

Why Digital and Media Literacy Matters Now

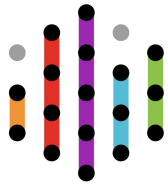
Renee Hobbs

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Media Education Lab

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January 29 to March 8, 2024

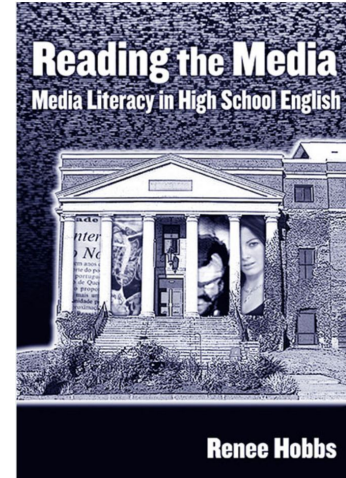
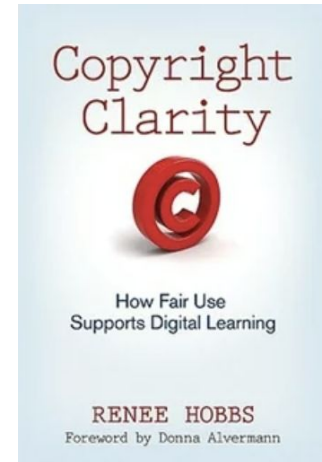
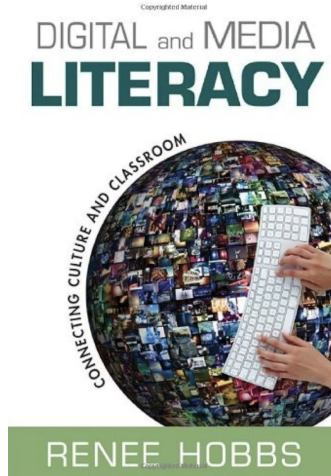
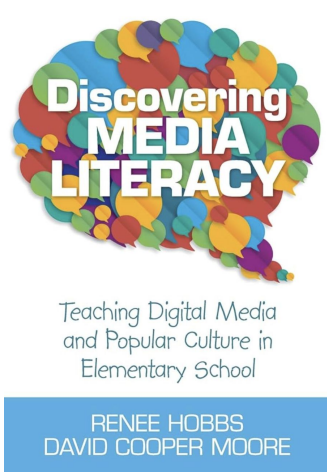
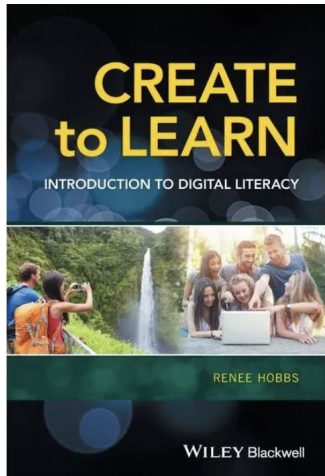
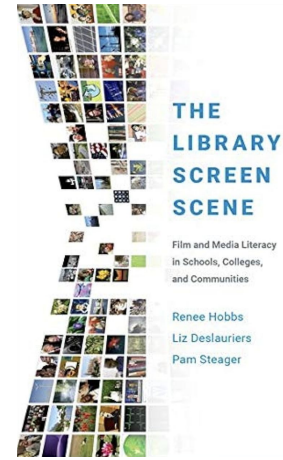
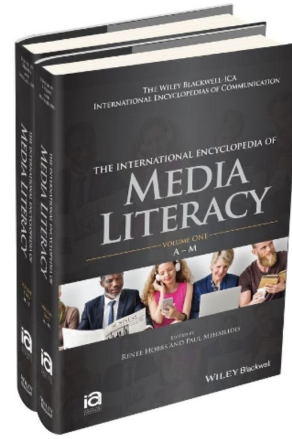
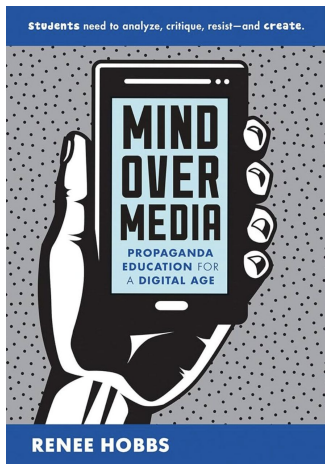
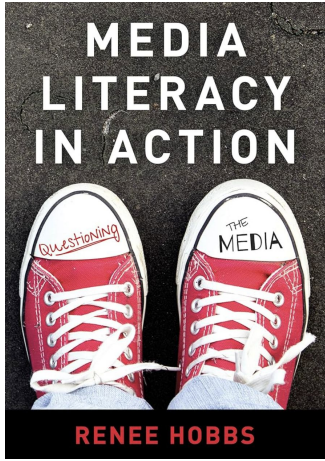
MediaEd Institute

Join the MediaEd Institute, the premiere leadership development program for media literacy education.

[Program →](#)



ACCESS RESOURCES REFERENCED IN THIS TALK:
<https://mediaeducationlab.com/events/new-perspectives-literacy>



NEW LITERACIES??

**WHAT HAPPENED TO THE OLD
ONES??**

memegenerator.net



**1969
International
Visual
Literacy
Association**



1969 International Visual Literacy Association

CONFERENCE REGISTRATION

GENERAL CONVOCATION—FILM “THRESHOLD” comments by J. MAYNARD LOVINS, Director.

PROCESS GROUPS — Alan Oddie, General Chairman, Film Teacher, Julienne High School, Dayton, Ohio

Editor: Film Nut News. Baudelaire has said: “What a delight to drown one’s gaze in the immensity of the sky and the sea . . . all those things think through me, I through them.” The influence of the sea is deeply felt through the arts. The idea of the process groups is to focus on an aspect of visual or tactile communication and show how it can give students — in a unique way — a perception which is not only a life-enhancing experience, but is one which leads to heightened awareness of the total environment, including the perceiver himself. The process groups — each of which is a mini-workshop — will run from approximately 11 a.m. to 4 p.m.

A. VISUAL APPROACHES TO THE COMPOSING PROCESS — Michael Flanigan, Indiana University

Introduction to collage and picture narratives

Production of Slides/Tapes — Limit 35 — Kathleen Martin, Consultant, Chicago City Schools.

B. RHETORIC AND TELEVISION COMMERCIALS — A Report of Classroom Experience in Teaching College Composition — Roman Czerwinski, Parsons College, Fairfield, Iowa.

C. TELEVISION — “From those wonderful folks who brought you the Kennedy Assassination” — Discovering Commercial Television — Joseph Dispenza, Education Department, American Film Institute.

D. A POEM, A READER, A CAMERA, AND THE SEA — An experimental method for teaching poetry — Charles C. VanCleve, English Teacher, Centralia High School, Centralia, Illinois.

E. SEA CHANGE: VISUAL APPROACHES TO CREATIVE SELF DISCOVERY — Dona Jean Wilkes, College of Dupage, Glen Elyn, Illinois.

F. CYCLOPS BY THE SEA: THE STILL CAMERA AS VISUAL LITERIZER — Alan Oddie, Julienne High School, Dayton, Ohio

The creation of still pictures in a single afternoon — limit 25.

G. TO SEA, TO SELL — Joan Valdes, San Carlos High School, San Carlos, California

How to utilize commercial advertisements most effectively including a practical production workshop.

