Media and Information Literacy

Quarter 1 – Module 8:
OPPORTUNITIES, CHALLENGES & POWER OF MEDIA AND INFORMATION

ALTERNATIVE DELIVERY MODE

ADM

Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 1 – Module 8: Opportunities, Challenges, and Power of Media and Information
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MEDIA AND INFORMATION LITERACY

Quarter 1 – Module 8:
**OPPORTUNITIES, CHALLENGES &
POWER OF MEDIA AND
INFORMATION**

Introductory Message

For the facilitator:

Welcome to the <u>Media and Information Literacy</u> Alternative Delivery Mode (ADM) Module on<u> Opportunities, Challenges and Power of Media and Information!</u>

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:

Notes to the Teacher

This contains helpful tips or strategies that will help you in guiding the learners.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the learner:

Welcome to the <u>Media and Information Literacy</u> Alternative Delivery Mode (ADM) Module on <u>Opportunities, Challenges and Power of Media and Information!</u>

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:

	What I Need to Know	This will give you an idea of the skills or competencies you are expected to learn in the module.
	What I Know	This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.
	What's In	This is a brief drill or review to help you link the current lesson with the previous one.
	What's New	In this portion, the new lesson will be introduced to you in various ways; a story, a song, a poem, a problem opener, an activity or a situation.
	What is It	This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.
	What's More	This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.
	What I Have Learned	This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.
	What I Can Do	This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.

	Assessment	This is a task which aims to evaluate your level of mastery in achieving the learning competency.
	Additional Activities	In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned.
	Answer Key	This contains answers to all activities in the module.

At the end of this module you will also find:

References	This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!

What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

The module contains lesson in Opportunities, Challenges, Power of Media and Information.

After going through this module, you are expected to:

1. Realize opportunities and challenges in media and information,
2. Cite an example of an issue showing the power of media and information to affect change. (MELC)

What I Know

Let us determine how much you already know about the opportunities, challenges, and power of Media and Information by answering the questions below. Use your worksheet for your answers.

A. Multiple Choice:

1. A time or set of circumstances that makes it possible to do something.
   A. Challenge   B. Opportunity   C. Power   D. Empowerment

2. It is the idea of power and idea that power change, that the ownership of power can shift from one entity to another.
   A. Challenge   B. Opportunity   C. Power   D. Empowerment

3. It is something new and difficult which requires great effort and determination.
   A. Opportunity   B. Power   C. Challenge   D. Empowerment

4. It is the most common type of cybercrime committed across the world.
    A. Cyber Stalking   B. Hacking   C. Phishing   D. E-mail Spoofing

5. It is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords.
    A. Cyber Stalking   B. Hacking   C. Phishing   D. E-mail Spoofing

B. True or False: Write True is the statement is correct otherwise write False.

_____1. Social networks are one of the fastest growing industries in the world

_____2. Tim Berners-Lee changed the world when he invented the World Wide Web.

_____3. Cybercrime is "a crime committed with or through the use of information and communication technologies such as radio, television, cellular phone, computer and network, and other communication device or application.

_____4. Empowerment cannot be possible because power can expand or diminish as the case may be.

_____5. The economics of media can be explained in the simple equation *Ratings= Revenues.*

_____6. The Philippine media is a great asset in the country's economy.

_____7. The existence of cheap or even free digital technologies like torrent downloading makes piracy even more attractive to consumers.

_____8. Online education is now a fast becoming trend in society.

_____9. The society is not heavily influenced by media and information.

_____10. Media and information have the power to sway society's beliefs and perception.

MIL | Opportunities, Challenges & Power of Media and Information

What's In

Humans continue to survive because of their ability to create or invent technology furthering the preservation of the species. Of course, this presumption may be debated on again and again in different fields and disciplines. But one thing is apparent-humans are able to create because of their ability to think.

What's New

Activity 1: Based on your experiences, draw a diagram that illustrates your prior knowledge of opportunities, challenges, and power of social media and information in your daily life.

