# Developing Media Literate Students


## Kerry Townsend

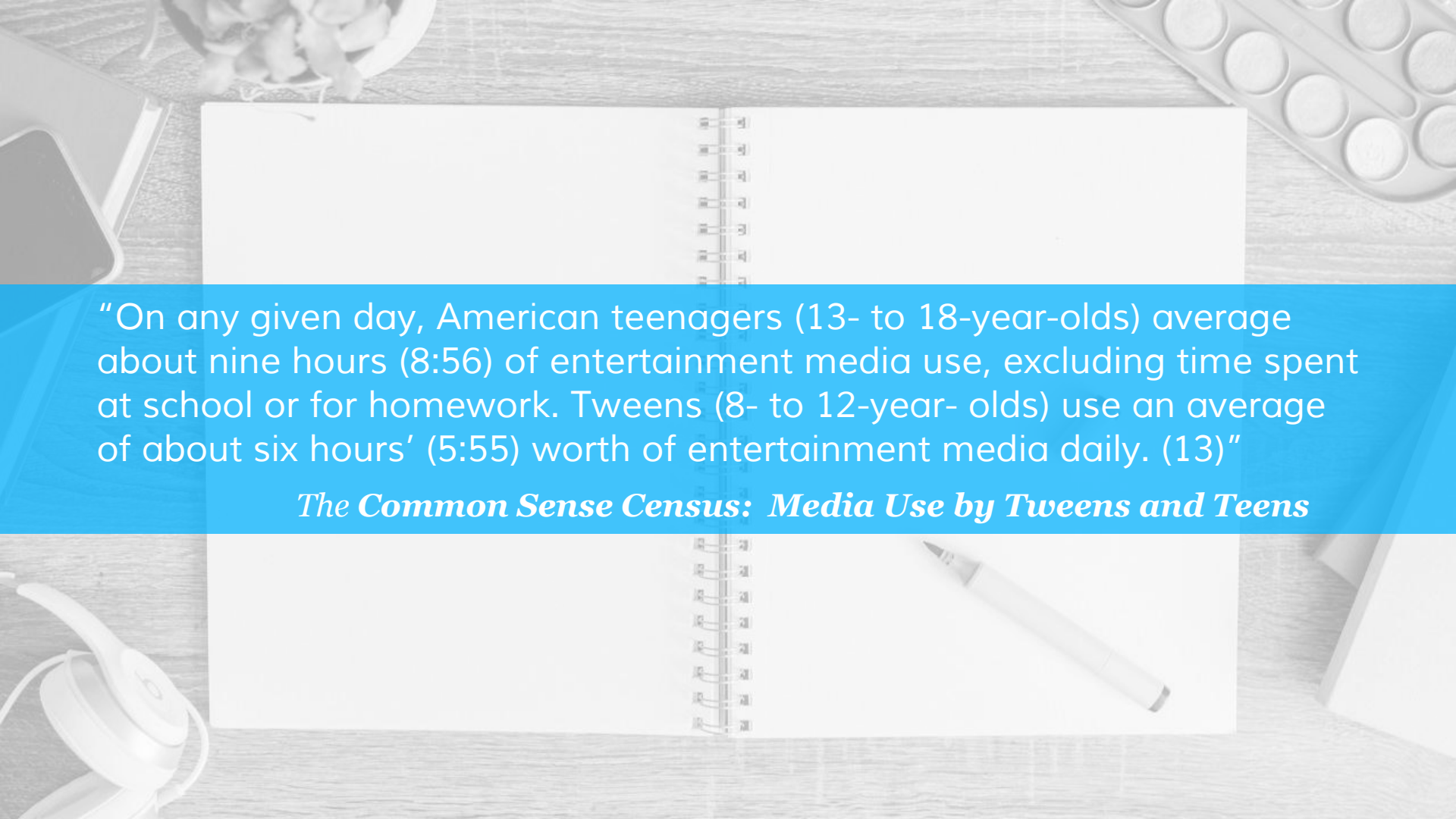

Emerging Technologies in Libraries Fall 2015

# A bit about why:

In 2015, the *Common Sense Census: Media Use by Tweens and Teens* was released. The purpose of the study was to offer a complete picture of media use by teens and tweens in the US.