H. SEEING AND DEVELOPING STUDENTS AS CREATIVE HUMAN BEINGS AND CHANGE AGENTS — Richard Cassel, Bucknell University, Lewisburg, Penn.

I. THE CULTURE BIAS AND THE EYE — Visual literacy as an instrument of self-reflexing understanding, Helen Farr, Teaching Research Division, Oregon State System of Higher Education, Monmouth, Oregon.

J. VISUAL TECHNOLOGY — Classroom experience to grow literate on — Fred Munich, East Washington State College, Pittsburg City Schools.

K. TESTING: WHAT FOR AND HOW? — Clarence Williams, University of Rochester

L. VISUAL LITERACY TECHNIQUES IN SCHOOL-WIDE PROGRAM — Samuel B. Ross, Green Chimneys School, Brewster, New York., Robert C. Whitsitt, Lakeside School, Spring Valley, New York.

INFORMATION L I T E R A C Y

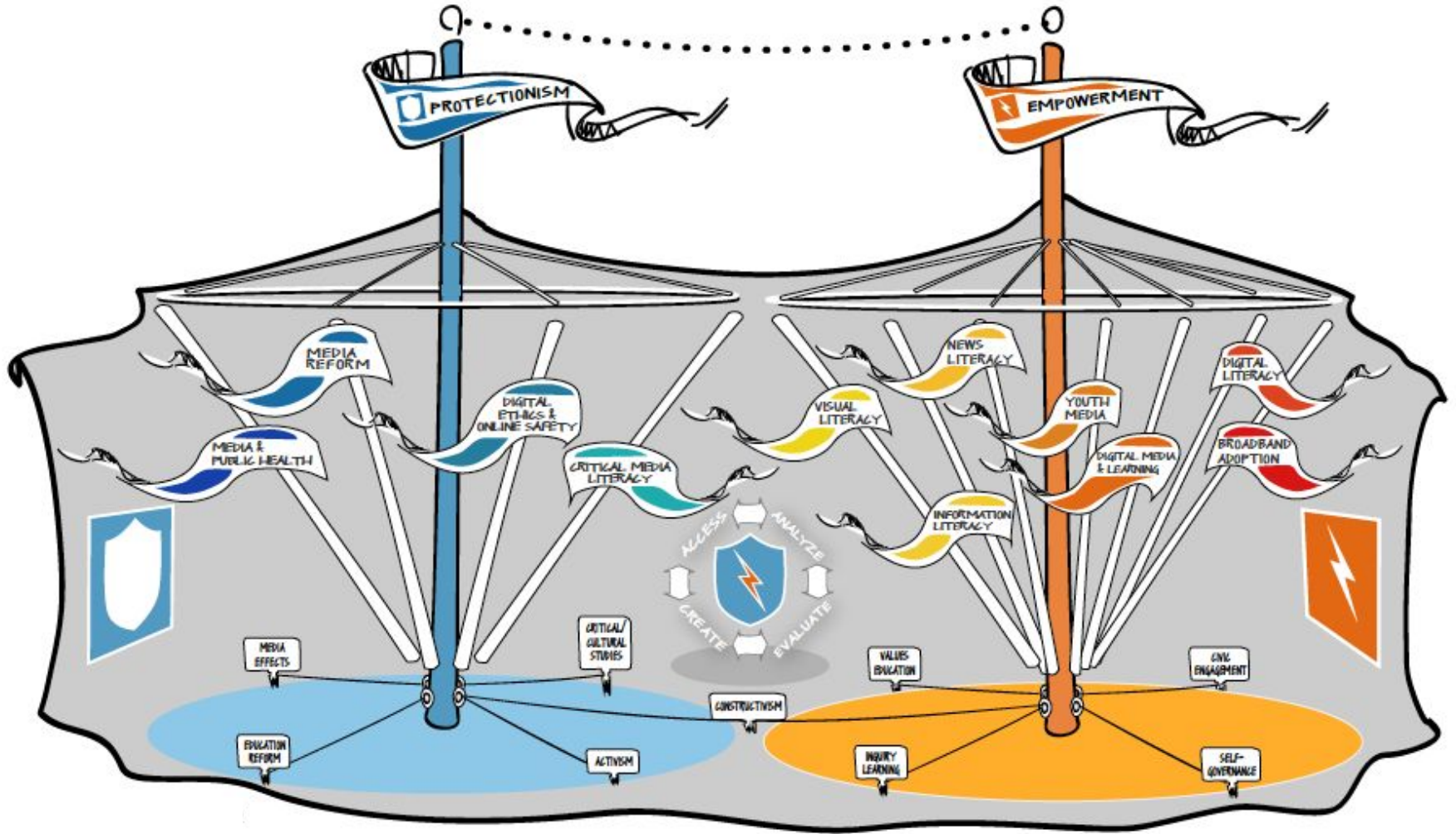
Revolution in the Library

ACRL Information Literacy Framework



Authority Is Constructed and Contextual
Information Creation as a Process
Information Has Value
Research as Inquiry
Scholarship as Conversation
Searching as Strategic Exploration

