



LEAVE MEDIA LITERACY TO THE MEDIA SPECIALISTS

Media Literacy Instruction in
Public Schools

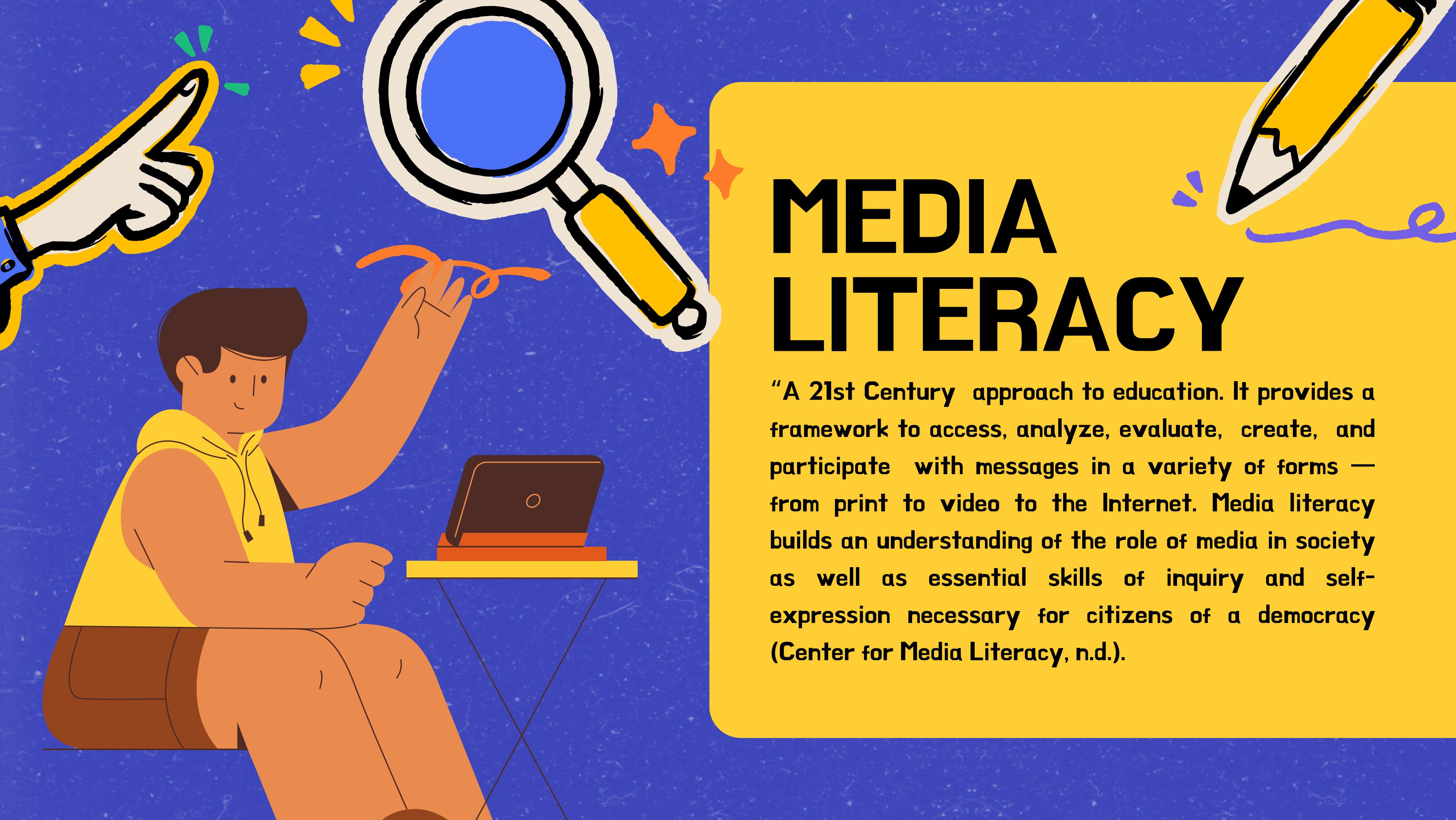
Maryalice Taneyhill





DIGITAL NATIVES

"Digital natives have grown up with internet access, depend heavily on mobile devices, heavily consume social networking services, consider speed to be among the most important characteristics of digital products and services, and multitask across devices and between work and entertainment" (American Library Association, 2014)



MEDIA LITERACY

"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 (Center for Media Literacy, n.d.)."



