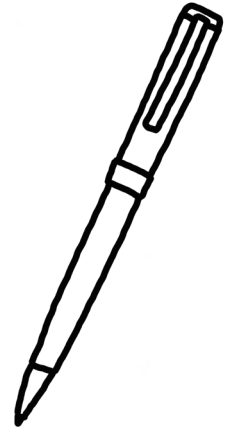
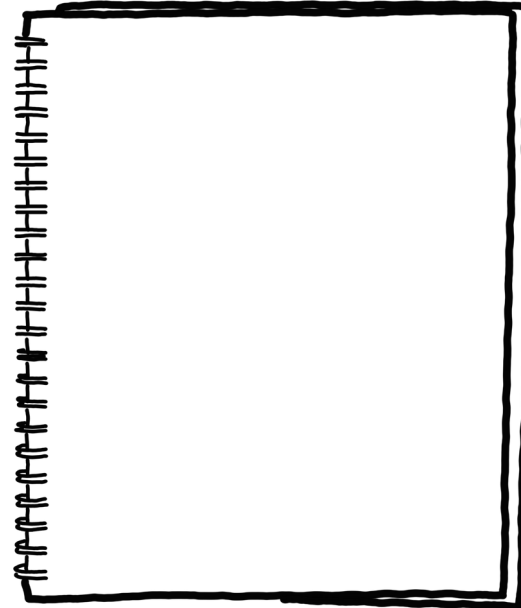
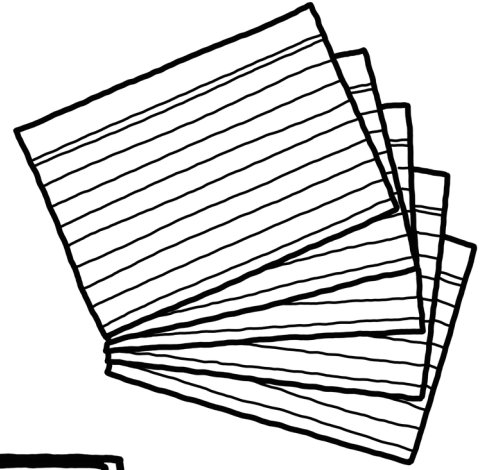


Gözel's Media Literacy Starter Kit

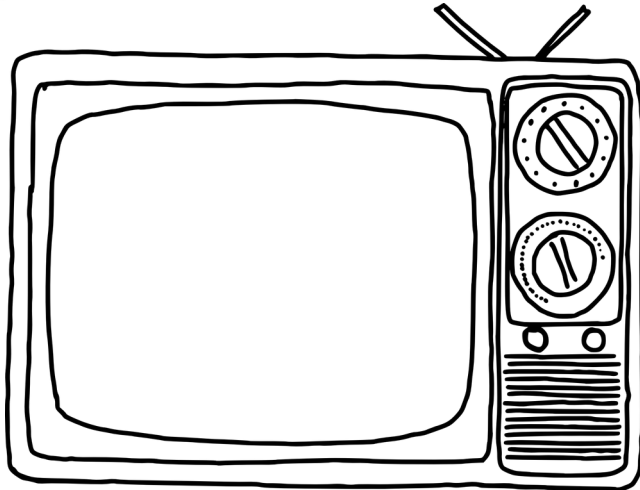
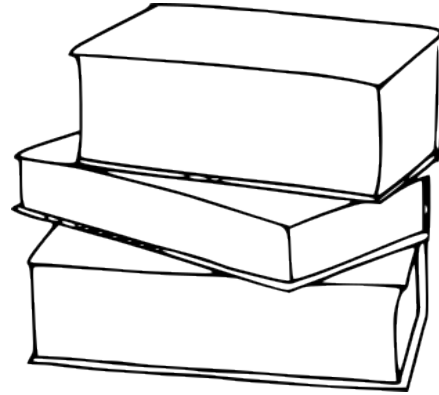
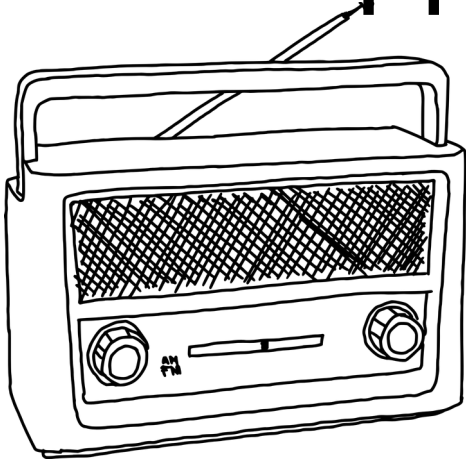
<https://shakeri.eu>