Rideout, V. (2015). *The Common Sense Census: Media Use by Teens and Tweens*. Retrieved from https://www.commonsensemedia.org/sites/default/files/uploads/research/census_researchreport.pdf

# A few of the findings . . .



"On any given day, American teenagers (13- to 18-year-olds) average about nine hours (8:56) of entertainment media use, excluding time spent at school or for homework. Tweens (8- to 12-year- olds) use an average of about six hours' (5:55) worth of entertainment media daily. (13)"

*The* ***Common Sense Census: Media Use by Tweens and Teens***

"From gamers to social networkers, patterns of use vary widely among young media users. (13)"

*The* ***Common Sense Census: Media Use by Tweens and Teens***

**Figure 1. On any given day, proportion of tweens who spend ... with screen media**

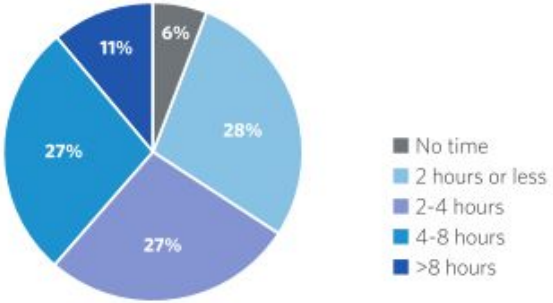
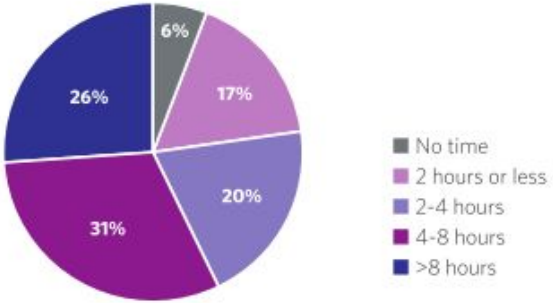
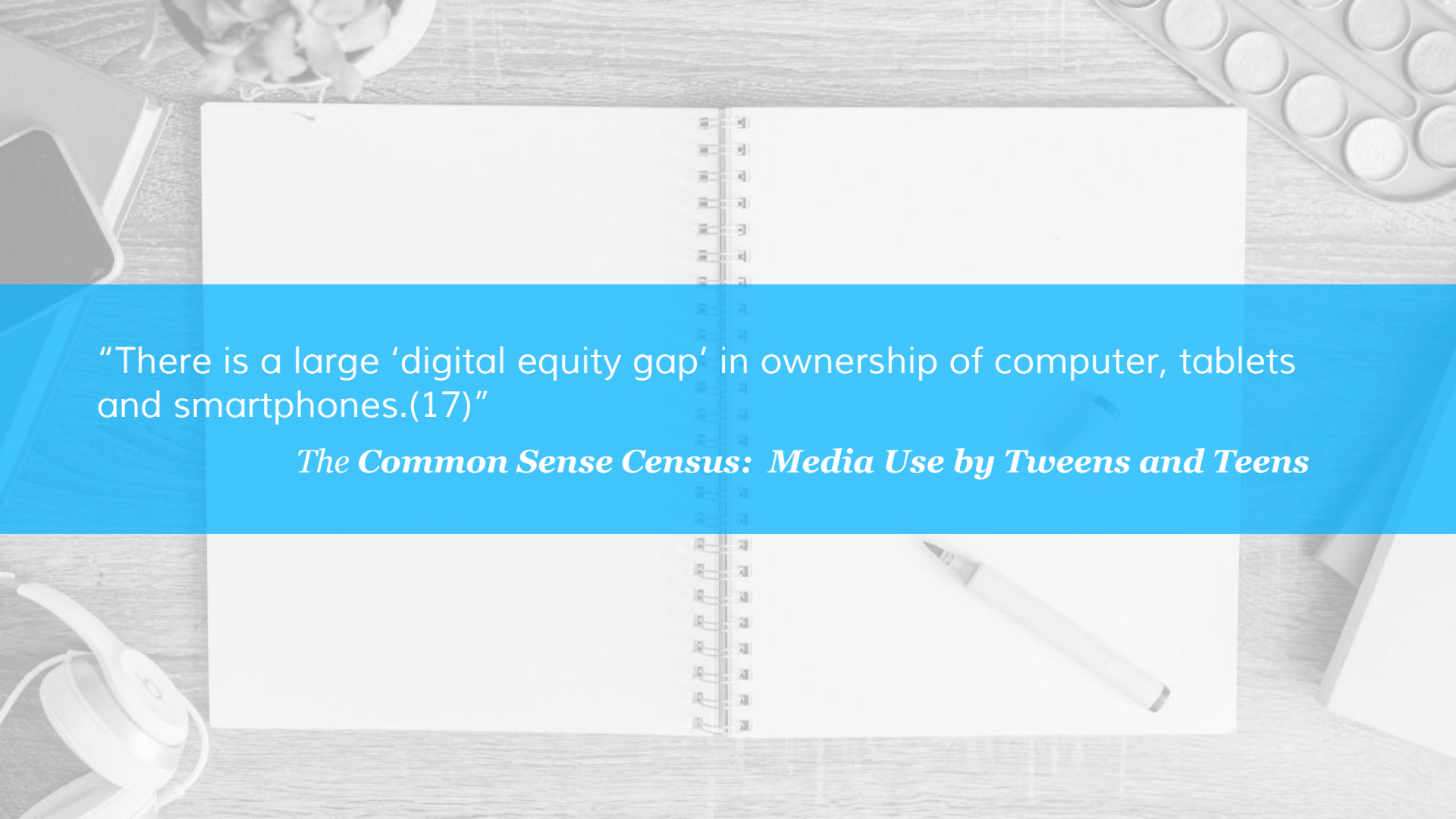



