



INTRODUCTION TO MEDIA AND INFORMATION LITERACY

Jerico D. Castillo | Teacher III



LEARNING COMPETENCIES

1. describes how communication is affected by media and information ***MIL11/12IMIL-IIIa-1***
2. identifies the similarities and differences of media literacy, information literacy, and technology literacy ***MIL11/12IMIL-IIIa-2***
3. editorializes the value of being a media and information literate individual
4. identifies characteristics /describes a responsible uses and competent producers of media and information ***MIL11/12IMIL-IIIa-3***
5. shares to class media habits, lifestyles and preferences
MIL11/12IMIL-IIIa-4



- **Introduction to Media and Information Literacy**
 - Media Literacy
 - Information Literacy
 - Technology Literacy





WEEK 1 – DAY 1

describes how communication is affected by media and information ***MIL11/12IMIL-IIIa-1***





DEFINITION OF TERMS



DEFINITION OF TERMS

Status

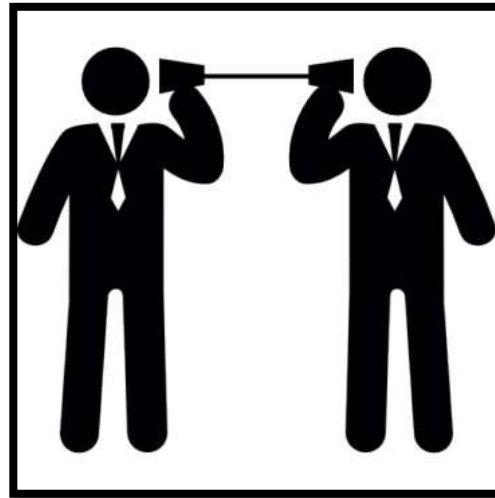
Photo / Video

Event, Milestone +

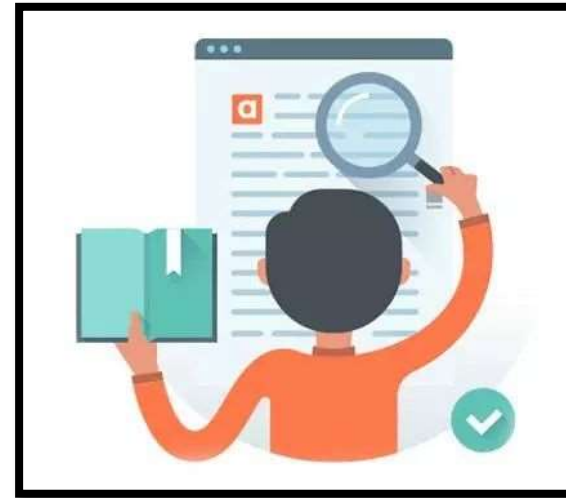
What's on your mind?



