

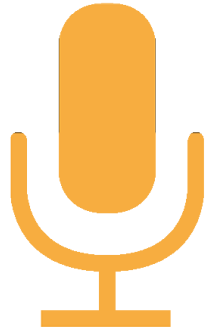
# Media Literacy for Adults: Media Landscape and Economics

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April 7, 2021

# About the Classroom

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## Microphones

Only our presenters have microphone access.



## Questions?

Type them in the Q&A box! There will be time at the end for questions.

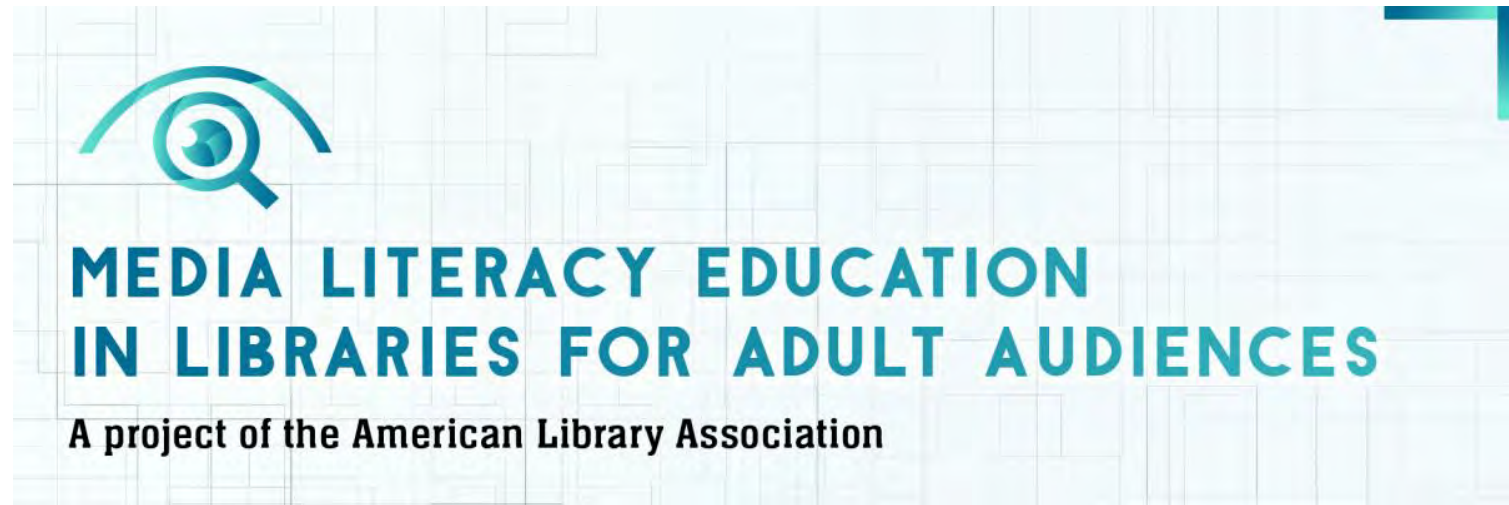


## Tech Issues?

Send a message through Q&A.

# Welcome

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*Media Literacy Education in Libraries for Adult Audiences is made possible in part by the Institute of Museum and Library Services grant LG-13-19-0089-19.*



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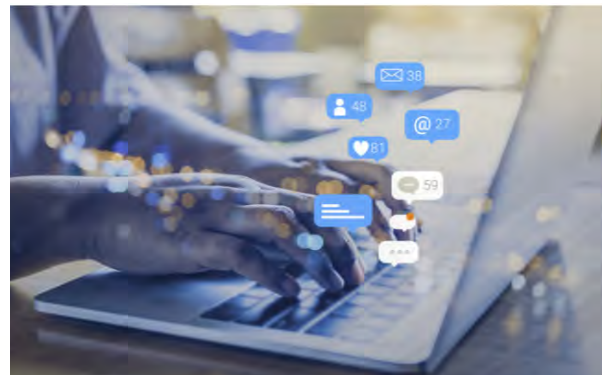
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# About the Project



## MEDIA LITERACY EDUCATION IN LIBRARIES FOR ADULT AUDIENCES

A project of the American Library Association



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# Today's Presenter

---



## **Michael A. Spikes**

PhD Candidate,  
School of Education and Social Policy  
Northwestern University  
Chicago, IL

# Media Literacy for Adults: Media Landscape and Economics

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April 7, 2021





(**media  
literacy**)  
@ YOUR LIBRARY

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# Challenges for today's News Consumer

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1. Speed vs. Accuracy
2. Information Overload
3. Media Disintermediation / Blurring of the Lines
4. Overcoming our own Biases



# The Blurring of the Lines

 **NPR**  
16 mins · 🌐

We crave the heat of a habanero. But what if you could bite into one and taste the flavor instead of the fire?