**Figure 2. On any given day, proportion of teens who spend ... with screen media**




Note: Segments may not add to 100% due to rounding.



"There is a large 'digital equity gap' in ownership of computer, tablets and smartphones.(17)"

*The* ***Common Sense Census: Media Use by Tweens and Teens***

# Two Camps Exist:

## Protectionist:

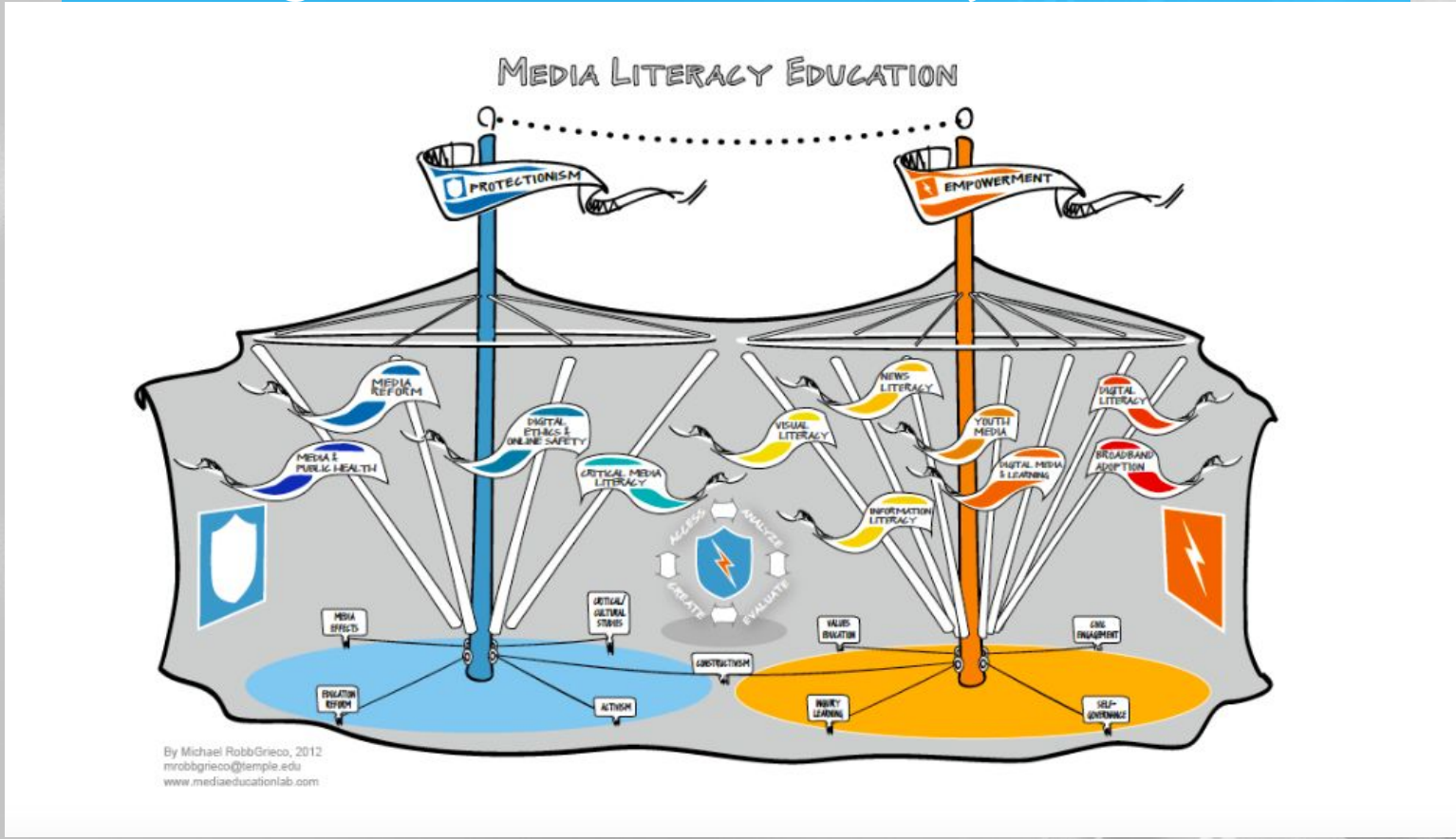
"Media literacy is seen as an inoculation against negative media influences and as a means to resist and challenge media power. (RobbGrieco & Hobbs 7)"