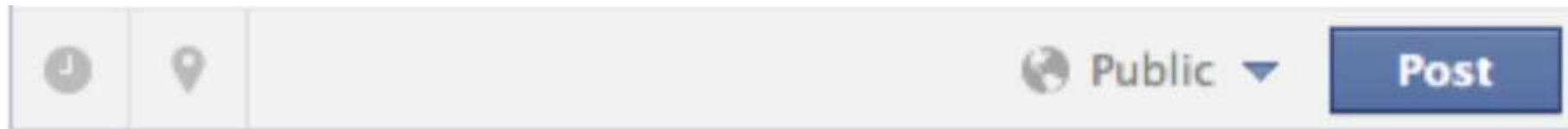
Media



Communication



Information

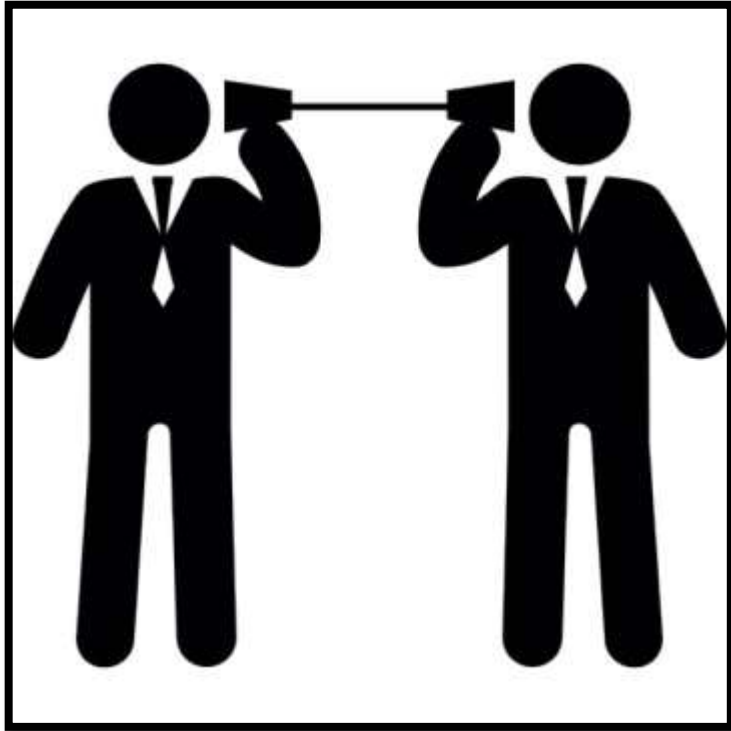


MEDIA



- plural form of medium
- describes any channel of communication; includes anything from printed paper to digital data
- [techopedia]

COMMUNICATION



- exchanging of information by speaking, writing, or using some other medium
- [Oxford Dictionaries]

INFORMATION



- facts provided or learned about something or someone
- [Oxford Dictionaries]

WATCHING VIDEO CLIPS



- Watch the video clips.
- Answer the guide questions.
- In one whole intermediate pad, draw or write your answer.
- Present or share it to the class.

WATCHING VIDEO CLIPS



- Compare and contrast the communication then and now?
- How media affect the communication and integrity of information shared?

Are you living an Insta Lie? Social Media VS Reality



<https://www.youtube.com/watch?v=0EFHbruKEmw>



10 Ways the Internet has Changed our Lives Forever



<https://www.youtube.com/watch?v=P-ABeWfx5hI>





WEEK 1 – DAY 2

identifies the similarities and differences of media literacy, information literacy, and technology literacy ***MIL11/12IMIL-IIIa-2***





REVIEW. REVIEW.





DEFINITION OF TERMS



LITERACY



- the ability to read and write
- [Oxford Dictionaries]

WATCHING VIDEO CLIPS



- Watch the video clips.
- Answer the guide questions.
- Draw or write your answer/s in a long bond paper.
- Present or share it to the class.

WATCHING VIDEO CLIPS



- What can you say about the video?
- As a millennial, how can you prevent being a victim of fake news or information?

