MEDIA LITERACY & YOUR HEALTH

In Our Modern World, Media is All Around Us! Media is Used to:

- **Tell us Information**
- **Entertain us**
- **Sell us Products**
- **Inform our Thinking & Decisions**

Making sense of all the messages media gives us can be challenging. This tool may help you understand the role of media in your life, and give you tips on how to access it a safe and helpful way!

WHAT IS MEDIA LITERACY?

LITERACY goes beyond your ability to read and write. It is how you process the *message*, *tone*, and *meaning* behind the words on a page.

MEDIA LITERACY applies the same concept to how we understand and interact with *media* in all of its forms.

Media Literacy is an Umbrella Term, Defined by the 4 Key Concepts Below.

ACCESSING MEDIA	DECODING MEDIA	ASSESSING INFLUENCE	CREATING MEDIA

Learn More About Each of these Concepts on the Next Page!

TYPES OF MEDIA

Print Media like newspapers, magazines, books, advertisements & billboards

Broadcast Media like television, radio, music, & podcasts.

Social Media like Instagram, Facebook, Twitter, and more.

? *QUESTION:* **What media did you interact with most during the COVID-19 pandemic?**

69% of adults and 81% of teens use social media.

The average Kindergartener sees 70 media messages per day

WHY IS MEDIA LITERACY IMPORTANT TO HEALTH?

Media Literacy is Linked to Health Outcomes.

- Health information often appears in media. This has been especially true during the COVID-19 Pandemic.

- **Strong Media Literacy helps you have Strong Health Literacy. This helps you figure out what health information is true, false, helpful, and unhelpful online, on tv, and more!**

- Strong Media Literacy helps you take charge of your own health!

Learn more about Health Literacy from the Thresholds Health Literacy Center!

Link to Thresholds Health Literacy Center

# BECOMING MEDIA LITERATE

STEP 1: ACCESSING MEDIA
what media am I intentionally using?

Some media must be **intentionally accessed**, like opening and reading a book.

Other media, like advertisements or commercials may be **shown to us without us realizing.**

Certain media, like social media, is a mix. You might log in to look at pictures of friends, but you will also see **advertisements** on your page, **videos and images** you might not want to see, **political statements,** and more.
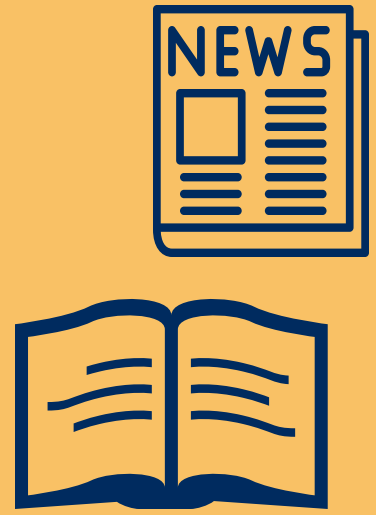
INTENTIONAL   **UNINTENTIONAL**

STEP 2: DECODING MEDIA
what is the media trying to tell me?

Local Nightly News	National News Coverage	Late Night Comedy News Show

? **Think of these three types of news. How might each report on a story like COVID-19? Why would each news story be different?**

To Decode Media, Ask Yourself:
- **Who is the Media Made for?** *Adults? Kids? The Local Community? The Nation?*
- **What is the Goal of the Media?** *Information? Entertainment? Sales?*
- **Who is the Author of the Media?** *What is their goal? Who do they work for?*
- **What Information or Points of View Are Being Left Out?** *Why?*

STEP 3: ASSESSING INFLUENCE
what good or harm is this media causing?

Most Media Tries to Make You Feel a Certain Emotion.

? **Think of a news story of a local animal shelter. What emotion does the story make you feel? Does the animal shelter want you to feel this way?**

Media can also be "shared" online. **Some people, like celebrities and politicians, have a lot of influence when they share media.**

Always ask yourself if you trust **the person** *sharing, and* **the source** *they are sharing from.*

To Assess Influence, Ask Yourself:
- **How Does this Media Make you Feel?** *Why?*
- **Will Others Feel the Same Way?**
- **Did the Author Want you to Feel this way?**
- **Who is Sharing This Media?** *How Much Influence Do They Have?*

STEP 4: CREATING MEDIA
*how can you thoughtfully create and share new media?*

When you Share Information Online or Create New Media, Always Keep Media Literacy in Mind!

When Sharing or Creating Media, Ask Yourself:
- **What is the Goal of this Media?**
- **Is it a Fact or an Opinion?** *Is that clearly stated?*
- **Is this Media True and Helpful?** *Is it from a reliable source?*
- **Is the Media a Joke or Entertainment?** *How will others know this?*
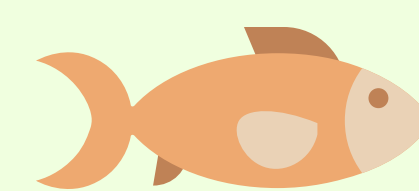
(!) SAY NO TO CLICKBAIT!
"Clickbait" is when an article or advertisement has a misleading title to try and get more people to click and <u>share it</u>. Clickbait is not media literate, and it spreads false information!