

Media Literacy and Why It Matters



**This is your brain
on **media**.**



**This is your brain
on **media literacy**.**



What does NAMLE do?



NAMLE
CONFERENCE 2024



Key Questions to Ask When Analyzing Media Experiences

Authors and Audiences

Authors: Who made this? Who was and was not included in the creation of this? When was this made?

Purpose: Why was this made? What is the target audience?

Experiences: Who made things from this?

Messages and Meanings

Content: What does this want me to think (or think about)? What did someone learn from this? What meanings, values and perspectives are shown, and what are implied? What don't you think might be important to know?

Techniques and Format: How does the format or method of communication impact my experience with this media? Where is how and format used in this media? What does this media do to make me feel, think, or act? How does this media communicate this message?

Reflections and Evaluations

Interpretation: What is my interpretation? What have I been asked to reflect on by this interpretation? How does this make me feel?

Responses: How do my responses influence my interpretation of this? Do I feel the need to respond, and if so, how? What does this media want me to do? How do I feel about this media? How do I feel about this media?

Credibility: How do I know that this source is giving me credible information about this topic?

CORE PRINCIPLES OF MEDIA LITERACY EDUCATION

The National Association for Media Literacy Education aims to make media literacy highly visible and widely practiced in an essential life skill. In a mediated world, all people are media creators and consumers who deserve guidance on how to cultivate mindful, empowering relationships with media.

We view media literacy—the ability to access, analyze, evaluate, create, and act using all forms of communication—as an essential life skill. Media literacy education is the ongoing development of habits of inquiry and skills of expression necessary for people to be critical thinkers, thoughtful and effective communicators, and informed and responsible members of society. Developing these habits and skills is vital to civic life.

These core principles articulate NMLE's position on media literacy education and illuminate the complex dynamics between individuals, media experiences, media institutions, and the systems and structures that shape our world. The additional implications for practice document highlights outstanding features of effective media literacy education. Our intent is for these Core Principles and Implications for Practice to build greater awareness and help scale media literacy education in all forms of life in the U.S.

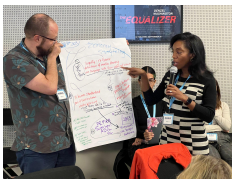
National Association for Media Literacy Education
www.namle.net

JMLE
JOURNAL OF MEDIA LITERACY EDUCATION

Official journal of the
NATIONAL ASSOCIATION
FOR MEDIA LITERACY EDUCATION

SNAPSHOT 2024:
The State of Media Literacy Education in the U.S.

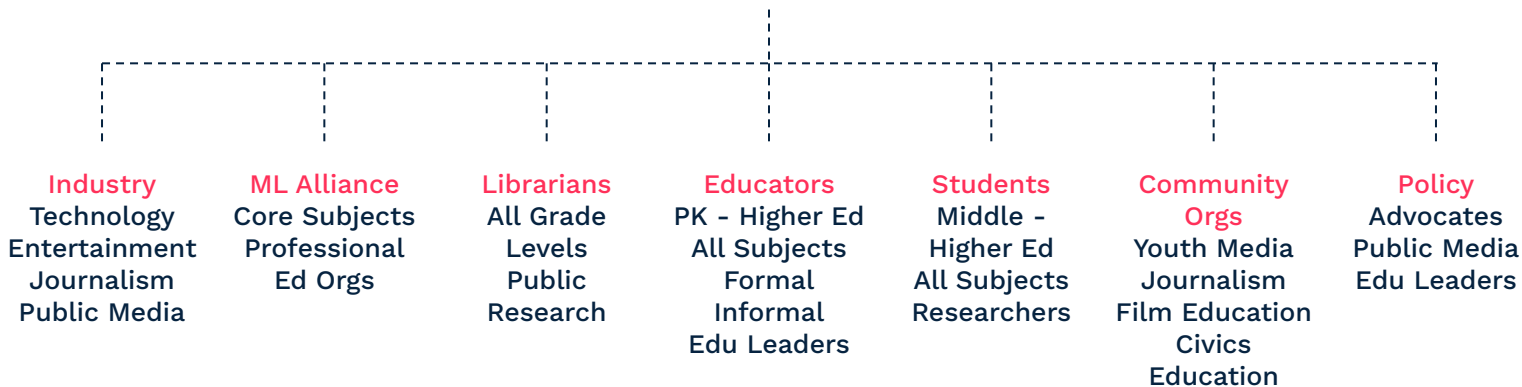
NAMLE National Association for Media Literacy Education





NAMLE is the **largest membership organization**
for media literacy education in the world.

