

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 1 – Module 11 : Media and Information Sources
First Edition, 2020

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Development Team of the Self-Learning Module

Writer	: Rizza Joy Magno
Editor	: Jacquelyn Basilan
Reviewers	: Merely Fos
Illustrator	: Rizza Joy Magno
Layout Artist	: Rizza Joy Magno
Management Team:	Ma. Evalou Concepcion A. Agustin OIC-Schools Division Superintendent Aurelio G. Alfonso EdD OIC-Assistant Schools Division Superintendent Victor M. Javeña EdD Chief, School Governance and Operations Division and OIC-Chief, Curriculum Implementation Division

Education Program Supervisors

Librada L. Agon EdD (EPP/TLE/TVL/TVE)
Liza A. Alvarez (Science/STEM/SSP)
Bernard R. Balitao (AP/HUMSS)
Joselito E. Calios (English/SPFL/GAS)
Norlyn D. Conde EdD (MAPEH/SPA/SPS/HOPE/A&D/Sports)
Wilma Q. Del Rosario (LRMS/ADM)
Ma. Teresita E. Herrera EdD (Filipino/GAS/Piling Larang)
Perlita M. Ignacio PhD (EsP)
Dulce O. Santos PhD (Kindergarten/MTB-MLE)
Teresita P. Tagulao EdD (Mathematics/ABM)

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MODULE

11

Media and Information Sources



Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on Media and Information Sources.

This Self-Learning Module was collaboratively designed, developed and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character 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. Moreover, you are expected to encourage and assist the learners as they do the tasks included in the module.



For the Learner:

Welcome to the Media and Information Literacy Self-Learning Module on Media and Information Sources.

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 material while being an active learner.

This module has the following parts and corresponding icons:



Expectations - This points to the set of knowledge and skills that you will learn after completing the module.



Pretest - This measures your prior knowledge about the lesson at hand.



Recap - This part of the module provides a review of concepts and skills that you already know about a previous lesson.



Lesson - This section discusses the topic in the module.



Activities - This is a set of activities that you need to perform.



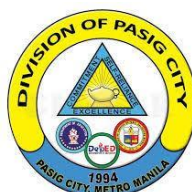
Wrap-Up - This section summarizes the concepts and application of the lesson.



Valuing - This part integrates a desirable moral value in the lesson.



Posttest - This measures how much you have learned from the entire module.





EXPECTATIONS

At the end of this lesson, the students should be able to:

- A. identify the different sources of information from the different news and issues;
- B. examine the reliability, accuracy, value, validity, authenticity, and timeliness of the different sources of media and information;
- C. describe indigenous information, indigenous media and its characteristics.



PRETEST

Direction: Choose the appropriate answer. Encircle the letter of your choice.

1. Which of the following is the best source of information on health issue?
A. Internet B. hospital C. library D. experience
2. What do you we need to check for every information that we come across with?
A. authenticity B. validity C. reliability D. all of the above
3. What do we need to know initially before sourcing out information?
A. Kind and extent of information
B. Purpose in seeking information
C. Audience for our information
D. All of the above
4. It refers to what an individual recognizes whether personal or professional, that will serve as the basis for making decisions to survive.
A. Information Needs C. Information Source
B. Indigenous Information D. Indigenous Media
5. It is a place containing collections of books, periodicals, sometimes films, and recorded music for people to read, borrow, or refer to.
A. Internet B. hospital C. library D. mass media



RECAP

Direction: Do you a have good memory? Let's review the past lesson by enumerating the different types of media and it's example in the table below. You can give at least 5 types.

MEDIA TYPES	EXAMPLE





LESSON

THE INFORMATION NEEDS

To make better decisions each individual needs correct and relevant information. **Information needs** refers to what an individual recognizes as the information needs, whether personal or professional, that will serve as the basis for making decisions to survive. Now, the question is, "*Why do we need that?*" We need it because it allows us to focus on our intent in searching for relevant information and reliable sources of such information.



When locating information, we must first ask ourselves what we already know about the situation. For example, familiarity with the locations where we can eat and buy stuffs is essential because it will help us to move around quickly in the area.

When we talk about the **different sources of information** it includes *media, internet, libraries, archives, museums and our own experiences*. In terms of the media and the Internet, there is a chance that information are unfiltered or unverified. We need to take some fact checking which includes the following:



Authenticity – refers to the information's originality or legitimacy, whether this is a material with an author, and there is a way to check its origin such as domain name and links



Validity – may include accuracy and precision of information presented such that it is more factual, less biased and error free



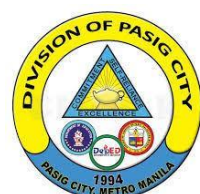
Reliability – may also include validity but it may also refer to information's relevance, whether it is up-to-date and reliable.