## Empowerment:

"Learners have valuable media experience, interests, meaning-making skills, and expertise that can be cultivated and enhanced through the reflective practice and scaffolded support of Media Literacy Education. (RobbGrieco & Hobbs 7)"

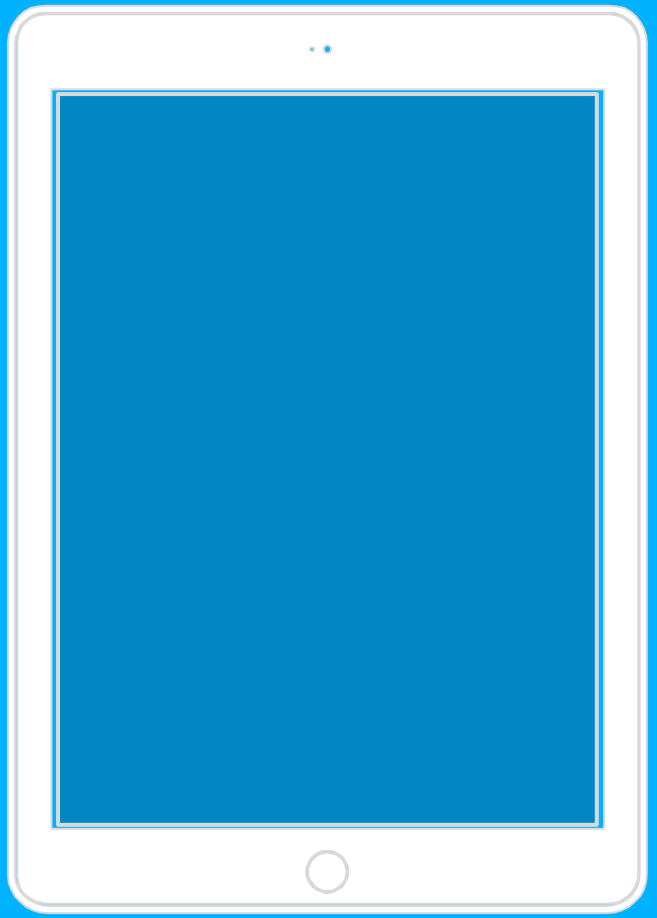
Robbgrieco, M., & Hobbs, R. (2013). *A Field Guide to Media Literacy Education in the United States*. *Media Education Lab*. Retrieved from http://mediaeducationlab.com/sites/mediaeducationlab.com/files/Field Guide to Media Literacy .pdf

# The ‘Big Tent’ of Media Literacy Education:




Robbgrieco, M. (2014). Why History Matters for Media Literacy. *Journal of Media Literacy Education*, *6*(2), 3–22. Retrieved from http://digitalcommons.uri.edu/jmle/vol6/iss2/2/

