Media Literacy

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PreventionFIRST!™

GUIDING COMMUNITIES TO A VIBRANT FUTURE

Today's Objectives

After attending this webinar, participants will be able to:

- Define media literacy and explain the importance of being media literate

- Analyze several types of media

- Teach media literacy basics to middle school and high school aged individuals

6 CSAP Strategies: Education

Definition:

- Education is described as two-way communication with interaction between the educator and the participants.

- The ability to interact and ask questions differentiates this strategy from information dissemination, along with the ability to build knowledge and social skills.

Examples:

- Classroom educational services

- Youth/adult groups

- Mentoring

- Parenting classes

- Social media

6 CSAP Strategies: Environmental

Definition:

- This strategy establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of drug misuse.

Examples:

- Community Norms and Media Messages
- Policy and Enforcement
- Access and Availability

What is Media Literacy?

- The ability to access, analyze, evaluate and create media in a variety of forms

- A 21st century approach to education

- A framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet.

Where Do We Find Media?

Drop in the chat box all the places one might interact with media

Study by the Stanford History Education Group

Middle school, high school, and even some college students are "easily duped" and struggle with determining the credibility of the internet

Stanford Graduate School of Education. 2016. https://ed.stanford.edu/news/stanford-researchers-find-students-have-trouble-judging-credibility-information-oniine

Youth Exposure to Advertising

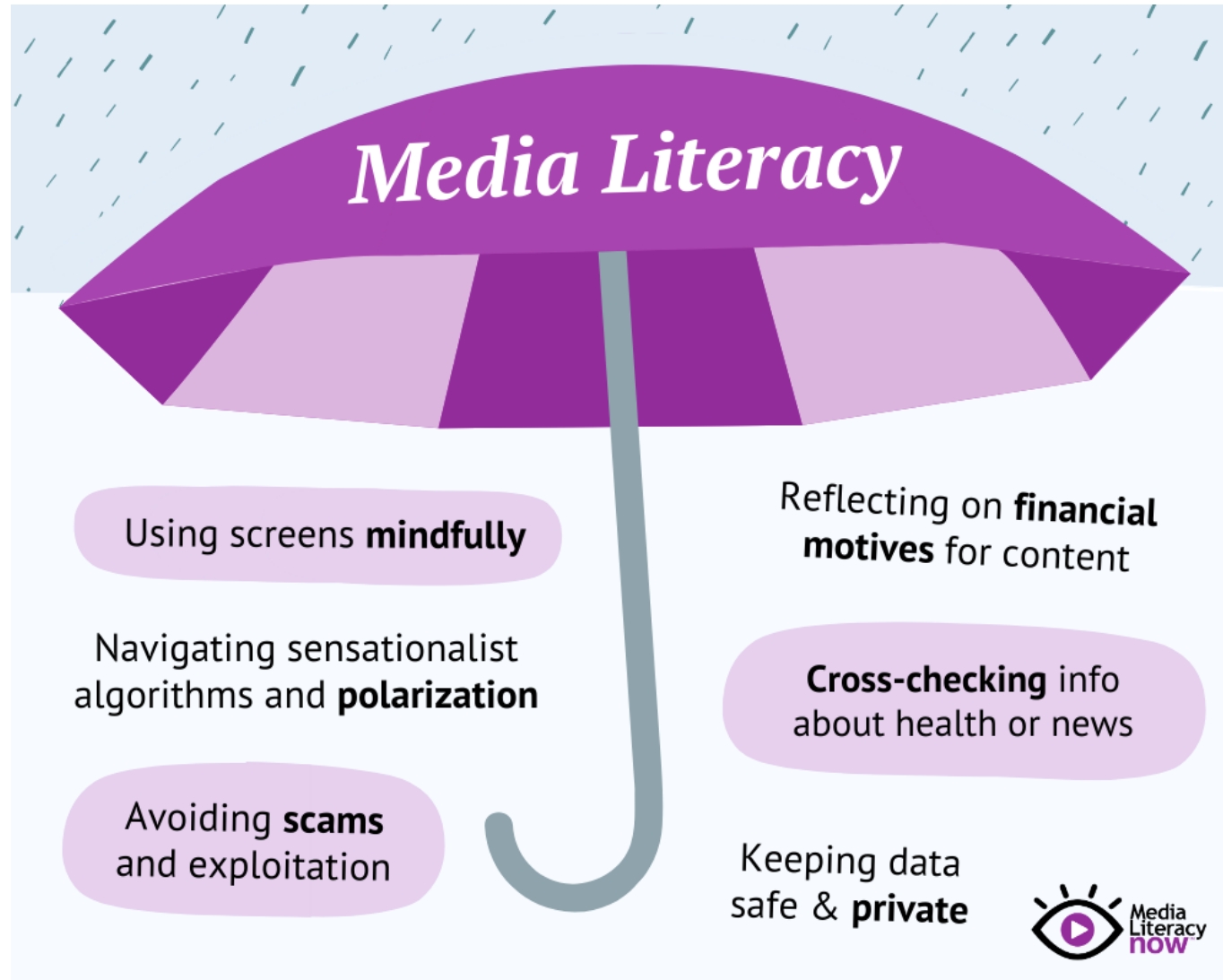- According to program ratings, youth were exposed 81,243 billion times to alcohol advertisements over a 4-year period

