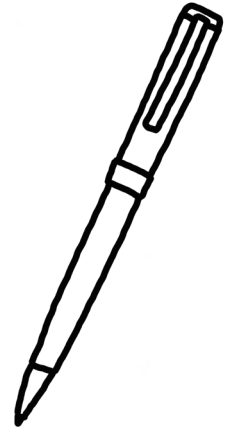
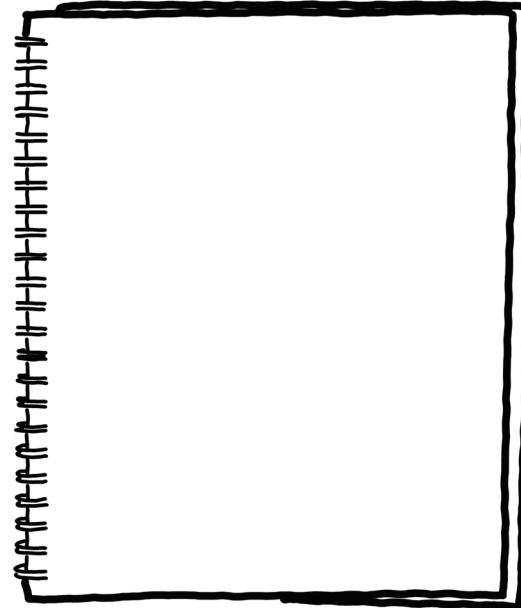
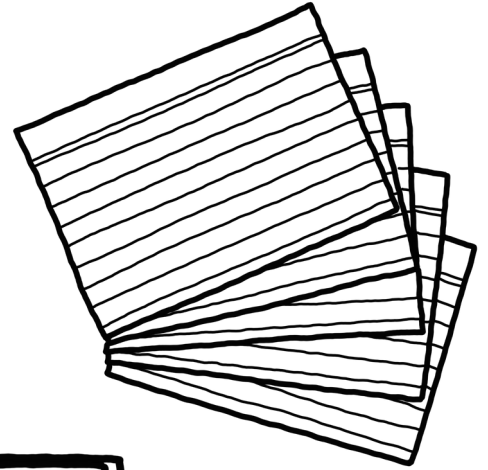


Gözel's Media Literacy Starter Kit

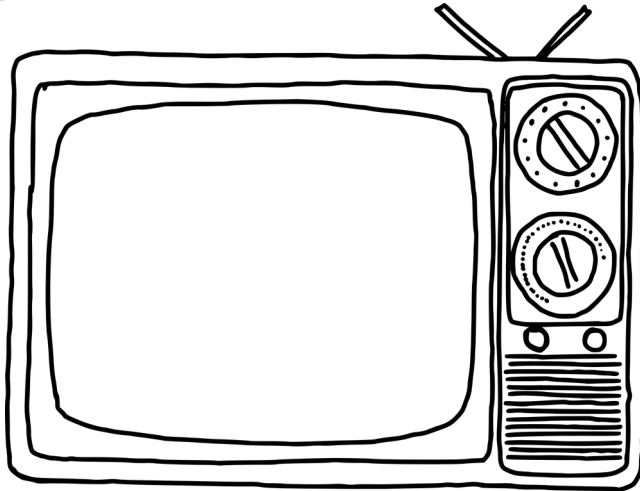
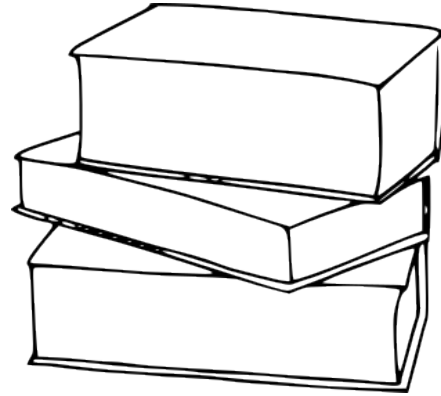
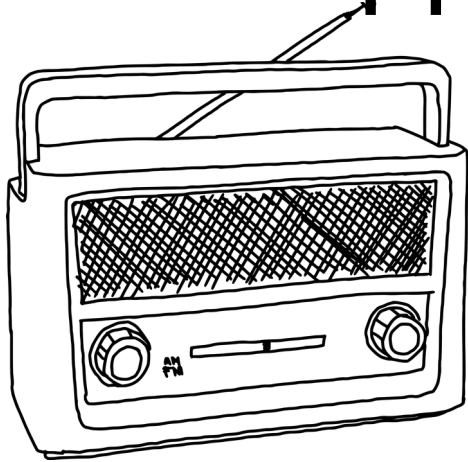
<https://shakeri.eu>

