

# MEDIA AND INFORMATION INFLUENCE TO COMMUNICATION

- We become connected to different people around the world
- Become tools in sharing information, ideas, personal messages, and other content
- Make information more widespread and accessible
- Not only that they become sources of information, but entertainment as well.
- Media, particularly social media provides great ways to connect, to interact, and to communicate with friends and family while living separately.
- We can share pictures, videos, some information among our friends who are far away from us.
- Through social media, you can make strong your existing relationships and can make new friends from all over the world through different social networking websites
- Social media reduce the barriers of communication and making it easier for everyone to express their thoughts to the world

# MEDIA THREATS TO USERS

- Media becomes a source of misinformation and fake news.
- Everybody publishes whatever they want and unmindful of the consequences of their posts. Social media made everyone feel that they are allowed to say whatever comes to their mind, making them say things that they would not normally say on personal encounters, thus fueling up bullying.
- Media can also pose medical, social and psychological issues. What is posted on media may cause dissatisfaction with body image, creates addiction, promote identity stealing and can destroy interpersonal relationships

# ACTIVITY: MEDIA USE LOG

Think of the past week, and record your use and interaction with media and information providers (such as internet, social media, TV, radio, newspaper, etc.). Indicate how many hours were spent engaged with each one. These do not have to be exact, and you can estimate the number of hours you spent each week.

## **WEEKLY MEDIA USE LOG**

<b>MEDIA OR INFORMATION PROVIDER</b>	<b>Number of Hours in a Week</b>

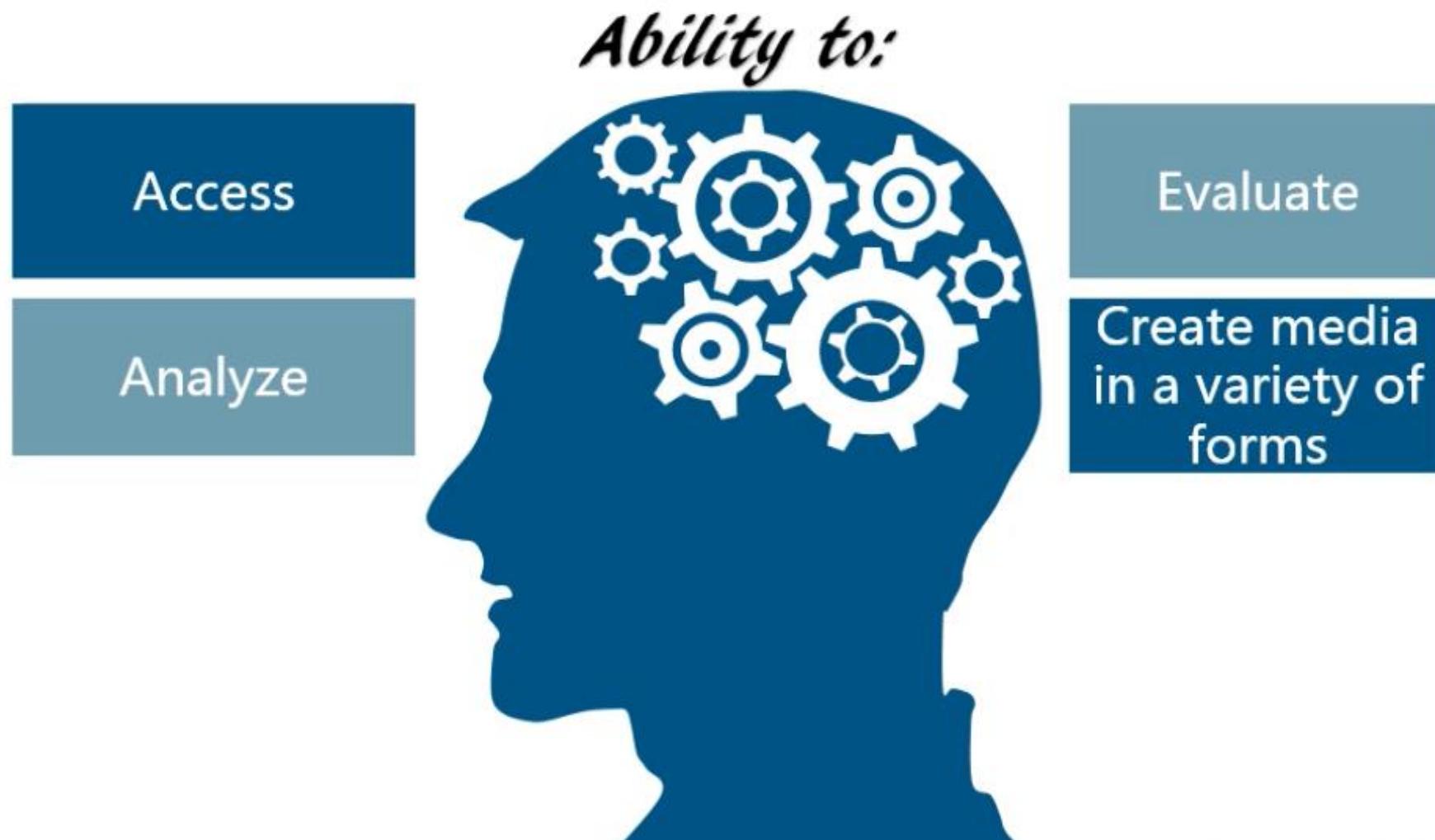
***What social media are you mostly hooked to? Why?***