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

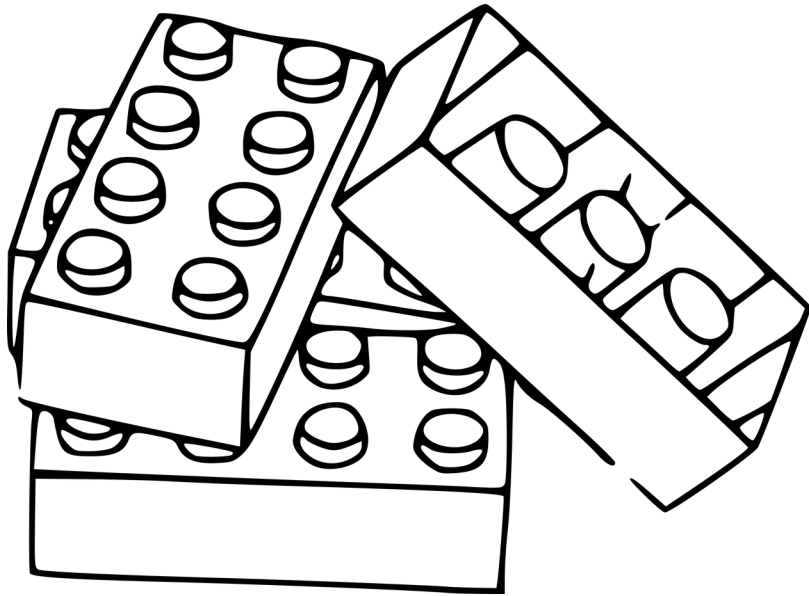
- **Resources to explore:**

- 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. Be vigilant about people who provide “simple” explanations to complex issues.

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.

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](#) to shows 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

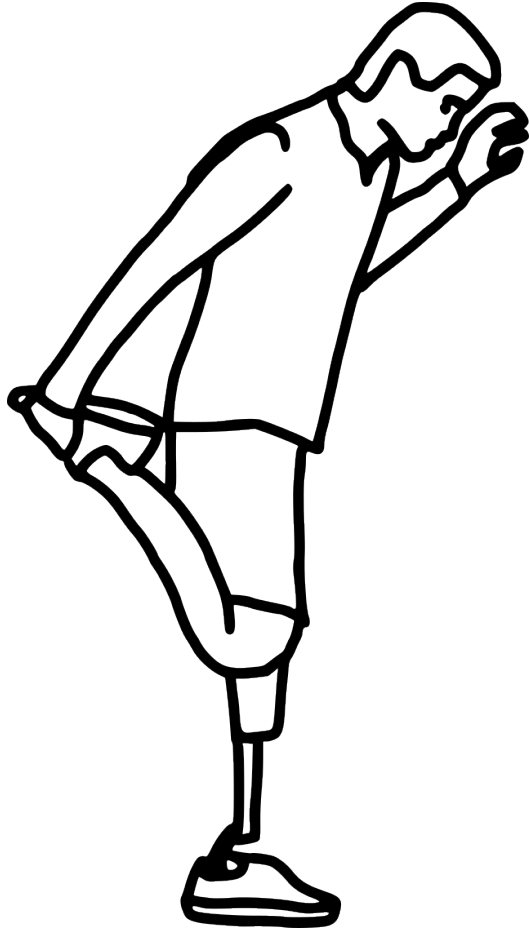


*based on the 5-day challenges from [University of Maine](https://www.umaine.edu/) and [Dasia Sade](https://www.dasiaade.com/).