Free Resources

- Media Literacy Starter Kit incl.
- 5-step Guide towards more Media Literacy
- Quick Guide to recognising AI generated content
- Bonus: 5-day media detox / literacy challenge
- Reading recommendations



Applicable to all media



Media Literacy Starter Kit

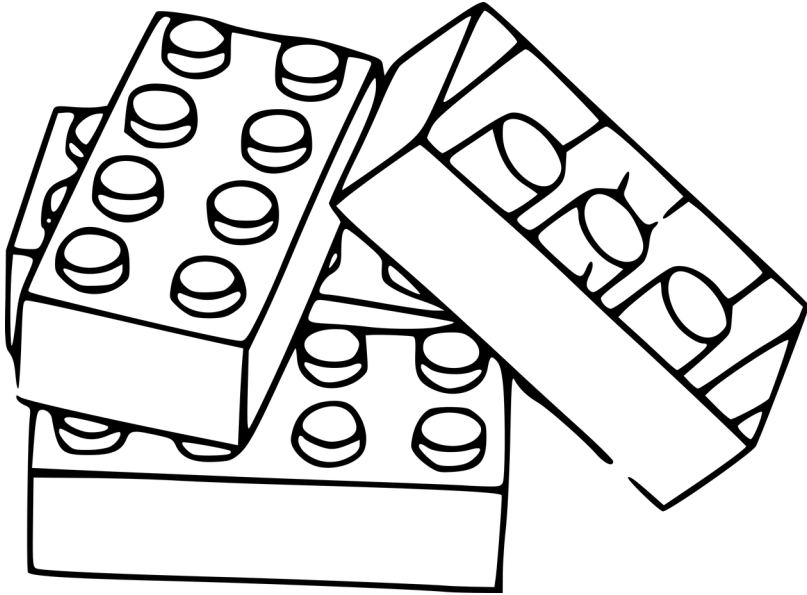
- **Resources to explore:**

- Data Detox Kit: <https://datadetoxkit.org>
- Algorithmic Justice League: <https://www.ajl.org/library/home>
- Crash Course Media Literacy: [YouTube Series](#)
- National Association for Media Literacy Education: <https://namle.org/>

- **Personal favourites:**

- **ad-blockers:** e.g. [uBlock origin](#), [AdBlock Plus](#), [adguard](#), [Ghostery](#), etc
- **change your settings** to make yourself less available to ad targeting (e.g. [Facebook and Instagram](#)) through tutorials on [Data Detox Kit](#)

5-step Guide towards more Media Literacy



- 1) Understand the source
- 2) Verify Information
- 3) Analyse the Message
- 4) Recognise Bias and Perspective
- 5) Engage Critically and Ethically

1. Understand the Source

- **Why it matters:** Not all sources are created equal. Knowing who produced the content, their motivations, and their credibility is crucial.
- **How to do it:**
 - Check the author's credentials and expertise.
 - Investigate the publisher or platform (e.g., is it a reputable news outlet, a blog, or a social media account?).
 - Look for biases or potential conflicts of interest.
- **Tip:** Use tools like [Media Bias/Fact Check](#) to evaluate the reliability of news sources.

2. Verify Information

- **Why it matters:** Misinformation and disinformation are widespread. Verifying facts helps you avoid spreading false information.
- **How to do it:**
 - Ask: Is it ***fact or opinion?*** Cross-check information with multiple reputable sources.
 - Use fact-checking websites like [Snopes](#), [FactCheck.org](#), [PolitiFact](#) or [Wikipedia's List of fact-checking websites](#).
 - Use fact-checking browser extensions like [NewsGuard](#) or [Media Bias/Fact Check](#).
 - Look for primary sources (e.g., official reports, studies i.e. [Google Scholar](#), or direct quotes) whenever possible.
- **Tip:** Be wary of sensational headlines or content that evokes strong emotions—these are often red flags for misinformation.