# LET'S DEFINE!

## LITERACY

The ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts.

# Media literacy



# A MEDIA LITERATE STUDENT MUST:

✓ **ACCESS**



**Know where to find the form of media needed**

✓ **ANALYZE OR EVALUATE**



**Analyze the validity of the text and reliability of the source**

✓ **CREATE**



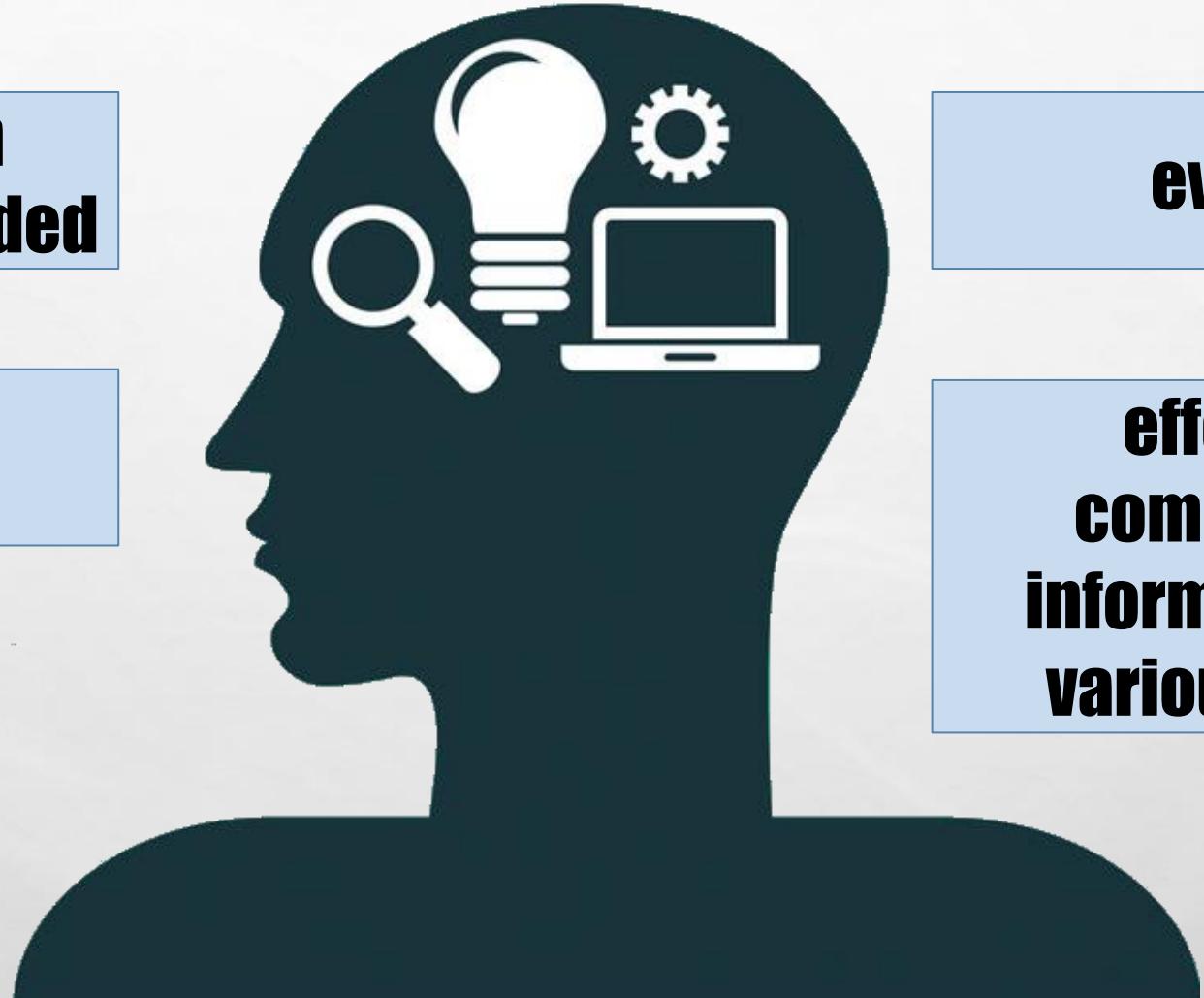
**To use the media tools to produce your own media content**