MEDIA LITERACY EDUCATION



expanding the concept of literacy

open access

multitasking

creativity

identity

curation

play

PROTECTION

data ownership

representation

surveillance

addiction

disinformation

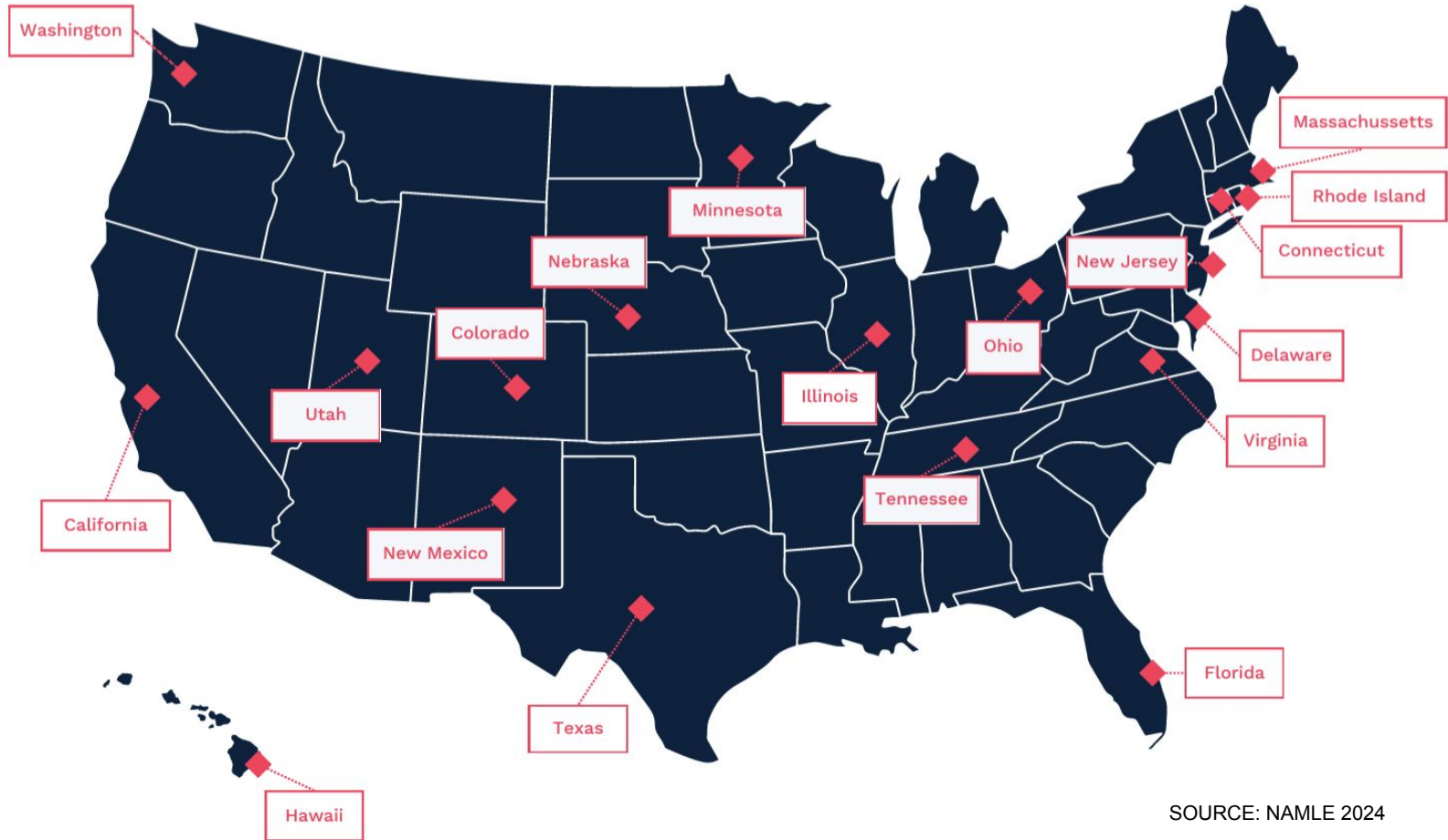
propaganda



EMPOWERMENT

STATES WITH MEDIA LITERACY EDUCATION LEGISLATION*

*Legislation varies from mandates to teach media literacy units of instruction to requirements to convene exploratory committees.



SOURCE: NAMLE 2024

“ —

The topic of media literacy
is **so broad** I think it **feels**
overwhelming to classroom
teachers.

— Respondent

— ”

“

It is **not considered a “core subject,”** does not appear on report cards and is not part of standardized testing for the most part so it is **implicitly treated as an “extra” or non-essential topic.**

— Respondent

”

Disinvestment Poses as Great a Threat to Libraries as Book Bans

It's time we reversed the decades of structural attacks that render libraries unable to serve communities effectively.

By Emily Drabinski, TRUTHOUT
September 26, 2022



Demonstrators gather to protest against book bans outside the Henry Ford Centennial Library in Dearborn, Michigan, on September 25, 2022.

JEFF KOWALSKY / AFP VIA GETTY IMAGES

Critical Literacy

“

Education is the most powerful weapon which you can use to change the world.

NELSON MANDELA



ilovelibraries.org @ILoveLibraries · Jun 7

Librarian Amanda Jones received death threats and was harassed and bullied after speaking out against book censorship in her Louisiana town. She tells her story in her debut memoir, "That Librarian: The Fight Against Book Banning in America." [#bannedbooks](#)



From ilovelibraries.org



55



97



2.5K





News Literacy



MisinfoDay

UW | CENTER FOR AN INFORMED PUBLIC
WSU | MURROW COLLEGE OF COMMUNICATION

march 2024

An annual media literacy educational event bringing together high school students, teachers and librarians to learn how to navigate complex information environments and make informed decisions about what to believe online

Washington State University, Pullman
Fri, March 8, 2024

University of Washington, Seattle
Tue, March 12, 2024

Washington State University, Vancouver
Thu, March 21, 2024

Cu

Cultural

Cg

Cognitive

Cn

Constructive

Co

Communicative

THE **8** ELEMENTS OF DIGITAL LITERACY

Cf

Confident

Cr

Creative

Ct

Critical

Ci

Civic

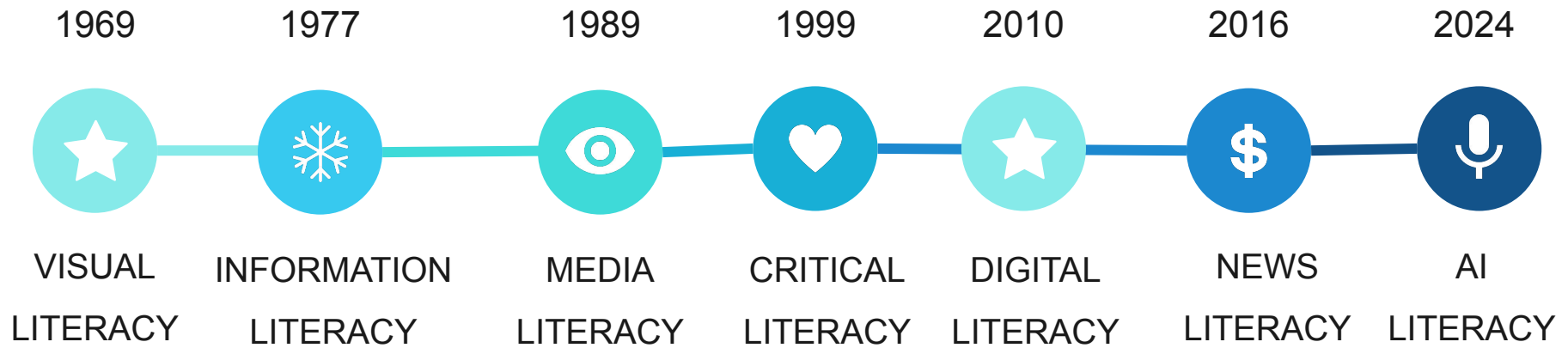


AI Evaluation Component	Description	Essential Question(s)
TRANSPARENCY	Supporting users to understand what data and methods were used to train this AI system tool.	What AI model and methods were used to develop this tool?
SAFETY	Understanding data privacy security and ownership.	How do we prevent tools from collecting data and/or delete data that was collected?
ETHICS	Considering how datasets, including their accessibility and representation, reproduce bias in our society.	How is AI perpetuating issues of access and equity? Who is harmed and benefitting, and how?
IMPACT	Examining the credibility of outputs as well as the efficacy of algorithms and questioning the biases inherent in the use of AI systems and tools.	Is this AI algorithm the right tool for impact? Is this AI output credible? How do we center human judgment in decision making?

AI Literacy

Table 1. Four components of Evaluating AI, a critical component of AI Literacy

THE HISTORY OF NEW LITERACIES



▶ Literacy is a Moving Target ◀

▶ **Literacy is a Moving Target** ◀

Responsive to changes in
media forms, genres, platforms, technology
and society

Texts

The symbolic forms used to convey meaning

Authorship

The people, platforms, and processes used to construct meaning through symbols

Literacy

The sharing of meaning through symbols



LIVE

breakyourownnews.com

BREAKING NEWS

SOMETHING WENT VIRAL ONLINE

21:50

"IS THIS REALLY NEWS?" ASKS COMMENTER | 5 MILLION RETWEETS IN 1 HOUR ALREA





LIVE

breakyourownnews.com

BREAKING NEWS

A FAKE NEWS CRISIS

18:48

AFTER TRUMP CALLS CNN FAKE NEWS, DEMAND FOR MEDIA LITERACY ERUPTS

LIVE

breakyourownnews.com

BREAKING NEWS

WHO'S AFRAID OF GENERATIVE AI?