NAMLE Community



What is Media Literacy?



Media literacy is...

The ability to **ACCESS**,
ANALYZE, **EVALUATE**,
CREATE, and **ACT** using
all forms of
communication.



The purpose is...

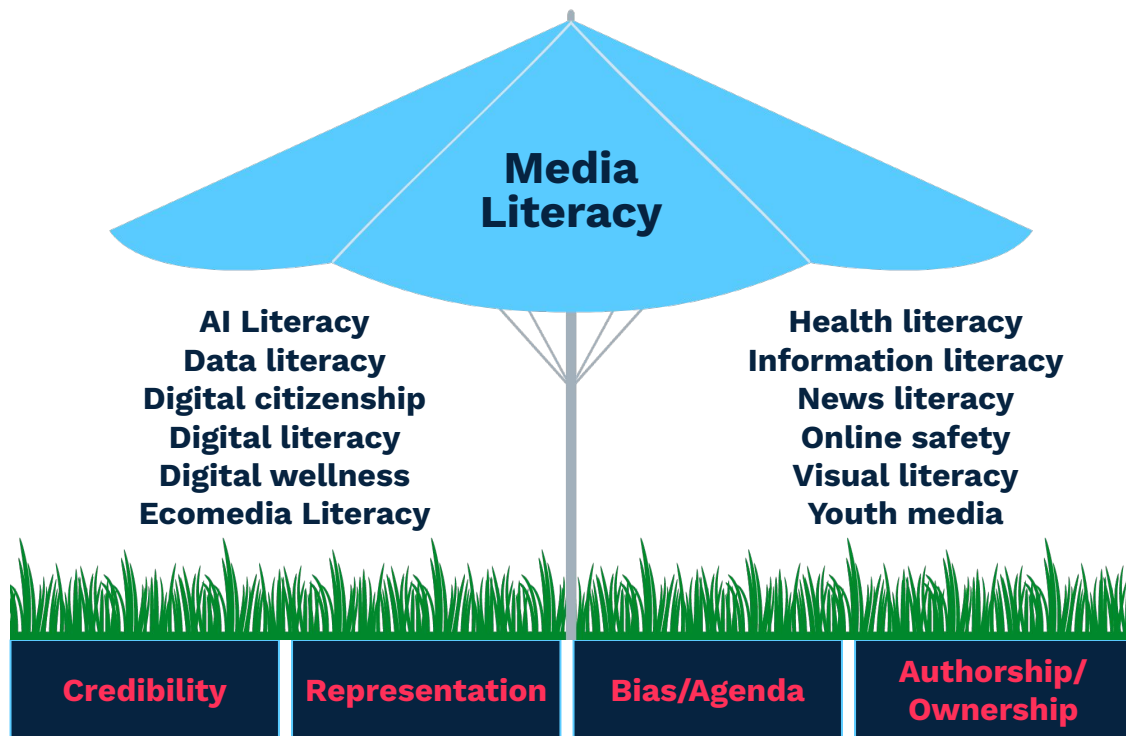
to help individuals of all ages develop habits
of inquiry and skills of expression needed to
be critical thinkers, effective
communicators and active citizens in the
world.



Our Vision is...

to see media literacy
highly valued and
widely practiced as
an essential life skill.

What is Media Literacy?



Core Principles of Media Literacy Education



CORE PRINCIPLES OF MEDIA LITERACY EDUCATION

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These core principles articulate NAMLE's position on media literacy education and illuminate the complex dynamics between individuals, media experiences, media institutions, and the systems and structures that shape our world. The additional Implications for Practice document highlights distinguishing features of effective media literacy education. Our intent is for these Core Principles and Implications for Practice to build greater awareness and help scale media literacy education in all facets of life in the U.S.

