

Module 4: Media Scanning

This module covers the introduction, steps, flow and requirements to establish media scanning. Participation in this module will enable you to play a full and active role in the successful and effective establishment of media scanning centre in your working place.

This module consists of four sessions;

Session 1: Media scanning and sources

Session 2: Steps of media scanning

Session 3: Flow of information for media scanning

Session 4: Requirements to establish media scanning

Learning Objective.

By the end of this module you will be able to;

- Define media scanning
- Identify Sources of media scanning
- Understand Steps for conducting Media scanning in EBS
- Understand flow of information for Media scanning
- Identify requirements to establish media scanning.

Definition of Terms.

Media scanning - Also known as “media monitoring”: The active monitoring of the content of media sources on a continuing basis to get information about specific topics

Social media messaging - Online platforms that enable the general public to report and share information and engages them in social networks, for example Facebook, Twitter, WhatsApp etc.

Triage - The process of screening out the data and information that is relevant for early detection purposes (i.e., the screening out mild/irrelevant events from potential acute public health events, and the cleaning to eliminate duplicates and correct obvious mistakes).

Module Duration: This module will take 20 minutes to complete

Session 1. Media Scanning and Sources.

Introduction

In this session you will learn on media scanning definition, sources and channels of general communication amongst a population and the way they act as gathering tools used to store and disseminate information or data.

Session Content