

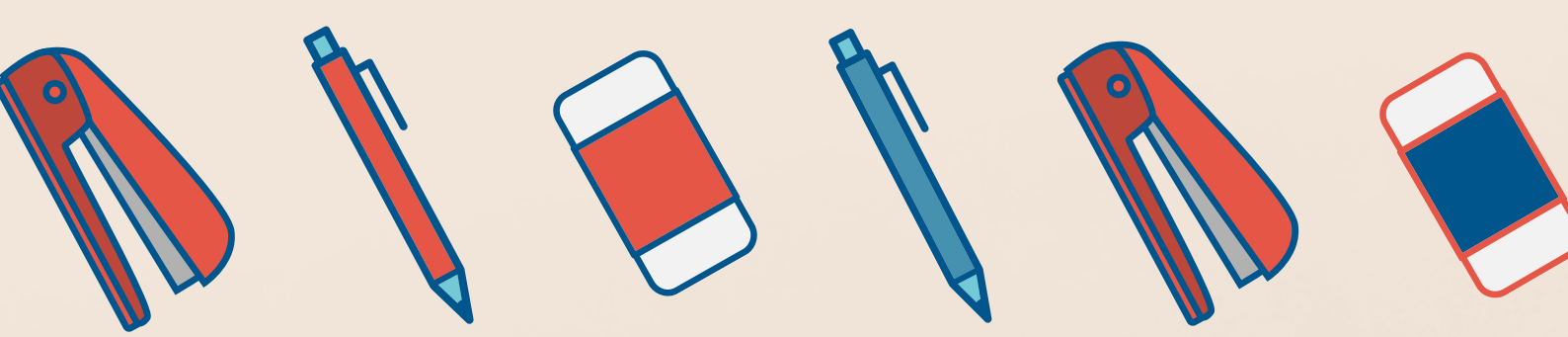


Co-funded by the  
Erasmus+ Programme  
of the European Union

*Start thinking,  
critically!*



**Hidiselu de Sus, 10-16.09.2018**



# Introduction



Media literacy is the ability to identify different types of media and understand the messages they're sending.

We all take in a huge amount of information from a wide array of sources, far beyond the traditional media (TV, radio, newspapers, and magazines), now having text messages, memes, viral videos, social media, video games, advertising, and more.

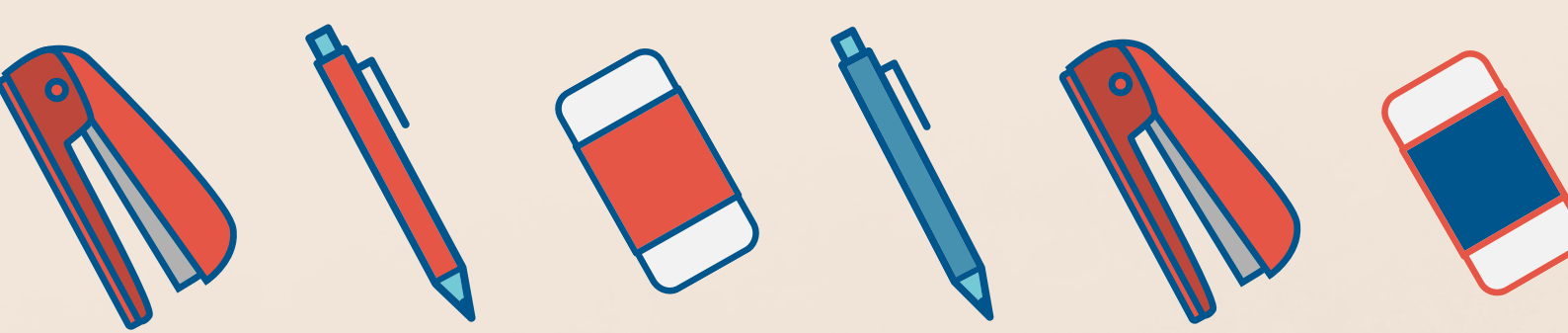
All media shares one thing: Someone created it. And it was created for a reason. Understanding that reason is the basis of media literacy, which is an essential skill to learn in a digital age.



This booklet contains a selection of the most important things participants have learnt during the youth exchange, as well as a set of tips and tricks which can help youngsters be more conscious when consuming media content, thus learning to think critically and be more media literate.



This booklet was created by the participants of the youth exchange 'Start thinking, critically!', which took place in Hidiselu de Sus, between 10-16 September 2018.



