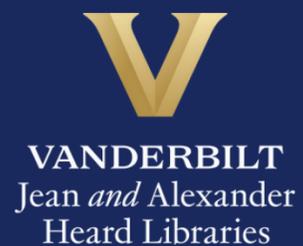


■ ▲ ● Osher Lifelong Learning  
Institute

# Media Mindfulness: Navigating Information in the Digital Age



Melissa Mallon & Emily Bush  
Vanderbilt University



# Meet Your Instructors



**Melissa Mallon**

*Associate University  
Librarian for Teaching  
and Learning*



**Emily Bush**

*Instruction and Digital  
Learning Librarian*

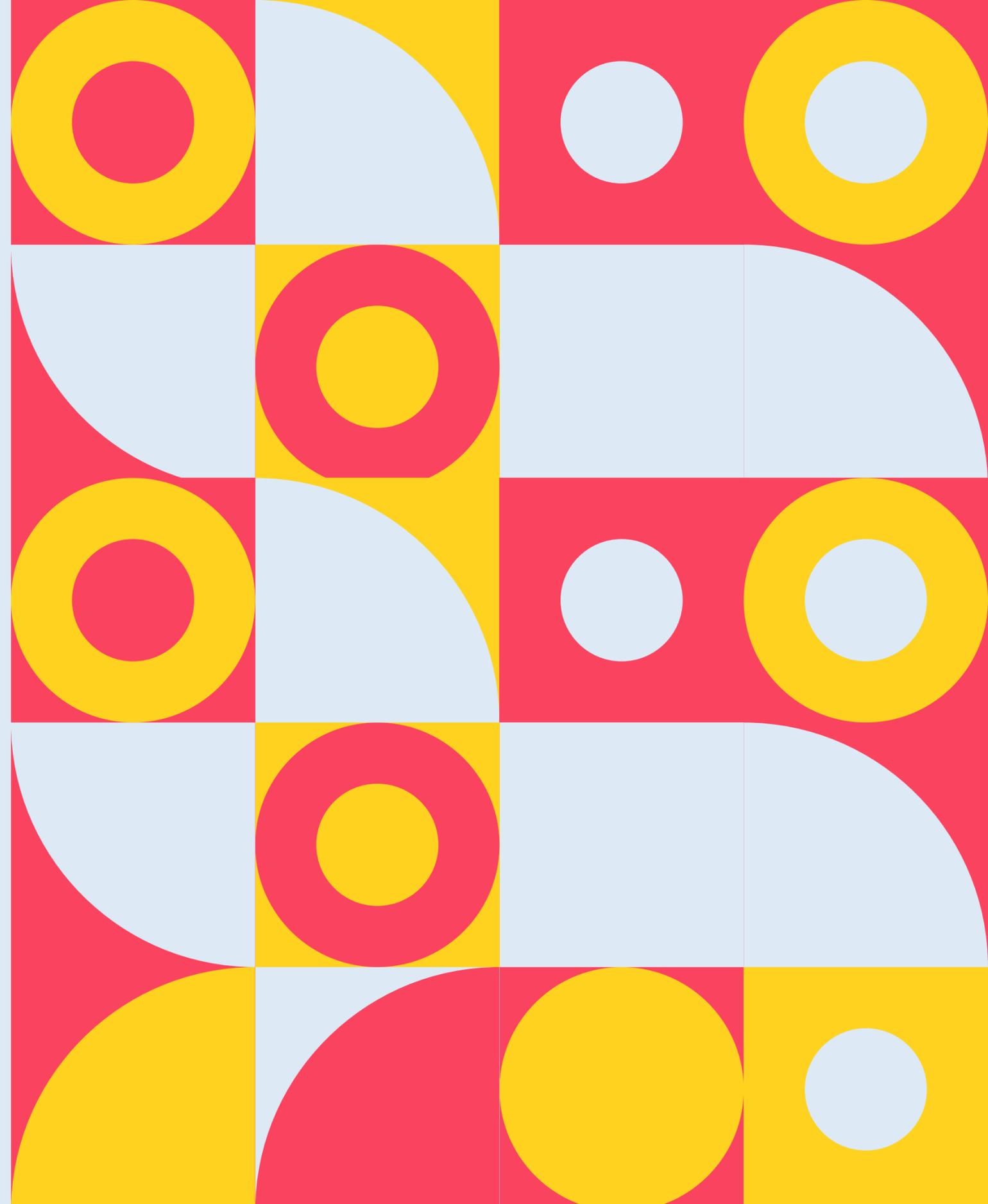
# Poll

In the chat:

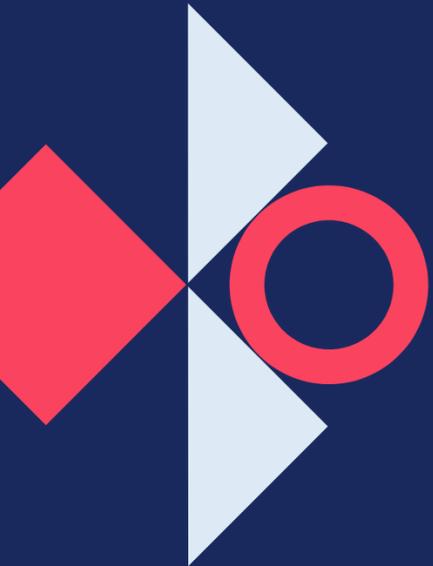
Name

Where are you from?

Where do you get your news?



# Agenda



- **Course introduction.**
- **Define media literacy & its importance in the digital age.**
- **Practice applying five critical questions of media.**
- **Q&A and optional homework.**



# Course Schedule

**March 18th:** Understanding Media Messages

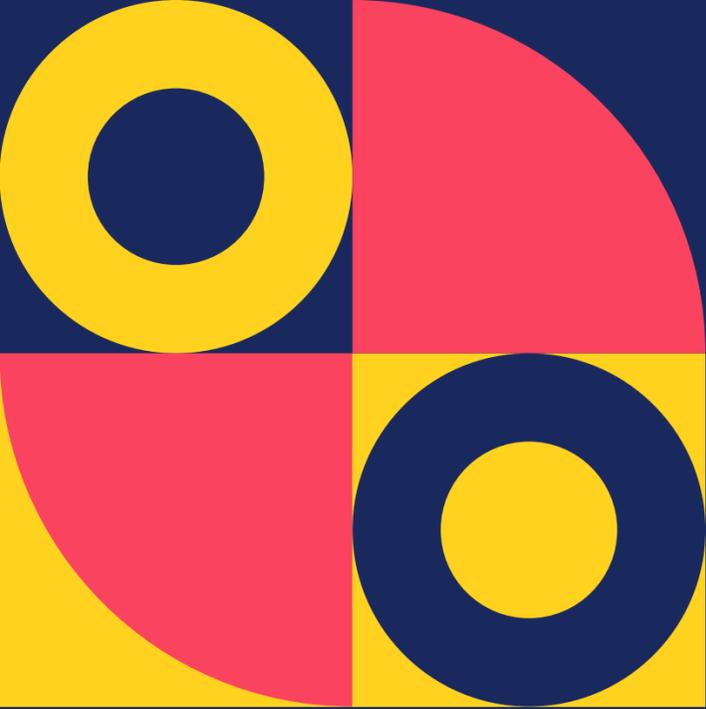
**March 25th:** Fact-checking, Myths, Misinformation, & Conspiracy Theories

**April 1st:** Digital Privacy and Security

**April 8th:** [NO CLASS 🕶️]

**April 15th:** AI Literacies

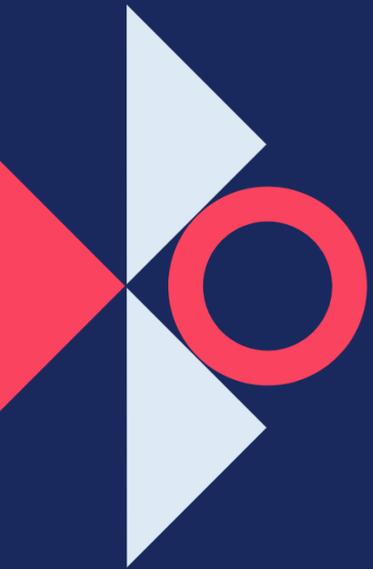
**April 22nd:** Maintaining Media Mindfulness



# Today's Learning Goals

- Develop an understanding of media literacy and its significance in the digital age.
- Identify various types of media messages, analyze for bias and credibility.
- Recognize persuasive technique used by the media.