Is Fake News A Problem In The Philippines? -ASIAN BOSS



<https://www.youtube.com/watch?v=ZskWGrDbT5w>

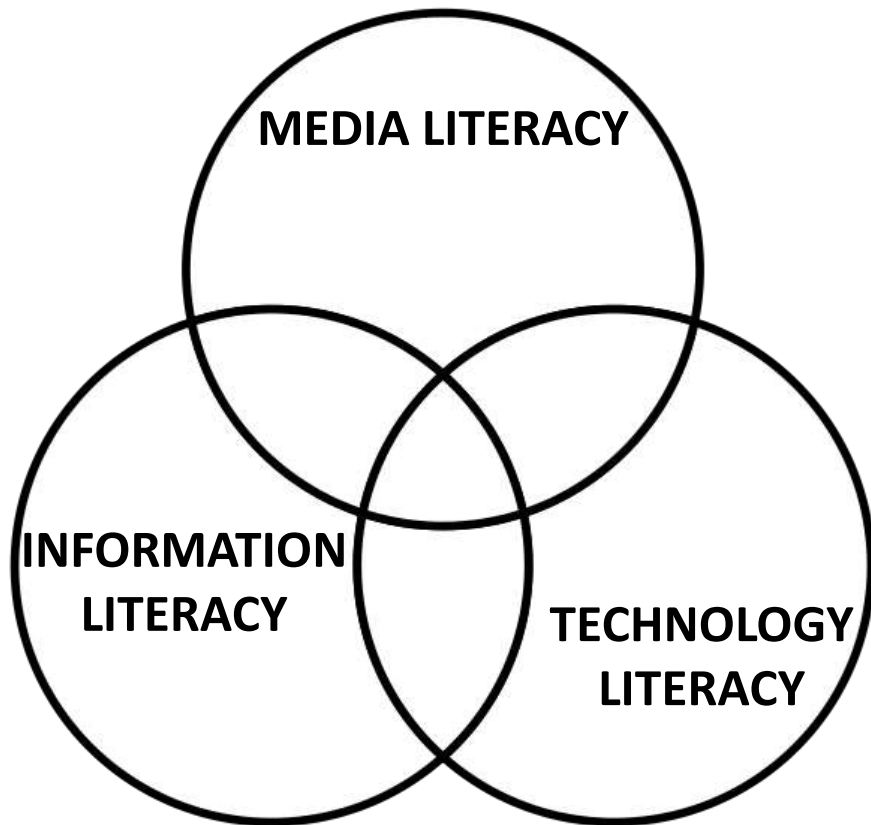




ACTIVITY TIME



ACTIVITY



- Venn Diagram is an illustration of the relationships between and among sets, groups of objects that share something in common.
- Create a venn diagram that show relationships between media literacy, information literacy and technology literacy.

MEDIA LITERACY



- ability to read, analyze, evaluate and produce communication in a variety of media forms

INFORMATION LITERACY



- ability to recognize when information is needed and to locate, evaluate, effectively use and communicate information in its various formats



TECHNOLOGY LITERACY



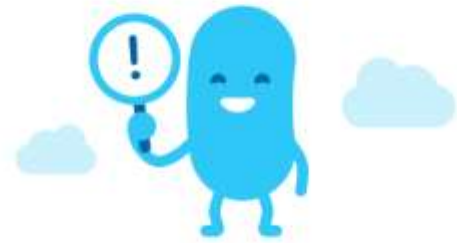
- ability to use digital technology, communication tools or networks to locate, evaluate, use, and create information



WEEK 1 – DAY 3

editorializes the value of being a media and information literate individual

identifies characteristics /describes a responsible uses and competent producers of media and information ***MIL11/12IMIL-IIIa-3***



REVIEW. REVIEW.



Hi! Ate and Kuya...

**Puwede pong
magtanong?**



**Can you share a secret or advice on how will I able to use social
media responsibly?**

WATCHING VIDEO CLIPS



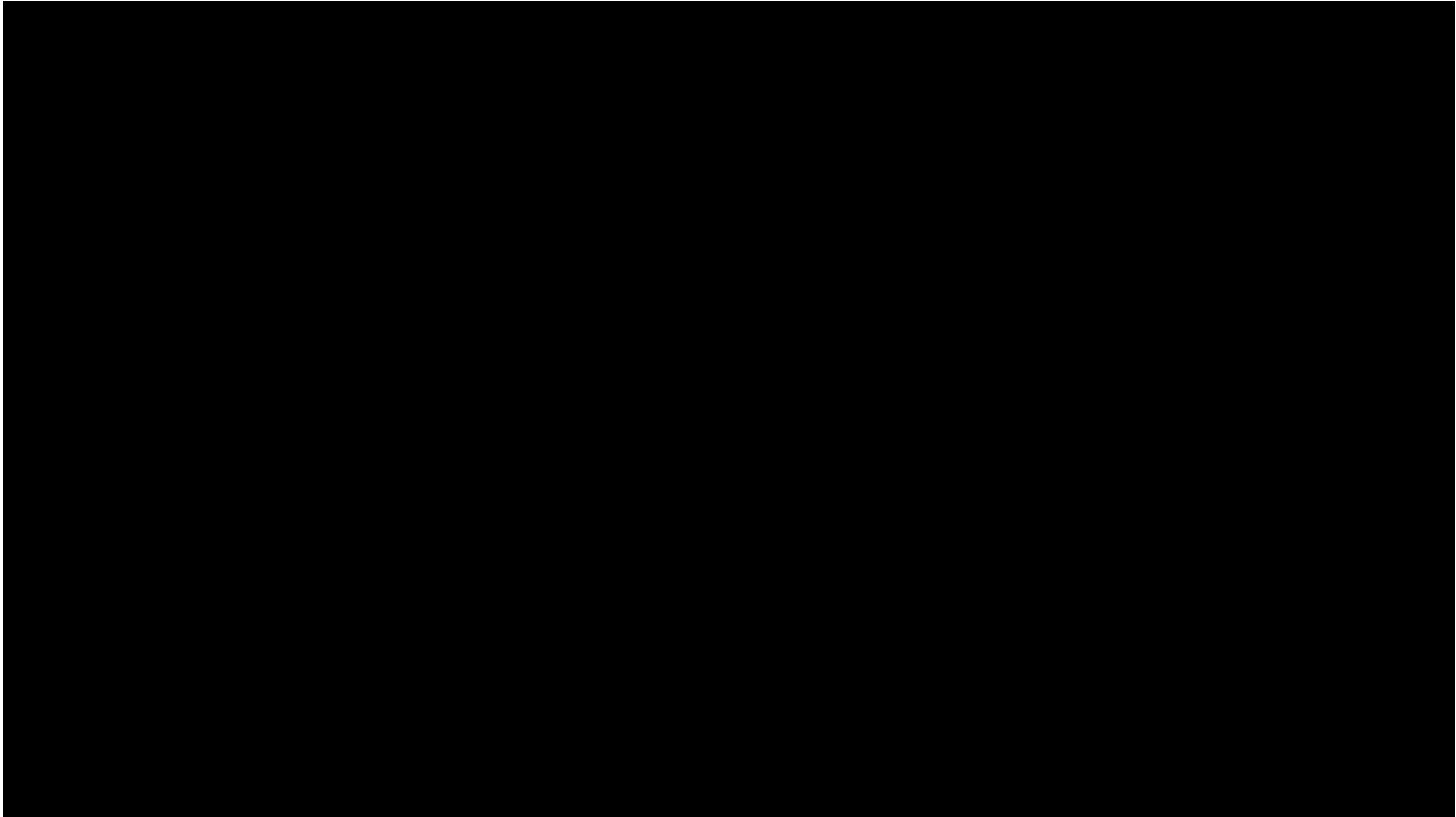
- Watch the video clips.
- Answer the guide questions.
- Draw or write your answer/s in a long bond paper.
- Present or share it to the class.