3. Analyse the Message

- **Why it matters:** Media messages are often designed to persuade, entertain, or manipulate. Understanding the intent behind the content helps you interpret it critically.
- **How to do it:**
 - Ask: Who is the target audience? What is the purpose of this message?
 - Identify persuasive techniques, such as emotional appeals, loaded language, or cherry-picked data.
 - Consider what is not being said—are there gaps or omissions in the information?
- **Tip:** Learn about common logical fallacies (e.g., straw man, false dilemma) to spot flawed arguments. Use AI (e.g. [ChatGPT](#), [DeepSeek](#)) to “help me analyse the language and tell me if it shows any bias toward a particular political side?”

4. Recognise Bias and Perspective

- **Why it matters:** All media content reflects some level of bias or perspective. Recognising this helps you interpret information more objectively.
- **How to do it:**
 - Compare how different outlets cover the same story.
 - Be aware of your own biases and how they might influence your interpretation.
 - Look for diverse perspectives, especially on controversial topics.
- **Tip:** Use tools such as AllSides or ask AI (e.g. [ChatGPT](#), [DeepSeek](#)) to show bias ratings for news outlets or stories or help you understand persuasive techniques used in specific ads to influence buyers. Follow a range of news sources with different political leanings to get a balanced view.

5. Engage Critically and Ethically

- **Why it matters:** Media literacy isn't just about consuming information—it's also about how you engage with and share it.
- **How to do it:**
 - Pause before sharing content online. Ask: Is this accurate? Is it helpful? Could it harm others?
 - Engage in respectful discussions, even when you disagree.
 - Educate others about media literacy and the importance of critical thinking.
- **Tip:** Use tools like [AI Content Detector](#) or [Reverse Image Search](#) to verify the authenticity of photos and texts before sharing.

Quick Guide to Recognising AI generated content

- **Images:** unnatural details, inconsistent textures and lighting, repetitive patterns, metadata inspection, [Reverse Image Search](#)
 - AI detection tools and plugins: e.g. [InVID](#), [FakeImageDetector](#), ...
- **Videos:** visual inconsistencies (e.g. flickering, weird transitions), audio mismatch, metadata inspection
 - deepfake detection tools and plugins: e.g. [DeepWare](#), [SensityAI](#), ...
- **Text:** repetitive or unnatural phrasing, overly generic or vague information, lack of personal experiences or emotions
 - AI detection tools and plugins: e.g. [Hugging Face Detector](#), [Originality.ai](#), [GPTZero](#), [CopyLeaks](#), ...
- **Social media posts:** too perfect or generic posts, hashtags or keywords

5-day Media Literacy Challenge

- Day 1: Reclaim Your Focus
- Day 2: Explore New Perspectives
- Day 3: Go Beyond the Headlines
- Day 4: Cut the Noise
- Day 5: Build a Wholesome Feed

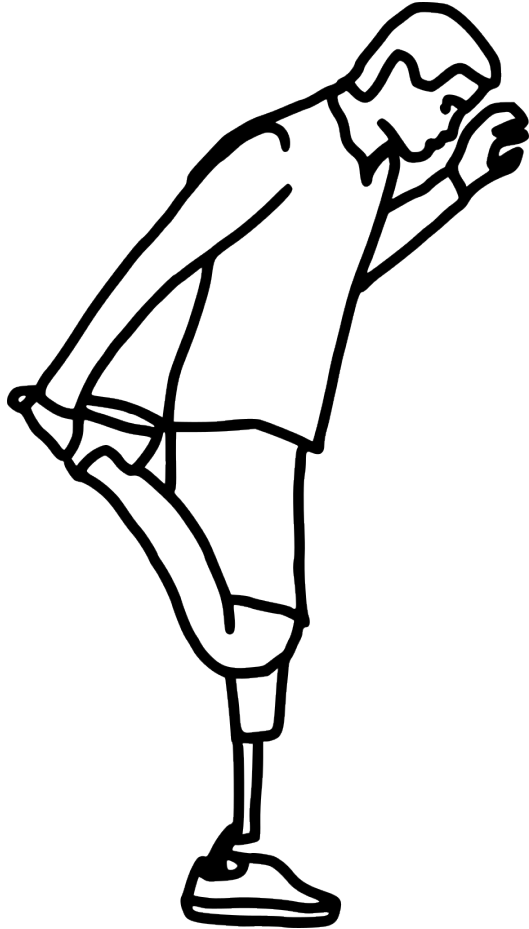


*based on the 5-day challenges from [University of Maine](https://www.umaine.edu/) and [Dasia Sade](https://www.dasiaade.com/).