<https://shakeri.eu>



Day 1: Reclaim Your Focus



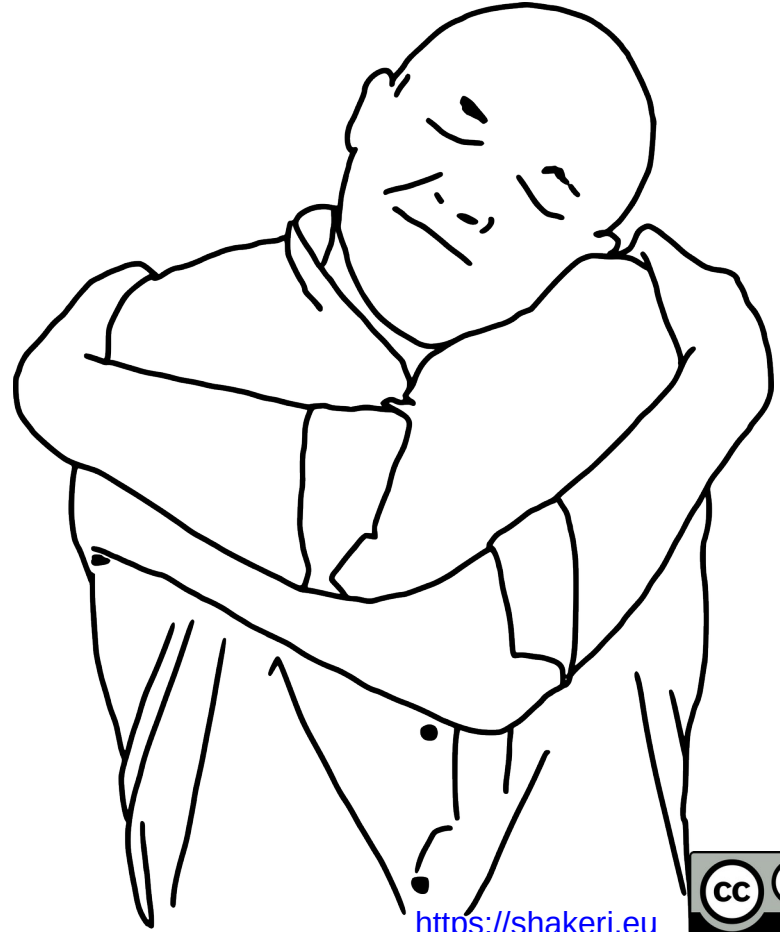
Goal: Break free from mindless scrolling and reconnect with yourself and your surroundings.

- 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.

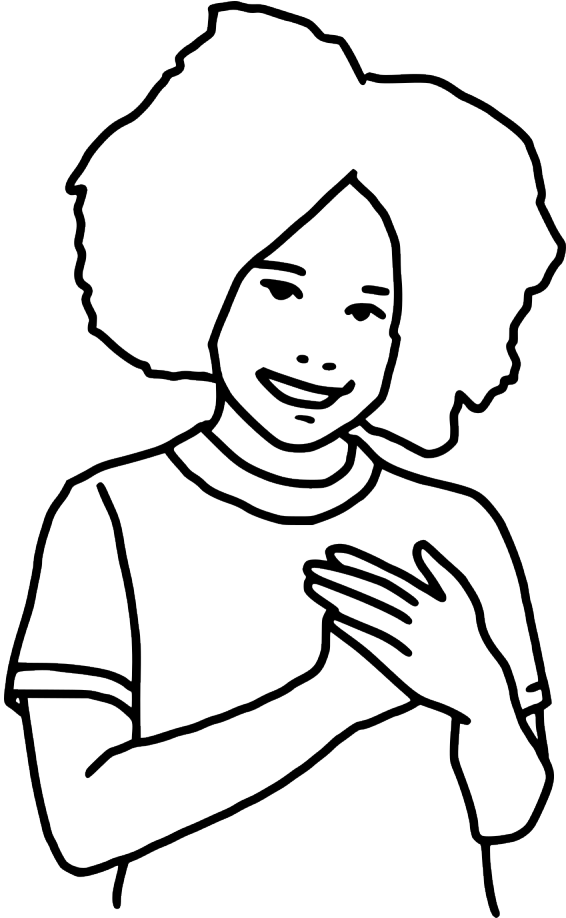
Day 4: Cut the Noise

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.



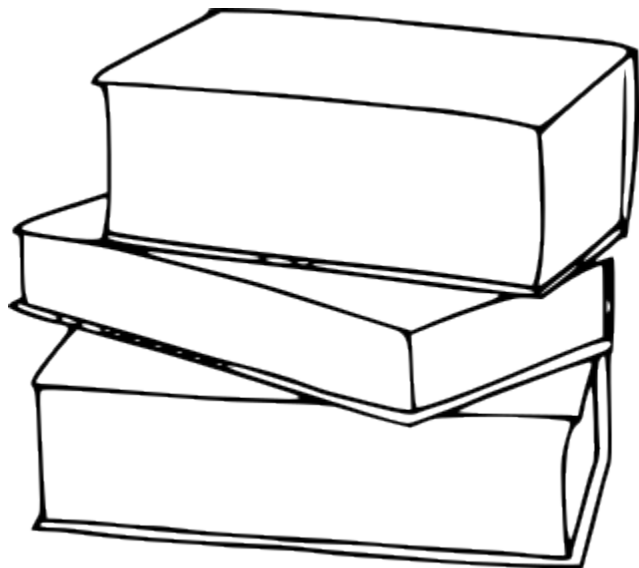
Day 5: Build a Wholesome Feed



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.