Ross CS, Henehan ER, Jernigan DH. Youth Exposure to Alcohol Advertising in the United States: Assessment of Two Types of Television Ratings and Implications for Voluntary Advertising Guidelines. J Stud Alcohol Drugs. 2020 Jan;81(1):34-38. doi: 10.15288/jsad.2020.81.34.

- Despite state laws restricting such marketing, researchers found marijuana retailers on social media promoting their wares with posts that:
  - Featured cartoon characters like Snoopy, SpongeBob SquarePants, and Rick and Morty
  - Presented store-branded merchandise like caps and T-shirts
  - Offered discounts and deals, like a Memorial Day sale or a regular Friday special

Thompson, D. (2022). Many Marijuana Vendors Aim Advertising at Kids: Study. HealthDay News for a Healthier Living. https://www.healthday.com/health-news/public-health/1-21-many-pot-vendors-aim-advertising-at-kids-study-2656425558.html

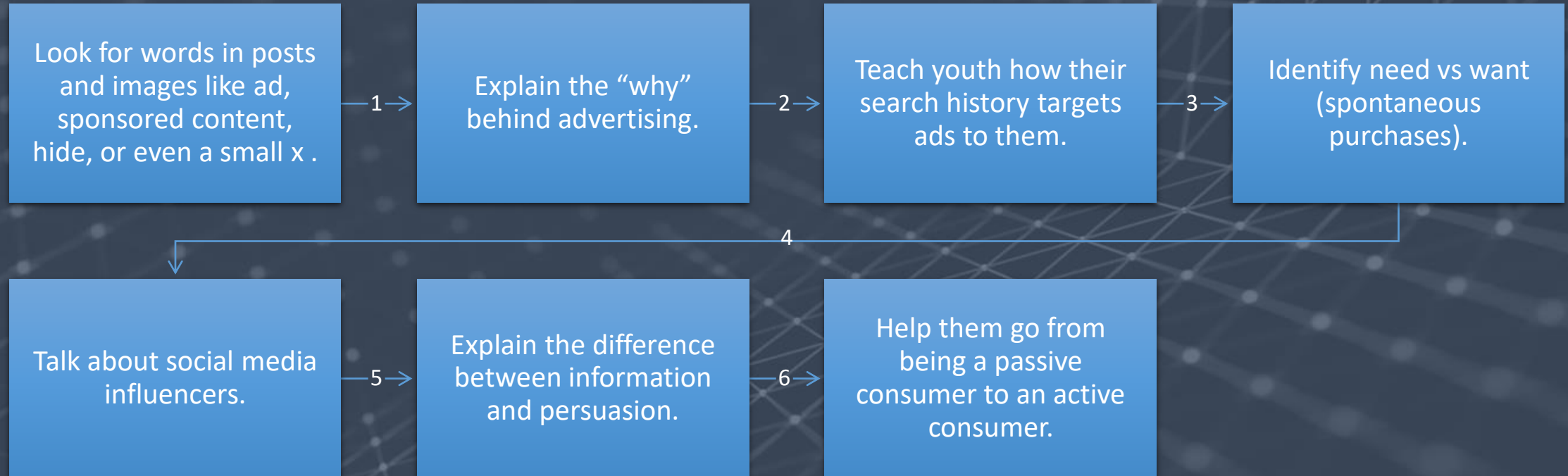*Guiding Communities to a Vibrant Future*

Basic Media Literacy

Basic Media Literacy Questions

- Who is putting out this message?