Information found on the Internet may be quite varied in form and content. Thus, it is more difficult to determine its reliability and accuracy. Accessing information on the Internet is easy, but requires more discipline to check and validate. Factual and fictitious data are often merged together.



The next information source is a place containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to is called as **library** (Merriam-Webster Online Dictionary).

Libraries are repository of information and collection of written knowledge. They are measured on the degree to which they obtain resources and on the types quality of services they give to information seekers. The main role of *libraries* is to organize and provide you with access to information. According to the Council on Library and Information Resources, "*Library facilities also serve a social function, providing a common ground for users to interact or a neutral site for individuals from different disciplines to come together.*"



INDIGENOUS KNOWLEDGE AND INDIGENOUS MEDIA

Indigenous Knowledge (IK) is the local knowledge – knowledge that is unique to a given culture or society. IK contrasts with the international knowledge system generated by universities, research institutions and private firms (Warren 1991).

IK is owned, controlled and managed by indigenous peoples in order for them to develop and produce culturally appropriate information in the languages understood by the community by utilizing indigenous materials and resources, reflecting community needs and interests, visions and aspirations, and independent from vested interest groups. They are relayed either through *people media* or through *indigenous media* (Indigenous Media, Freedom of Expression and Right to Information: A S E A N S c e n a r i o, 2014).



Indigenous media is any type of media that is produced and operated by the government and the community and separate from commercial, state-run or public broadcasting media.

Characteristic of Indigenous Media



- Oral tradition of communication
- Store information in memories
- Information exchange is face-to-face
- Information are contained within the border of the community

Now think of this question, “*Why do you think Indigenous Information is important here in the Philippines?*”

EVALUATING YOUR INFORMATION SOURCES

Using any sources of information, how will you measure or validate information quality? When the information is in accordance with your needs it is considered as quality information. You may consider the following tips for measuring the *reliability of the information*:



Accuracy

Content is grammatically correct, verifiable and cited when necessary

- Is the content grammatically correct?
- Is the information accurate and verifiable?
- Are sources and references cited?
- Does the tone and style imply accuracy?



Author

Defines who created the content, the individual or group's credentials/expertise and provides contact information

- Do you know who published the source?
- Is the author's name easily visible?
- What are the author's credentials and are they appropriate for the information provided?
- Can you find contact information?
- Is the source produced by a reputable organization?



Currency

Information is current and updated frequently

- Do you know when the information was originally published and is the date acceptable?
- Are web links current and reliable?
- Do charts and graphs have dates?



Fairness

Content is balanced, presenting all sides of an issue and multiple points-of-view

- Are various points-of-view presented?
- Is the source free of bias towards one point-of-view?
- Is the objectivity of the source consistent with its purpose?
- Is the source free of advertising?



Relevance

Content is relevant to your topic or research

- Does the purpose of the source (e.g. research, statistical, organizational) meet your needs?
- Who is the intended audience? Will information directed to this audience meet your needs?
- Is the information relevant to your research topic?

Source: <http://studio.eku.edu/evaluate-information>



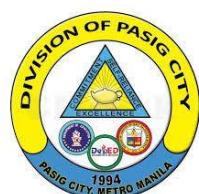
SKILLS IN DETERMINING ACCURATE INFORMATION

There are other ways to determine the reliability and accuracy of information. It is also possible that certain information may not exhibit the characteristics discussed in this section but are deemed reliable and accurate. Here is the list of *skills needed in determining accurate information*:



- ✓ Look for facts.
- ✓ Cross-reference with other sources to check for consistency.
- ✓ Determine the reason for writing and publishing the information. Check if the author is objective or leaning heavily on a certain point of view.
- ✓ Check for advertising. Advertisers may use related information to market their product.

Other alternative forms of communication and distribution have become popular. These include social media, blogs, and flash mob performances. These alternative forms provide greater freedom and power to ordinary individuals, and provide a quicker way of distributing information. The downside is that a lot of the information being passed around is biased and inaccurate.






ACTIVITIES

ACTIVITY 1: WHAT'S THE SIGN?

Identify and draw at least five (5) signs and symbols in your community that are used to convey information (*ex. for directions, locations of attractions, others*). The first one is done for you.

SYMBOL	MEANING / PURPOSE
	"Stay 6-ft apart" <i>To remind the people to practice Physical Distancing.</i>

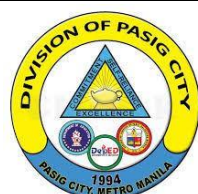


WRAP-UP

ACTIVITY: THE INFORMATION SOURCES

This quarantine season, people need more information to keep us updated about the COVID-19 pandemic status. As a student, which information sources (*indigenous, library, internet, mass media*) do you prefer to use for the following issues? Give a brief explanation.