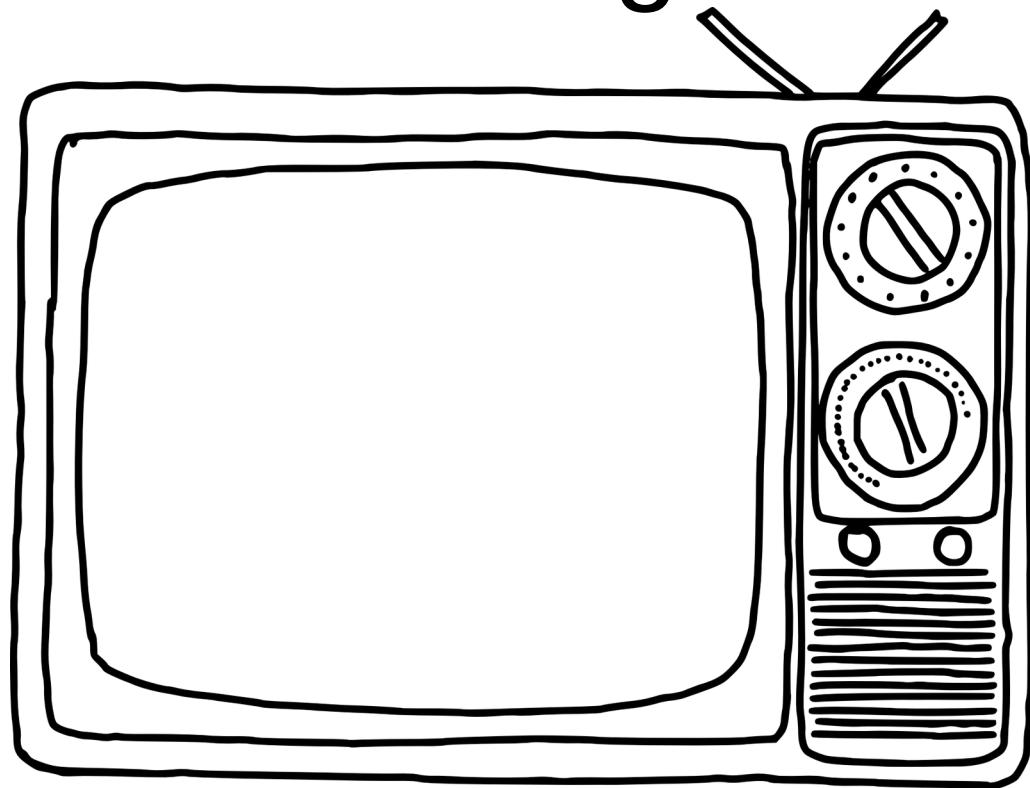
Recommended Reading



- 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



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 - 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.
- Algorithms:
 - Baker, S. A. (2022). Alt. Health Influencers: how wellness culture and web culture have been weaponised to promote conspiracy theories and far-right extremism during the COVID-19 pandemic. European Journal of Cultural Studies, 25(1), 3-24. <https://doi.org/10.1177/13675494211062623>
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 - Pfundmair, M., Wood, N.R., Hales, A. & Wesselmann, E.D. (2024) How social exclusion makes radicalism flourish: A review of empirical evidence. Journal of Social Issues, 80, 341–359. <https://doi.org/10.1111/josi.12520>
- Specifically on YouTube's Algorithm:
 - Jack Nicas, 2018. How YouTube Drives People to the Internet's Darkest Corners, Google's video site often recommends divisive or misleading material, despite recent changes designed to fix the problem. The Wall Street Journal. [Here](#)
 - 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>
 - Hana Kiro, 2022. Hated that video? YouTube's algorithm might push you another just like it. MIT Technology Review. [Here](#)
 - Rieder, B., Matamoros-Fernández, A., & Coromina, Ö. (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](#), [YouTube's Creator Academy](#), and [Google Research Blog](#).
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