Media and Information Improve Quality of Life

There is no denying the extent of how the media and information age has drastically improved the lives of people. Communication has been made easier. Information has become widely accessible. Conducting research has become more convenient. All these and more are enjoyed by media literate individuals and prove just how much the quality of life has improved thanks to media and information.

According to Time Berners-Lee "It's time to recognize the internet as a basic human right. This means guaranteeing affordable access for all, ensuring internet packets are delivered without commercial or political discrimination, and protecting the privacy and freedom of web users regardless of where they live."

The Impact of World Wide Web

Sir Tim Berners-Lee changed the world: he invented the World Wide Web. He then gave the web to all of us for free – a move that sparked a global wave of creativity, collaboration and innovation never seen before. The web has changed the world, but that free and open web is today under threat.

Tim Berners-Lee created a web for everyone, a level playing field where anyone, anywhere who could access the internet could also use the web to learn, earn, create and dream without asking for permission. But he knew this vision needed to be protected, so he founded the World Wide Web Foundation to defend and advance the open web as a public good and a basic right.

The Rise of Social Network Sites on the Internet

Social networks are one of the fastest growing industries in the world. Since 2002 (creation of Friendster, prior to Facebook) a new socio-technical revolution has taken place on the Internet: the rise of social network sites where now all human activities are present, from personal interaction to business, to work, to culture, to communication, to social movements, and to politics.

Our society is a network society; that is, a society constructed around personal and organizational networks powered by digital networks and communicated by the Internet. And because networks are global and know no boundaries, the network society is a global network society. This historically specific social structure resulted from the interaction between the emerging technological paradigm based on the digital revolution and some major sociocultural changes. A primary dimension of these changes is what has been labeled the rise of the Me-centered society, or, in sociological terms, the process of individuation, the decline of community understood in terms of space, work, family, and ascription in general.

This is not the end of community, and not the end of place-based interaction, but there is a shift toward the reconstruction of social relationships, including strong cultural and personal ties that could be considered a form of community, on the basis of individual interests, values, and projects.

Opportunities, Challenges and Power of Media and Information

Opportunities	Challenges	Power
• Job Hiring • Empower Citizen • Freedom of expression • Informing &keeping the mass up to date • Inspire • Faster and free communication	• Fake News • Unreliable sources	• Influence • Distribution of information

Opportunity. A time or set of circumstances that makes it possible to do something.

Challenge. A challenge is something new and difficult which requires great effort and determination.

Power. When you heard the word "POWER". For most of you, perhaps, the word "control". "Domination", and "Influence" will immediately come to mind. According to Weber (1946) power is often related to our ability to make others do what we want, regardless of their own wishes or interests.

Empowerment. It is the idea of power and idea that power change, that the ownership of power can shift from one entity to another. Empowerment can is possible because power can expand or diminish as the case may be.

1. Economics of media: Ratings and Revenues

The economics of media can be explained in the simple equation *Ratings= Revenues.* As a commercial industry, the media earns profit through advertisement. Advertisers pay for air-time or ad-space in media platforms to reach or to promote their goods or services to the media's audience. Advertisers are more likely to invest if there is a high volume of consumers patronizing the media programs or content or if their target market is among those consumers.

Ratings. Is a colloquial term for audience measurement that influence timing, placements, and markets for media content and advertising. (Balnaves, O'Regan, & Goldsmith, 2011) Ratings determine the number of people who watches, listens to or reads a particular content.

Revenues. The business dictionary defines revenue as income generated from the sale of goods or services, or any other use of capital or assets, associated with the main operations of an organization before any costs or expenses are deducted.

The Opportunity. The Philippine media is a great asset in the country's economy. In fact, the Philippines Star reported that in the year 2010 alone, the creative or copyright-based industries contributed P661.23 billion to the Philippines economy.

The Challenges. Despite thriving as an industry, the media remains vulnerable to economic threats. The most notorious among them is privacy. Privacy is defined as the unauthorized use of another's production, invention, or conception especially in infringement of copyright by the Merriam Webster's Dictionary.

The existence of cheap or even free digital technologies like torrent downloading makes piracy even more attractive to consumers.