# **WHAT IS INFORMATION LITERACY?**

**The ability to:**

**recognize when  
information is needed**

**locate**



**evaluate**

**effectively  
communicate  
information in its  
various formats**

# **AN INFORMATION LITERATE STUDENT MUST:**

**✓ RECOGNIZE**



**Knowing/understanding  
when and why you need  
information**

**✓ LOCATE**



**Knows how to find and  
utilize content efficiently  
and effectively when  
needed**

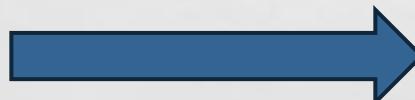
# AN INFORMATION LITERATE STUDENT MUST:

✓ **EVALUATE**



**Assess the information  
whether it is accurate or  
fake**

✓ **COMMUNICATE  
INFORMATION**



**Share information  
effectively**

# **WHAT IS TECHNOLOGY (DIGITAL) LITERACY?**

# responsibly

# **appropriately**

# The ability to:



# **effectively use technological tools**

# A TECHNOLOGY LITERATE STUDENT MUST:

✓ **SKILLFUL**



**Skillful in computer networks**

✓ **KNOWLEDGEABLE**



**Knowledge of basic principles in computing devices**

✓ **ENGAGE**



**Ability to engage in an online community**

# **WHAT IS MEDIA AND INFORMATION LITERACY (MIL)?**

# MEDIA AND INFORMATION LITERACY

The essential skills and competencies that allow individuals to engage with media and other information providers effectively, as well as develops critical thinking and life-long learning skills to socialize and become active citizens.

# **WHY IS MEDIA AND INFORMATION LITERACY (MIL) IMPORTANT?**

- It teaches you how to verify information and recognize other points of view.
- It encourage critical thinking
- It encourage you to share other sources of media responsibly.
- It informs readers how the media affect our culture.



## Poster Analysis

- **What is the message of this poster?**
- **Do you agree with the message? Why or why not?**



**KEEP  
CALM  
AND  
REMEMBER YOUR  
NETIQUETTE**



## Poster Analysis

- **What is the message of this poster?**
- **Do you agree with the message? Why or why not?**



“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln



## Poster Analysis

- **What is the message of this poster?**
- **Do you agree with the message? Why or why not?**

