



Emerging Issues in Media Literacy in the 21st Century

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The Future of Life (1)

Over the next decade, how will changes in digital life impact people's overall well-being physically and mentally?

- 46% - more good than harm
- 32% more harm than good
- 21% things will stay the same

Benefits

- Connection
- Commerce, government, and society
- Crucial intelligence
- Contentment
- Continuation toward equality



Harms



- Digital deficits
- Digital addiction
- Digital distrust
- Digital duress
- Digital dangers

RedesignMedia Literacy

**Recalibrate
Expectations**

**Reimagine
Tech
Systems**

**Reinvent
Technology**

Regulations

“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.” (CML)

Emerging MIL Themes

- Growing global consensus of employing media literacy as a process of inquiry to interrogate the global media symbolic system.
- Realignment of the missions, structures and assessments of learning to comport with the new technologies.
- Call for MIL evidence base.

#1: Global MIL: Media Ecology (2)



- The production system (editors, producers, advertisers, platforms).
- The audience, using media in all its forms, from cradle to grave.
- The text/content, including digital, print, aural, visual social media text.
- The cultural context across places and spaces.



Global



Local



Glocal

Global MIL: Media Ecology (2)

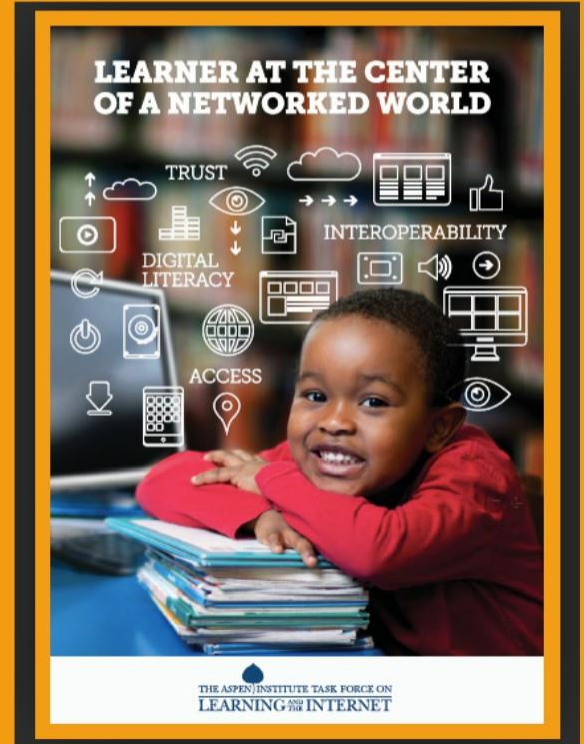
Social media as a disruptor



- **Greater participation and voice.**
 - Disseminate information and misinformation.
 - Upend journalism as practice.
 - Produce and consume media.
- **Role of MIL to help citizens navigate this new media maze.**
- **Situate media literacy within the complex media environment.(4)**

#2: Realignment: MIL and Learning

- Education often continues to be organized along the model of providing content knowledge as the prevalent form of teaching and learning. (5)
- New approaches have learners and process skills at the center (although content is still important of course).



Realignment: Learner-based Networks (5)

- Networks = schools, communities, parents, museums, libraries, after school programs.
- Every student should have access to learning networks.
- Learning networks should be interoperable.
- Learners should have the MIL skills necessary to utilize media as well as safeguard themselves in the digital age.

**Realignment: Five Key Questions of
Media Literacy as a Methodology
for Teaching Process Skills (6)**

Keyword

Five Core Concepts

Five Key Questions

#1 Authorship

All media messages are "constructed."

Who created this message?

#2 Format

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

What creative techniques are used to attract my attention?

#3 Audience

Different people experience the same media message differently.

How might different people understand this message differently from me?

#4 Content

Media have embedded values and points of view.

What lifestyles, values and points of view are represented in; or omitted from, this message?