- Is someone making money from this message?

- What persuasive techniques are being used to attract my attention?

- Who is the advertisement trying to appeal to?

- What would I lose by giving into this messaging/ buying this product?

- What would be the benefits of not giving in to this messaging?

Steps to Become Media Literate

Look for words in posts and images like ad, sponsored content, hide, or even a small x .

1→

Explain the "why" behind advertising.

2→

Teach youth how their search history targets ads to them.

3→

Identify need vs want (spontaneous purchases).

4

Talk about social media influencers.

5→

Explain the difference between information and persuasion.

6→

Help them go from being a passive consumer to an active consumer.

Let's Focus on Two Big Areas

SOCIAL MEDIA & INFLUENCERS

TRADITIONAL MEDIA (MOVIES, MUSIC, TV SHOWS)

Social Media & Influencers

A social media influencer is someone who has established credibility in a specific industry, has access to a huge audience and can persuade others to act based on their recommendations.

Is This an Ad?

Teach youth how to look for words in posts and images like "ad," "sponsored content," "hide," or even a small X in a corner.

- Is a specific product featured prominently?
- Did the influencer or celebrity tag a company or brand?
- Have they included some kind of offer code or discount in their post?
- Is the post linking to content on another site?

Online Advertising and Influencing
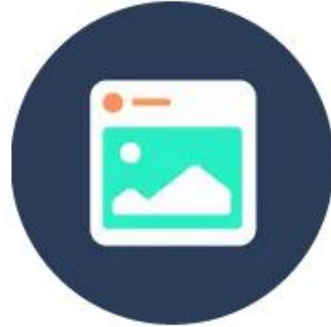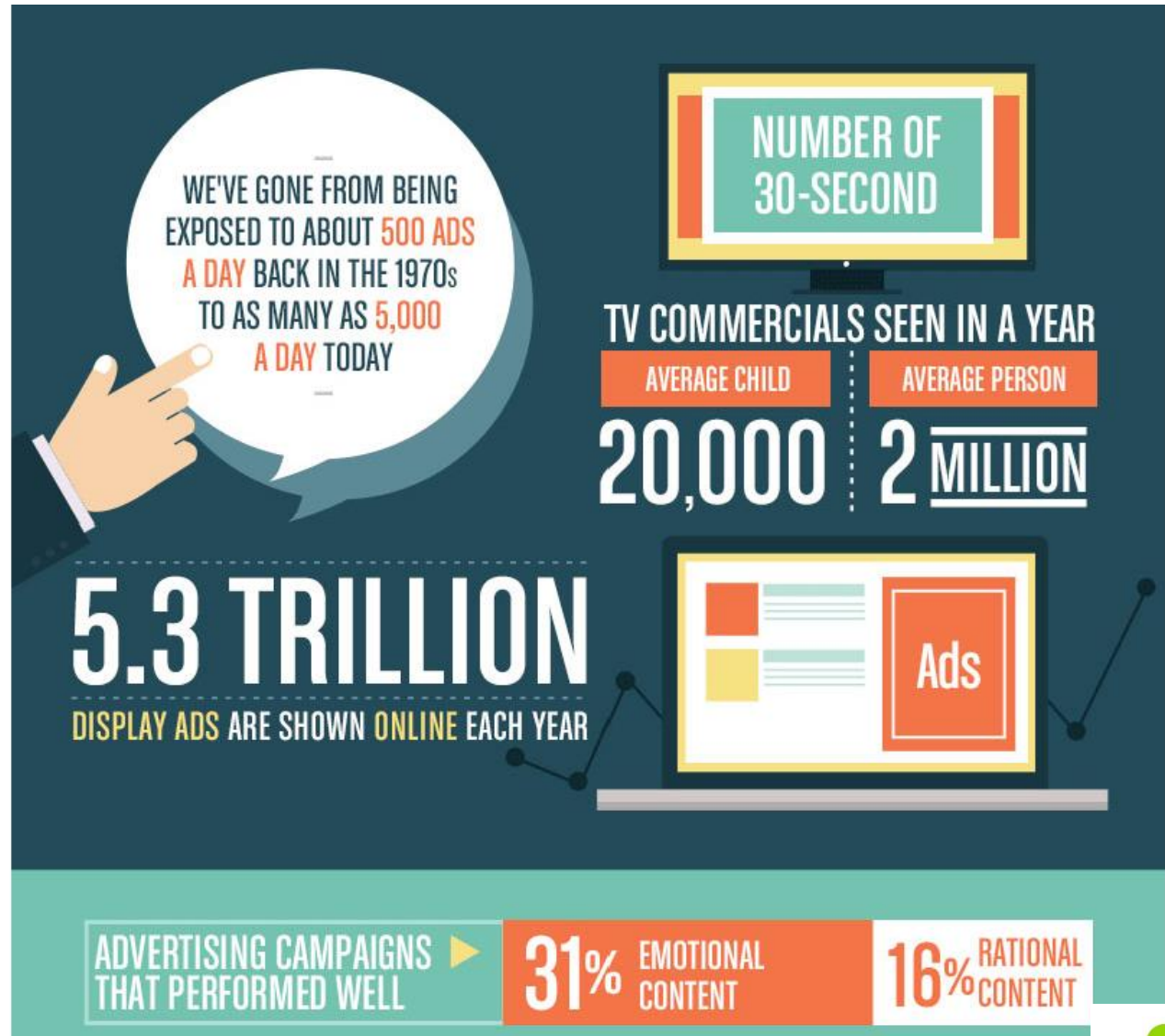
Image Ads