21:56

CREATIVE EXPRESSION IS AT RISK

|

ECONOMIC IMPACTS ARE UNKNOWN

Media-Related Challenges in 2024

POLARIZED POLITICAL CLIMATE

MEDIA & MENTAL HEALTH

**PROPAGANDA &
DISINFORMATION**

NEWS AVOIDERS

**CENTRALIZED POWER
OF DIGITAL PLATFORMS**

**AI & THE
KNOWLEDGE ECONOMY**

Which is most relevant to your work & life?

- 1st | Polarized Political Climate
- 2nd | Propaganda & Disinformation
- 3rd | Centralized Power of Platforms
- 4th | Media & Mental Health
- 5th | News Avoiders
- 6th | AI & Knowledge Economy





Courageous RI helps you bring media literacy and active listening to your school, workplace, group, church, or organization.

❤ **Videos**

🌈 **Listening Matters**

📌 **Creative Expression Projects**

🕶 **Curated Educator Resources**

* **Access the Complete Curriculum - PDF**

👂 **Listen In on a Courageous Conversation**

Courageous Conversations Topics

- ✓ Why Media Literacy Matters
- ✓ Feelings & Facts
- ✓ Conflict Entrepreneurs
- ✓ Free Speech, Hate Speech & Censorship
- ✓ The Influencers
- ✓ Going Down the Rabbit Hole
- ✓ Preventing Violent Extremism
- ✓ High Conflict
- ✓ Targets of Propaganda