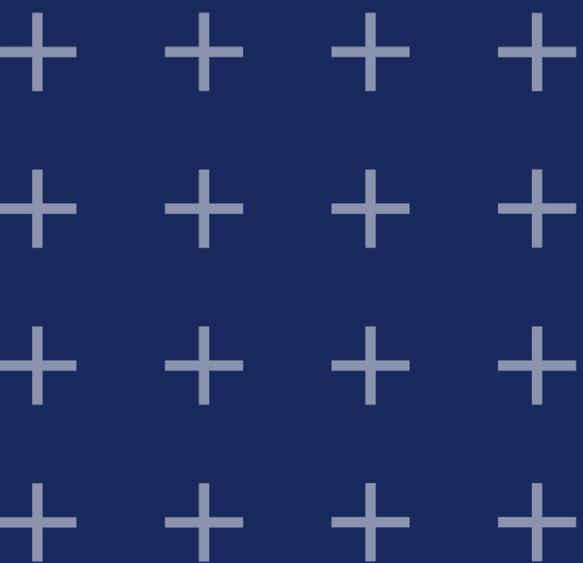


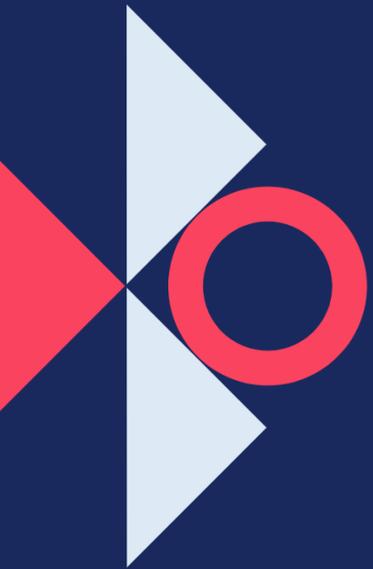
What is media literacy?

# What is media literacy?

Media Literacy is **interdisciplinary by nature**. Media literacy represents a necessary, inevitable, and realistic **response to the complex, ever-changing electronic environment and communication cornucopia** surrounding us.

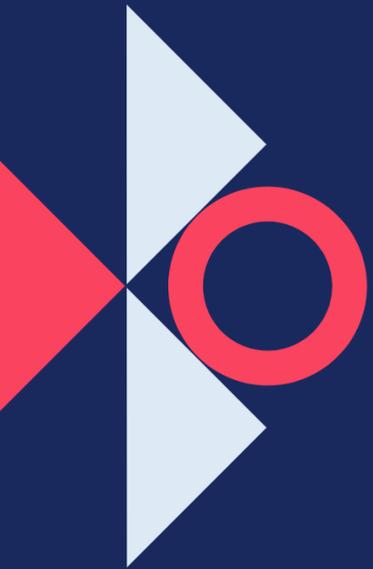
-National Association of Media Literacy Education





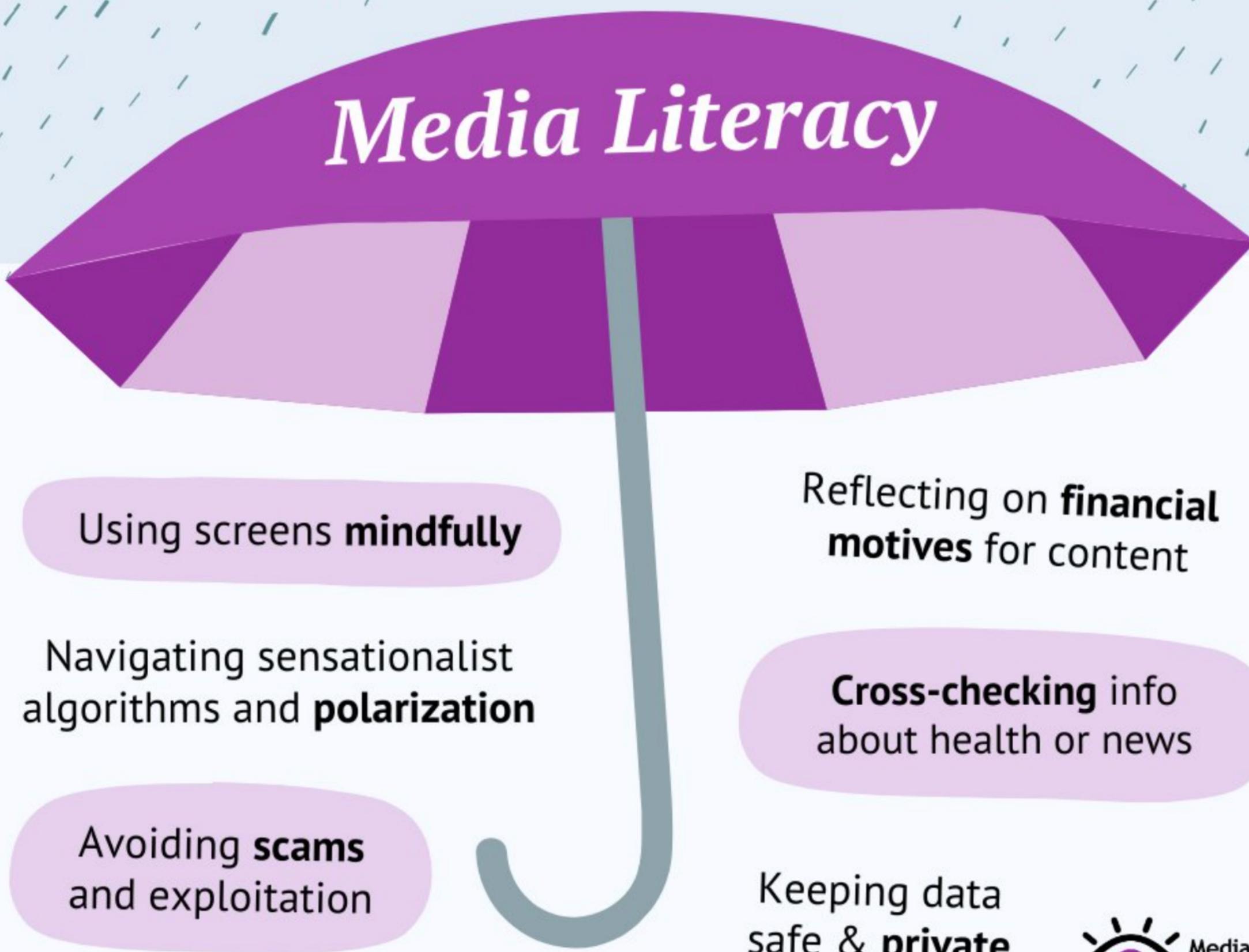
# What is media literacy?