<https://shakeri.eu>



Day 1: Reclaim Your Focus



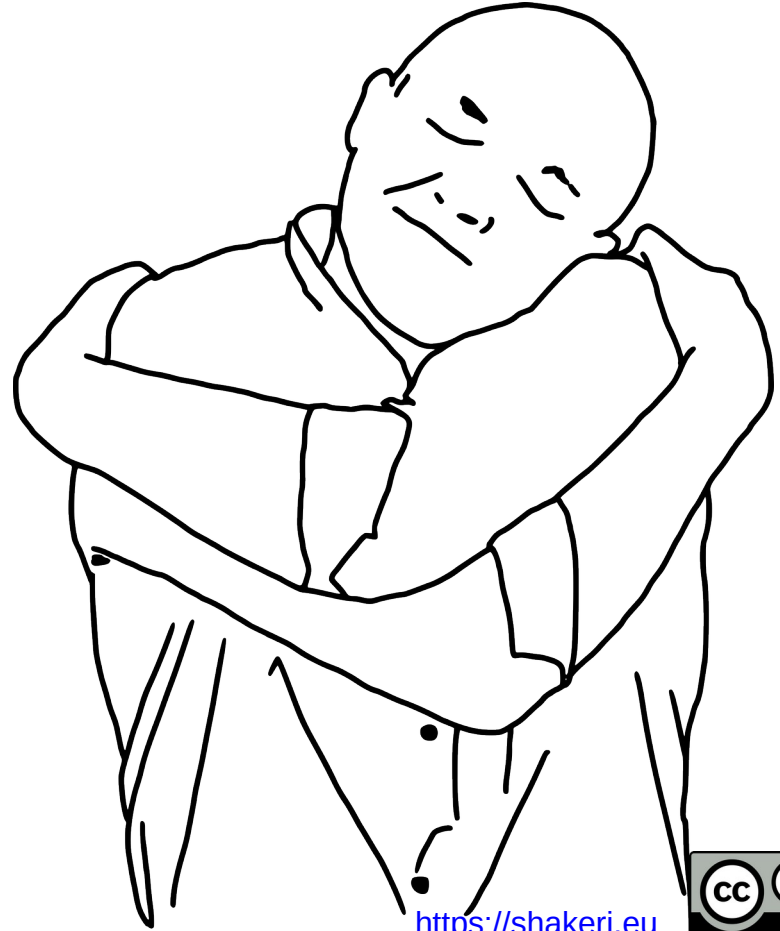
Goal: Break free from mindless scrolling and reconnect with yourself and your surroundings.

- 1) Set 3 specific times to check news (e.g., 9am, 12pm, 6pm).
- 2) *Reflect: How did you feel, think, and act today?*
- 3) Replace one screen habit with a non-screen activity.

Day 2: Explore New Perspectives

Goal: Get comfortable with diverse viewpoints and approach media with curiosity.

- 1) Read a news source from a different cultural or political background.
- 2) *Reflect: What surprised, challenged, or intrigued you?*
- 3) Fact-check one story from this source.
- 4) Share your insights with someone.



Day 3: Go Beyond the Headlines



Goal: Dive deeper into stories and recognize different angles of truth.

- 1) Compare one story across 3 outlets with differing viewpoints.
- 2) *Reflect: What stood out, was missing, or felt biased?*
- 3) Question assumptions, tones, and nuances.
- 4) Discuss your media journey with someone.