**This Heatless Habanero Packs All Of The Flavor With None Of The Burn**

Some breeders vie to grow ever more mouth-burning peppers. The guy behind the Habanada had a different goal: a habanero with no heat all. The aromatic,...

NPR.ORG

👍👎👏 965      148 Comments 301 Shares

👍 Like    💬 Comment    ➦ Share

 **Home Chef**  
Sponsored · 🌐

Take it from Josh Elledge and Fox News: Home Chef is like having a sous chef in the kitchen... and it's fun! Get \$30 off your first order with voucher code "FB30FREE".



**Home Chef vs. The Grocery Store**

Fox 35 Orlando conducted an independent test to see how Home Chef compares to the grocery store.

HOMECHIEF.COM      [Shop Now](#)

👍 8      4 Comments 8.6K Views

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# Presentation Objectives

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## Objectives:

- Differentiate between media genres
- Identify when lines blur between genres
- Apply strategies for determining credible and reliable sources of information (news media)

# Media Landscape

---

We consume from an ever increasing variety of sources of media and information.

What are some of your primary sources of information?

Go to [www.menti.com](http://www.menti.com) and use code 47 33 98 3  
to respond

# Media Landscape

The landscape of media is both expanding and contracting

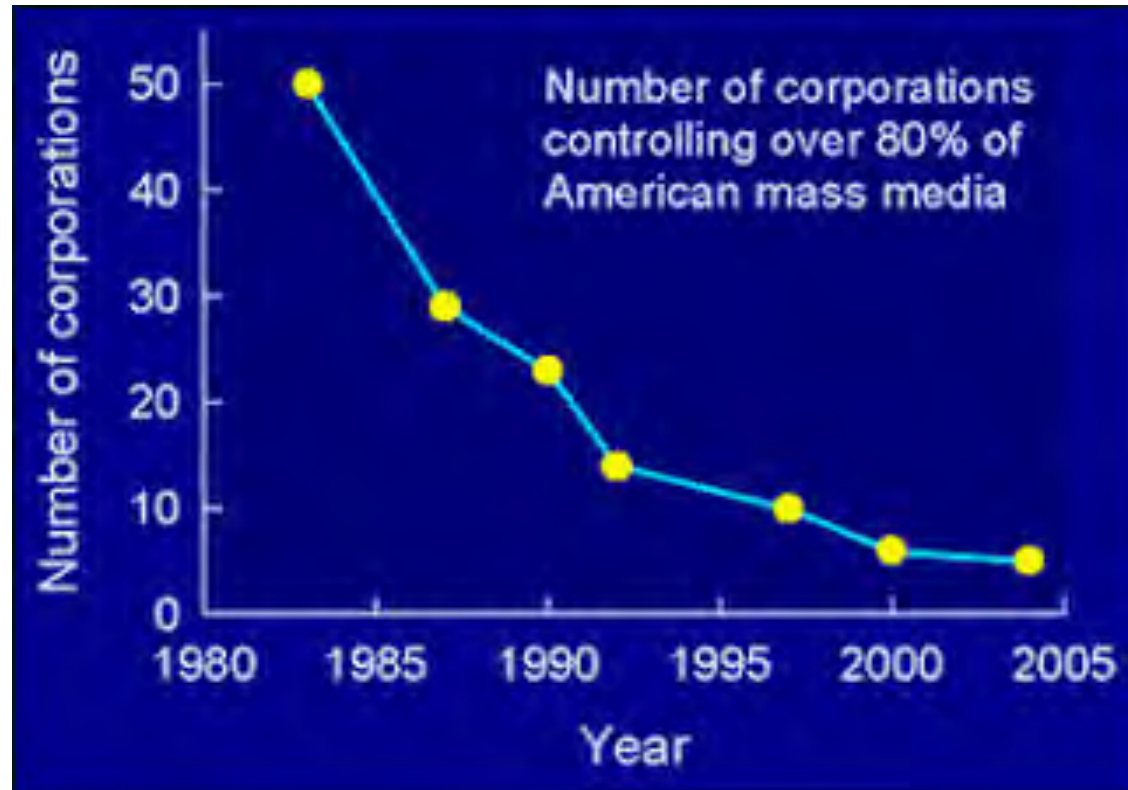




# Media Landscape

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Trend of  
consolidation of  
media  
companies