Top Picks for Joshua



Trending Now



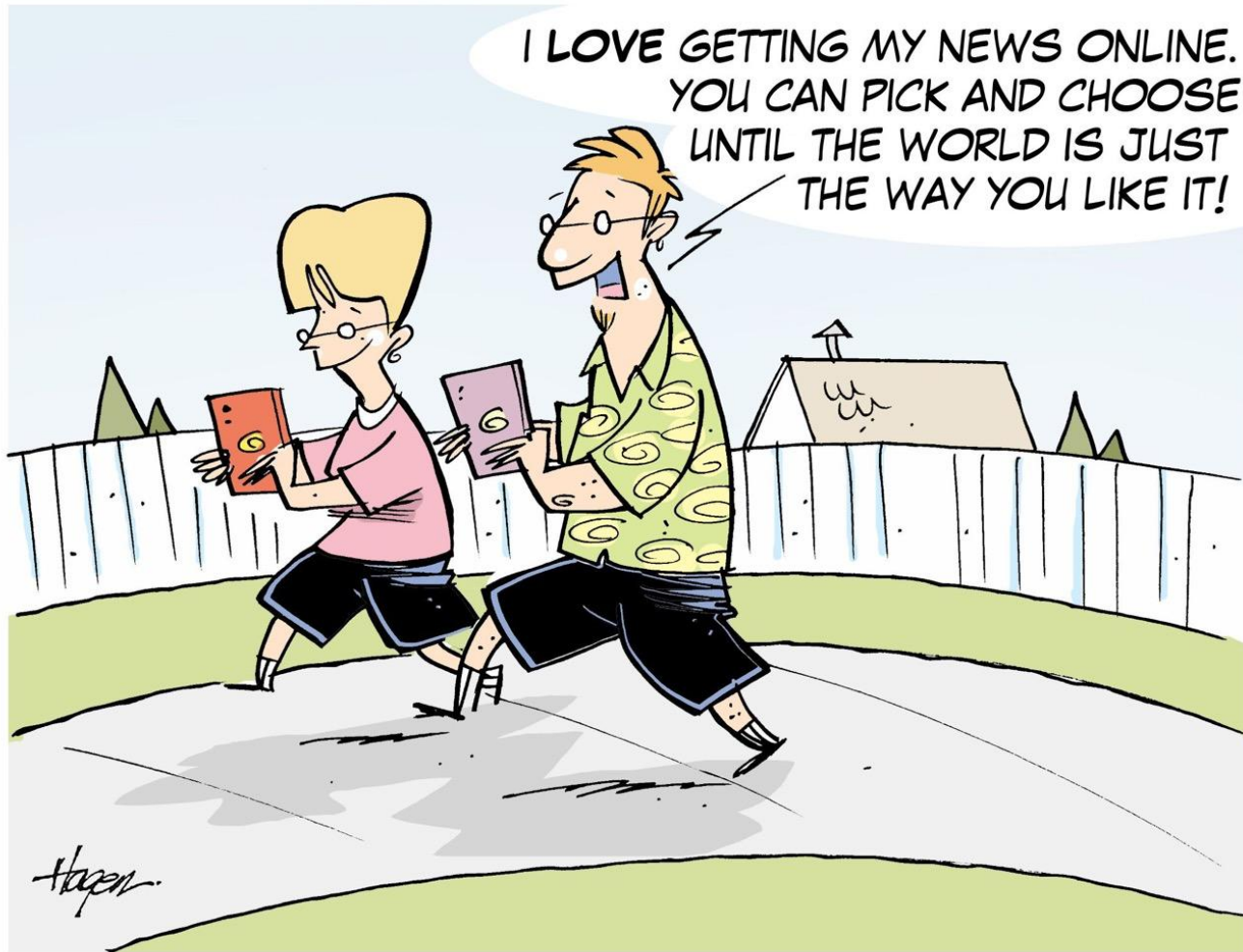
Because you watched Narcos



New Releases

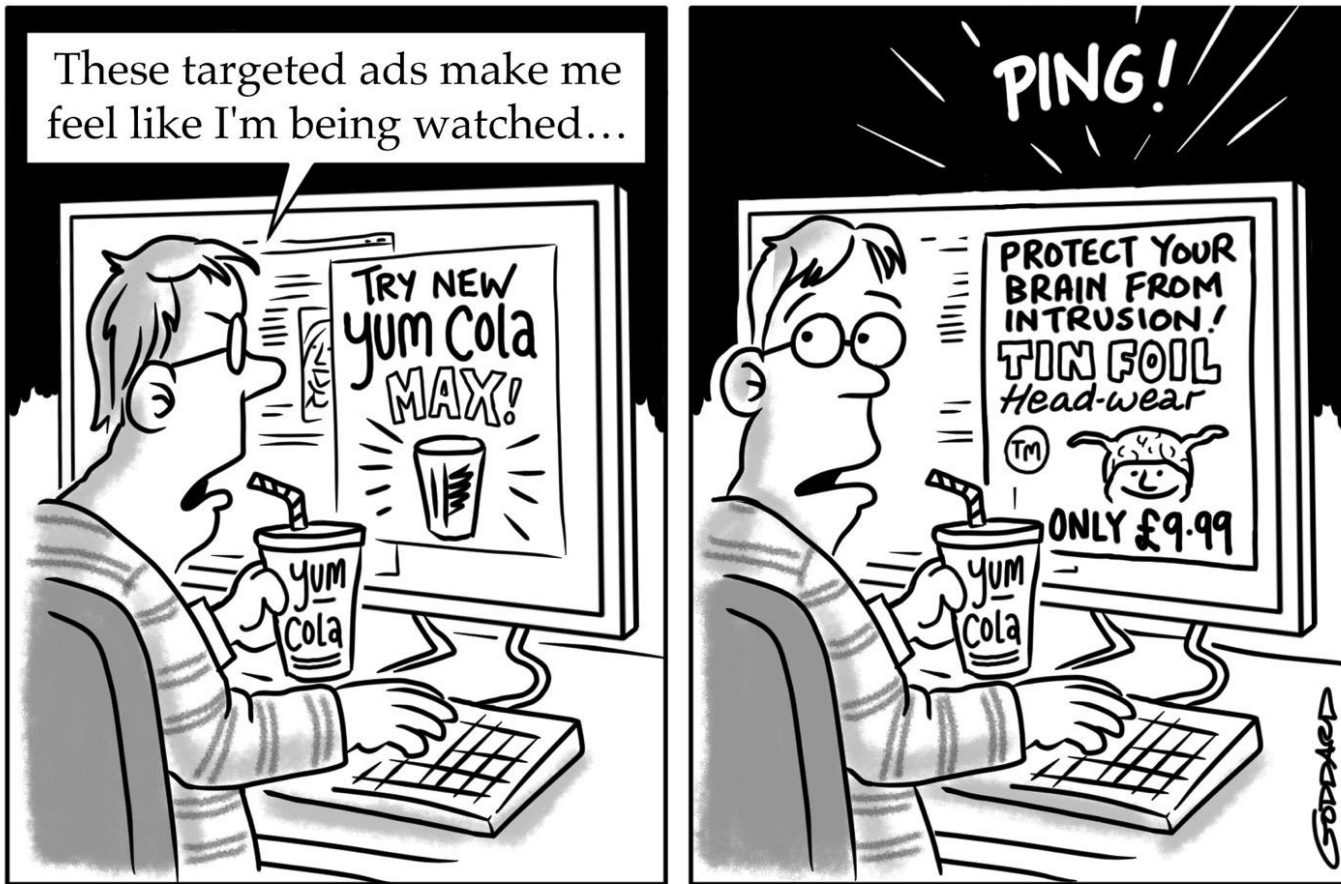


Algorithms Personalize Entertainment



Used with permission

Algorithms Personalize Information



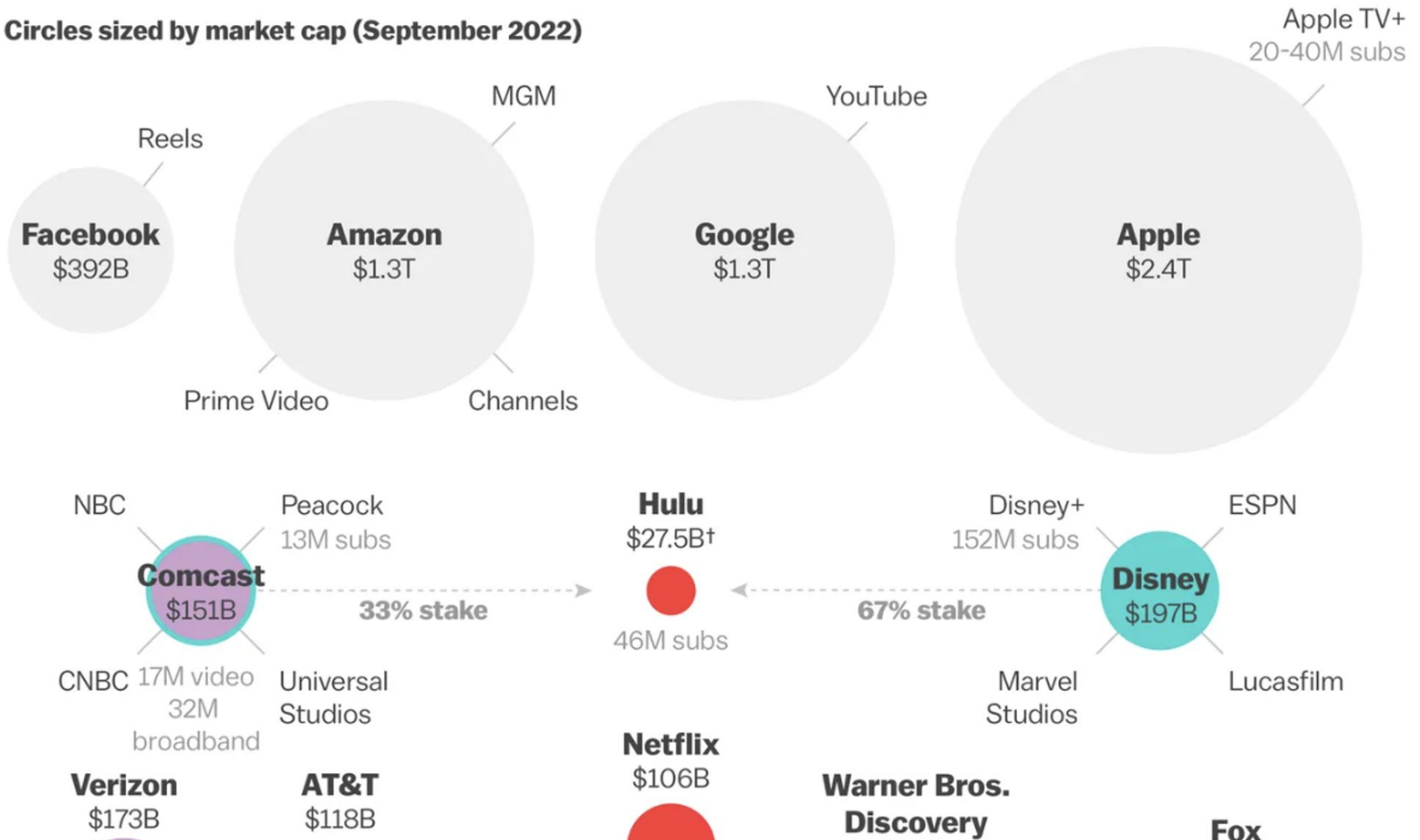
Used with permission

Algorithms Personalize Persuasion

TECHNOCRACY

A society that is dominated by digital platforms

Circles sized by market cap (September 2022)





SURVEILLANCE CAPITALISM



are the **PRODUCT** whose attention is sold for
PROFIT

Join at menti.com | use code 3668 3064

DO YOUR PATRONS UNDERSTAND ALGORITHMIC PERSONALIZATION?

Multiple Choice



Absolutely
Not

No

Not sure

Yes

Of course!

ALA American Library Association

INSTITUTE of Museum and Library SERVICES

MEDIA LITERACY IN THE LIBRARY

A guide for library practitioners

November 2020

This project was made possible in part by the Institute of Museum and Library Services grant number LG-13-19-0089-19.

2020

LJ Library Journal @LibraryJournal

New From ALA: Media Literacy For Adults Architecture of the Internet Programming Guide & More Headlines
ow.ly/1rO85OR9mqc #medialiteracy #infoliteracy

ALA American Library Association

INSTITUTE of Museum and Library SERVICES

Knology

MEDIA LITERACY FOR ADULTS

ARCHITECTURE OF THE INTERNET

PROGRAMMING GUIDE

THIS PROJECT WAS MADE POSSIBLE IN PART BY THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES. GRANT NUMBER LG-13-19-0089-19.