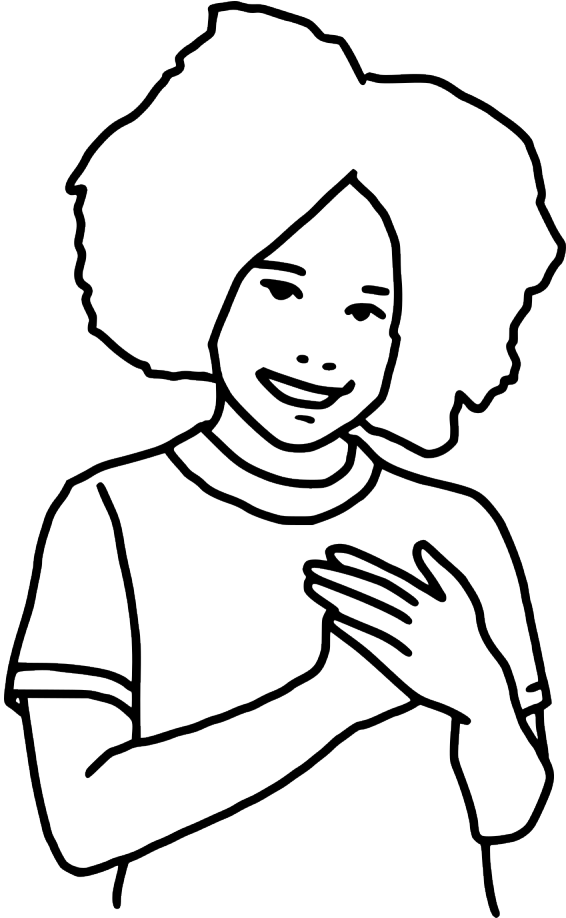
Day 4: Cut the Noise

Goal: Curate a media feed that informs rather than drains or manipulates.

- 1) Identify a story that prioritizes drama over value.
- 2) *Reflect: Did it trigger emotions? Was that intentional? What was its purpose?*
- 3) Unfollow three sources that provoke more than they inform.



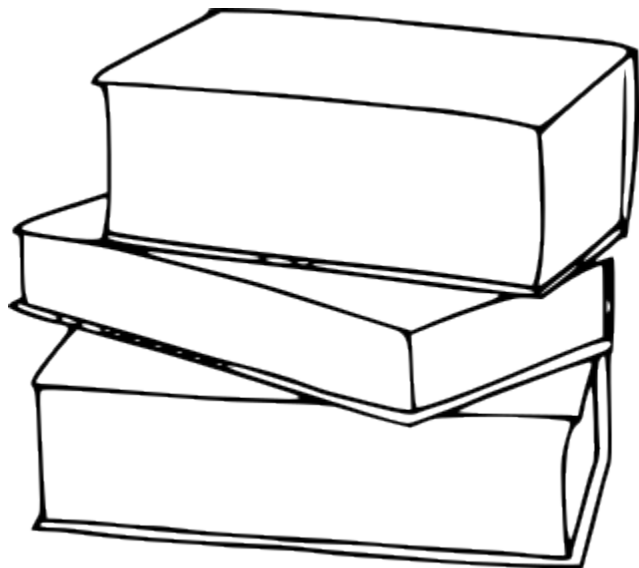
Day 5: Build a Wholesome Feed



Goal: Fill your feed with content that educates, inspires, and connects.

- 1) Discover 3 news sources known for depth and fairness.
- 2) *Reflect: How do they make you feel? Are you genuinely informed?*
- 3) Discuss your media journey with someone.