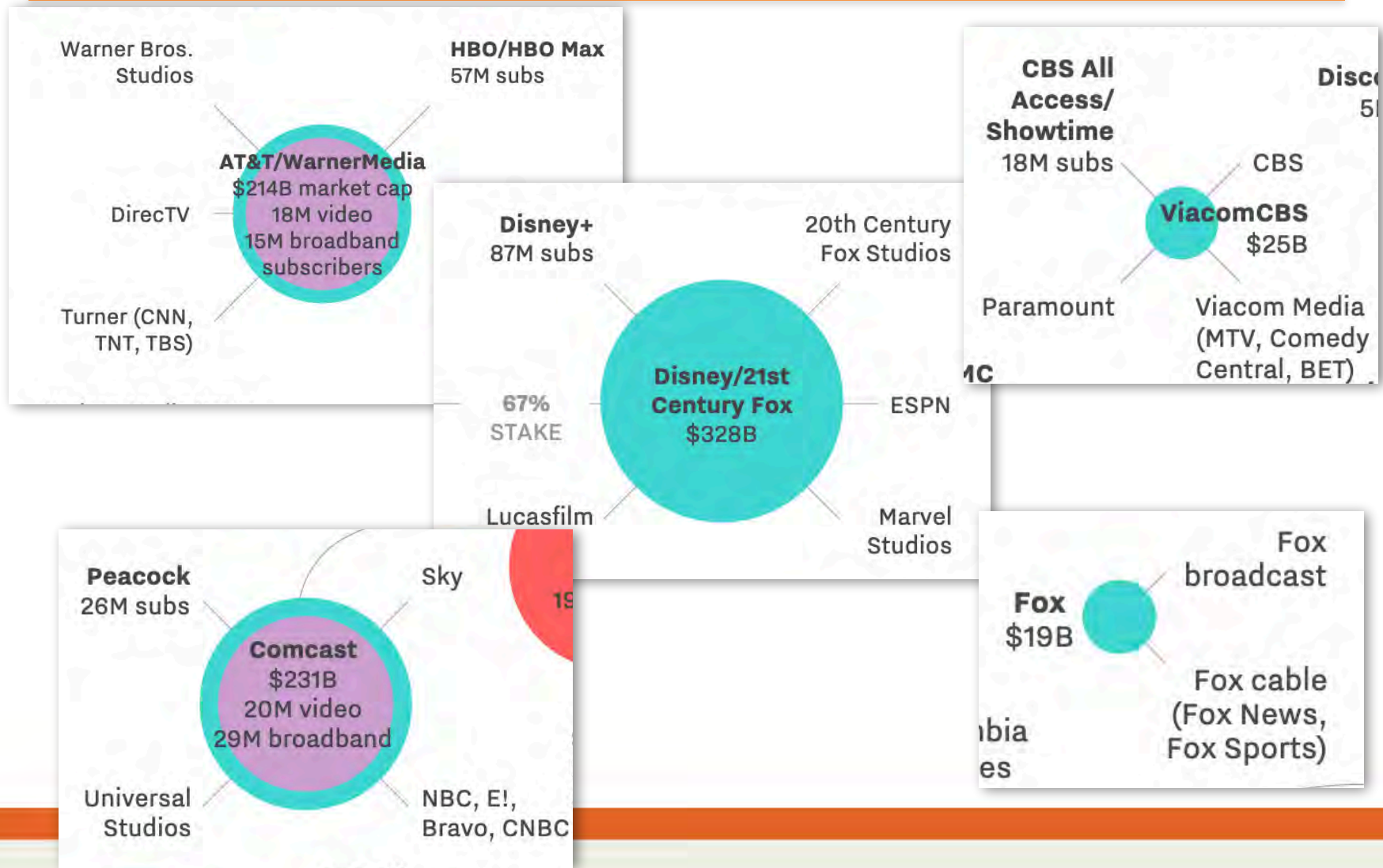


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# Media Landscape



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# Media Landscape

**Amer**

The New

## As Local News Pay-for-Play Rises in

A nationwide operation of coverage that is ordered up corporate


TRENDING Rezin laments Illinois Democrats' corruption can be found 'at every lev

Join Our Newsletter Donate

## Illinois Valley Times

Friday, September 11, 2020

Local Government Community Real Estate Politics Schools Business Sports Directory



**POLITICS**

### Rezin demands Joint Commission on Ethics and Lobbying Reform resumes meeting to address scandals

State Sen. Sue Rezin is leading the charge of Republican lawmakers demanding that the Illinois' Joint Commission on Ethics and Lobbying Reform immediately resume regularly meeting to deal with the burning issue of ethics reform.

By Glenn Minnis

Rezin warns 'as long as Mike Madigan is in charge, nothing will come' of Democrat ethics reform plan

Rezin pushes for Congressional resolution to return ComEd fine to Illinois ratepayers

Rezin worries governor's latest COVID-19 plan is 'just another case of overreach'

Illinois Valley Community Hospital, St. Margaret's ask for PPE donations

Rezin sums up House speaker scandal: Madigan needs to go and we can't be afraid to say that

**POLITICS**

### Rezin optimistic feds have main target in ComEd probe: 'You're going to see something with the speaker!'


State Sen. Sue Rezin thinks the latest ComEd top executive to be charged in connection with the federal probe that has put House Speaker Mike Madigan in the crosshairs could signal the beginning of the end for the state's longest-tenured lawmaker.