2. Media and Information for Education

Media and information have made a radical impact in education. Learning has never been easier and at the same time more complicated than it is today in the age of media and information.

The Opportunity. Merriam-Webster's dictionary defines education as the knowledge, skill, and understanding that you get from attending a school, college, or university. Today, education has taken whole new meaning with media and information.

Online education is now a fast becoming trend in society. Schools and universities are adopting this practice as part of their offered services. Everyone with access to the internet need not physically attend a class to get an education. This setup is popular among those who wish to further their education but do not have the time or energy to deal with regular school. With media and information, one can earn a degree from the comfort of their homes.

Education traditionally requires a student to prove that learning took place. To do so, one must be able to pass exam that will test their knowledge on a certain subject and produce outputs that will confirm if they can apply that knowledge. Media information makes this process a little less rigorous through content contribution. By allowing people to share their knowledge online for others to see, the network of experts can check and balance each other's understanding of subjects, therefore refining learning through interaction.

The convenience, abundance, and interconnection, aspects of media and information for education are opportunities worth taking advantage of.

The Challenge. In education, the opportunities brought about by media and information is also to be blamed for its many challenges. Not only does this promote laziness, constant access also puts a lot of pressure on servers, requiring constant upgrades and regular maintenance around cyberspace.

The overwhelming amount of content to but found online requires the tedious process of sorting through unnecessary or unrelated content to one's research. As challenging as it may be, it is necessary. Allowing anyone with access to the internet to contribute to the network of information raises credibility and authenticity issues.

3. Media and Information for Social Science

The society is heavily influenced by media and information. It is no surprise then that media and information have been linked to social changes. Oxford bibliographies referred to the social change as a significant alteration of social structure.

The Opportunity. Among the first to realize the possible positive applications of the media and society's co-dependent relationships were Daniel Lerner and Wilbur Schramm. In their perspective works, The Passing of Traditional Society (1958) and Mass Media and National Development (1964) served as the founding texts of development communication according to University of

Pennsylvania (UPenn). Development communication uses communication to aid in the development of society. One practical application of this is community-based media programs. Through information dissemination, promotion of development advocacies, and providing a medium for social interaction among communities, these types of programs pave the way for a positive social change.

The Challenge. Media and information have the power to sway society's beliefs and perception. People have the tendency to receive data from the media and accept it as fact right away without conducting due diligence.

4. Effect of Media in Politics

Politics regulates the media industry. They enforce the rules and regulations governing the media industry as prescribed in a country's current political system. It is for this reason that the nature of media varies from country to country.

The Opportunity. The interrelationship between media and politics provides a fair foundation in nth function of media as a source of information. Provisions in the law like the Freedom of Information Bill which mandates the release of public documents to those who require it benefits the media in their access to information and the government in its war against corruption (The Official Gazette)

The Challenge. As a developing country, the governments concentrate on solving problems like poverty, unemployment, lack of proper healthcare, and access to education.

The shortage of government funding, not to mention the lack of projects and programs, that help cultivate creativity – which is the core of media – prevent the media industry in reaching its potential for success. Even the weak enforcement of certain laws to protecting the media exposes them to threats that could have damaging repercussions on the industry.

Some Opportunities

Television Broadcaster. A television presenter presents information relating to subjects such as news and sports, and may also be responsible for planning the creative content of a series. Such experts will work with news programs and help to discuss important topics in reporting, as well as provide comments on various events.

They might also formulate interview questions, read scripts, and reveal details about the show, such as commercial breaks. Example: TV broadcasting.

Mobile Communication. A means of technology mediated communication that allows the user of a mobile device to connect with someone else at a different location, such as texting from a cell phone and sending email from a computer device equipped with WiFi (e.g. laptop, iPad).

A mobile phone is a wireless portable device that allows users, to make and receive calls, and send text messages. The first mobile phone generation would only be able to make and receive calls. Today's mobile phones are packed with many additional features like web browsers, games, cameras, video players and even navigation systems.

