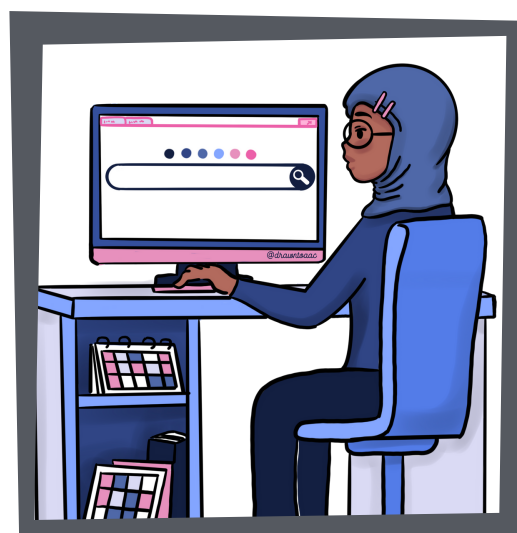


Information Literacy Skills

Evaluation Strategies for Media

Acquiring media literacy skills helps students learn to think critically about information consumed from various sources. Students learn to **identify the role of media in our culture, recognize points of view, and understand authors' goal for putting out information.** Students learn to become smart consumers and creators of information.

Media literacy skills can be fostered by prompting students to ask specific questions. These questions could serve as a guide in consuming and creating information.



1

Who created this?

- Was it an individual, a company, or an anonymous source?
- What is the author's level of expertise?

Why did the authors create this?

- Was the information created to persuade, inform, create humor, or share opinions?
- Was the information created to gain power, influence, or profit?

2

3

Who is the message for?

- Is the message for artists, professionals, or people with particular interests?
- Is the message for women, men, adults, kids, or particular groups of people?

What techniques are being used to make this message credible?

- Is there evidence to support assertions made?
- Is the evidence being used verifiable?

4

5

What details were left out and why?

- Is the information presented balanced?
- Are there multiple views or is only one view presented?

How did the message make you feel?

- Do you think everyone feels the same way you feel about the information?
- Would others disagree?

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