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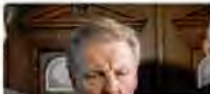
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- 3 CITY OF OTTAWA: LEAF-VAC Workers Needed
- 4 26 nursing home administrator temporary licenses set to lapse in zip code 61350 during October
- 5 CITY OF LASALLE: Final Week Of Free Branch Pick-Up

papers per capita.

DAILY NEWSPAPERS PER COUNTY  
□ NO DATA ○ 1 ■ >1

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Review

# Media Genres

## Markers in broadcast media

- Schedules
- Differentiated Channels

	12:00pm	12:30pm	1:00pm	1:30pm
3.1	 KCRA 3 Reports at Noon 5/29/18 <b>NEW</b>		Days of our Lives S53 · E173 <b>NEW</b>	
3.2	 The Big Valley S2 · E25		Gunsmoke S18 · E19	
6.1	 Dinosaur Train S2 · E22	Peg + Cat S2 · E17	Sesame Street S47 · E4 <b>▶▶</b>	How To Cook Well, With Rory O'Conn S1 · E8
6.2	 Growing a Greener World S7 · E12	The Best of the Joy of Painting 5/29/18	California's Gold 5/29/18	Travelscope S4 · E12
6.3	 Pacific Heartbeat S5 · E4		Nobody Dies: A Film About a Musicia 5/29/18	Stories From the Stage 5/28/18
6.4	 Sid the Science Kid S1 · E12	WordWorld S2 · E6	Peep and the Big Wide World S3 · E6 <b>NEW</b>	Super Why! S3 · E3
8.1	KBTVCD Chinese News Report 5/29/18		Chinese Drama 5/29/18	
8.2	KBTVCD2 Paid Programming 5/29/18	Paid Programming 5/29/18	Paid Programming 5/29/18	Paid Programming 5/29/18
8.3	 Living Waters With Gabriel Swaggart 5/29/18 <b>NEW</b>	Swaggart	Donnie Swaggart 5/29/18	
8.4	KBTVCD4 I Hate My Aching Joints! 5/29/18		Shark Vacuum - FREE Shipping 5/29/18	
8.5	KBTVCD5 Life With Elizabeth 5/29/18	Date With the Angels 5/29/18	Sherlock Holmes 5/29/18	The Adventures of Sir Lancelot 5/29/18
8.6	KBTVCD6 Dragnet 5/29/18	Man With a Camera 5/29/18	Decoy 5/29/18	The Adventures of Jim Bowie 5/29/18

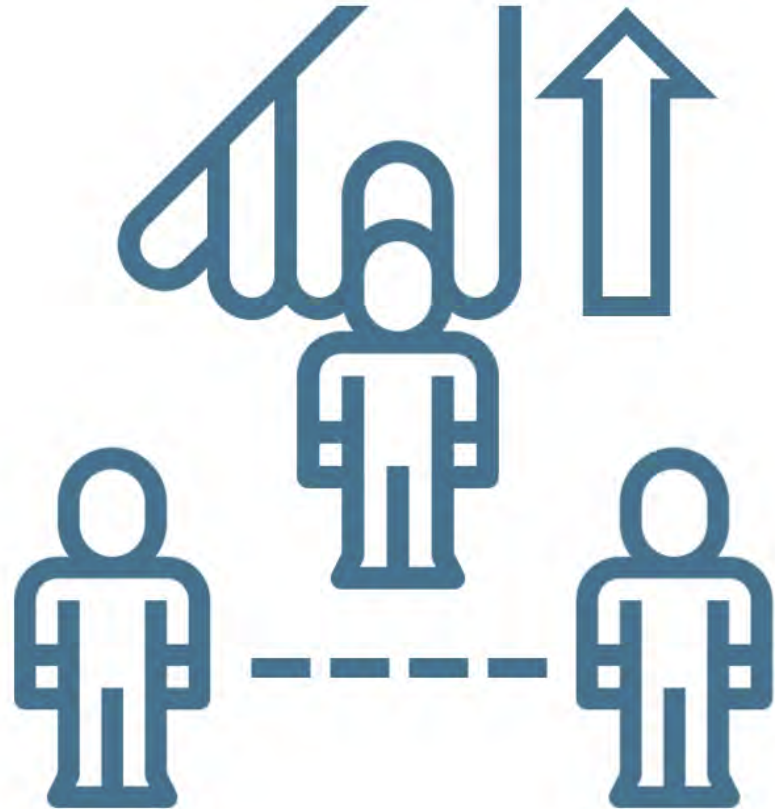


# Media Disintermediation

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System of media creation and sharing largely characterized by direct contact between creators and consumers