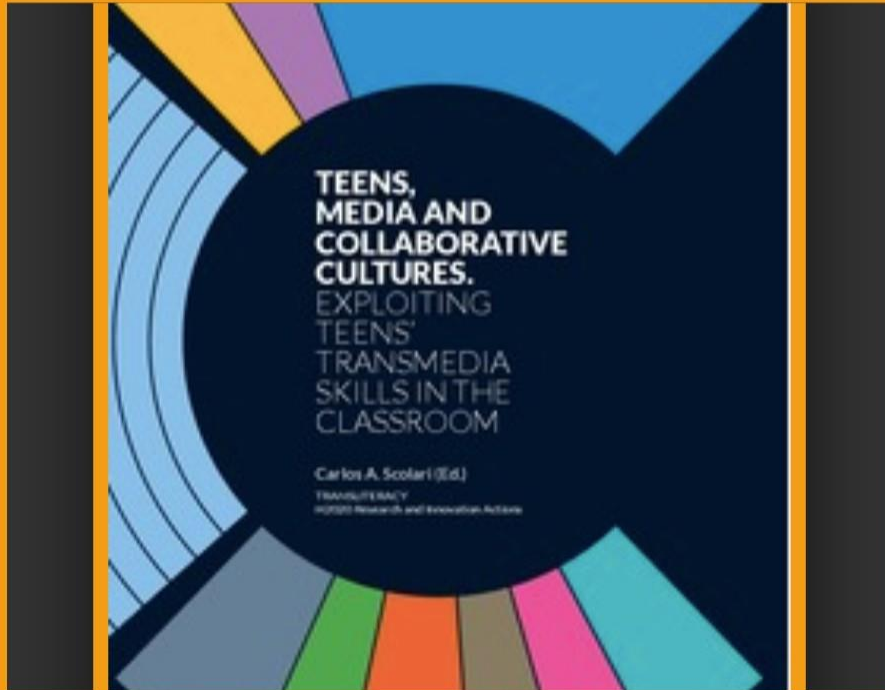
#5 Purpose

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

Why is this message being sent?

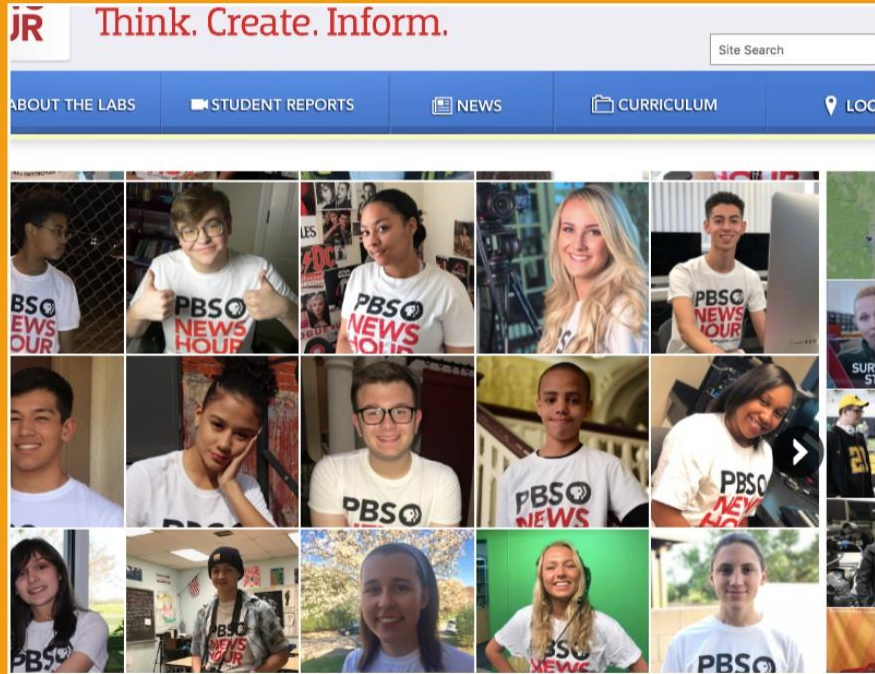
Realignment: MIL Approaches

Transmedia Literacy (7)



- Expands MIL framework to include media activities that young people engage with outside of the classroom.
- Skills: writing for fiction, creating videos, photos . . .
- Incorporate these informal learning strategies into the classroom.

Realignment: MIL Approaches



PBS in the Classroom: Learning to create news (8)



Newseum: Learning to analyze news (9)

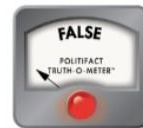
PolitiFact



SNAPCHAT

"90% of rural women and 55% of all women are illiterate" in Morocco.

— PolitiFact Global News Service on Thursday, July 14th, 2016



A 2016 social media platform using 1996 data



BERNIE SANDERS

"You know what Amazon paid in federal income taxes last year? Zero."