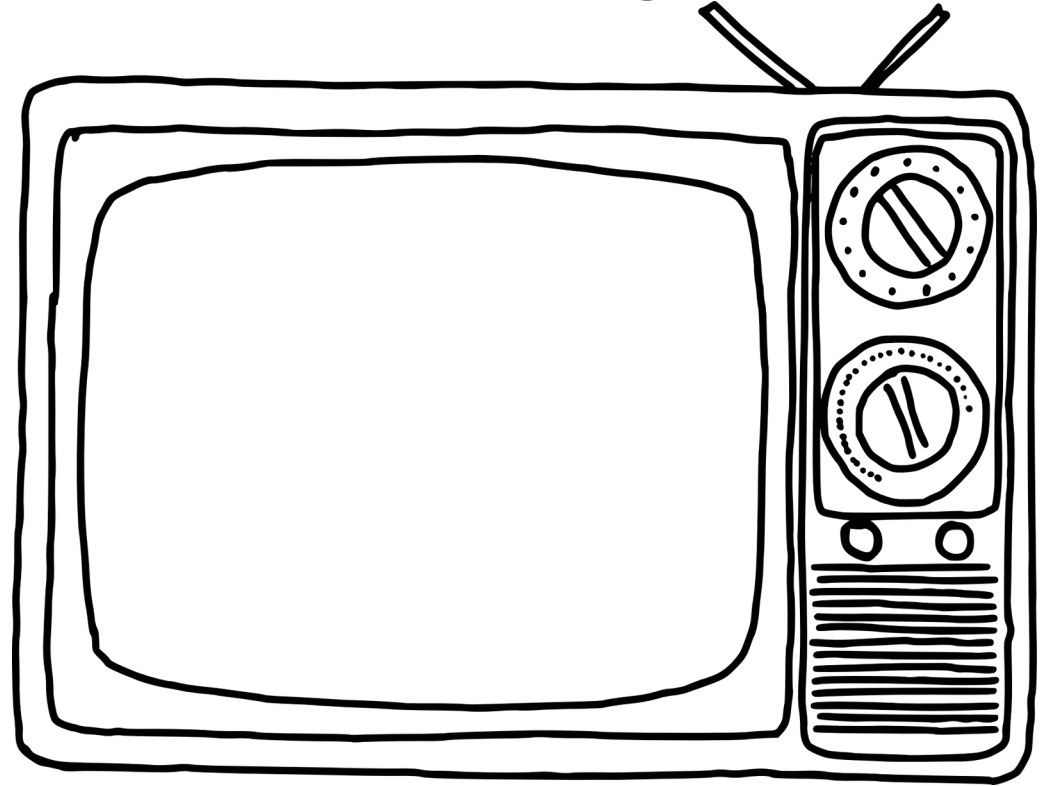
Recommended Reading



- Zuboff, Shoshana (2019):
 - The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power
- Benjamin, Ruha (2019):
 - Race After Technology: Abolitionist Tools for the New Jim Code
- D'Ignazio, Catherine; Klein, Lauren (2020)
 - Data Feminism
- Monea, Alexander (2022):
 - The Digital Closet: How the Internet Became Straight

Recommended Watching

- Can't feel nothing (2024) by David Borenstein; on [Arte](#)
- Coded Bias (2020) by Shalini Kantayya; on [Algorithmic Justice League](#)
- The Great Hack (2019) by Jehane Noujaim, Karim Amer; on Netflix
- The Social Dilemma (2020) by Jeff Orlowski; on Netflix



References

- Books:
 - Zuboff, Shoshana (2019). The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power. New York: PublicAffairs.
 - Srnicek, N. (2017). The Challenges of Platform Capitalism: Understanding the Logic of a New Business Model. Juncture, 23, 254-257. <https://doi.org/10.1111/newe.12023>
 - Van Dijck, José Francisca Theodora Maria, Thomas Poell, and Martijn De Waal. The Platform Society: Public Values In a Connective World. New York (N.Y.): Oxford university press, 2018.
- Specifically on YouTube's Algorithm:
 - Munger, Kevin, and Joseph Phillips. "Right-wing YouTube: A supply and demand perspective." The International Journal of Press/Politics 27, no. 1 (2022): 186-219. <https://doi.org/10.1177/1940161220964767>
 - Rieder, B., Matamoros-Fernández, A., & Coromina, Ò. (2018). From ranking algorithms to 'ranking cultures': Investigating the modulation of visibility in YouTube search results. Convergence, 24(1), 50-68. <https://doi.org/10.1177/1354856517736982>
 - Birchall, C., Knight, P., & Knight, S. (2024). Conspiracy Loops: From Distrust to Conspiracy to Culture Wars. Demos. https://demos.co.uk/wp-content/uploads/2024/04/Conspiracy-Loops_Report.pdf
 - Hazem Ibrahim, Nouar AlDahoul, Sangjin Lee, Talal Rahwan, Yasir Zaki, YouTube's recommendation algorithm is left-leaning in the United States, PNAS Nexus, Volume 2, Issue 8, August 2023, pgad264, <https://doi.org/10.1093/pnasnexus/pgad264>
 - Yesilada M, Lewandowsky S. Systematic review: YouTube recommendations and problematic content. Internet Policy Rev. 2022 Mar 31;11(1):1652. doi: 10.14763/2022.1.1652. PMID: 36466439; PMCID: PMC7613872.
 - Zuboff, S. (2015). Big other: Surveillance Capitalism and the Prospects of an Information Civilization. Journal of Information Technology, 30(1), 75-89. <https://doi.org/10.1057/jit.2015.5>
 - Couldry, N., & Mejias, U. A. (2019). Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject. Television & New Media, 20(4), 336-349. <https://doi.org/10.1177/1527476418796632>
 - West, S. M. (2019). Data Capitalism: Redefining the Logics of Surveillance and Privacy. Business & Society, 58(1), 20-41. <https://doi.org/10.1177/0007650317718185>
- Google occasionally publishes white papers and blog posts about YouTube's algorithm and business practices. These can be found on the [Google AI Blog](#) or [YouTube's Creator Academy](#).
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