**Access, analyze, evaluate, and create**



# What is media literacy?

**Access, analyze, evaluate, and create**



# Media Literacy

Using screens **mindfully**

Navigating sensationalist algorithms and **polarization**

Avoiding **scams** and exploitation

Reflecting on **financial motives** for content

**Cross-checking** info about health or news

Keeping data safe & **private**





# Consider ...



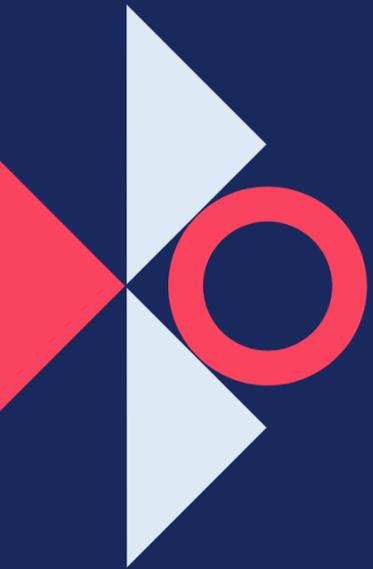
What types of media have you consumed today? Over the weekend?

Are these typical habits for you?



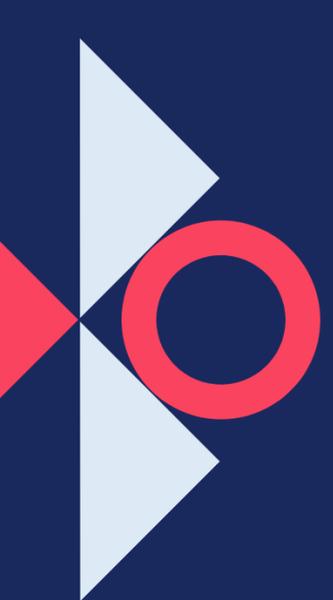
# What's the purpose of the message?

**Inform, persuade, sell, entertain**





“The medium is the message”  
Marshall McLuhan



# Bush, Gore stalk stage and each other in final debate

October 18, 2000

Web posted at: 8:46 AM EDT

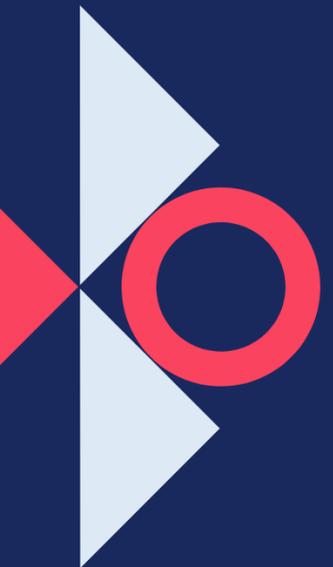
Bush, hoping to show Gore and the seated audience that he was unfazed by the vice president's movements across the stage, smiled, appeared to relax his frame as he balanced himself against his chair and met many of Gore's attacks with the occasional snort, chuckle and his trademark smirk.