— PolitiFact National on Thursday, May 3rd, 2018



On the money



BLOGGERS

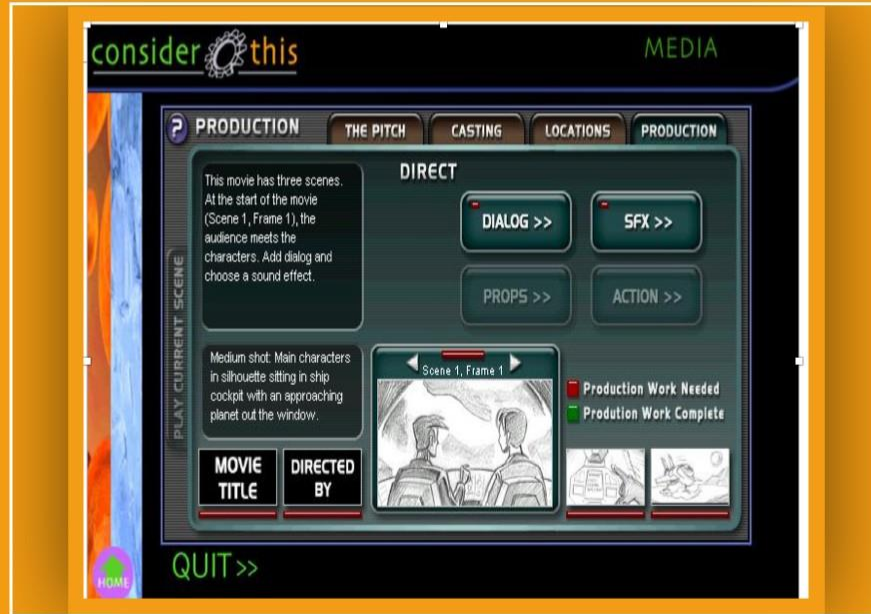
"USA: Mysterious Nazi submarine from WWII discovered in Great Lakes!"

— PunditFact on Thursday, May 24th, 2018



Realignment: MIL Approaches

Digital Storytelling



Create Your Story



Tell Your Story

#3: Need for MIL Evidence Base

- Evidence-base is needed to inform policy makers. (11)
- Evidence-based programs are scalable and replicable.
- Scale-up provides the opportunity to increase the impact of evidence programs to benefit more people and promote program on a lasting basis. (12)



MIL Evidence Base

Multi-method approaches

- Qualitative assessments (interviews with key informants, focus groups).
- Quantitative measures (pre and post-test surveys).
- Content analysis of production activities.
- Community based participatory research.

Models for Evaluation of Key Constructs

Construct	Variables
Demographic Information	Age, race, ethnicity, year in school, media use (Internet, newspapers, television, social media), source of news information, geographic strata
Media Literacy	
Five Key Questions of Media Literacy for Construction and Deconstruction.	Who created the message?; What values, lifestyles, and points of view are represented in or are omitted from this message?; What creative techniques were used to attract my attention? ; How might different people understand this message differently?; Why is this message being sent? What am I authoring? Does my message reflect understanding in format, creativity and technology? Is my message engaging and compelling for my target audience? Have I clearly and consistently framed values, lifestyles and points of view in my content? Have I communicated my purpose effectively?
Five Core Concepts of Media Literacy	All media messages are constructed; Media messages are constructed using a creative language with its own rules; Different people experience the same message differently; Media have embedded values and points of view; Most media messages are organized to gain profit and/or power.
Empowerment Spiral	Awareness: observation of and connection of media effects on attitudes and behaviors; Analysis: an understanding of how the construction of any media product influences the meaning we make of it; Reflection: considering what ought one think or do as a result of exposure to the media message; Action: what actions/behaviors are taken.
News Literacy	
News media knowledge	Media ownership; fake vs. real news (e.g., all news is real); purpose of the news media (profit, influence, entertainment); credible sources; embedded values and points of view of media organizations.
News media production	Use of production techniques (photos, camera angles, lighting) to influence meaning of news media messages.
Civic role of the media	Understanding of the impact of media messages on civic issues.
Global Competencies	
Collaboration & Communication	Interest and ability to work with diverse groups. Respect for diverse opinions. Understanding and awareness of other cultures.
Diverse Perspectives	Open and willing to work with people from other cultures to address societal challenges.
Civic and global engagement	Knowledge questions: United Nations Declaration of Human Rights. Political systems of the USA, Morocco, Egypt, and Oman. Interest and ability to engage in local and global civic affairs.

Evaluate Policy Implementation

Support for implementation

- Endorsement from opinion leaders
- Adhere to policy recommendations
- Teacher training programs
- Communication channels
- Allocation of resources

Future Directions



- Ensure that MIL “cannot only be about safety or cybersecurity but must also be about critical thinking.” (13)
- “Improve cross-disciplinary approaches” (social psychology, political science, communication sciences, journalism, media, anthropology). (14)
- Engage in international dialogue about shared concerns.