National Association for
Media Literacy Education

www.namle.net

Media literacy education:

NAMLE

- 1** **Expands** the concept of literacy to include all forms of media and integrates multiple literacies in developing mindful media consumers and creators.
- 2** **Envisions** all individuals as capable learners who use their background, knowledge, skills, and beliefs to create meaning from media experiences.
- 3** **Promotes** teaching practices that prioritize curious, open-minded, and self-reflective inquiry while emphasizing reason, logic, and evidence.
- 4** **Encourages** learners to practice active inquiry, reflection, and critical thinking about the messages they experience, create, and share across the ever-evolving media landscape.
- 5** **Necessitates** ongoing skill-building opportunities for learners that are integrated, cross-curricular, interactive, and appropriate for age and developmental stage.
- 6** **Supports** the development of a participatory media culture in which individuals navigate myriad ethical responsibilities as they create and share media.
- 7** **Recognizes** that media institutions are cultural and commercial entities that function as agents of socialization, commerce, and change.
- 8** **Affirms** that a healthy media landscape for the public good is a shared responsibility among media and technology companies, governments, and citizens.
- 9** **Emphasizes** critical inquiry about media industries' roles in society, including how these industries influence, and are influenced by, systems of power, with implications for equity, inclusion, social justice, and sustainability.
- 10** **Empowers** individuals to be informed, reflective, engaged, and socially responsible participants in a democratic society.

People who are media literate...



Key Questions to Ask When Analyzing Media Experiences **NAMLE**

Media literacy means asking questions about all media experiences. From reading social media to meeting face-to-face at the grocery store. The ten media questions accounts for both the media itself (what exactly it is) as well as the message (what it communicates). Both physical and technological. It's what we encounter the best as "the message" and the experience.

The key questions below can help us think critically about the messages we encounter, the platform and technology that help deliver those messages, and the environmental contexts that we find in our media experiences. We can use these questions to help us think critically about media experiences and to help us think about the impact of media on society. Some questions will have more than one answer, but for all questions, we should also be sure to provide answers, using questions, how do we know that those answers are the best?

Authors and Audiences

Authority	Who created this? Who was this created for?
Purpose	Why was this created? What does this want me to do? Who is the target audience?
Economics	Who paid for this? Who makes money from this?

Messages and Meanings

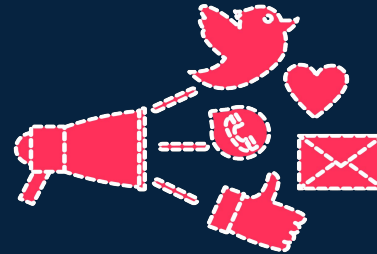
Content	What does this want me to think or feel about? What does this message say to me? What meanings, values and perspectives are obvious, and what are implied? What is the best way to respond to this message?
Techniques and Format	How does the format or method of communication impact my experience with the message? Where or how was it shared with the public? What techniques are used to communicate meaning and why? How do these techniques communicate the message?

Reflections and Evaluations

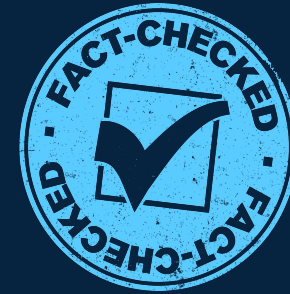
Interpretation	What is my interpretation? What can I learn about myself by reflecting on my interpretation? How might different people understand this message differently?
Responses	How does this message make me feel? How do my emotions influence my interpretation of this? What do I need to respond, what action could I take that would feel productive?
Credibility	Is this the source, or something else? What are the sources of the information, ideas, or questions? How credible is this and how do you know? How do I know I can trust this source to give me credible information about this topic?

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...know what
questions to ask
while analyzing and
evaluating media.



...understand how
media messages **impact**
society, including
individual and
community ideologies.

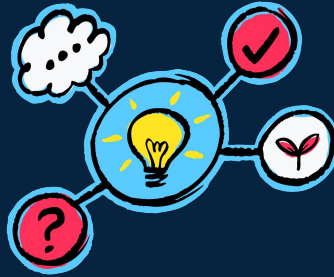


...use tools and
processes to
ascertain
credibility.

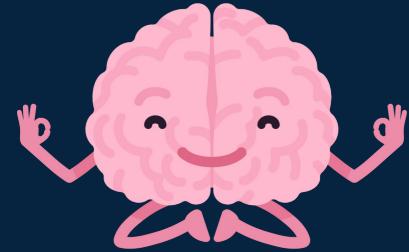
People who are media literate...



...understand how
their **own biases** and
cognitive processes
shape their
interpretation of
messages.



...can **thoughtfully** and
impactfully create
media for a purpose.



... develop
mindful and
healthy media
habits.