Carousel Ads
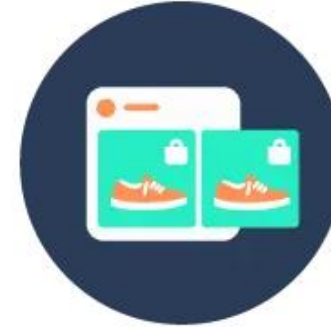
Product Ads

Collection Ads

Interactive Ads

Lead Form Ads

Video Ads

Text Ads

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Explain the "Why" Behind Advertising

WE'VE GONE FROM BEING EXPOSED TO ABOUT 500 ADS A DAY BACK IN THE 1970s TO AS MANY AS 5,000 A DAY TODAY

NUMBER OF 30-SECOND TV COMMERCIALS SEEN IN A YEAR

AVERAGE CHILD 20,000

AVERAGE PERSON 2 MILLION

5.3 TRILLION DISPLAY ADS ARE SHOWN ONLINE EACH YEAR

Ads

ADVERTISING CAMPAIGNS THAT PERFORMED WELL ▶ 31% EMOTIONAL CONTENT   16% RATIONAL CONTENT

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University of Southern California, 2023
https://appliedpsychologydegree.usc.edu/blog/thinking-vs-feeling-the-psychology-of-advertising

Need vs Want
(I'm still working on it)

Need vs. Want (spontaneous purchases)

- Teach the value of a dollar
- Volunteer
- Empower kids
- Talk about money
- Teach youth how their search history targets ads to them

2024 Top TikTok Influencers

- Charli D'Amelio
- Addison Rae
- Bella Poarch
- Spencer X
- Dixie D'Amelio
- Khaby Lame
- Michael Le
- Zach King

Persuasive vs. Informative

(Image from Rue La La promotional email, www.ruelala.com)

Explain the difference between information and persuasion.

- Persuasive elements: FOMO, authority, social proof
- Informative techniques: Using comparisons, info-rich

Passive vs. Active Social Marketing (Media Messaging)

Active Social Marketing

- Goal is for the priority audience to adopt and sustain a specific behavior
- This type of campaign explicitly states what we should do to be healthy.

Passive Social Marketing

- Goal is for the priority audience to change behaviors (stop or start doing) or sustain their current healthy behaviors.
- This type of campaign markets the idea that we must make healthy choices but does not make a specific request.

Active vs. Passive Consumer

Help them move from being a passive consumer to an active consumer

"Traditional" Media

- What movies are your young people watching?
- What TV shows are their favorite?
- What songs are the listening too?
- Which artists are their favorite?