Human intermediaries are largely absent from making decisions on quality or relevance



# In NPR's Newsroom...



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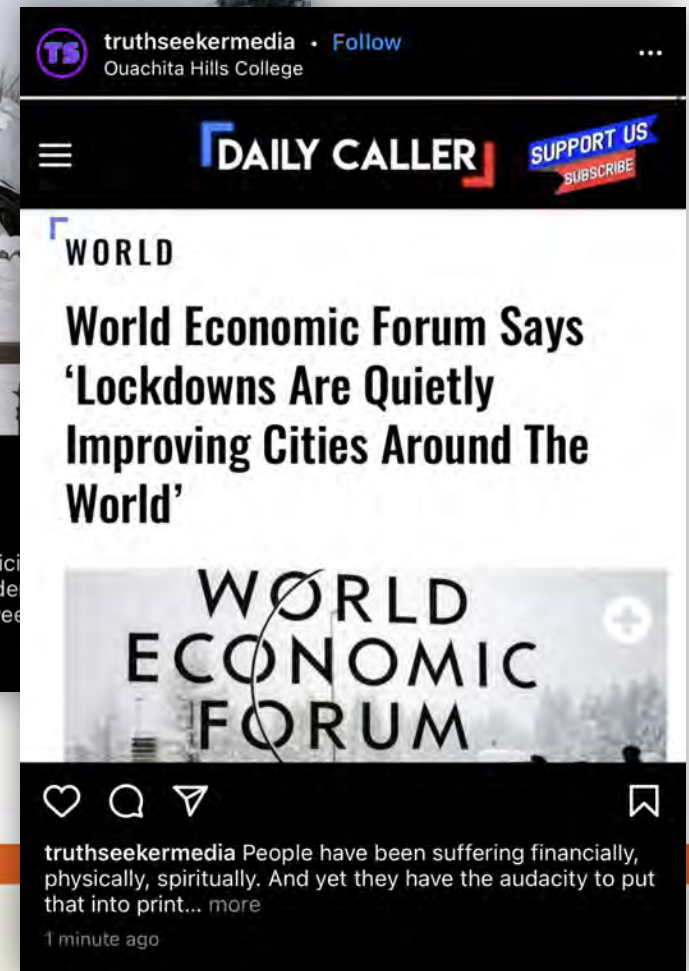
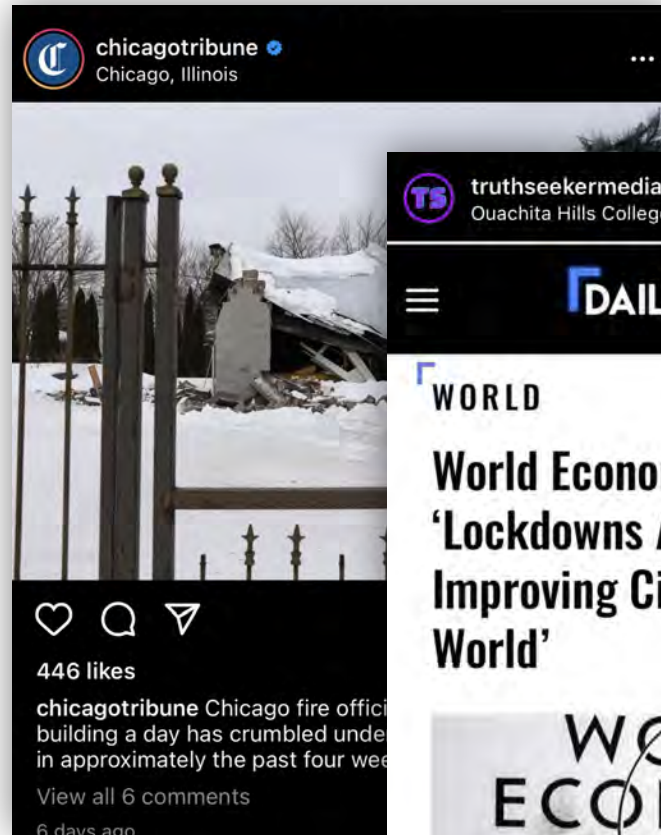
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# Disintermediation Examples

## Disintermediation On Social Media

- Flattening of media markers
- Little human-mediated oversight of content



# What can we do?



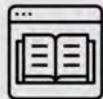
## HOW TO SPOT FAKE NEWS

A quick guide to online media literacy



### 1 CHECK THE URL

Fake news websites use dirty tricks to fool people into believing them. Some, like ABCnews.com.co, try to look like legitimate news sites. You can trust ABCnews.com. You can't trust ABCnews.com.co.