11:06 AM · Apr 5, 2024 · 790 Views

2024



12 MINUTES MAX



SUNDAY, APRIL 21

2:00PM - 3:00PM

[Add to Calendar](#)



MAIN LIBRARY

Auditorium



Local artists perform or present short works in a variety of media, including music, dance, film, and spoken word. Held the third Sunday of each month.

SALT LAKE CITY PUBLIC LIBRARY



Make Zines Thursdays at 4pm!

Teen Zine Team is a weekly online hangout session where you can meet new people, and spark your own creativity and self-expression! Local zine artists, along with our Teen Services Librarians, will introduce you to this underground art form and guide you on your zine-making journey.

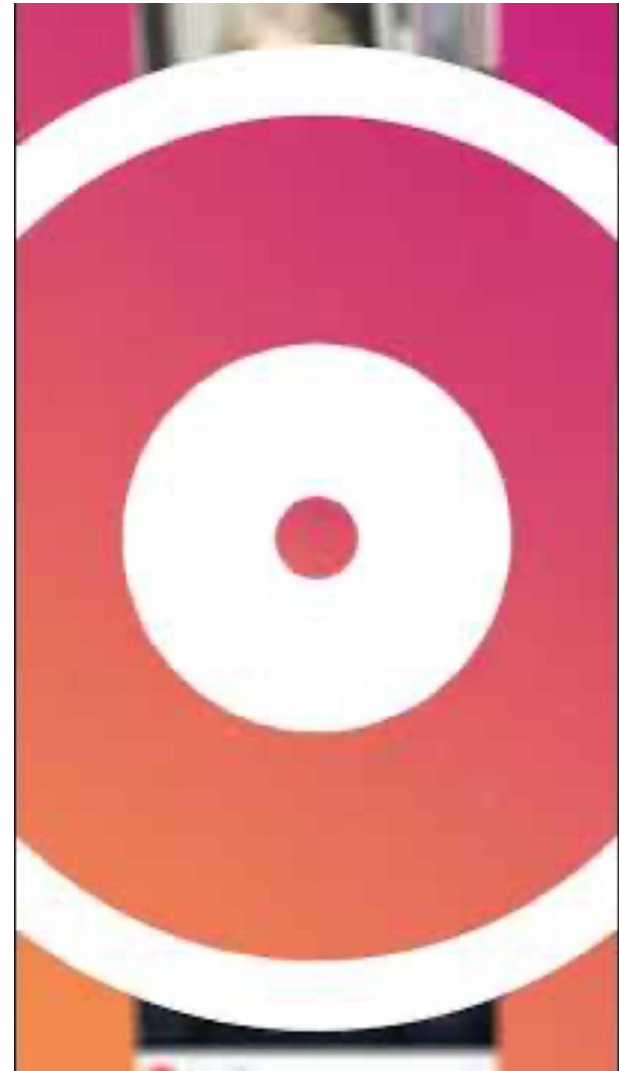
Teen Zine Team meets every Thursday, from 4–5pm, in the Teen Lounge at the Main Library. This group is held in partnership with Grid Zine Fest.



THE LIBRARY SCREEN SCENE

Film and Media Literacy
in Schools, Colleges,
and Communities

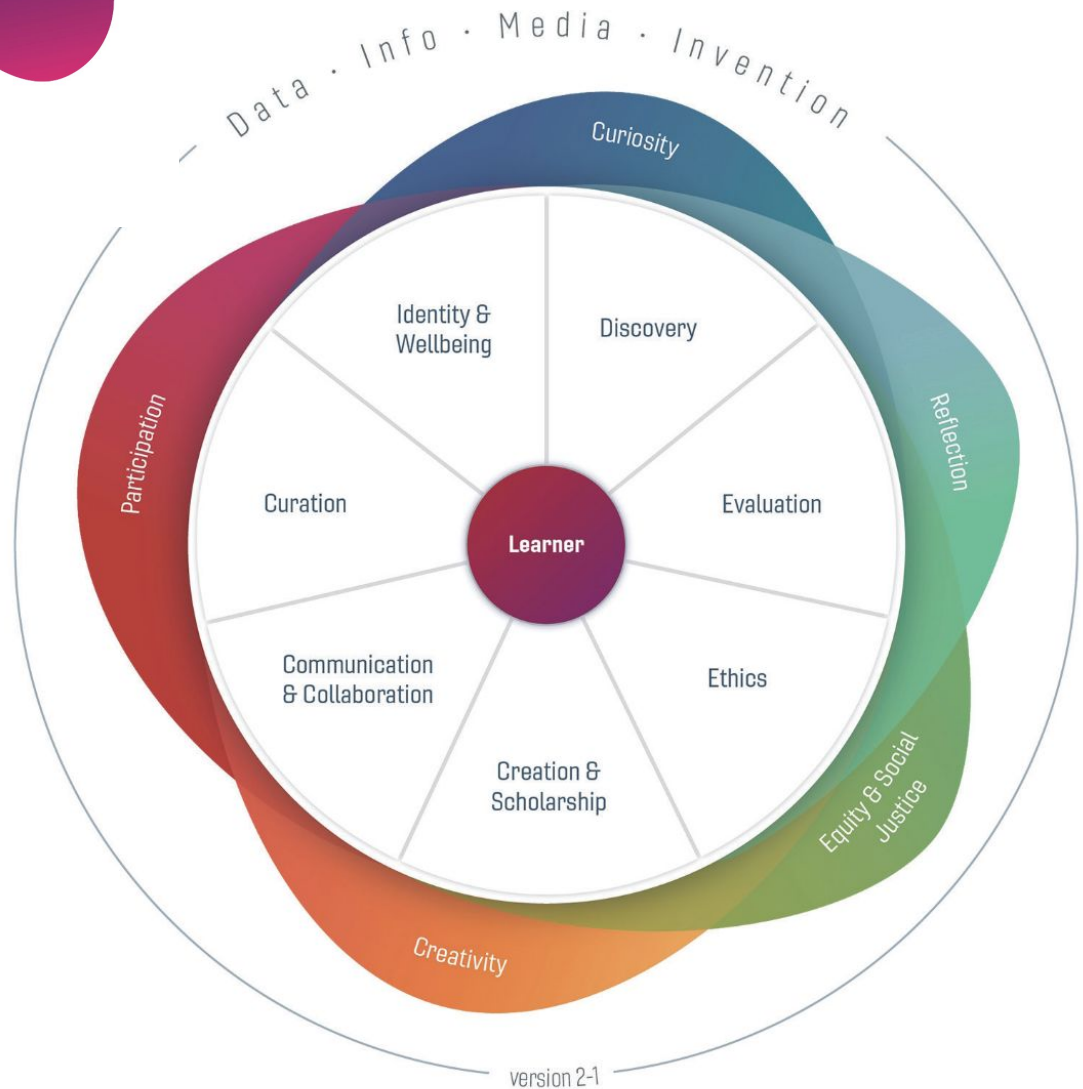
Renee Hobbs
Liz Deslauriers
Pam Steager



DIGITAL LITERACY

FRAMEWORK TOOLKIT

VIRGINIA
TECH
LIBRARY







GOOGLE YOURSELF

ONLINE IDENTITY REFLECTION

Julia Feerrar

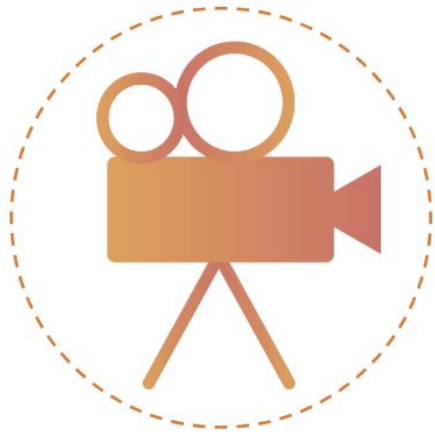
> DIGITAL LITERACY OUTCOMES

(1.4) Create and manage online identities that align to personal and professional values and goals

> SPECIFIC OUTCOMES

Examine the personal data and information that makes up your current online presence.