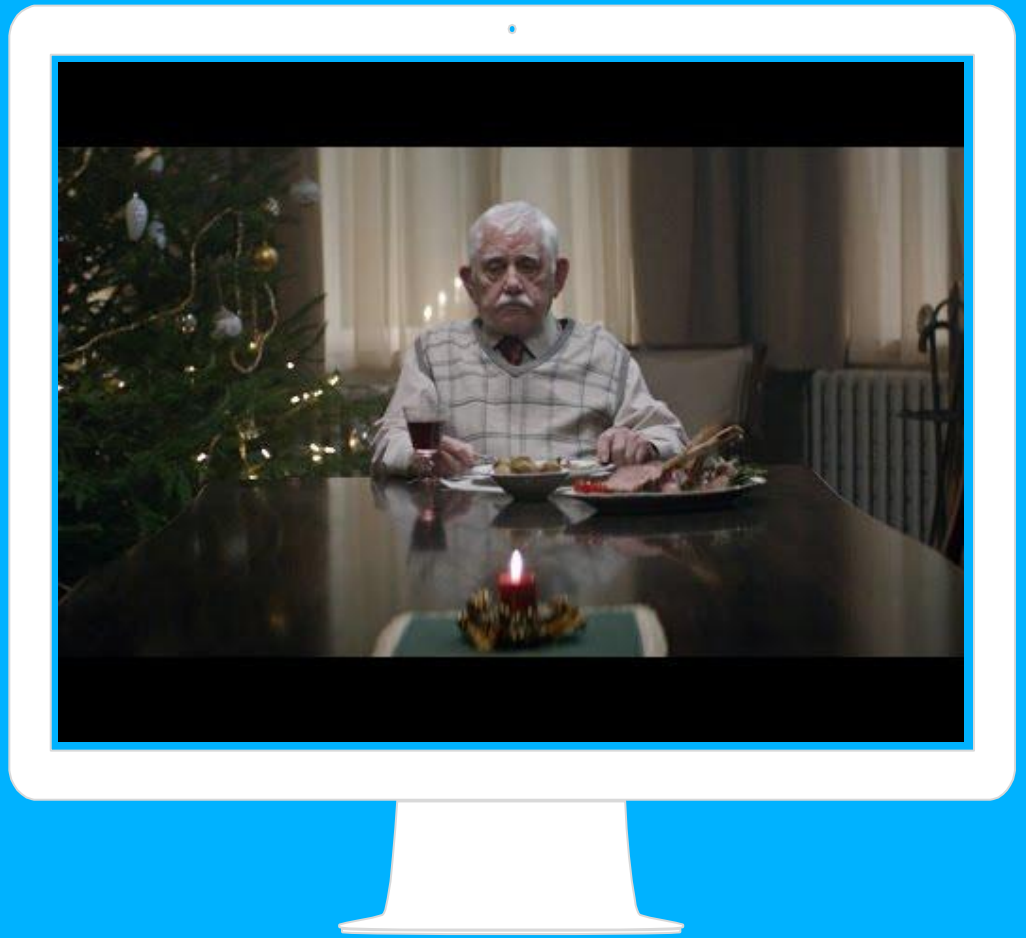
# How to conduct a ‘Close Analysis’ of a Media ‘Text’:



Processed used originated in the following resource:

Jolles, T. (2008). *Literacy for the 21st Century: An Overview and Orientation Guide to Media Literacy Education. Center for Media Literacy*. Retrieved from http://www.medialit.org.

First, choose a text:



Dieser Film geht unter die Haut. (2015, November 28). Retrieved December 1, 2015, from http://www.edeka.de/gewinnspiele/wiihnachts-clip/heimkommen.jsp

# Go through the following steps:

1. **Consider the Visuals:**

   What do you remember about how the video looks? Lighting? The people in the video? What scenes stand out? What do you notice?

