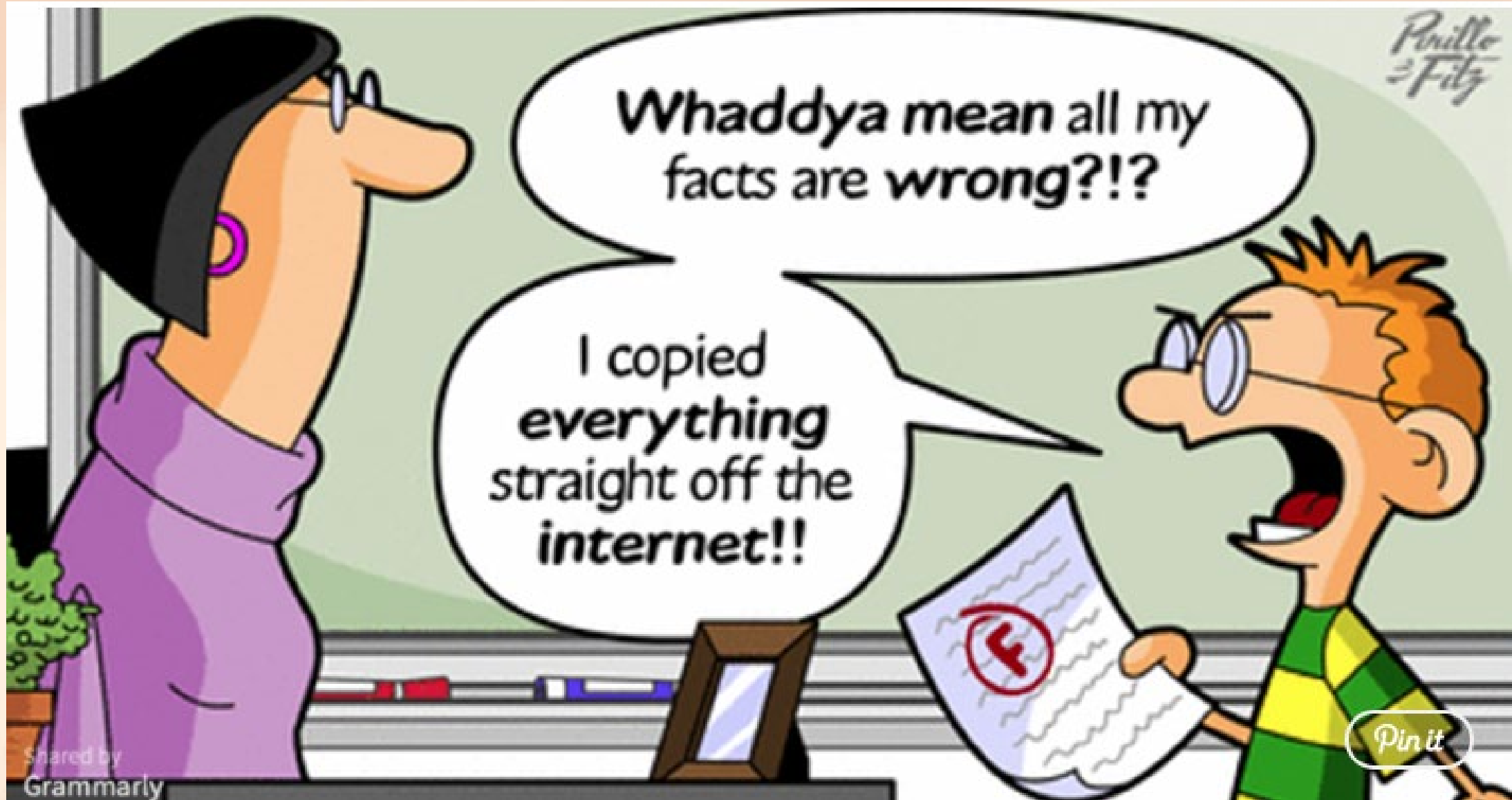




Teaching Media Literacy

Empowering Adults to Critically Analyze Information

Presenters: Marsha Connet and Jamie Kobs



What is media literacy?