Through media, people now a day's can easily catch up news and be updated because of television broadcaster. In the other side, mobile communication can make our life easier. No need to write a letter if you want to ask allowance to your mom instead just text and call. How amazing isn't?

Some Challenges

Cybercrime. is defined as a crime in which a computer is the object of the crime (hacking, phishing, spamming) or is used as a tool to commit an offense (child pornography, hate crimes). Cybercriminals may use computer technology to access personal information, business trade secrets or use the internet for exploitative or malicious purposes.

Here are the Four Types of Cybercrime:

1. **Hacking** is the most common type of cybercrime committed across the world. Hacking is a crime which entails cracking systems and gaining unauthorized access to the data stored in them. Hacker is a person who breaks in to a computer system.
2. **Cyber stalking** is use of internet or other electronic means to stalk someone. It is online harassment and online abuse. Mostly cyber stalking involves following a person's movement across the internet by posting threatening messages to the victim or by entering the chat rooms frequented by the victim or by constantly bombarding the victim with the e-mails etc.
3. **Virus dissemination.** Virus is the programs which attach themselves to the computer or file and then circulate themselves to other files and to other components on a network. They usually affect the data on the computer, either by altering or deleting it.
4. **E-mail Spoofing.** An e-mail that appears to originate from one source but actually has been sent from another source. This can also be termed as e-mail forging.

Phishing. It is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords.

After you read about the two challenges, let us dig deeper what makes phishing and cybercrime a challenge in media and information.

Phishing is an illegal action or crime. Where in the hacker will hack or get all your information's over the internet. For example, your bank account details, your personal information's and even your credit card details. So, for you to be safe in phishing avoid posting your personal information's over the internet.

Always remember, your personal information's are always confidential. No sharing and posting personal information's over the internet.

In the Philippines according to the Department of Justice, Cybercrime is "a crime committed with or through the use of information and communication technologies such as radio, television, cellular phone, computer and network, and other communication device or application.

According to the 2001 Budapest Convention on Cybercrime, criminal offenses in cyberspace include:

1. Offenses against the confidentiality, integrity, and availability of computer data and systems;
2. Computer-related offenses;
3. Content-related offenses; and
4. Offenses related to infringements of copyright and related rights.

Below are cybercrime-related laws in the Philippines:
- Republic Act No. 10175 – Cybercrime Prevention Act of 2012
- Republic Act No. 9995 – Anti-photo Voyeurism Act of 2009
- Republic Act No. 9775 – Anti-child Pornography Act of 2009
- Republic Act No. 9208 – Anti-trafficking in Persons Act of 2003
- Republic Act No. 8792 – E-commerce Act of 2000
- Republic Act No. 8484 – Access Device Regulation Act of 1998; and
- Republic Act No. 4200 – Anti-wiretapping Law.

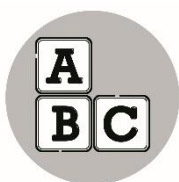## The Power of Media and Information

Student. The power of media and information in the side of the students is that, now a days the information is easy to get. Example, if you have assignments you can use your phone to search information.

Business. While in business, the power of media and information is very strong. Using media, the business owner can easily market their products. For example, posting your products over the internet like in social media.

Society. The power of media and information in our society is huge. Through media, the society can easily get and understand the information related to what is happening.

Media has a particular power over audiences that media scholars call the third-person effect. This is effect that can make you think that media messages affect others but not you. This can happen because you are made to think that media content may be too banal or simple to have any effect on you. You have to remember three basic principles about media effects (Potter, 2011):

1. Media effects are constantly occurring because of media's content and direct/indirect influence on you;
2. Media work with other factors… in exerting influence, and
3. You can control the effects process in your life.

Information Processing Tasks (Potter, 2011)

	TASK	GOAL	FOCUS
Filtering Message	To make decisions about which messages to filter out (ignore) and which to filter in (pay attention to)	To attend to only those message that have some kind of usefulness for the person and ignore all other messages.	Messages in the environment.
Meaning Matching	To use basic competencies to recognize referents and locate previously learned definitions for each	To access previously learned meanings efficiently	Referents in messages.
Meaning Construction	To use skills in order to move beyond meaning matching and to construct meaning for one's self in order to personalize and get more out of a message	To interpret messages from more than one perspective as a means of identifying the range of meaning options, then choose one or synthesize across several	One's own knowledge structures.