### 2 READ THE ARTICLE

The use of emotive language and symbolism is a tell-tale sign of fake news. Fake news tries to lead you to a conclusion with such language. If you're on guard.



### 3 INVESTIGATE THE SITE

A fake news site might try to hide behind a hidden-away 'satire' disclaimer. Some are genuine satire sites. Some use this, however, as a ploy to fall back on if they are called out.



### 4 CHECK OTHER SITES

Large news organisations put a premium on being accurate. When they aren't they issue retractions and apologies. If a story shows up on several big sites - such as CNN, Fox News or BBC - then you can trust it.



### 5 CHECK YOUR BIASES

You are more likely to share a story on social media if they make you feel angry or aggrieved. These are signs of fake news. It makes you ignore critical thinking. Instead it taps right into emotion.



### 6 BE SURE IF YOU SHARE

Investigate and keep in mind these tips if you suspect something of being fake. The most important thing to remember is not to spread stories which you think are fake news.



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# Mindful Media Consumption

A screenshot of a Nature journal article page. The page features the Nature logo at the top left, followed by navigation links: 'Explore Content', 'Journal Information', and 'Publish With Us'. Below these is a breadcrumb trail: 'nature > articles > article'. The article title is 'Shifting attention to accuracy can reduce misinformation online', published on 17 March 2021. The authors listed are Gordon Pennycook, Ziv Epstein, Mohsen Mosleh, Antonio A. Arechar, Dean Eckles, and David G. Rand. The page also includes a 'Cite this article' link and a 'Metrics' link showing 4876 accesses.

**nature**

[Explore Content](#) [Journal Information](#) [Publish With Us](#)

[nature](#) > [articles](#) > [article](#)

Article | Published: 17 March 2021

## Shifting attention to accuracy can reduce misinformation online

[Gordon Pennycook](#) [✉](#), [Ziv Epstein](#), [Mohsen Mosleh](#), [Antonio A. Arechar](#), [Dean Eckles](#) & [David G. Rand](#) [✉](#)

[Nature \(2021\)](#) | [Cite this article](#)

**4876** Accesses | [Metrics](#)

# News (Media) Literacy

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## Educational Intervention

- Collection of concepts for more mindful media consumption.
- Uses journalism as platform for development and practice of skill sets

Center for News Literacy



STONY BROOK UNIVERSITY SCHOOL OF JOURNALISM



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# Information Neighborhoods

## A TAXONOMY OF INFORMATION NEIGHBORHOODS

JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAW INFORMATION	
	<u>To Inform</u>	to engage people during their leisure time in activities in which they are passive participants	goods, services by increasing their appeal to consumers	<u>Promote</u> talent/personalities by increasing their visibility	<u>Mass Support</u> for an ideology by canonizing its leaders or demonizing its opposition	institutional filters and distribution costs in order to Sell, Publicize, Advocate, Entertain, and Inform
<b>GOAL</b>						
<b>METHODS</b>	Verification Independence Accountability	Story-telling, performance, the visual arts & music	Paid Advertising staged events, sponsorships, product placement, web sites. .	Public Relations activities. Press releases, public statements, staged events, . web sites, viral videos, etc	One-sided accounts or outright lies, relying on emotional manipulation through images, appeals to majority values and fallacious reasoning	Facebook, YouTube, blogs, Twitter, websites, website comment sites, chain email, text message forwarding, flyers, graffiti
<b>PRACTITIONERS</b>	Reporters, Photographer/ Videographers, Editors, Producers	Actors, Musicians, Writers, Producers	Ad agencies,	Publicists, public relations experts, government spokespersons	Political operatives and organizations	Anyone with a web connection, photocopier, or can of paint
<b>OUTCOME</b>	Empowers citizens by educating them	Distraction from or changed view of daily life. Reinforcement or critique of social norms	Increased sales of products and services	Higher fees for talent being promoted	Helps an ideological group seize or maintain power, by influencing public opinion and motivating the public to take action consistent with the ideology	Outlet for self-expression, entertainment, promotion, advocacy, propaganda

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# Information Neighborhoods

JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAW INFORMATION
------------	---------------	-------------	-----------	------------	-----------------

## GOALS

<u>To Inform</u>	<u>To Amuse</u> or engage people during their leisure time in activities in which they are passive participants	<u>To Sell</u> goods, services by increasing their appeal to consumers	<u>To Promote</u> talent/personalities by increasing their visibility	<u>To Build Mass Support</u> for an ideology by canonizing its leaders or demonizing its opposition	<u>To Bypass</u> institutional filters and distribution costs in order to Sell, Publicize, Advocate, Entertain, and Inform
------------------	--	---	--	--	---