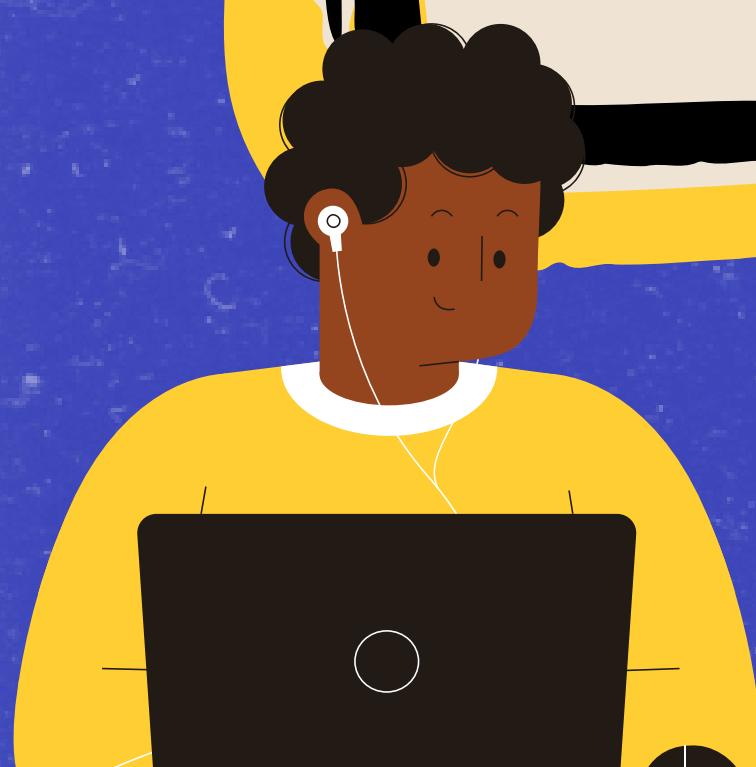
DIGITAL NATIVE



MEDIA LITERACY



IN 2017, 75% OF HS STUDENTS AND
82% OF MS STUDENTS COULD NOT
DIFFERENTIATE BETWEEN AN AD
AND A NEWS STORY ON CLIMATE
CHANGE (MCGREW ET AL, 2017)



IN 2023, RESEARCH FOUND NO
CORRELATION BETWEEN TIME
ON SOCIAL MEDIA AND MEDIA
LITERACY (TOSIK ET AL, 2023).



WHAT CAN WE DO?



MORE SCHOOL LIBRARIANS & MORE MEDIA LITERACY INSTRUCTION

BENEFITS OF SCHOOL LIBRARIANS

Students who attend schools with certified teacher-librarians and quality library facilities perform better on standardized tests and are more likely to graduate, even after controlling for school size and student income level, and students who attend schools with certified teacher-librarians are more likely to be taught information technology skills and technology fluency skills" (Coker, 2015)

The First Years Meet the Frames project found that students who came from high schools with certified librarians teaching digital literacy "were more comfortable than novices with their ability to credit and cite research sources at the start of their college experience. They also rated themselves more prepared for college research" (Valenza et al., 2022).

MEDIA LITERACY SKILLS

The NEA has established the Four Cs as a framework for producing global citizens.

Critical Thinking



Creativity

Communication

Collaboration

CRITICAL THINKING

- Identify and analyze evidence, arguments, and claims
- interpret information
- Discern between real and false material
- Form educated opinions based on credible information.

COMMUNICATION

- Situationally appropriate communication
- Respectful tone
- Responsible producers and consumers of media.

LEAVE MEDIA LITERACY TO THE MEDIA SPECIALISTS



It's unfair and unrealistic to place media literacy instruction solely on the shoulders of teachers.

By not having explicit media literacy instruction in schools, the American society is doing a disservice to its youth and to its entire population.

Every school should have a school librarian. Those school librarians should focus on the Four Cs as essential skills for their students to possess and suit up for battle against the three-headed monster of mis, dis, and mal-information.

THANK YOU



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