Questions to Ask When Evaluating Media

1. Why do we need media literacy?

2. How credible is this? How do I fact check?

3. How does this make me feel and how do my emotions influence my decisions?

4. Is the message good for me or people like me?

5. Who might benefit from this message? Who might be harmed by it?

Source: National Association for Media Literacy Education (NAMLE)

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Let's Practice

1. Why do we need media literacy?

2. How credible is this? How do I fact check?

3. How does this make me feel and how do my emotions influence my decisions?

4. Is the message good for me or people like me?

5. Who might benefit from this message? Who might be harmed by it?

Corona @Corona   16 Jul
Sara H. is hanging with friends this summer. Check out more
#CoronaSummer shots here, bit.ly/18yT6TO!
pic.twitter.com/NweWhtwrVv

Expand   Reply   Retweet   Favorite   More

Source: National Association for Media Literacy Education (NAMLE)

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INSPECT IMAGES CAREFULLY

- *Zoom in the image carefully and look for any details that you can find.*
- *Check if the image is trying to cover texts using banners or too much graphics.*
- *Is the image edited or is it real but used in the wrong context?*

Fake images are used for instant attention grabbing & can be seen in two forms-
1. Edited images.
2. Real images used in wrong context.
Spotting fake images is quite hard due to professional editing softwares available.
Try inspecting if an image is fake by zooming in and looking for location details and other information you may find.
Also, running a Google Reverse Search will be helpful.

https://putaneffort.com

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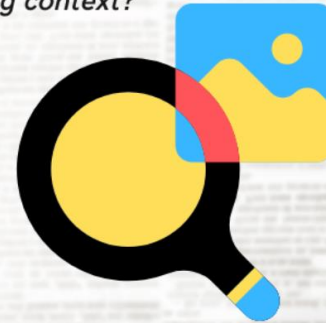
Applying the CRAAP Test

C	Currency	The timeliness of the information
R	Relevance	The importance of the information for your needs
A	Authority	The source of the information
A	Accuracy	The reliability, truthfulness, and correctness of the content
P	Purpose	The reason the information exists

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Alcohol Advertising

Alcohol ads create interest in alcohol

Alcohol ads use entertainment, sex, relaxation, popularity, humor to sell their products

CASA Columbia Survey Findings

Compared to teens that have never seen pictures of kids getting drunk, passed out, or using drugs on social networking sites, teens that have seen these images are:

- 3 times more likely to use alcohol
- More than two times as likely to be able to get alcohol in a day or less

Source: National Center on Addiction & Substance. (2011). 2011 National Teen Survey Finds: Teens Regularly Using Social Networking Sites Likelier to Smoke, Drive, Use Drugs. https://www.prnewswire.com/news-releases/2011-national-teen-survey-finds-teens-regularly-using-social-networking-sites-likelier-to-smoke-drink-use-drugs-128295633.html

Marijuana Advertising

What Media Literacy Addresses

What we think media literacy addresses:

Misinformation

News bias

What it also addresses:

Online scams

Polarization & stereotypes

Manipulative algorithms

Targeted ads

Mental health & sleep issues

Bullying & suicide

Unhealthy trends

Filters & body image issues
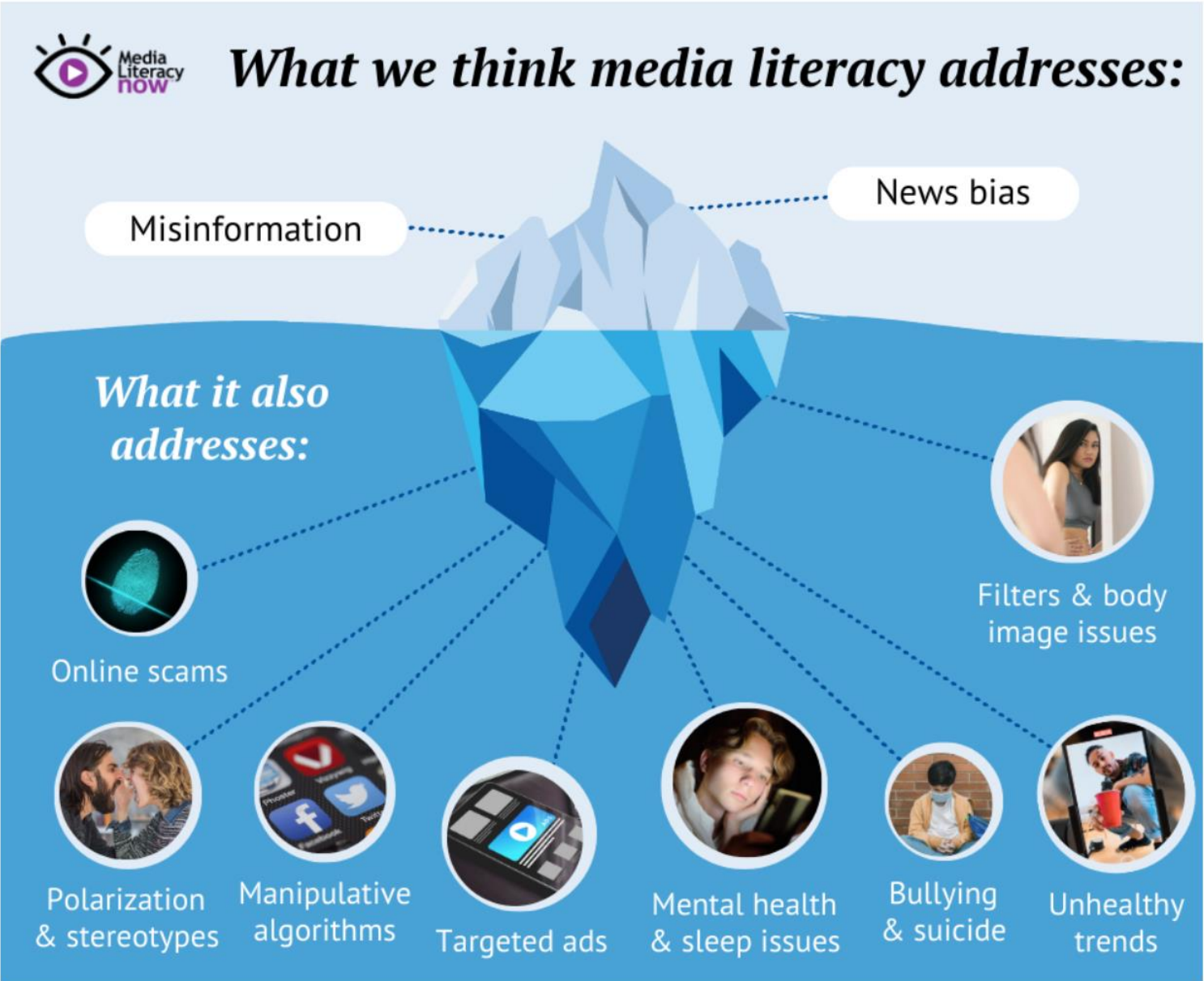
Development of Media Literacy Skills and Social Emotional Competencies

- What does this show/ commercial want you to think? Why do they want you to think that?

- How does this message make you feel?

- Who is this message for? How would it make them feel?

- What do you want to do after seeing this message?