The Problem with “Fake News”



The Problem with “Fake News”



True or False?



Real or Fake?



Fact or Fiction?



Media Messages are Complicated



- Advertising
- Entertainment
- Infotainment
- News
- News analysis
- Opinion
- Editorial
- Public relations
- Marketing
- Propaganda
- Fake news

Information Overload





SIPRESS

*"My desire to be well-informed is currently
at odds with my desire to remain sane."*

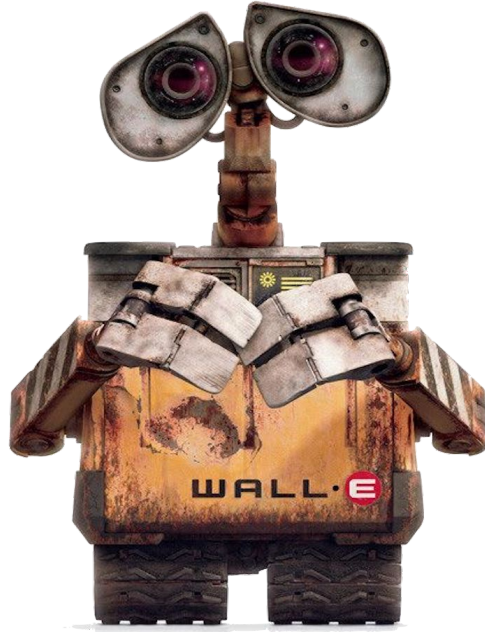


"One question: If this is the Information Age, how come nobody knows anything?"

What a time to be alive!(?)



The future is now.

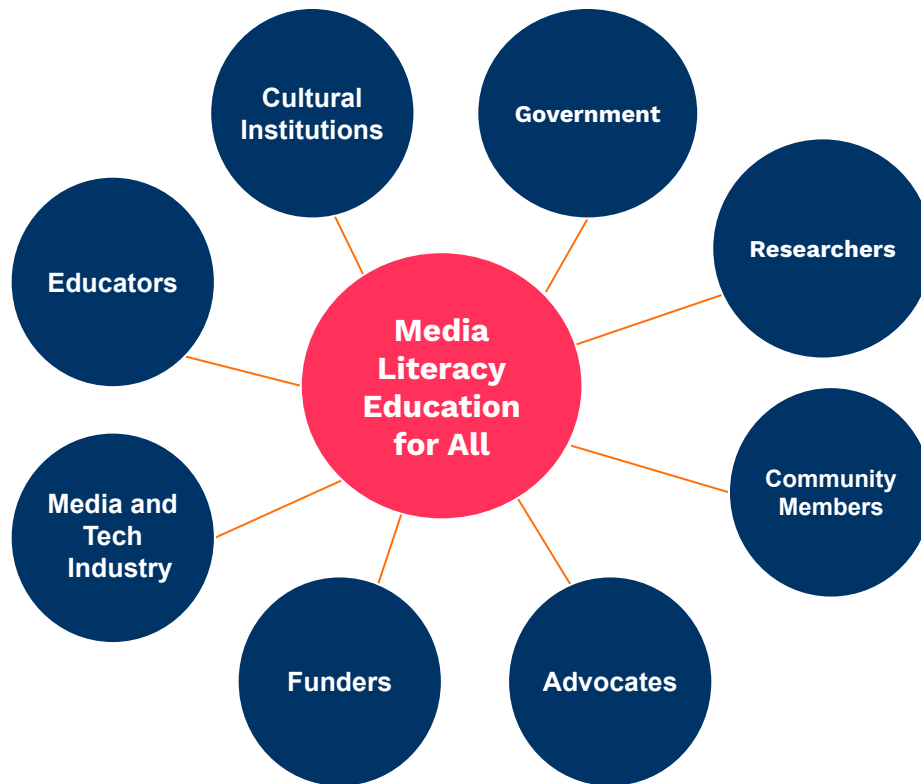


All hands on deck!