The aftermath left observant, undecided voters -- whose ranks will clearly decide what is the closest presidential election in four decades -- with a host of factors to consider aside from Bush and Gore's verbal responses to a variety social and international policy queries.

## Audience of 'regular folk'

The evening's 90 minutes consisted of a series of questions presented by St. Louis-area residents vetted by the Gallup organization and determined to be "undecided" voters.

Their questions were often expanded upon by the debate moderator, PBS news anchor Jim Lehrer, who attempted to maintain control of the evening's pace even while Bush and Gore asked for extra time to respond to their opponents' previous assertions. Once audience members had asked their questions, their microphones were turned off.



# Bush vs. Gore: The third 2000 presidential debate



Share

PBS is an American public broadcast service. >



**PBSO**  
**NEWS**  
HOUR

Watch on YouTube



(C) 2000 B. DEUTSCH

**FASCINATING LIKE A TRAIN WRECK**



What differences did you notice?



How did the context affect the message?

# Five Critical Questions of Media Literacy

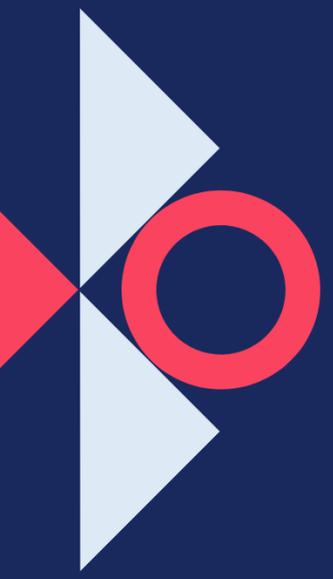
## KEY QUESTIONS OF MEDIA LITERACY

- 1 Who is the author and what is the purpose?
- 2 What techniques are used to attract and hold your attention?
- 3 What lifestyles, values and points of view are represented?
- 4 How might different people interpret the message?
- 5 What is omitted from the message?