Social Media Red Flags

- Age-inappropriate content
- Anonymity
- Location tracking sharing
- Cyberbullying
- Temporary pictures and videos
- Secret chat rooms
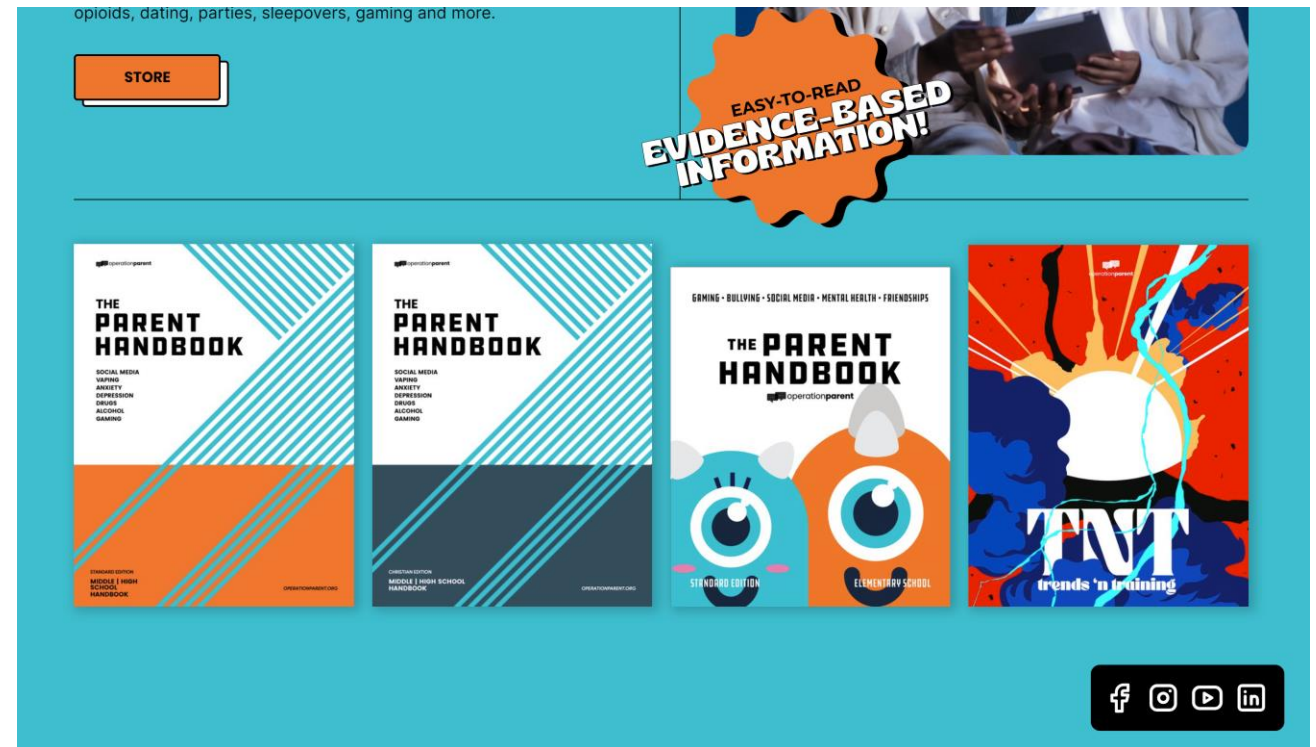
Media Literacy Tool Example

Another Example of a Media Literacy Tool

global digital citizen foundation

The Ultimate Cheatsheet for
Critical Thinking

Want to exercise critical thinking skills? Ask these questions whenever you discover or discuss new information. These are broad and versatile questions that have limitless applications!

Who
... benefits from this?
... is this harmful to?
... makes decisions about this?
... is most directly affected?
... have you also heard discuss this?
... would be the best person to consult?
... will be the key people in this?
... deserves recognition for this?

What
... are the strengths/weaknesses?
... is another perspective?
... is another alternative?
... would be a counter-argument?
... is the best/worst case scenario?
... is most/least important?
... can we do to make a positive change?
... is getting in the way of our action?

Where
... would we see this in the real world?
... are there similar concepts/situations?
... is there the most need for this?
... in the world would this be a problem?
... can we get more information?
... do we go for help with this?
... will this idea take us?
... are the areas for improvement?

When
... is this acceptable/unacceptable?
... would this benefit our society?
... would this cause a problem?
... is the best time to take action?
... will we know we've succeeded?
... has this played a part in our history?
... can we expect this to change?
... should we ask for help with this?

Why
... is this a problem/challenge?
... is it relevant to me/others?
... is this the best/worst scenario?
... should people know about this?
... has it been this way for so long?
... have we allowed this to happen?

References and Resources

- Learning for Justice: https://www.learningforjustice.org/classroom-resources/lessons/you-are-the-product

- Smart Social: https://smartsocial.com/post/teaching-kids-advertising

- Center for Media Literacy: https://www.medialit.org/five-key-questions-can-change-world

- Learning to Give/Media Literacy: https://www.learningtogive.org/resources/media-literacy

- Youth Exposure to Alcohol Advertising in the United States: Assessment of Two Types of Television Ratings and Implications for Voluntary Advertising Guidelines: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7024815/

- WeTeachMYC: https://www.weteachnyc.org/resources/collection/media-literacy/

- FactCheck: https://www.factcheck.org/2016/11/how-to-spot-fake-news/

- Students Need Libraries in HISD: https://www.studentsneedlibrariesinhisd.org/critical-thinking.html

- Boston Children's Digital Wellness Lab: https://digitalwellnesslab.org/family-guides/family-guide-to-media-literacy-social-emotional-learning/

- Operation Parent: https://www.operationparent.org/

Stay Connected

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