# Key concepts

mass-media

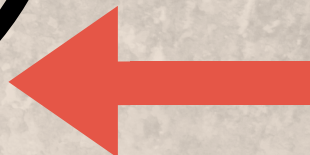
- broadcast media: film, radio, recorded music, tv
- internet media: email, social media, websites,
- outdoor media: AR advertising, billboards, shops, subway cars etc.
- print media: books, magazines, newspapers

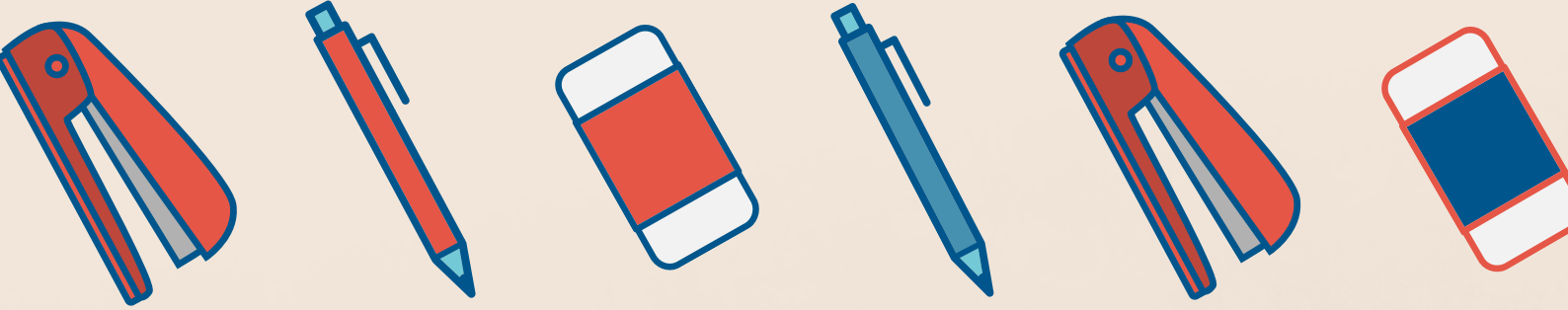
- Objective analysis of facts
- self-directed, self-disciplined, self-monitored
- reasonable, reflective thinking
- clear, rational, open-minded thinking

critical thinking

communication competencies with the ability to access, analyze, evaluate, communicate in a variety of forms

media literacy





# Influence of technology on mass-media

## Print mass media



- First mass medium
- Books - earliest form of communication to be distributed to the masses
- The rise of literacy and the availability of literature allowed people to learn things for themselves



## Audio-visual media

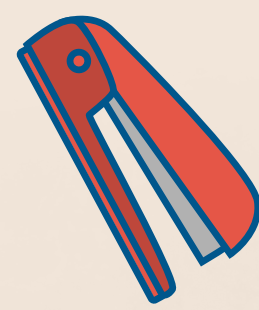
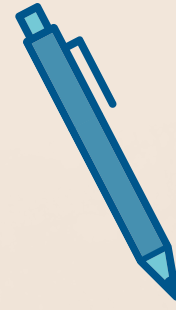
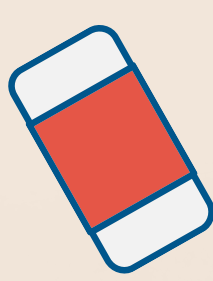
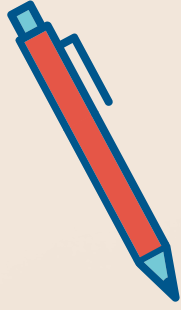
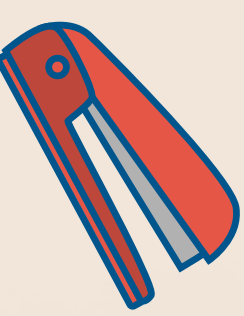
- The origins of radio can be traced to the invention of telegraph
- 1922 first broadcasting network
- 1930-40 the 'golden age' of radio
- Visual media began with the photograph
- 1935-39 public demonstrations of television capture the attention of the public worldwide
- 1940s-70s television is in its 'golden age'



## Digital and social media

- The digital media age began in 1990 and continues today
- Tim Berners-Lee made the internet functional for the masses - he named his first network the World Wide Web
- 2005 - web 2.0 - the internet use becomes more social with platforms as Flickr, Youtube, Wikipedia and Facebook that encourage and enable the creation and sharing of user-generated content



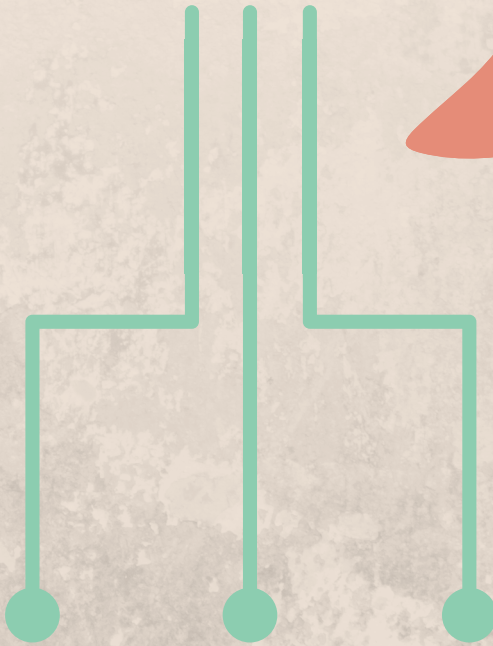


# Cognitive biases



Cognitive bias is a limitation in objective thinking, caused by the tendency for the human brain to perceive information through a filter of personal experience and preferences. Understanding that bias exists can be useful when making decisions, thus it's an important element of critical thinking.