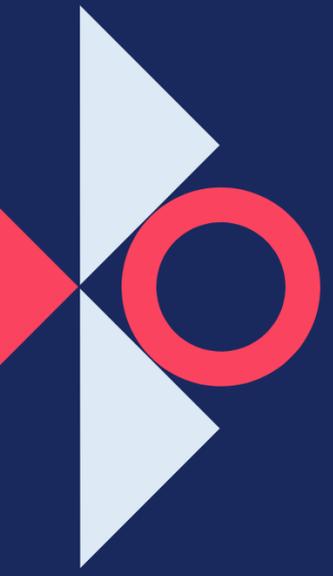


Media Education Lab

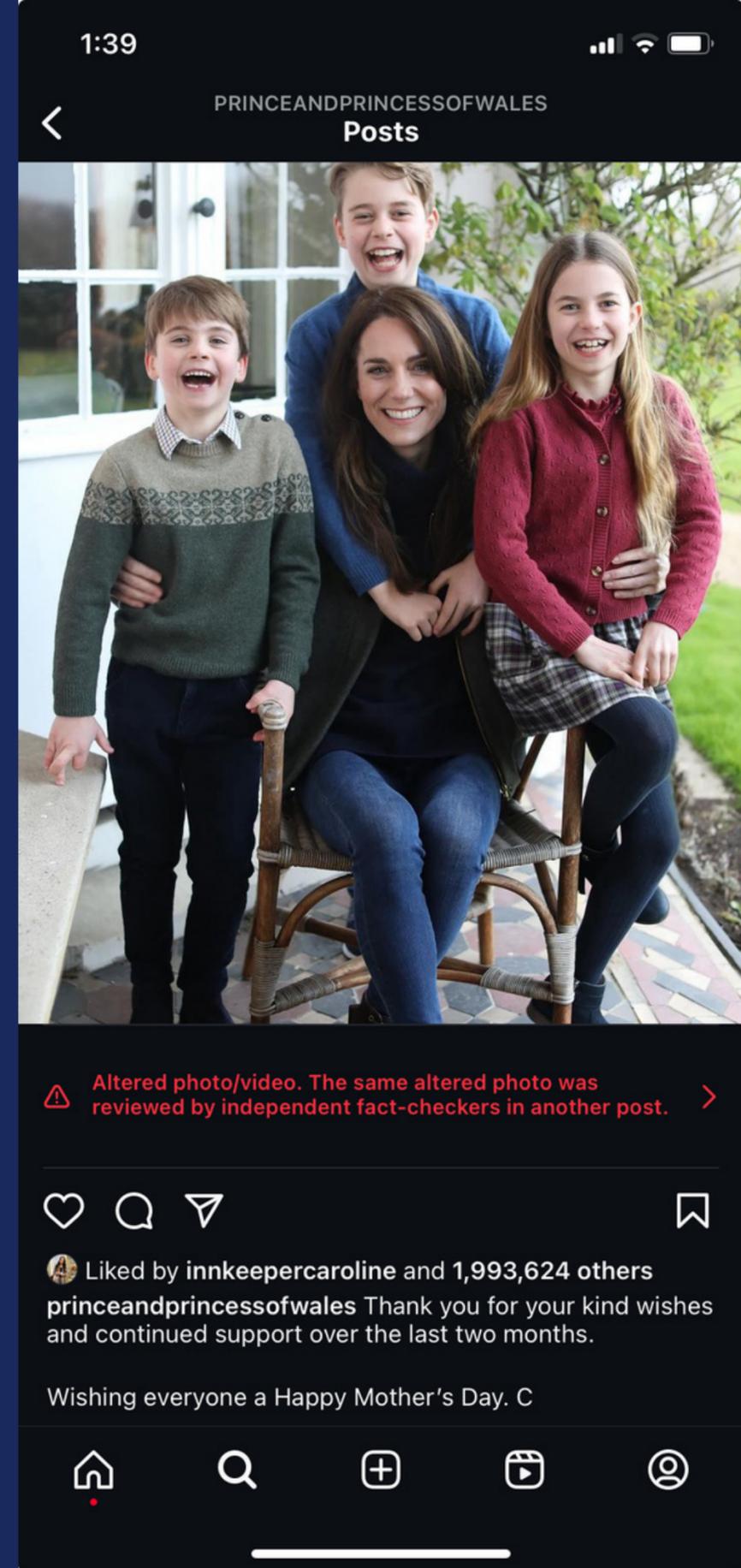
[www.mediaeducationlab.com](http://www.mediaeducationlab.com)

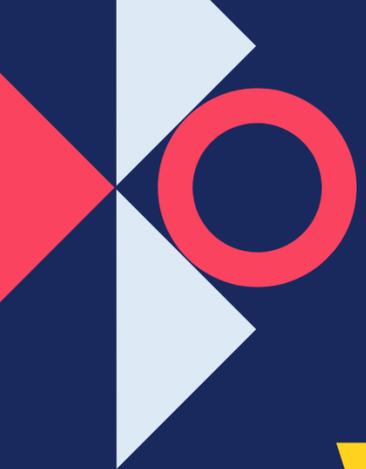


**Who is the author  
and what is their  
purpose?**

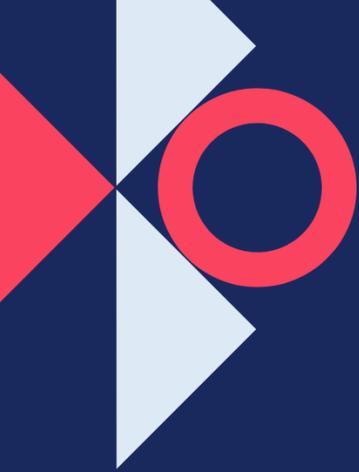


# Who is the author and what is their purpose?



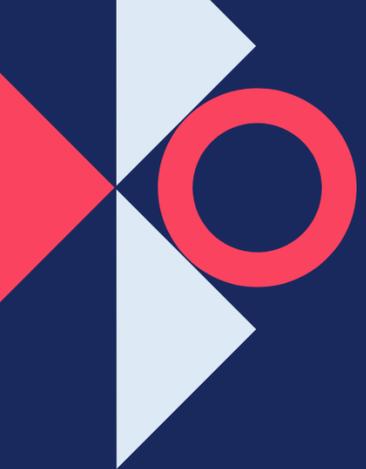


**What techniques are used to attract and hold your attention?**



# What techniques are used to attract and hold your attention?

- **Appealing to emotions**
  - **scare tactics**
  - **creating rage**
  - **humor**
- **Bandwagoning**
- **Storytelling**
- **Repetition --> “Flooding the zone”**