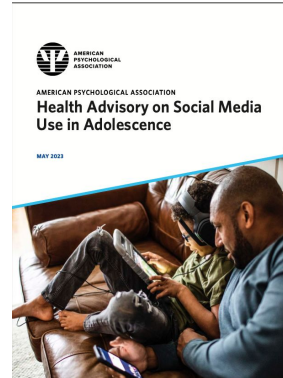
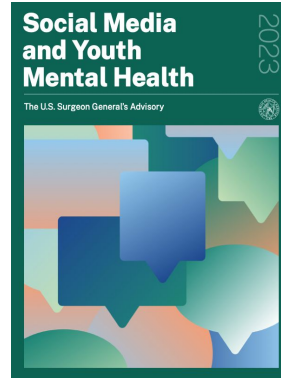
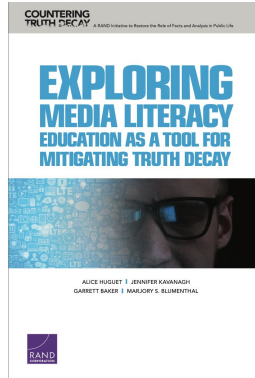
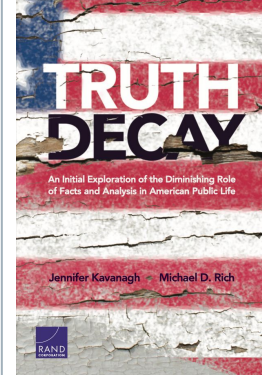
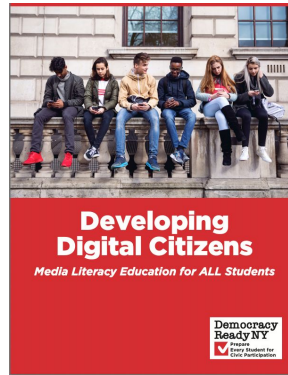
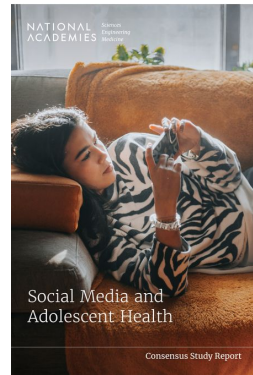




“There is **no silver bullet for the challenges of digital life.”**



Calls for Media Literacy Education



Media Literacy Education Works



Media literacy education helps people **discern information**

Media literacy interventions help people to make more **informed health decisions**

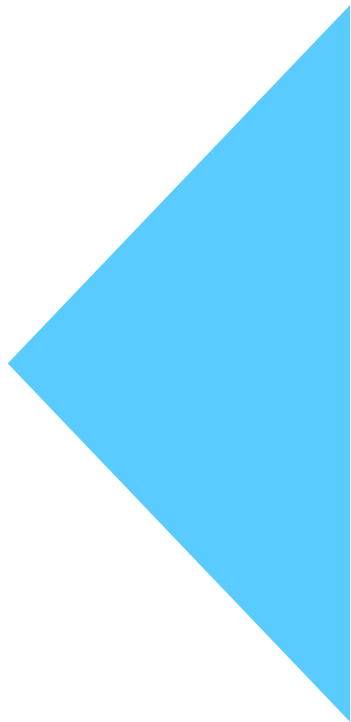
Media literacy education helps young people **develop healthy mindsets**

Media literacy education helps people **make sense of the world**

Media literacy education brings **learning to life**



Media Literacy Topics



**First Amendment
Cancel Culture
Privacy
Bias
Credibility
Representation
Body Image
Consumer Culture
Data Security**

**Economics
Copyright
Agenda
Artificial
Intelligence
Ownership
Digital Footprint
Equity and Inclusion**

In the headlines...



npr wnyc NEWSLETTERS SIGN IN NPR SHOP

NEWS 3rd party ad content MUSIC PODCASTS & SHOWS SEARCH

TECHNOLOGY

The House passed a TikTok ban bill. But is the app really a national security threat?

MARCH 14, 2024 - 5:01 AM ET

Bobby Allyn



Devotees of TikTok gather at the Capitol in Washington, as the House passed a bill that would lead to a nationwide ban of the popular video app if its China-based owner doesn't sell.

J. Scott Applewhite/AP

AP WORLD U.S. ELECTION 2024 POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES NEWSLET

Israel-Hamas war Baltimore bridge collapse Illinois stabbings March Madness

WASHINGTON NEWS

Justice Department sues Apple, alleging it illegally monopolized the smartphone market




FORBES > INNOVATION

Ethical Considerations For Generative AI

Vivek Ahuja Forbes Councils Member
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

Feb 14, 2024, 08:00am EST

VP-IT at rSTAR, spearheading business and IT transformation for customers with a focus on manufacturing, energy/utilities and construction.