Media literacy is the ability to critically **access**, **analyze**, **evaluate**, and **create** media in various forms. It empowers individuals to **understand** the messages conveyed through television, radio, newspapers, social media, websites, and other digital platforms—and to **respond** thoughtfully and responsibly.



Here's a breakdown of key components:

- **Access:** Knowing how to find and use different types of media.
- **Analyze:** Understanding the techniques used to convey messages, including language, visuals, and framing.
- **Evaluate:** Assessing the credibility, bias, and intent behind media content.
- **Create:** Producing media responsibly, whether it's a blog post, video, meme, or social media update.
- **Reflect:** Thinking critically about how media influences beliefs, behaviors, and society.
- **Act:** Using media to participate in civic life and advocate for change.



Why is media literacy important?

In today's digital age, media literacy is essential for:

- navigating misinformation
- recognizing persuasive tactics
- making informed decisions.

It's not just about consuming media—it's about engaging with it actively and ethically.



Poll: Media Literacy



Strategies and Resources



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Strategies

1. Check your feelings
2. Read laterally
3. Recognize media bias



Check your feelings

How is it trying to
make you feel?

What questions do
you have?



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We hope the information below will encourage you to vote on Tuesday, November 4th.

Official Voting Record *	
☐	☐
☐	☐
☐	☒
☐	☒
☒	☒
☐	☐
Your Voter Score	Women Voters Like You