# What techniques are used to attract and hold your attention?

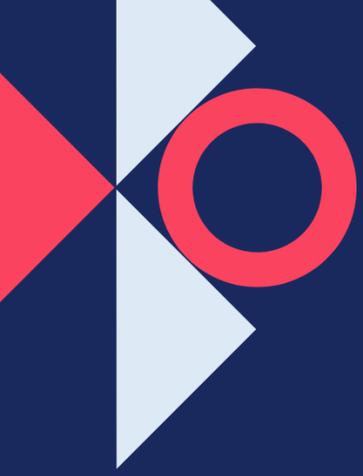


1987 Classic "Brain Frying Pan" + "From You!" Drug PSA... [Share](#)

Partnership for a Drug-Free America

Watch on  YouTube

The image shows a YouTube video player. At the top, there is a red circular profile picture, a title "1987 Classic 'Brain Frying Pan' + 'From You!' Drug PSA...", and a "Share" button with a white arrow icon. The main video area displays a close-up of a fried egg on a dark, textured surface. A large red play button is centered over the video. At the bottom of the video frame, the text "Partnership for a Drug-Free America" is visible. Below the video frame, there is a dark bar with the text "Watch on" followed by the YouTube logo and the word "YouTube".

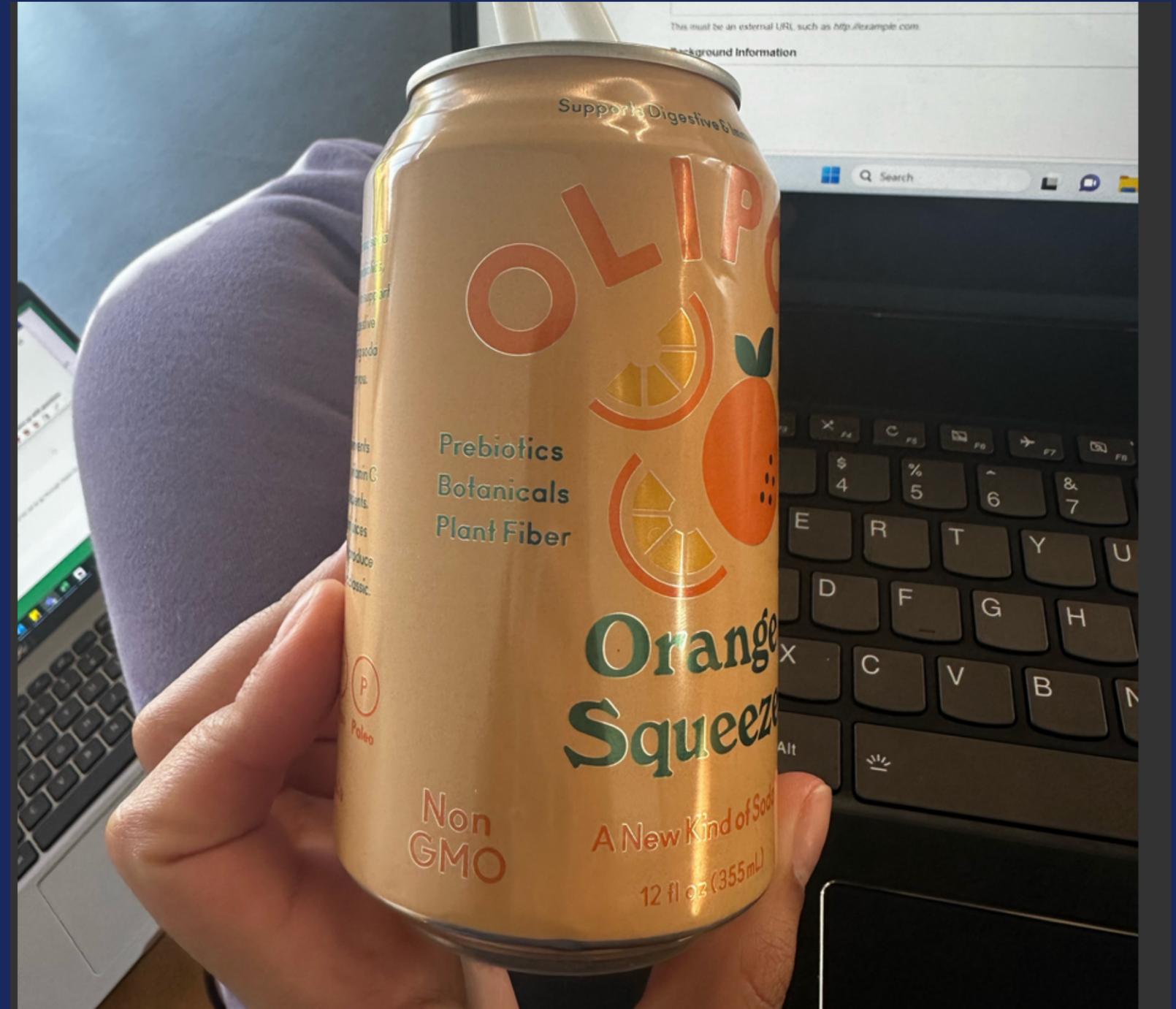


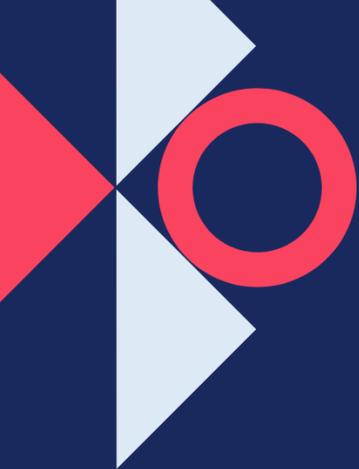
**What values, lifestyles,  
and points of view are  
represented?**

“MURDER YOUR THIRST”



“A NEW KIND OF SODA”

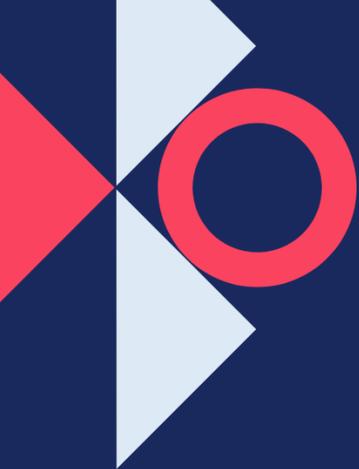




**How might different  
people interpret the  
message?**

# How might different people interpret the message?





**What is omitted from  
the message?**

# What's omitted?



Todd Kunz

September 27, 2022 ·