2. **Consider the Sounds:**

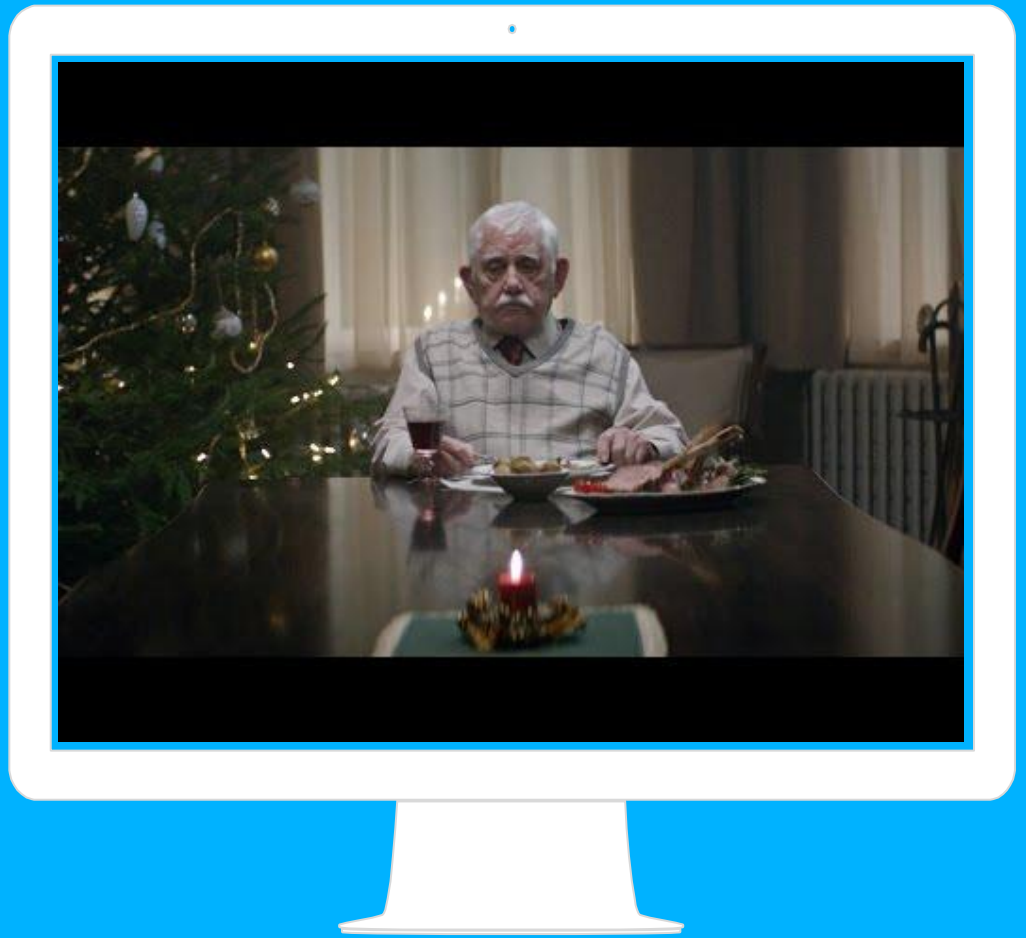
   Listen to the sounds. What is said? Who says it? What kind, if any, of music is used? Are there other sounds?

3. **Apply Key Questions for Deconstruction**

   Who is the author? What construction / writing techniques did they use? What do you think the commercial is saying? What lifestyle is endorsed? or rejected? What is the text selling?

4. **Review your Insights. Be prepared to share with the group.**

Let’s watch it again, this time with a more critical eye:



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# Share!

Please use the following briefly to briefly explain the message delivered by this text:

https://goo.gl/c6cOVB

# Some things you can do in your own library:

## Rethink Your Space

Try out a Makerspace! Buy shelving on casters! Minimize print purchases in order to increase access to high quality media and make space for hands-on media creation.

## Go Online

Online access to digital resources increases access for users. Provide links to collections of images, videos, podcasts, etc.

## Go Mobile

Mobile technology is changing the way people seek information. Have resources available and optimized for them to use.

## Embed Yourself

Go to where the learning is. Embed yourself in classrooms, small group collaboration sessions, teacher professional development, etc..

## Beef up your Digital Literacy Skills!

Offer programming / learning sessions in crafting media. One cannot teach what one does not know.

## Play games

Try out something new. Learn Minecraft. Consider your level of engagement as you do. What did you learn about your learning?

# Our reading:

As a class, we interpreted the video to mean the following:

https://goo.gl/yZnc3N

# Thanks!

## Any questions? Comments?

You can find me at:

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# A few additional Resources

Lots of good ideas for integrating Media Literacy Education:


Johnson, L., Adams Becker, S., Estrada, V., and Freeman, A. (2015). NMC Horizon Report: 2015 Library Edition. Austin, Texas: The New Media Consortium.

Jenkins, H. J., Clinton, K., Robison, A. J., Purushotma, R., & Weigel, M. (2006). Confronting the Challenges of Participatory Culture : Media Education for the 21 Century, 80. Retrieved from http://digitallearning.macfound.org/atf/cf/{7E45C7E0-A3E0-4B89-AC9C-E807E1B0AE4E}/JENKINS_WHITE_PAPER.PDF

Hobbs, R. (2010). *Digital and media literacy: A plan of action*. Retrieved from http://www.knightcomm.org/wp-content/uploads/2010/12/Digital_and_Media_Literacy_A_Plan_of_Action.pdf

# CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ➜ Presentation template by SlidesCarnival
- ➜ Photographs by Death to the Stock Photo (license)