WATCHING VIDEO CLIPS



- What can you say about the video?
- Describe the positive and negative effects of social media to students.
- As a student, do you think you responsibly consumes and produces information?

The Bottomline- How social media triggers depression?



<https://www.youtube.com/watch?v=AVv24eL0nog>



This Is How Social Media Is Destroying Your Life - The Fake Reality



<https://www.youtube.com/watch?v=e2Tq2gvGt80>



Responsible use of social media



• Spread Love, Not Hate

- Social media is all about sharing. It is best if we use social media as a tool to send good vibes and positive stories.
- Bashing? Bullying? Ranting? Leave all those behind.



Responsible use of social media

• Use Moderately



- Too much social media is a form of addiction, and it is not good.
- Take some time off online and do other productive activities that will help you become the best version of yourself.





• Think Before You Click

- We are given the freedom to say whatever it is that we want, we should always take into consideration the effect of our post to ourselves and others.
- So before posting, take time to think first!

Responsible use of social media



• No to TMI

- There are life stories that are worth sharing, but not all.
- Refrain sharing confidential information.
- Posting your own location can also be harmful.
- Remember, social media and the web are all for public's consumption.





ACTIVITY TIME



ACTIVITY

- Slogan is a short easily remembered phrase, especially one used to advertise an idea or a product
- Create a simple and striking slogan for “Responsible user and producer of media and information”
- Long bond paper (Landscape orientation)





WEEK 1 – DAY 4

shares to class media habits, lifestyles and preferences

MIL11/12IMIL-IIIa-4





REVIEW. REVIEW.





DEFINITION OF TERMS



HABIT



- a recurrent, often unconscious pattern of behavior that is acquired through frequent repetition

LIFESTYLE



- a way of life or living of a person or group

PREFERENCE



- selecting of someone or something over another or others

MEDIA HABITS

- “media usage” of any target group
- the sum of media-related information consumed, how it is accessed, and the devices that are used to shed some light
- includes the activities that interact with a new media, reading magazines and listening radio



MEDIA HABITS

- Have media habits changed among millennials and teens?
 - The study found that younger internet users are shifting away from text-based types like blogs and publisher sites.



MEDIA HABITS

HYPER-CONNECTED TEENS AND TWENTY-SOMETHINGS

DATA BASED ON AMERICANS AGED 13-24

PC

Almost **8 in 10** take action after seeing an online ad, including searching for more information or visiting a website

35% use their PC, Smartphone and TV at the same time

GAMING

Gaming is the **#1** most popular content accessed online

76% play games online vs. only 64% of the general population

SMARTPHONE

45% use a smartphone to access online resources and content

8.2 hours a week are spent online on smartphones

TV

44% spend more time watching online video than TV

71% search for information online after seeing a topic of interest on television.

