something that happened in the world (for example, a news story)? Was it to change your mind or behavior (an opinion essay or a how-to)? Was it to make you laugh (a funny meme)? Was it to get you to buy something (an ad)? Why do you think that?

Who is the message for? Is it for kids? Grown-ups? Girls? Boys? People who share a particular interest? Why do you think that?



- What techniques are being used to make this message credible or believable? Does it have statistics from a reputable source? Does it contain quotes from a subject expert? Does it have an authoritative-sounding voice-over? Is there direct evidence of the assertions its making? Why do you think that?
- What details were left out, and why? Is the information balanced with different views -- or does it present only one side? Do you need more information to fully understand the message? Why do you think that?
- How did the message make you feel? Do you think others might feel the same way? Would everyone feel the same, or would certain people disagree with you? Why do you think that?



Source: Emoji Movie

- As kids become more aware of and exposed to news and current events, you can apply media-literacy steps to radio, TV, and online information.





# An interesting way to introduce Media literacy to kids is via games and videos!

We've searched the web for you.

Look at some of our interesting suggestions:

## 1. Become an Info Investigator

The music, TV and other media we consume influence how we see the world. To be informed consumers, kids need to develop media literacy skills. These skills include observation, research, and critical thinking. Libraries are great places to find reliable sources of information and learn to use them. For Media Literacy Week, the Library is excited to launch an online quiz in collaboration with Media Smarts. Kids in Grades 4 - 6 can test their media literacy skills with this fun learning game.

<https://calgarylibrary.ca/connect/students/media-literacy-for-kids/>



## 2. Interland – Reality river

This game was developed by Google's Be Internet Awesome Initiative, which aims to teach children the “fundamentals of digital citizenship,” and it shows. The top-notch graphics take users on a journey across a river guarded by a “phisher.” Users must answer questions about bogus phishing attempts to cross and win the game.

Source:  
<https://www.vecteezy.com/members/treetypanda20>

[https://beinternetawesome.withgoogle.com/en\\_us/interland/landing/reality-river](https://beinternetawesome.withgoogle.com/en_us/interland/landing/reality-river)

## 3. NewsFeed Defenders

This new media literacy game teaches players how to detect and disregard disinformation and misinformation in today's chaotic environment.



### **By playing this game you can learn:**

- identify markers of verification, transparency, accountability, and independence in news stories.
- Define and identify problematic news items, and other news-related types of misinformation.
- Explain a variety of strategies to verify images and information.
- Evaluate text for bias based on word choices and framing methods.
- Use third-party information to judge the credibility of a source.
- Evaluate the benefits and challenges of digital news and social media to a democratic society.

<https://www.factcheck.org/newsfeed-defenders/>

## **4. iReporter**

The BBC launched this game in 2018 in a bid to help children ages 11-18 identify misinformation online. The choose-your-own-adventure game puts users in the shoes of a BBC journalist who has to decide which social media posts, political claims and photos they can trust. Tips on how to spot online fakery are included.

<https://www.bbc.co.uk/news/resources/idt-8760dd58-84f9-4c98-ade2-590562670096>

## **5. Fakey**

Similar to the previous but really fun to play. Developed by a master's student at Indiana University, Fakey is a game similar to iReporter. It simulates a social media news feed, where users are asked which posts they'd like to share, like or fact-check. Users score points by sharing content from credible news outlets and fact-checking questionable sources.

<https://fakey.osome.iu.edu/>



## VIDEO LESSONS



### **What is media**

[https://www.youtube.com/watch?v=bBP\\_kswrtw&feature=emb\\_logo](https://www.youtube.com/watch?v=bBP_kswrtw&feature=emb_logo)



### **Media are constructions - Identify all the parts in the construction**

[https://www.youtube.com/watch?list=UU\\_jQ4vYf-WPf4\\_5eSdGABWQ&v=baftkjc5gKs&feature=emb\\_logo](https://www.youtube.com/watch?list=UU_jQ4vYf-WPf4_5eSdGABWQ&v=baftkjc5gKs&feature=emb_logo)



### **Audience negotiate meaning**

[https://www.youtube.com/watch?list=UU\\_jQ4vYf-WPf4\\_5eSdGABWQ&v=goyXz1VmhWA&feature=emb\\_logo](https://www.youtube.com/watch?list=UU_jQ4vYf-WPf4_5eSdGABWQ&v=goyXz1VmhWA&feature=emb_logo)



### **Media have commercial implications**

[https://www.youtube.com/watch?list=UU\\_jQ4vYf-WPf4\\_5eSdGABWQ&v=RdkH0GwJy6A&feature=emb\\_logo](https://www.youtube.com/watch?list=UU_jQ4vYf-WPf4_5eSdGABWQ&v=RdkH0GwJy6A&feature=emb_logo)



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<https://www.medialit.org/reading-room/abcs-media-literacy-what-can-pre-schoolers-learn>



## Credits:

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