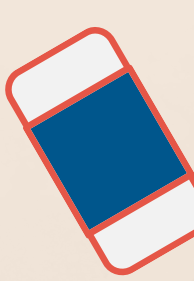
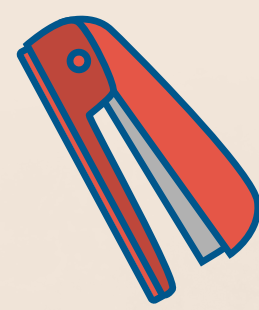
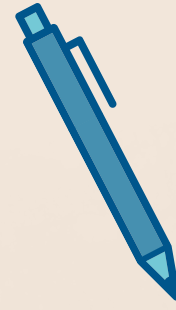
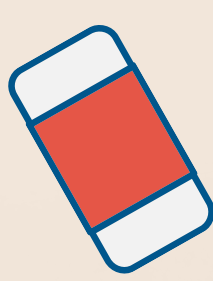
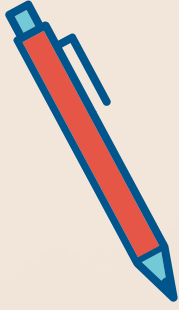
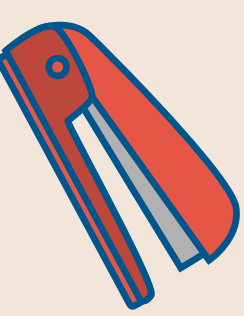
## Examples



**Confirmation bias:**  
the tendency for the brain to value new information that supports existing ideas

**Group think:**  
the tendency for the brain to place value on consensus

**Anchoring effect:**  
the tendency for the brain to rely on the first instance of information it received when making decisions later on.



# Tools for efficient internet use



InboxWhenReady (Gmail) - only shows messages when you click show inbox instead of getting distracted as new emails arrive



Thrive (android) - for a certain period of time your smart phone turns into a dumb phone



Freedom (PC) - temporarily blocks specific websites or apps for set periods of time



RescueTime - see how much time you spend on different apps on your desktop along with various websites



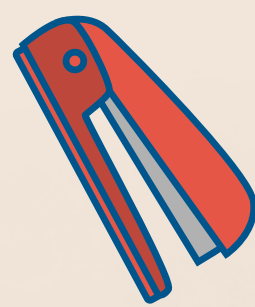
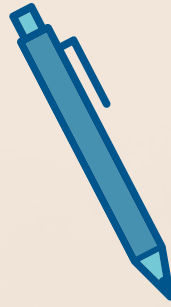
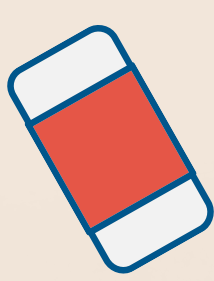
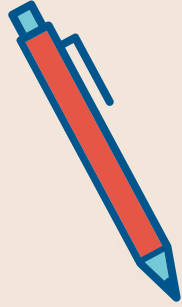
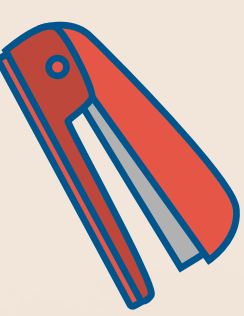
Siempo - protects you from distractions and mindless use replacing your home screen



Flipd - it protects you from distractions by temporarily locking you out of distracting games, social media and other apps



Calm - helps create calm and stress-free time in your day



## Useful links



[https://www.ted.com/talks/tristan\\_harris\\_the\\_manipulative\\_tricks\\_tech\\_companies\\_use\\_to\\_capture\\_your\\_attention?referrer=playlist-the\\_pros\\_and\\_cons\\_of\\_screens#t-265560](https://www.ted.com/talks/tristan_harris_the_manipulative_tricks_tech_companies_use_to_capture_your_attention?referrer=playlist-the_pros_and_cons_of_screens#t-265560)

<https://www.tintup.com/blog/history-evolution-advertising-marketing/>

<https://www.rasmussen.edu/student-life/blogs/college-life/critical-thinking-skills-to-master-now/>

[http://mediasmarts.ca/sites/mediasmarts/files/pdfs/lesson-plan/Lesson\\_Whose\\_Lenses\\_How\\_Media\\_Portray\\_Global\\_Development.pdf](http://mediasmarts.ca/sites/mediasmarts/files/pdfs/lesson-plan/Lesson_Whose_Lenses_How_Media_Portray_Global_Development.pdf)

<http://interculturalcommunities.ro/en/>