Your voting score is:
Below Average

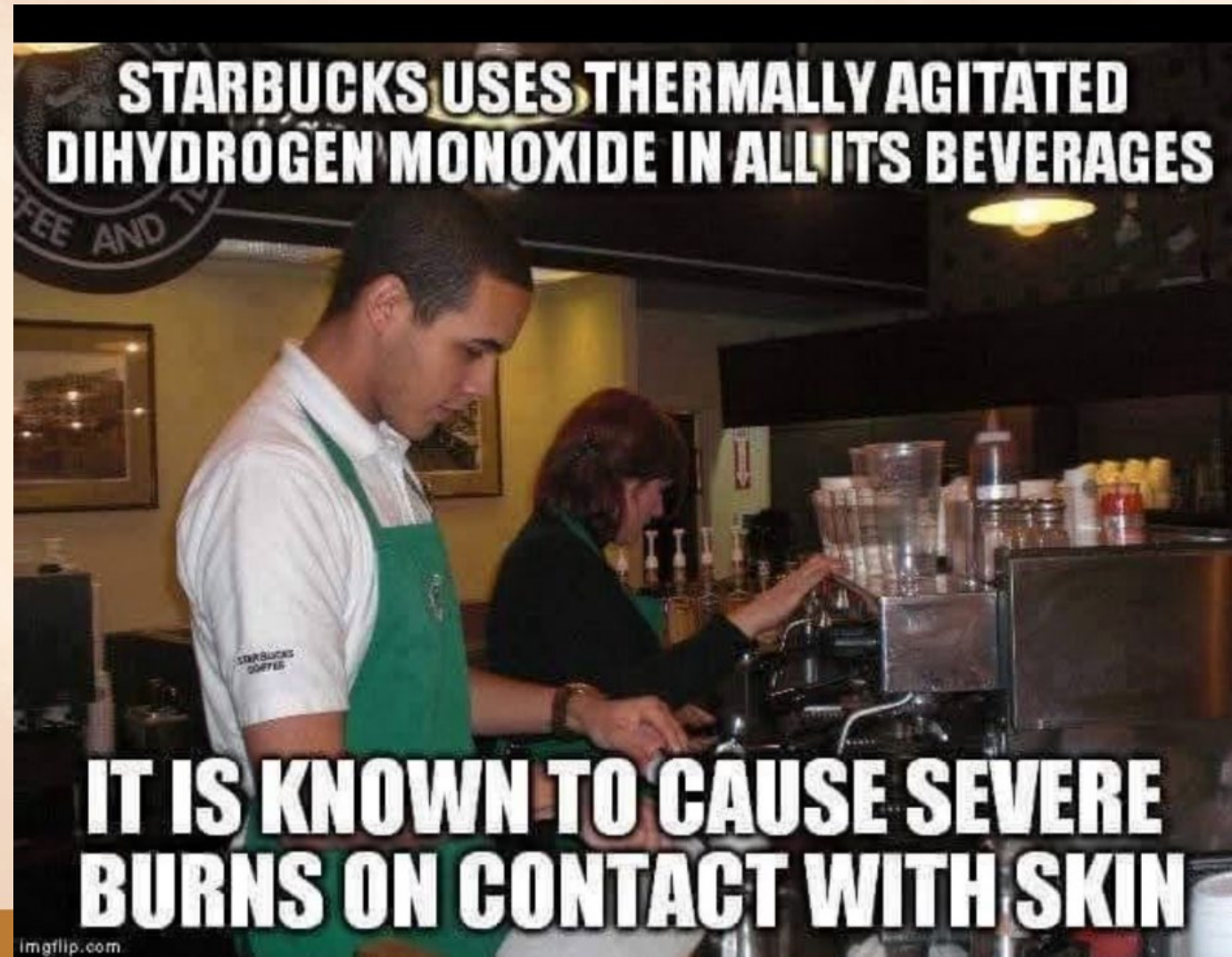
Check your feelings

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Check your feelings

How is it trying to make you feel?

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Spotting Misleading Data



Mis- and Disinformation

FIRSTDRAFT

7 TYPES OF MIS- AND DISINFORMATION



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive



Stanford University Study (2017)

- American Academy of Pediatrics
- American College of Pediatricians



■ American Academy of Pediatrics
~ 64,000 members

■ American College of Pediatrics
~ 500 members

■ Equivocates

Fact Checkers



100%

Historians



50%

10%

40%

Students



20%

64%

16%



What happened?

Historians and Students:

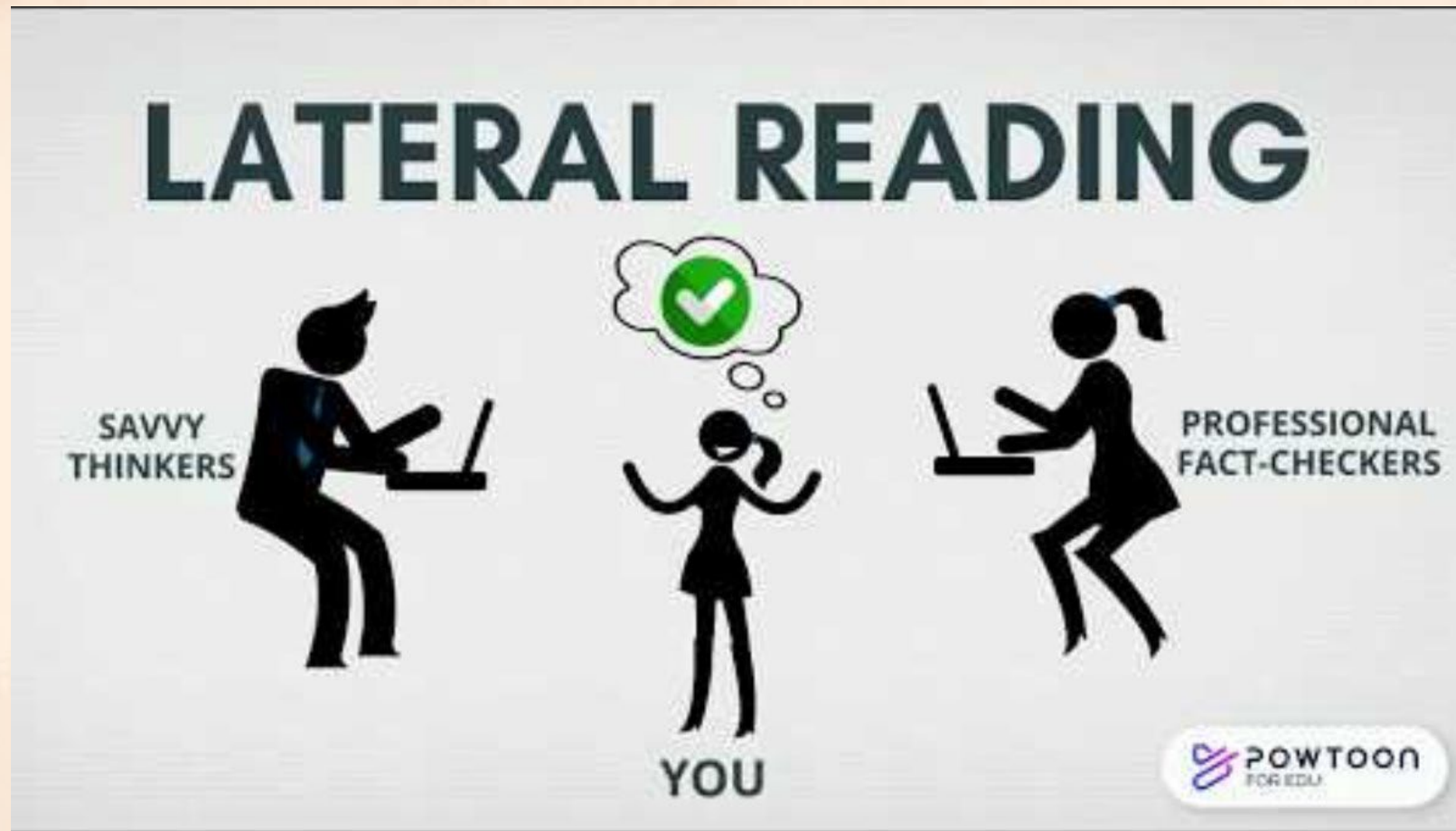
Vertical Reading

Fact Checkers:

Lateral Reading



Lateral Reading



Practice

1. Check your feelings
 - How is it trying to make you feel?
 - What questions do you have?
2. Read laterally
 - Wikipedia: what do we know about the source?
 - Are fact checking sites reporting it?
 - What other sites are reporting this?
 - Did you use "scholarly" in your search?



Life

Sea Otters Are Stealing Surfboards at an Alarming Rate

By Luis Prada

October 20, 2025, 3:43pm



PHOTO: ART WOLFE / GETTY IMAGES



Identifying Media Bias

Headline sort

- Sources
 - NPR
 - Fox News
 - NBC News
 - Reuters



Identifying Media Bias

- [AdFontes Media Bias Chart](#)
- [AllSides](#)



Practice

Which source ran which headline?

- NPR
- Fox News
- NBC News
- Reuters



Review: Media Literacy Strategies

1. Check your feelings
2. Read laterally
3. Recognize media bias



Resources

[Video: How to Spot a Misleading Graph](#)

[Video: Lateral Reading](#)

[Lateral Reading: Stanford Study Summary](#)

Fact checking sites

- [Snopes](#)
- [PolitiFact](#)
- [Factcheck.org](#)