> DESCRIPTION



PITCH VIDEOS

CREATING MEDIA STORIES

Alice Rogers, Sara Sweeney Bear, & Kayla McNabb

> DIGITAL LITERACY OUTCOMES

(5.2) Examine how format, genre, discipline, and audience can affect creative choices

(5.3) Practice an iterative design process towards specific goals

(4.4) Apply relevant ethical principles in personal, professional, and academic contexts

> SPECIFIC OUTCOMES

Identify techniques to communicate intended message. Select appropriate library resources based on project needs. Develop a plan for composing a multimedia project.

> DESCRIPTION

This lesson introduces students to planning and creating a pitch video. During the session, students learn about library resources, interview techniques, and video planning. Pitch videos are short, persuasive multimedia projects that require time management, proficiency with capturing and manipulating video, and carefully designed storytelling. Students will ask questions like: Who is my audience? How do I establish trust with my viewers? How do I convey

[Find materials ▾](#)[Borrow & request ▾](#)[Study & create ▾](#)[Research & publish ▾](#)[Libraries & locations ▾](#)[About us ▾](#)

AI Literacy in the Age of ChatGPT

Guide for instructors

[ChatGPT and pedagogy](#)[AI detection tools](#)[Citing generative AI](#)[Effective use of ChatGPT & other LLMs](#)[Fact-checking is always needed](#)[Which AI tool for your task?](#)[Beyond ChatGPT](#)[Multimedia generative AI](#)[Copyright issues](#)[How UA libraries can help](#)[Workshops and training](#)[Additional readings](#)

A guide for instructors

We also offer a [Student Guide to ChatGPT](#) and [FAQs](#) about generative AI.

This guide focuses on generative AI.

We cover only AI that can generate text, images, video, music, or speech. Examples: ChatGPT, Labs, and more.

Last updated on May 28, 2024.

We aim to keep this guide up to date. But since new developments are happening so quickly, i

New to generative AI?

If you are new to the practice of using generative AI tools like ChatGPT, these short videos pro

Practical AI for Instructors and Students (10 to 12 minutes each)

Media Education Pedagogies

CLOSE READING



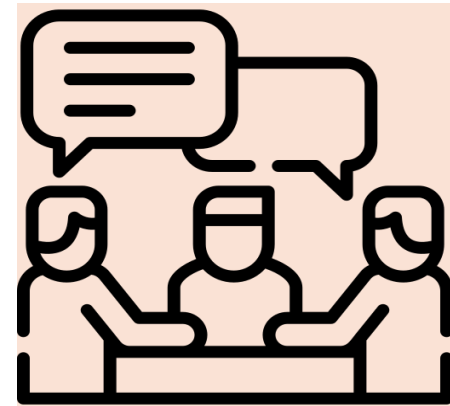
Exploring Representation
and Power through
Critical Analysis

CREATIVE EXPRESSION



Empowering Voice with
Writing, Speaking, and
Self Expression

DIALOGUE & DISCUSSION



Increasing Relevance by
Critically Examining
Digital Media & Popular
Culture



Media literacy
involves asking
critical
questions about
what you watch,
see, listen to
and read



**Media literacy
involves
creating media
with an
appreciation of
its power and
influence**

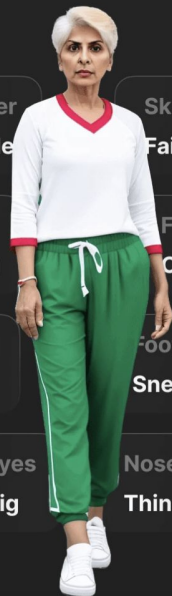
Turn God Mode on. Meet Human Generator

Create hyperrealistic full-body photos of people in real time

Create human **Free**

Jaw-dropping realism

Thanks to our advanced AI algorithms, you won't tell generated humans from real people