## OUTCOMES

Empowers citizens by educating them	Distraction from or changed view of daily life. Reinforcement or critique of social norms	Increased sales of products and services	Higher fees for talent being promoted	Helps an ideological group seize or maintain power, by influencing public opinion and motivating the public to take action consistent with the ideology	Outlet for self-expression, entertainment, promotion, advocacy, propaganda
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# Information Neighborhoods

JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAW INFORMATION
------------	---------------	-------------	-----------	------------	-----------------

MISSION, TX  
10:06 AM CT  
FOX FLIGHT TEAM

FOX NEWS  
9:06 MT

TRUMP: BIDEN POLICIES LEADING TO DEATH, TRAGEDY

BIDEN'S **BORDER CRISIS**

DONALD TRUMP

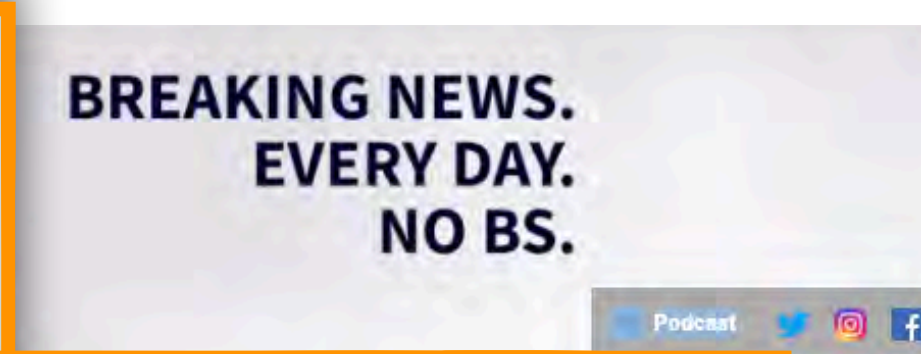
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Go to [menti.com](https://www.menti.com) and use code 47 33 98 3 to respond

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**BRIAN TYLER COHEN**

**Fox host makes HUGE mistake during on-air interview with Trump**

631,799 views • Mar 22, 2021

20K 754 SHARE SAVE

**Brian Tyler Cohen** 1.19M subscribers **SUBSCRIBE**

**BREAKING: A Fox host just made a HUGE mistake during an on-air interview with Trump.**

To demand the arrest of Donald Trump, sign here <https://atadvocacy.com/arrest-trump/?...>

SHOW MORE

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# Information Neighborhoods

## News

Information of some public interest that is shared and is subject to a journalistic process of **verification**, and for which an **independent** individual or organization is directly **accountable**.

	JOURNALISM
GOAL	<u>To Inform</u>
METHODS	Verification Independence Accountability
PRACTITIONERS	Reporters, Photographer/ Videographers, Editors, Producers
OUTCOME	Empowers citizens by educating them



# Information Neighborhoods

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Verification

Independence

Accountability

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# Information Neighborhoods

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## Verification

The process that establishes or confirms truth or accuracy



While the journal debacle has shaken the broader scientific community, many people who have known Dr. Desai, 41, described him as a man in a hurry, a former whiz kid willing to cut corners, misrepresent information or embellish his credentials as he pursued his ambitions.

In interviews, more than a dozen doctors who worked with him during training and residency said they had often found him to be an unreliable physician, who seemed less interested in patient care than in the medical journal he founded and his company, branded early on as a medical publishing business.

# Information Neighborhoods

## Independence

Freedom from control or influence of interested parties, coupled a system of checks and balances to avoid influence of pre-existing beliefs

The screenshot shows the Illinois Valley Times website interface. At the top, there's a navigation bar with the site name, a search box, and social media links. Below that, a trending banner reads "TRENDING Rezin laments Illinois Democrats' corruption can be found 'at every level of government'". The main headline is "Rezin demands Joint Commission on Ethics and Lobbying Reform resumes meeting to address scandals". Other articles include "Rezin optimistic feds have main target in ComEd probe: 'You're going to see something with the speaker'", "Rezin laments Illinois Democrats' corruption can be found 'at every level of government'", and "Rezin demands Madigan step down as speaker until investigation is complete". A sidebar on the right lists trending items like "15 nail technician licenses set to lapse in zip code 61354 during October" and "CITY OF OTTAWA: LEAF-VAC Workers Needed".

Deseret News Search Deseret News

TRENDING Rezin laments Illinois Democrats' corruption can be found 'at every level of government' Join Our Newsletter Donate

### Illinois Valley Times

Friday, September 11, 2020

Local Government Community Real Estate Politics Schools Business Sports Directory

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- 5 CITY OF LASALLE: Final Week Of Free Branch Pick-Up

creating a false identity to write news stories about the city he represents for Utah media outlets. stories about the city he represents for Utah media outlets.

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# Information Neighborhoods

## Accountability

Being responsible for the information shared.

