MEDIA LITERACY: A Skill to Build a Global Perspective

Audrey Garcia • 2020–2021

Global Connect @ UCI
OPENING QUESTIONS:

● What is Media Literacy?
● Why is Media Literacy important?
● Why is Media Literacy a global issue/priority?
● Would you describe yourself as media literate?
● What do you think counts as media?
● What’s your favorite form of media?
● How much time do you spend on media?
Kahoot!

https://create.kahoot.it/details/media-literacy-kahoot/69087925-48e1-4fc2-9965-69996e764d8e
What is Media Literacy?

“Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with 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.”

- MediaLit.org

https://www.youtube.com/watch?v=GlRwJr6Da4
Types of Media:
Important events enabled by the printing press:

- Protestant Reformation
- Renaissance Period
- Scientific Enlightenment
- Industrial Revolution
- American Revolution
James Gordon Bennett (1835) established new standards for journalism by utilizing interviews and observations to add details to news stories.

Most importantly, his newspaper was funded by advertisers instead of political parties that enabled the newspaper to report stories on corruption and criticize politicians openly.
June 17th, 1972 - 5 men broke into the Democratic National Committee at the Watergate office revealing Nixon’s illegal tapping of the DNC’s classified conversations.

The Watergate Scandal, investigated by Carl Bernstein and Bob Woodward of the *Post*, was a catalyst for public recognition of the importance of investigative journalism/the responsibility of the press to check the powerful.

So what happens when the media is constantly accused of producing ‘false news’?
What is **perspective**?

Can anyone be free of all effects of their perspective?

Why is **bias** different?

Bias has a **negative connotation**.

- Bias often comes with the connotation that the writer/media source has other interests (like U.S. politics). This can mean they are **partisan** (to favor one side/perspective) and not being transparent.
The first newspapers in the American colonies helped to facilitate the American Revolution – meaning they were explicitly against the standing government (i.e., British rule).

One important function was advertisement for businesses and merchants.

As the early United States independent government developed, newspapers were dependent upon partisan support and readership.

So at that time, almost all newspapers were partisan.
More On Bias:

“In individuals, bias is the result of predisposition or experiences. It distorts the ability to fairly perceive, remember or weigh evidence. It prevents a person from reaching a fair or accurate judgment. Media Bias is a pattern of unfairness or willful inaccuracy over time by a specific journalist or news outlet. It cannot be proven by a single isolated incident.”
Vocab: Misinformation & Disinformation

- **Misinformation** is spreading incorrect information, regardless of intent.

- **Disinformation** is deliberately spreading incorrect or severely distorted information for ulterior motives. (Can result from being biased!)

- **M** for Mistake, **D** for Deceive
YELLOW JOURNALISM

- Journalism not based on truth or research, uses eye-catching headlines to sell papers and make a profit.
"You will furnish the picture, I will furnish the war"
Web-generated news challenges journalistic norms and mis/disinformation has powerful new platform.

Cheap Speech and What It Has Done – Richard L. Hasen (UCI School of Law)

Algorithms create **news feeds with no regard for accuracy and objectivity**, becoming modern yellow journalism.

Media can be manipulated to serve the interests of powerful people and organizations.

So consumers must be careful!
What do you think happens as information spreads in this digital age?

Is increased internet access a good thing?
The Effects of Technology

- Technology transformed the speed of information delivery.
  - Today, footages can be instantly streamed on Facebook and YouTube allowing us to be more informed first-hand.
- But technology is a double edge sword.
- Anyone can generate news without basing it in facts.
  - Divisive ads and articles on Facebook and Twitter reached millions of people that potentially swayed the 2016 election.
2.41 billion monthly active users

321 million monthly users

1 billion monthly active users

1.3 billion users 300 hours of video per minute
“About two-thirds of Americans get news on social media but most social media news consumers expect news there to be inaccurate”  – Pew Study

What are some positive effects of...

- Social media?
- Using social media as a platform for news?
- The work of good journalists?
**Is increased internet access a good thing?**

Sub-Saharan African publics largely see growing internet connectivity as a positive

**Generally, do you think the increasing use of the internet has had a good influence, a bad influence or no influence at all on ___ in our country?**

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<tr>
<th></th>
<th>Good influence</th>
<th>No influence</th>
<th>Bad influence</th>
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<td>13%</td>
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Note: Percentages are six-country medians based on total sample in Ghana, Kenya, Nigeria, Senegal, South Africa and Tanzania. Source: Spring 2017 Global Attitudes Survey. Q74a-e. PEW RESEARCH CENTER
Skills of Inquiry as Citizens of a Democracy

- Pay attention to language and images
- Understand political, economic, social, and cultural contexts
- Identify an author’s message, purpose, point-of-view, etc.
- Recognize bias
- Challenge your own perspective
What to Look for in a News Article

**Biases:** Has this journalist or news outlet demonstrated a bias in the past? What kind of biases do I have in my own reading?

**Transparency:** Do the reporters/authors share how they know what they know, what they *don’t* know, and why?

**Sources:** What are the sources? Are they: Independent, multiple, verifiable, authoritative/informed, & named (IMVAIN)

**Accountability:** If applicable, has the author showed that they are taking responsibility of the truthfulness in a report? Do I have a good handle on the article’s integrity before sharing it on social media?
Remember!
To be media literate means, to be able to access, analyze, evaluate and create media in a variety of forms responsibly.
Discussion/Recap:
● What is Media Literacy?
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