Activity 2: Reflect

1. What is the importance of information processing to you as a student?

   _____
   _____
   _____
   _____.

2. In what instance/s in your life you performed the three tasks in information processing?

   _____
   _____
   _____
   _____.

What I Can Do

Activity 3: Read and React

Read the following articles to learn more about freedom of information in Philippines and write a brief reaction.

a. "Freedom of Information: Timeline of FOI Legislation in the Philippines." (http://www.cmfr-phil.org/freedom-of-information/)

b. "A primer on Freedom of Information in the Philippines." (http://www.tan.org.ph/index.php?option=com_docman&task=doc_download& gid=6)

c. "Why the Philippines needs a freedom of information law." (http://www.rappler.com/newsbreak/63794-why-philippines-needs-freedom-of-information-law)

Activity 4: Mind Mapping

Instruction:

Make a mind mapping about the topic of this module. A mind map is a diagram used to visually organized information and it shows relationship to the topic. So, are you ready? Good luck!

Assessment

A. Multiple Choice:

B. A time or set of circumstances that makes it possible to do something.
      B. Challenge   B. Opportunity   C. Power   D. Empowerment

C. It is the idea of power and idea that power change, that the ownership of power can shift from one entity to another.
     • Challenge   B. Opportunity   C. Power   D. Empowerment

3. It is something new and difficult which requires great effort and determination.
      B. Opportunity   B. Power   C. Challenge   D. Empowerment

4. It is the most common type of cybercrime committed across the world.
     A. Cyber Stalking   B. Hacking   C. Phishing   D. E-mail Spoofing

5. It is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords.
     A. Cyber Stalking   B. Hacking   C. Phishing   D. E-mail Spoofing

B. True or False: Write True is the statement is correct otherwise False.

_____1. Social networks are one of the fastest growing industries in the world

_____2. Tim Berners-Lee changed the world when he invented the World Wide Web.

_____3. Cybercrime is "a crime committed with or through the use of information and communication technologies such as radio, television, cellular phone, computer and network, and other communication device or application.

_____4. Empowerment cannot be possible because power can expand or diminish as the case may be.

_____5. The economics of media can be explained in the simple equation *Ratings= Revenues.*

_____6. The Philippine media is a great asset in the country's economy.

_____7. The existence of cheap or even free digital technologies like torrent downloading makes piracy even more attractive to consumers.

_____8. Online education is now a fast becoming trend in society.

_____9. The society is not heavily influenced by media and information.

_____10. Media and information have the power to sway society's beliefs and perception.

Additional Activity

Activity 5: Infographics

Instructions: Create infographics about the **"Power of Social Media"** in a short bond paper and if possible you can upload and save it in you google drive then, share it to your teacher through email address.

Rubrics in Creating Infographics

	3 points: Exceeds Expectations	**2 points: Meets Expectations**	**1 point: Needs Work**
Topic/Purpose	The topic/purpose of the infographic was clear and concise.	The topic/purpose was somewhat broad and did not allow viewer to understand the purpose.	The topic/purpose of the infographic was not clear and concise.
Data	Data of the infographic was accurate and relevant to topic	Data of the infographic was somewhat accurate and relevant to topic.	Data of the infographic was not accurate and was not relevant to topic.
Layout	The infographic had a great layout, with applicable graphics.	The graphics were somewhat applicable to the infographic, creating an average layout.	The graphics had nothing to do with the topic and had a poor layout. There was an overload of text.
Color/Font	The font was legible and the color scheme enhanced the infographic.	The font was somewhat legible and the color scheme didn't effect the infographic.	The font was not legible and the color scheme detracted from the infographic.
Sourcing	Citations for the infographic's sources were included.	Citations for some of the sources used were included.	No citations of the infrographic's sources were included.

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