76% use devices sequentially - meaning, looking for information on a smartphone and then using a PC to examine further

TABLET

More than **1 in 5** use a tablet to access online content

74% are spending the same or more time going online via tablets vs. last year

Google

engage with at least two devices simultaneously - including TV, PC, Smartphones and Tablets

Source: Ipsos/Google 2012 Teens & Twenty-Somethings Research Study

MEDIA LIFESTYLE

- another targeting tool knowing that people in certain stages of life have different buying habits
- Example:
 - Then: reading newspapers, magazines and books
 - Now: scrolling Facebook, and gathering facts through social media



MEDIA LIFESTYLE

WHAT KIDS FROM
1990 WERE
SEARCHING IN A
RESTAURANT



FOR WHAT THEY'RE
SEARCHING NOW



FUNJABIZ.COM

MEDIA LIFESTYLE

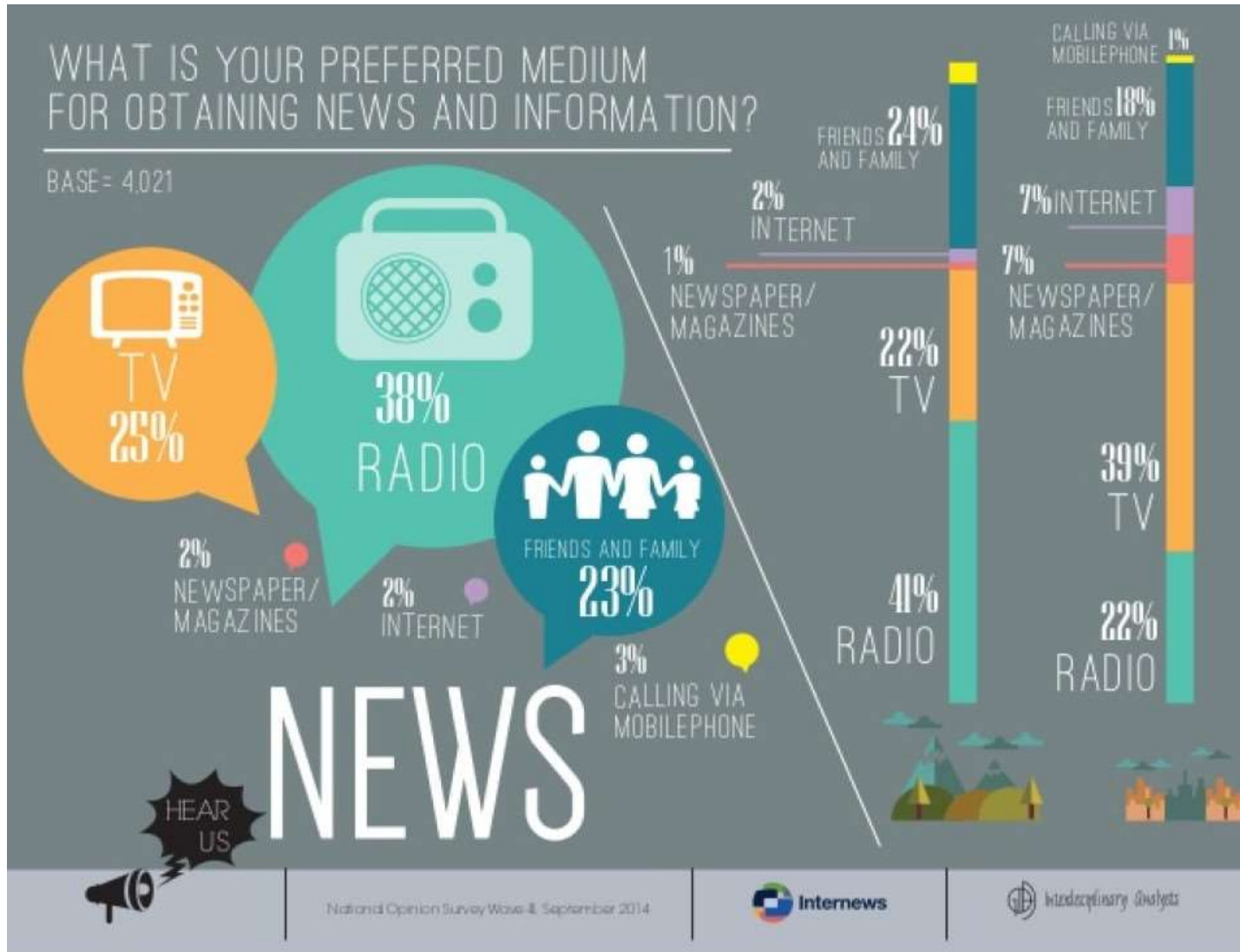
Kids in the 90's



Kids now

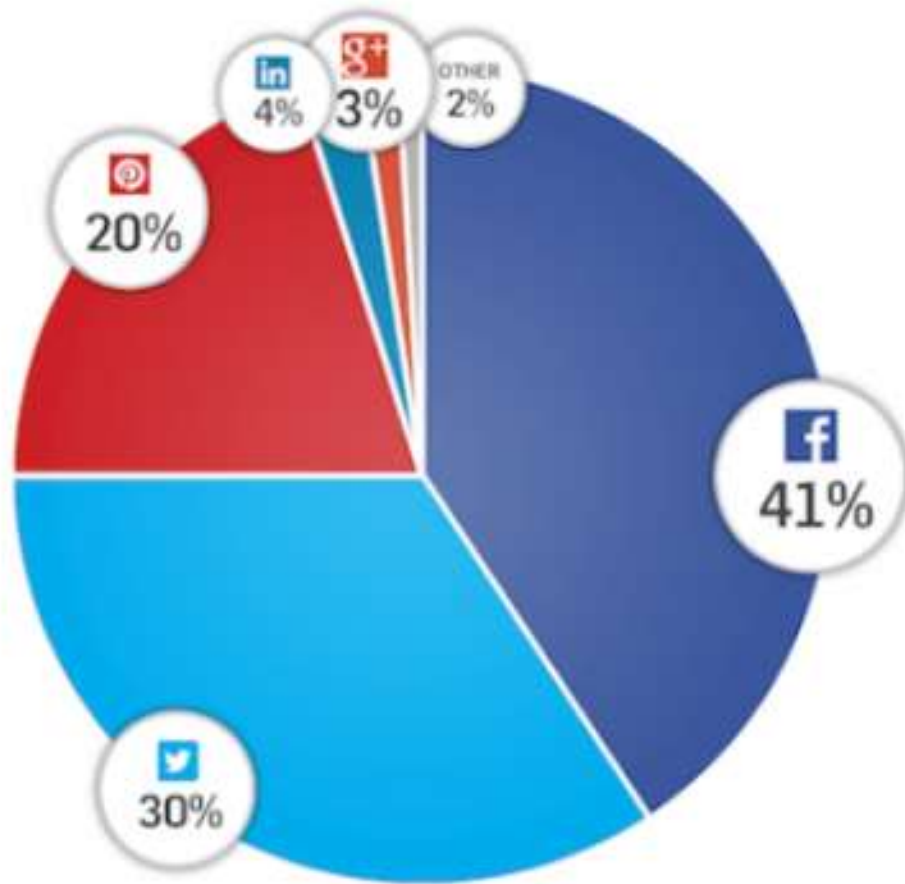


MEDIA PREFERENCE



- the particular media platform that you want to use

SOCIAL SHARING PREFERENCES



In Q3, Pinterest and Twitter continue to ascend as sharing destinations, with Pinterest gaining 4% and Twitter gaining 6% since Q2. Facebook, meanwhile, saw its percentage of shares drop 9% from last quarter, dropping below 50%.



ACTIVITY TIME



ACTIVITY

- Survey on Media Habits, Preference and Lifestyle
- Create a survey to know the media habits, preference, and lifestyle of 30 students in SHS in San Nicholas III, Bacoor City.
- Create a PowerPoint presentation about the survey results.
- Present it to class.
- Survey link:

<http://www.enter-project.com/enter/PDF/Questionnaire%20media%20habits.pdf>



REFERENCES

- **Further Readings:**

- <https://technology.inquirer.net/66402/filipinos-online-trust-social-media-traditional-media-poll>
- <https://www.philstar.com/opinion/2017/04/25/1688525/social-media-constructs-destructs>
- <https://www.noypigeeks.com/featured/how-do-social-networking-sites-affect-students/>
- <http://advertisingagencyph.com/the-responsible-use-of-social-media/>
- <http://www.enter-project.com/enter/PDF/Questionnaire%20media%20habits.pdf>





THANK YOU!

Jerico D. Castillo | Teacher III