Age
Middle-aged

Gender
Female

Skin tone
Fair

Ethnicity
Pakistani

Body type
Athletic

Pose
Standing

Face shape
Oval

Hair
Short

Top
T-shirt

Bottom
Pants

Footwear
Sneakers

Background
White

Hair color
Blonde

Eyes
Big

Nose
Thin

Lips
Full

Maximum diversity

Generate characters of all ethnicities, ages, and body types



Different poses

From professional postures to casual stances. Create dynamic character visuals



Turn God Mode on. Meet Human Generator

Create hyperrealistic full-body photos of people in real time

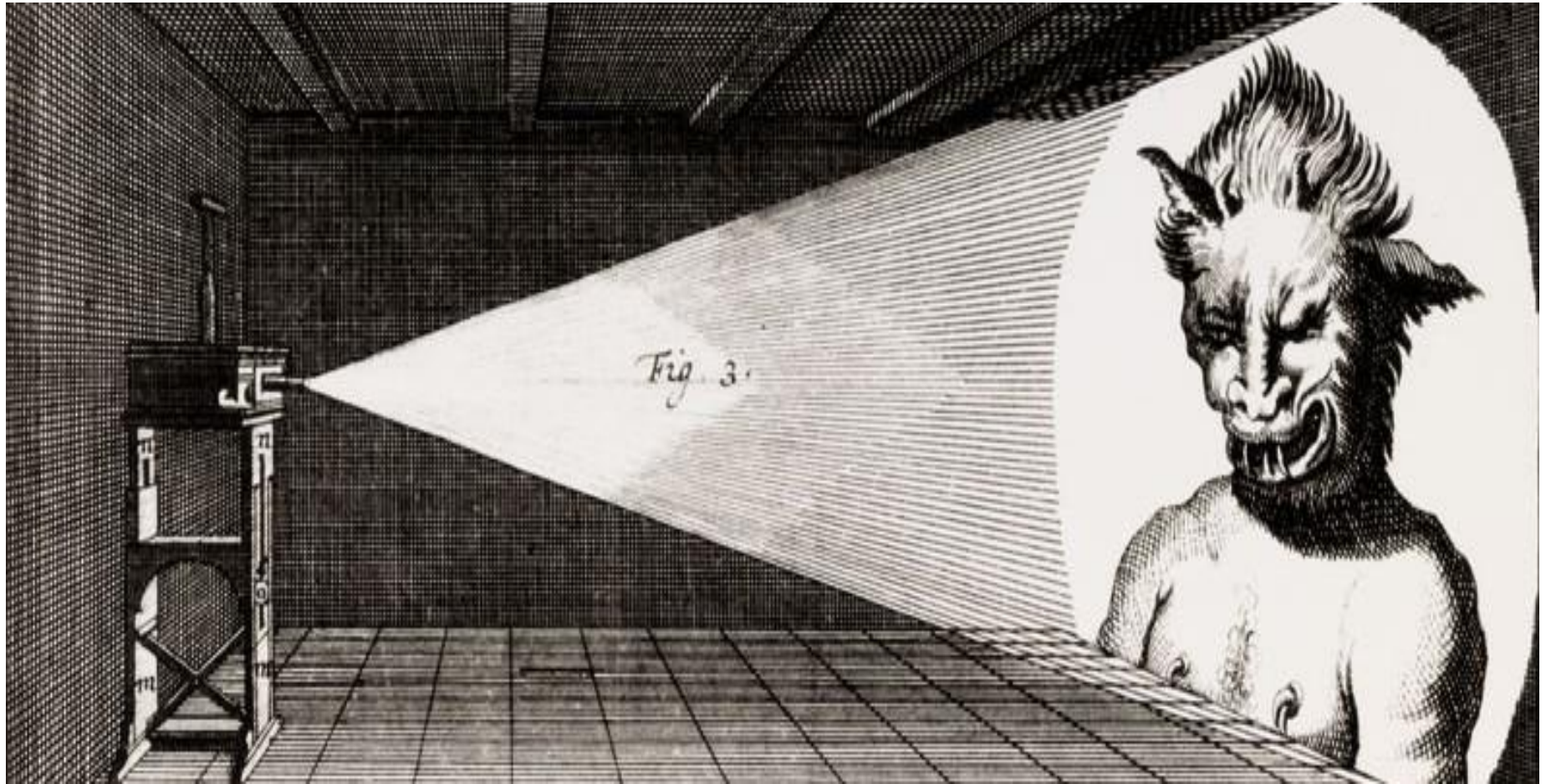
Create human Free

ASSIGNMENT: Create AI Characters

Interact with the Human Generator and create at least 2 characters. Then reflect on what you noticed about the process. Consider how your choices were structured on the platform.

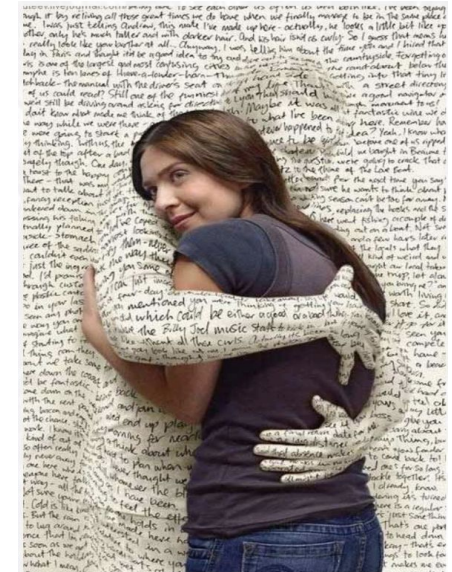
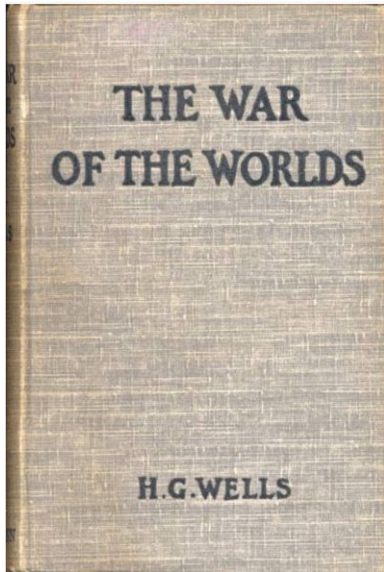
Write an email that explains and illustrates the choices you made. Then reflect on the experience. After completing this activity, what new questions come to mind?

Language, Media & Technology Create **Unreal Realities**



Language, Media & Technology

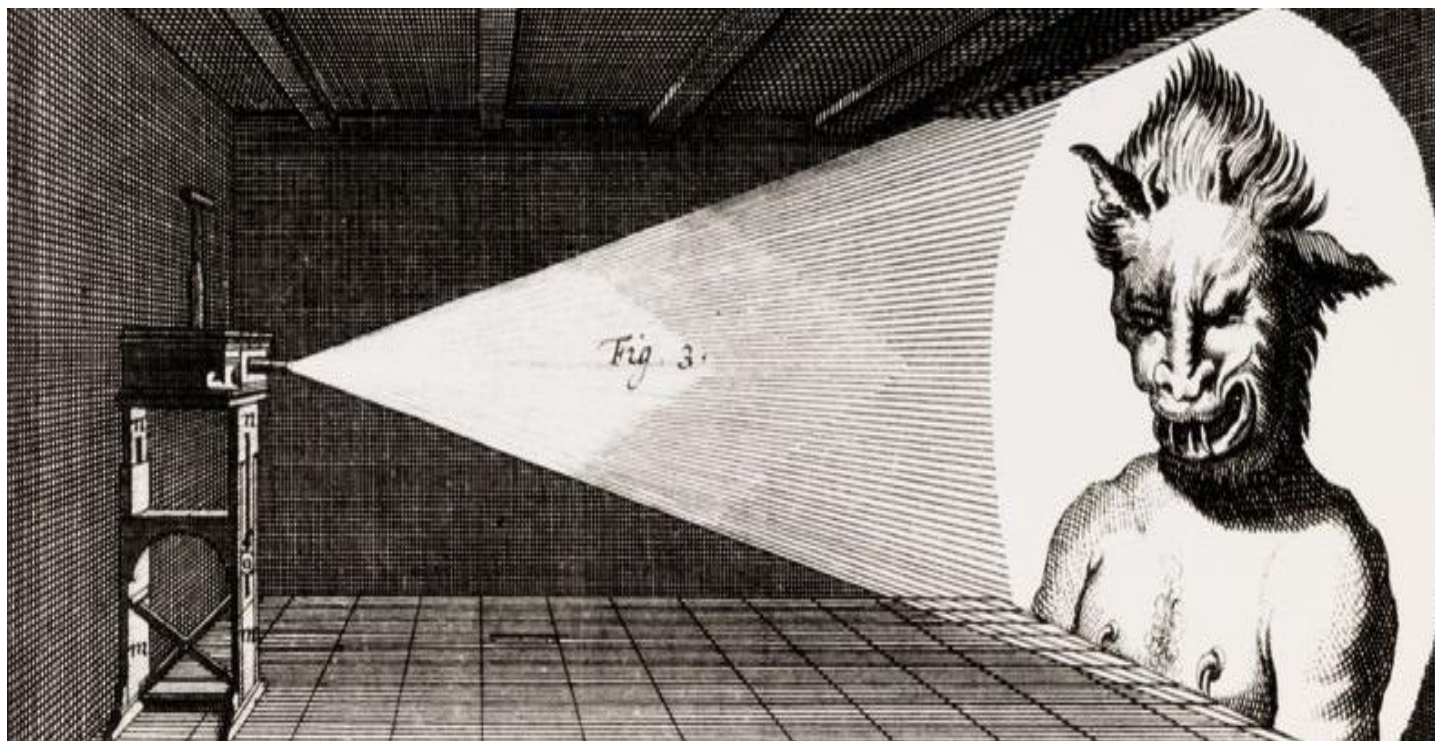
Create **Unreal Realities**



**How Are You Preparing Your Patrons
To Be Both Protected & Empowered?**

Use critical questions about media

as both a creator & consumer to address
the unreal realities around you



Why Digital and Media Literacy Matters Now

Renee Hobbs

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