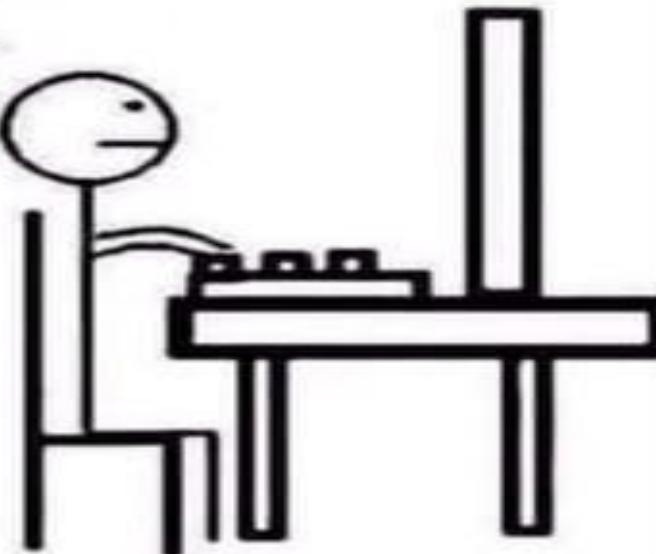
**Bill is on the internet.**

**Bill sees something that offends him.**

**Bill moves on.**

**Bill is smart.**

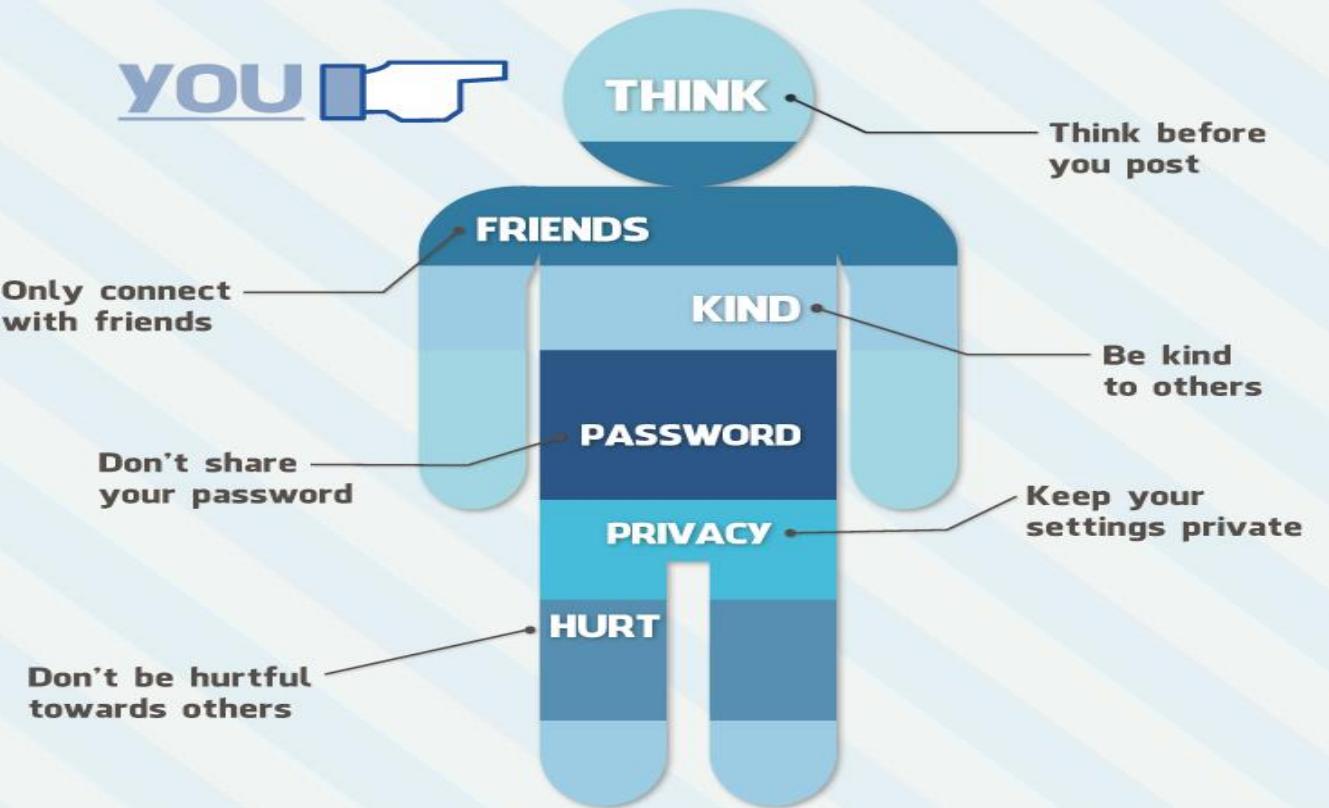
**Be like Bill.**





# safebook

- **What is the message of this poster?**
- **Do you agree with the message? Why or why not?**



## PARENTS & TEACHERS

Join Facebook  
Understand how it works  
Teach safety and responsibility  
Privacy – check their settings



## FRIENDS

DON'T: Stay silent  
DO: Help your friend  
Report the bully  
Tell your parents  
Tell your teacher



## THE BULLY

DON'T: Respond  
DO: Save what they say  
Unfriend the person  
Block them  
Tell a Friend  
Tell your Parents  
Report the person

TELL

UNFRIEND

BLOCK

REPORT

# ASSIGNMENT (BY GROUP):

On a Manila Paper, make a Venn diagram for the similarities and differences of Media Literacy, Information Literacy, and Technology Literacy.

