

Research and Instruction Librarians



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Media Literacy

The National Association for Media Literacy (NAMLE) defines *media literacy* as "the ability to access, analyze, evaluate, create and act using all forms of communication."

Media is:



If it provides information, it is a form of media

Core Principles of Media Literacy



- **Active inquiry and critical thinking about information**
- **Media literacy education develops informed, reflective, and engaged participants**
- **Recognizes that media is a part of culture**
- **Recognizes that how people view media is shaped by our experiences, skills, and beliefs**



Why Media Literacy should be Integrated into every Classroom

Critical Thinking Skills

- Encourages students to be critical thinkers
- Prompts them to question, analyze, and assess the information
-

Empowerment and Autonomy

- Empowers students to make their own judgments
- Reduces the possibility of being influenced by misleading information and manipulated by biased media
- Enables them to form opinions based on reliable sources and critical analysis

Navigating the Digital World

- Educates students about online privacy
- Teaches them about managing digital footprints
- Addresses issues like cyberbullying
- Promotes mindful engagement with social media and online platforms



Why Media Literacy should be Integrated into every Classroom

Preventing Misinformation and Disinformation

- Equips students with tools to identify misinformation and disinformation
- Helps recognize fake news, propaganda, and manipulation tactics

Understanding Media Influence

- Enables students to become conscious consumers and creators of media content

Preparation for Citizenship

- Aids students in becoming responsible citizens
- Enables critical engagement with political messages
- Facilitates participation in public discourse
- Empowers them to hold media and politicians accountable

Career Readiness

- Improves students' performance and competitiveness in these professions
- Provides a foundation for lifelong learning and informed decision -making to participate meaningfully in an increasingly mediated world



Beyond News Content

- Social media loves controversy
- AI-generated search engine results
- Bot-shared content drives hype
- Deepfakes: images, video, audio
- "Hallucination" from AI chatbots

AI chat bots (ChatGPT, Gemini, Llama 2, etc) should not be used as information sources. Responses can be inaccurate, misleading, outdated, and biased.

Ways AI deepfakes have been used
in the 2024 global election cycle:

Robocalls with misinformation
mimicking candidate voices

Realistic images and video
of candidates' "scandals"

"Secret recordings" of
conspiracy or wrongdoing

Targeted propaganda
via social media

Donation fraud,
scams, and phishing

AI and Election Misinformation

AI tools allow misinformation to spread
faster and more efficiently—
often with convincing image, video,
or audio "proof"

Please make sure your students know not to
ask ChatGPT (et al) where or how to vote

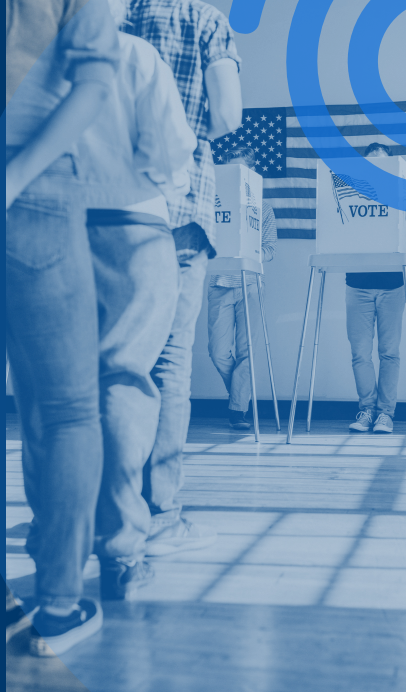
Practice Information Hygiene:
Don't like or share misinformation. This
allows it to spread to wider audiences.

The Impact of Misinformation and Disinformation

- Political Information
 - Voter suppression
 - Distrust
 - Disruption of democracy

The risks of AI and disinformation don't stop after the election

- Medical Information
- Personal Information
- Cybersecurity



SIFT

Stop



Investigate



Find



Trace



Schedule a Classroom Instruction with a Librarian

The Research & Instruction Librarians can visit your classroom, online or in-person, to talk about media literacy and research skills with your students.

<http://tamuc.edu/AskWaters>

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