Media Literacy for Adults: Media Landscape and Economics

April 7, 2021
About the Classroom

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

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

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.
About the Project

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

April 7, 2021
Challenges for today’s News Consumer

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

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,

Home Chef vs. The Grocery Store

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

Objectives:

• Differentiate between media genres
• Identify when lines blur between genres
• Apply strategies for determining credible and reliable sources of information (news media)
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 and use code 47 33 98 3 to respond
The landscape of media is both expanding and contracting
Media Landscape

Trend of consolidation of media companies

Number of corporations controlling over 80% of American mass media

![Graph showing the trend of consolidation of media companies from 1980 to 2005. The number of corporations decreases significantly over the years.]
As Local News Coverage Shrinks, Pay-for-Play Schemes Rise in Illinois Valley

A nationwide operation of fake news websites have been ordered up by corporate interests to manipulate public opinion and suppress news coverage that is ordered up by corporate interests to manipulate public opinion and suppress news coverage that is...
# Media Genres

## Markers in broadcast media

- Schedules
- Differentiated Channels

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<thead>
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<th>12:00pm</th>
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<td>The Big Valley</td>
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<td>Dinosaur Train</td>
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<td>California’s Gold</td>
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<td>Nobody Dies: A Film About a Musician</td>
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<td>6.4</td>
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<td>Peep and the Big Wide World</td>
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<td>KBTVC</td>
<td>Chinese News Report</td>
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<td>8.3</td>
<td>Living Waters With Gabriel Swaggart</td>
<td>Donnie Swaggart</td>
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<tr>
<td>8.4</td>
<td>I Hate My Aching Joints!</td>
<td>Shark Vacuum - FREE Shipping</td>
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<td>8.5</td>
<td>Life With Elizabeth</td>
<td>Date With the Angels</td>
<td>Sherlock Holmes</td>
<td>The Adventures of Sir Lancelot</td>
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<tr>
<td>8.6</td>
<td>Dragnet</td>
<td>Man With a Camera</td>
<td>Decoy</td>
<td>The Adventures of Jim Bowie</td>
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Media Disintermediation

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...
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 fake news.com, try to look like legitimate news sites. You can trust ABCnews.com.
2. **READ THE ARTICLE**
   - The use of emotion argue and sensationalist false signs in fake news. Fake news tries to be a sensation with such language. If you see it, guard.
3. **INVESTIGATE THE SITE**
   - A fake news site might try to hide behind a hidden-away “about” disclosure. Some are genuine online sites. Some are not. However, as a signal to flag true ones if they are called out.
4. **CHECK OTHER SITES**
   - Large news organizations put a premium on being accurate. When they aren’t, they issue retractions and apologies. If a story sounds 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 it makes you feel angry or aggrieved. These are signs of fake news. It makes you ignore critical thinking, instead of seeing right into enemies.
6. **BE SURE IF YOU SHARE**
   - Investigate and keep in mind these tips if you expect something to be fake. The most important thing to remember is not to spread stories which you think are fake news.
Mindful Media Consumption

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

Educational Intervention

• Collection of concepts for more mindful media consumption.
• Uses journalism as platform for development and practice of skill sets
## Information Neighborhoods

### A Taxonomy of Information Neighborhoods

<table>
<thead>
<tr>
<th>JOURNALISM</th>
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<td></td>
<td></td>
<td>Mass Support</td>
<td>Institutional context and distribution costs in order to Sell, Publicize, Advocate, Entertain, and Inform</td>
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<td><strong>Methods</strong></td>
<td>Verification, Independence, Accountability</td>
<td>Story-telling, performance, the visual arts &amp; music</td>
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**Center for News Literacy**

**Program Librarian**
An initiative of the American Library Association Public Programs Office
# Information Neighborhoods

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<td><strong>To Sell</strong> goods, services by increasing their appeal to consumers</td>
<td><strong>To Promote</strong> talent/personalities by increasing their visibility</td>
<td><strong>To Build</strong> Mass Support for an ideology by canonizing its leaders or demonizing its opposition</td>
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**Fox host makes HUGE mistake during on-air interview with Trump**

631,799 views • Mar 22, 2021

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


SUBSCRIBE
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.

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Information Neighborhoods

Verification

Independence

Accountability
Information Neighborhoods

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
Information Neighborhoods

Accountability
Being responsible for the information shared.
Information Neighborhoods

BIG Lesson for the News Consumer

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

- Verification
- News
- Accountability
- Independence
Information Neighborhood Takeaways

- 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

centerfornewsliteracy.org
digitalresource.center
Register Now!

April 14: Media Engagement and Creation

Free registration at programminglibrarian.org/medialiteracy
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