The screenshot shows a news article from The Washington Post. The article title is "Inside the 144-hour scramble to free the giant ship stuck in the Suez Canal". The authors are Sudarsan Raghavan, Siobhán O'Grady, and Steve Hendrix. The article was published on March 31, 2021, at 6:39 p.m. CDT. A correction box is overlaid on the article, stating: "Correction March 30, 2021. A previous version of this story misspelled CEO Herbert Diess' last name as Deiss." The correction box is grey with white text. The article text below the correction box reads: "The Ever Given, stuck in the Suez Canal on Sunday in Suez, Egypt. (Mahmoud Khaled/Getty Images)". The authors' names and the publication date are repeated at the bottom of the article. There is an "Add to list" button in the bottom right corner of the article.

Search Sections Michael Spikes

Middle East

### Inside the 144-hour scramble to free the giant ship stuck in the Suez Canal

By [Sudarsan Raghavan](#), [Siobhán O'Grady](#) and [Steve Hendrix](#)

March 31, 2021 at 6:39 p.m. CDT

**Correction**  
March 30, 2021

A previous version of this story misspelled CEO Herbert Diess' last name as Deiss.

The Ever Given, stuck in the Suez Canal on Sunday in Suez, Egypt. (Mahmoud Khaled/Getty Images)

By [Sudarsan Raghavan](#), [Siobhán O'Grady](#) and [Steve Hendrix](#)

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Add to list

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# Information Neighborhoods

## BIG Lesson for the News Consumer

A piece of  
information  
becomes news  
when it follows  
**V.I.A.**



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# Information Neighborhood Takeaways

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- Information can be separated into neighborhoods based on key characteristics.
- Other forms of media will borrow characteristics of news, creating a blurring of the lines between categories
- News is characterized with the acronym **V.I.A.** (Verification, Independence, and Accountability)

# Using Info Neighborhoods with Patrons

---

## Create awareness of media genres & “blurred lines”

Highlight the differences between these media genres and the differences between mediated & disintermediated platforms.

## Promote mindful media creating & sharing

Demonstrate the ease with which media can be created and shared online. Highlight how the lack of friction can lead to less mindful message sharing.

Engage patrons with the concepts of Verification, Independence, and Accountability. Ask them how they might find these attributes in their own media sources.

Thank you!

---



Michael A. Spikes

[michael@michaelspikes.com](mailto:michael@michaelspikes.com)

Center for News Literacy



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[centerfornewsliteracy.org](http://centerfornewsliteracy.org)  
[digitalresource.center](http://digitalresource.center)

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# Register Now!



**MEDIA LITERACY EDUCATION  
IN LIBRARIES FOR ADULT AUDIENCES**  
A project of the American Library Association

**Media Literacy Education in Libraries for Adult Audiences**, a 16-month project of the American Library Association (ALA), helps libraries respond to the need for adult media literacy training in their communities through the creation and distribution of a suite of free library resources.

**Resources for library workers:**

- Practitioners' Guide (free download with media literacy strategies for library staff >>>>)
- Practitioner Webinars (coming winter 2021)
  - Media Literacy for Adults: Meeting Patrons Where They Are
  - Media Literacy for Adults: Misinformation and Disinformation
  - Media Literacy for Adults: Architecture of the Internet
  - Media Literacy for Adults: Civics
  - Media Literacy for Adults: Media Landscape and Economics
  - Media Literacy for Adults: Media Engagement and Creation
- Strategic Report



**April 14:** Media Engagement  
and Creation

Free registration at  
[programminglibrarian.org/  
medialiteracy](https://programminglibrarian.org/medialiteracy)

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# A TAXONOMY OF INFORMATION NEIGHBORHOODS

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METHODS	Verification Independence Accountability	Story-telling, performance, the visual arts & music	Paid Advertising staged events, sponsorships, product placement, web sites., .	Public Relations activities. Press releases, public statements, staged events, . web sites, viral videos, etc	One-sided accounts or outright lies, relying on emotional manipulation through images, appeals to majority values and fallacious reasoning	Facebook, YouTube, blogs, Twitter, websites, website comment sites, chain email, text message forwarding, flyers, graffiti
PRACTITIONERS	Reporters, Photographer/ Videographers, Editors, Producers	Actors, Musicians, Writers, Producers	Ad agencies,	Publicists, public relations experts, government spokespersons	Political operatives and organizations	Anyone with a web connection, photocopier, or can of paint
OUTCOME	Empowers citizens by educating them	Distraction from or changed view of daily life. Reinforcement or critique of social norms	Increased sales of products and services	Higher fees for talent being promoted	Helps an ideological group seize or maintain power, by influencing public opinion and motivating the public to take action consistent with the ideology	Outlet for self-expression, entertainment, promotion, advocacy, propaganda