POLITICO

Ukraine Israel-Hamas war Farmers' protests Newsletters Podcasts Poll of Polls Policy news Events

NEWS > OPINION

Disinformation has become the single biggest threat to electoral integrity

The most important responsibility for election management bodies today is to build and sustain voters' trust in the integrity of the electoral process — and tech companies can help.



Disinformation alone has now become the single biggest threat to electoral integrity in many countries around the world. | Scott Evers/Getty Images

In the headlines...



OPINION LETTERS

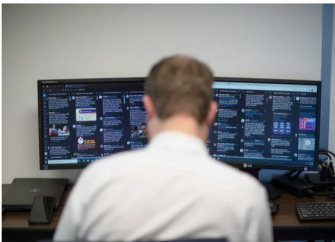
The Debate Over Free Speech, Disinformation and Censorship

March 26, 2024

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- Talking to Children About Cancer
- Why We Keep Our Landlines
- Internet Access



Nick Fancher for The New York Times

ANNALS OF APPEARANCES

THE KATE MIDDLETON PHOTO THAT WAS TOO GOOD TO BE TRUE

A doctored image of the Princess of Wales and her children has become the most captivating episode of her entire public career.

By Jessica Winter
March 14, 2024



News agencies including the Associated Press, Agence France-Presse, Reuters, and Getty all issued kill notices for the picture, forbidding its distribution on their channels. Photograph by Paul Ellis / Getty

npr wnyrc NEWSLETTERS SIGN IN NPR SH

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

CULTURE


Actors and studios make a deal to end Hollywood strikes

UPDATED NOVEMBER 8, 2023 · 9:29 PM ET

HEARD ON ALL THINGS CONSIDERED

Mandalit del Barco

3-Minute Listen PLAYLIST



In mid-July, SAG-AFTRA members joined striking screenwriters on the picket lines outside Hollywood studios and streaming companies.
Mandalit del Barco/NPR News

In the headlines...



Study shows 'catastrophic' 10-year low for female representation in film

Despite Barbie's success, study shows that out of 2023's top 100 films, only 30 were led or co-led by women, down from 44 in 2022



© Margot Robbie in Barbie. Photograph: PictureLux/The Hollywood Archive/Alamy

THE HOLLYWOOD REPORTER

NEWS FILM TV AWARDS LIFESTYLE BUSINESS GLOBAL VIDEO MUSIC CHARTS LISTS

HOME > MOVIES > MOVIE NEWS

Despite Real-Life Population Growth, Latinos Remain Silent or Invisible in Film

Movies with Latino leads also routinely receive lower production and marketing budgets, despite m as much at the box office and earning higher Metacritic scores than their non-Latino-led counterparts

BY REBECCA SUN NOVEMBER 6, 2023 8:00AM

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Black Artists Say A.I. Shows Bias, With Algorithms Erasing Their History

Tech companies acknowledge machine-learning algorithms can perpetuate discrimination and need improvement.

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Stephanie Dinkins at work in her Brooklyn studio. For the past seven years, she has experimented with A.I.'s ability to realistically depict Black women smiling and crying. Photo for The New York Times

Adults Are Panicked About Teens and Social Media. These Girls Have Advice.

Parents and public health experts have a lot to say about what adolescent girls do on their phones. We asked teens to weigh in.

Share full article



Illustration by Andrei Cojocaru; Photographs by Getty Images



Media literacy education
provides skills to thrive in
the mediated world.



What are the challenges?



No standard model
Relies on individuals



Practitioners are self-taught
Competing curricular demands
Lots of resources but no overarching organization



Struggle with outreach to diverse populations
Lack of public understanding
Not a national priority

What are the opportunities?



Recognition of urgency
Growing global community
National approach models



Increased collaborations
across countries
Growing media and tech
industry involvement
Increased policy efforts



More materials and
resources
Increased involvement
directly from youth



Media literacy is...

The ability to **ACCESS**,
ANALYZE, **EVALUATE**,
CREATE, and **ACT**
using all forms of
communication.



The purpose is...

to help individuals of all ages develop habits
of inquiry and skills of expression needed to
be critical thinkers, effective
communicators and **active citizens**
in the world.



**“Today, to be democracy
ready, all students must be
media literate.”**

Thank you!



Questions?

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