Current Issues in the Philippines	Type of Information Source	Explanation
Studies conducted about the Covid-19 Vaccines		
The cultural practices of the Lumads of Mindanao		
Human expedition to Mars		
Global phase 2/3 clinical trial for COVID-19 vaccine starts at NYU Langone Health		
Duterte vows PH 'back to normal' by December, expects virus vaccine from China		





VALUING

REFLECT UPON



Don't get tricked by Fake News!

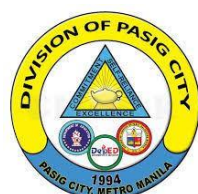
Almost everything at your grasp is a source of information. It just depends on what you need them for and how you use them. Being a student, have you shared any fake news or believed in a fake news shared by someone? How does it affect your decisions? What lesson you have learned? Share your experience below.



POSTTEST

Direction: Choose the appropriate answer. Encircle the letter of your choice.

- Which of the following is the best source of information on health issue?
A. internet B. hospital C. library D. experience
- What do you we need to check for every information that we come across with?
A. authenticity B. validity C. reliability D. all of the above
- What so we need to know initially before sourcing out information?
A. kind and extent of information
B. purpose in seeking information
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D. all of the above
- It refers to what an individual recognizes whether personal or professional, that will serve as the basis for making decisions to survive.
A. information needs C. information source
B. indigenous information D. indigenous media
- It is a place containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to.
A. internet B. hospital C. library D. mass media











KEY TO CORRECTION

To check your progress, here are the answers for the following activities:

PRE/POST TEST	RECAP	*Answers in the Example part may vary.	
		*Students Answer in this part may vary.	
		ACTIVITIES: INFOGRAPHICS MAKING	

1. B 2. D 3. D 4. A 5. C	<table><tr><th colspan="2">MEDIA TYPES</th></tr><tr><td>Print Media</td><td>Books</td></tr><tr><td>Broadcast Media</td><td>Television Show</td></tr><tr><td>Film / Cinema</td><td>Movies</td></tr><tr><td>Video Games</td><td>Mobile Legend</td></tr><tr><td>New Media</td><td>VR Box</td></tr></table>	MEDIA TYPES		Print Media	Books	Broadcast Media	Television Show	Film / Cinema	Movies	Video Games	Mobile Legend	New Media	VR Box	<table><tr><td>HOW TO SPOT FAKE NEWS</td><td>HOW TO SPOT FAKE NEWS</td></tr><tr><td></td><td></td></tr><tr><td colspan="2">*Students Answer in this part may vary.</td></tr><tr><td colspan="2">WRAP UP</td></tr><tr><td colspan="2"><table><tr><th colspan="2">Current Issues in the Philippines</th></tr><tr><th>Type of Information Source</th><th>Explanation</th></tr><tr><td>Internet</td><td>Studies conducted about the Covid-19 Vaccines.</td></tr><tr><td>Indigenous Information</td><td>The cultural practices of the Lumads of Mindanao.</td></tr><tr><td>Library</td><td>Human Expedition on Mars.</td></tr><tr><td>Internet ; Media</td><td>Global Phase 2/3 Clinical Trial for COVID-19 Vaccine Starts at NYU Langone Health.</td></tr><tr><td>Internet ; Media</td><td>Duterte vows PH 'back to normal' by December, expects virus vaccine from China</td></tr></table></td></tr></table>		HOW TO SPOT FAKE NEWS	HOW TO SPOT FAKE NEWS			*Students Answer in this part may vary.		WRAP UP		<table><tr><th colspan="2">Current Issues in the Philippines</th></tr><tr><th>Type of Information Source</th><th>Explanation</th></tr><tr><td>Internet</td><td>Studies conducted about the Covid-19 Vaccines.</td></tr><tr><td>Indigenous Information</td><td>The cultural practices of the Lumads of Mindanao.</td></tr><tr><td>Library</td><td>Human Expedition on Mars.</td></tr><tr><td>Internet ; Media</td><td>Global Phase 2/3 Clinical Trial for COVID-19 Vaccine Starts at NYU Langone Health.</td></tr><tr><td>Internet ; Media</td><td>Duterte vows PH 'back to normal' by December, expects virus vaccine from China</td></tr></table>		Current Issues in the Philippines		Type of Information Source	Explanation	Internet	Studies conducted about the Covid-19 Vaccines.	Indigenous Information	The cultural practices of the Lumads of Mindanao.	Library	Human Expedition on Mars.	Internet ; Media	Global Phase 2/3 Clinical Trial for COVID-19 Vaccine Starts at NYU Langone Health.	Internet ; Media	Duterte vows PH 'back to normal' by December, expects virus vaccine from China
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