Headline Sort Activity

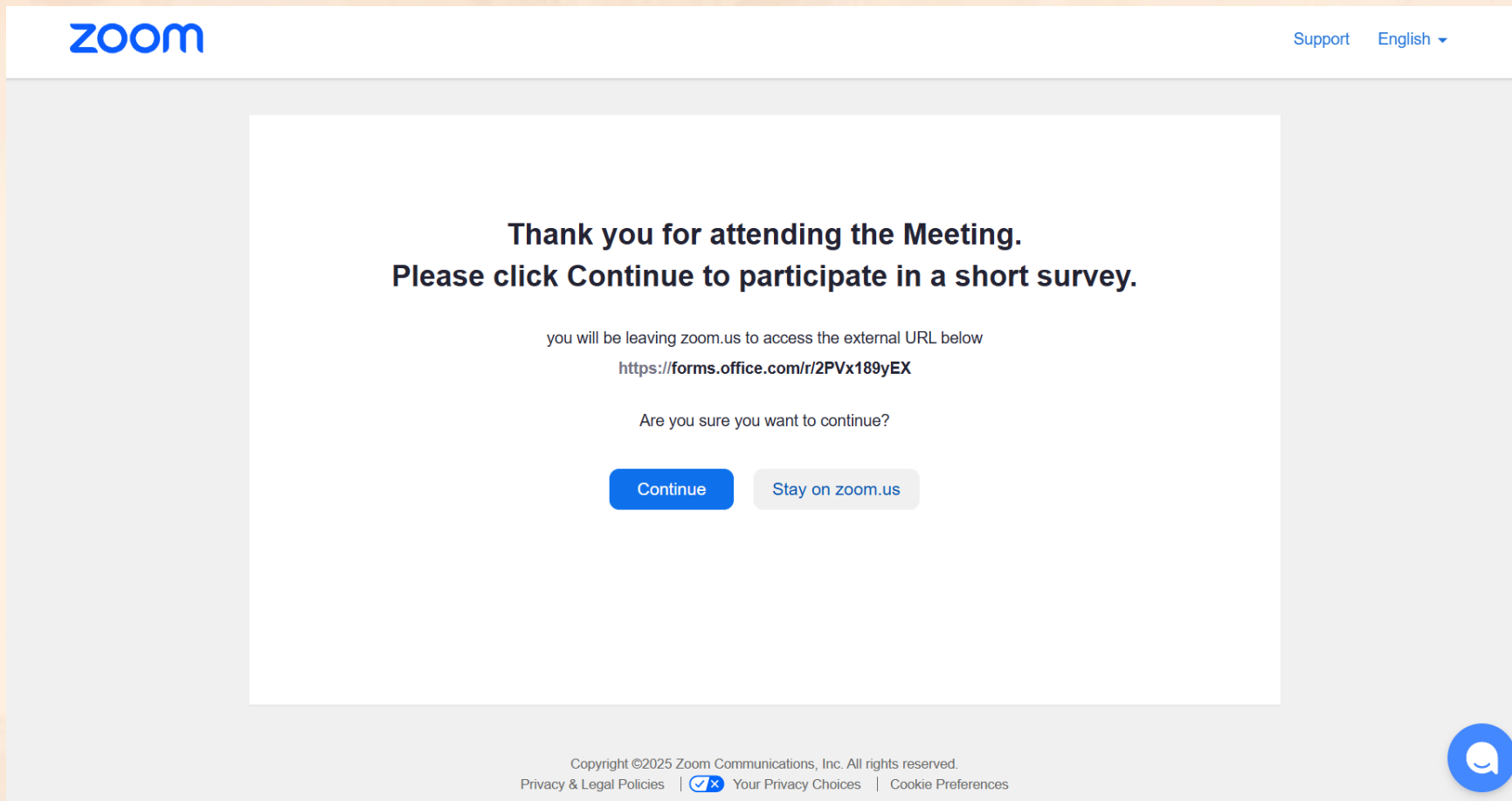
- [Digital version](#)
- [Paper version](#)
- [Original source](#) (with answers)

Media Bias Charts

- [Ad Fontes](#)
- [AllSides](#)



Complete our survey, please!



Thank you!

To see our fall conference schedule and register for sessions:

<https://wislit.org/FallConference>



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