"A vital part of preparing for hurricane season is to get vaccinated now. Everything is more complicated if you're not vaccinated in a hurricane or natural disaster hits."

— President Joe Biden

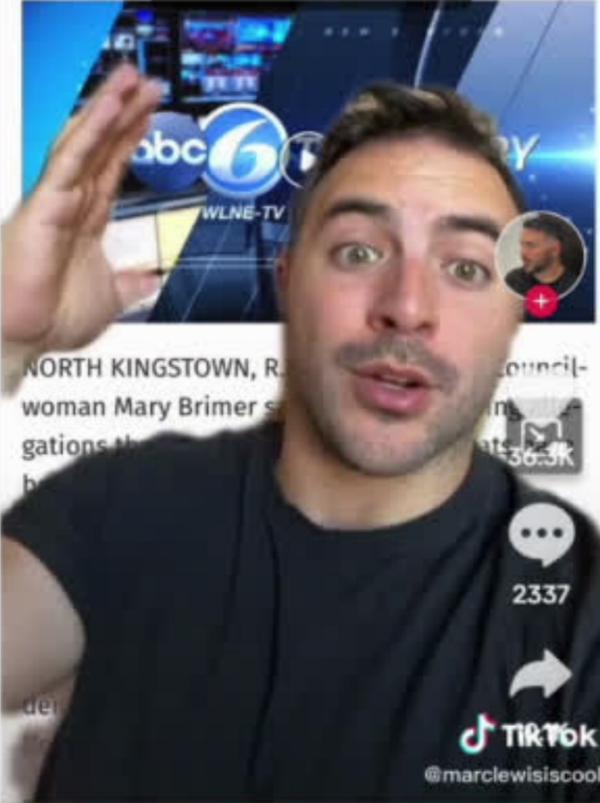
Video [Benny Johnson](#)



Let's analyze!

'If this is true, we need to know about it': North Kingstown allegations spark unrest

This story out of Rhode Island is wild 🤯



NORTH KINGSTOWN, R...ouncil-  
woman Mary Brimer s...  
gations th...  
b...

2337

ig videos on TikTok Watch now

@marclewisiscool

This story out of Rhode Island is one of the wildest things ive ever heard

Blade Runner 2049 - Synthwave Goose

## KEY QUESTIONS OF MEDIA LITERACY

- 1 Who is the author and what is the purpose?
- 2 What techniques are used to attract and hold your attention?
- 3 What lifestyles, values and points of view are represented?
- 4 How might different people interpret the message?
- 5 What is omitted from the message?



Media Education Lab

www.mediaeducationlab.com



# OPTIONAL Homework



Keep a media mindfulness journal. Note changes to your media consumption habits, awareness of misinformation, privacy practices, etc.

For next week, apply Renee Hobbs's five questions of media literacy to a piece of media you encounter.



Questions?

# Resources

[Courageous Rhode Island: Why Media Literacy Matters](#)

[Media Education Lab](#)