**"3-minute Concept" Animated Video Clips Series:**

**Media and Information Literacy**

**Subtitles**

3-minute Concept **Media and Information Literacy**

Life and Society (Secondary 1-3)

Personal, Social and Humanities Education Section

Curriculum Development Institute

Education Bureau,

HKSAR Government

In the Internet age,

the media provide us with information,

entertainment and education.

They also bring us a lot of convenience and fun.

However, they also shape our values

and our perception of things.

In an age when “speed”,

“fun”, and “novelty” are stressed,

some messages may be distributed

before it is thoroughly verified.

Besides, given that everyone can now easily create

and distribute media contents online,

the authenticity and credibility of the message,

the stand and motives of the author,

the values embedded in the message,

as well as individuals’ words or actions on the Internet

will impact us and society.

That is why developing media and information literacy

is important.

Media literacy includes the ability to

analyse media information

as well as use and create media contents.

In terms of analysing media information,

when we receive messages from media sources,

we need to analyse and evaluate it.

For example: What is the source of information?

Is the source credible?

What are the stand and orientation

of the media messages?

What are motives behind the message?

What values are delivered?

Authenticity? Credibility? Appropriateness?

Is the message biased, misleading or deceptive?

In terms of the use and creation of media contents,

after we analyse the information,

we need to use media contents appropriately

and effectively.

We should also be responsible and empathetic

when creating media contents.

This way, the contents posted by us

will not have a negative impact

on other people or society,

but contribute to the well-being of

other people or society instead.

To safely and fully enjoy the convenience and

fun brought by the media,

when we receive, use media messages

or create media contents,

we should “stop”, “look”, “listen” and “empathise”.

“Stop”

For example, stop and think about the authenticity of the message,

the motives behind it,

and the impact on others if the message is forwarded.

“Look”

For example, check out other related information,

and then look carefully if the message contains biased

or misleading information.

“Listen”

For example, listen to other people's advice

and experiences,

then evaluate carefully

whether the message is worth believing in.

“Empathise”

For example, when creating media contents,

consider other people's feelings

by putting yourself in their shoes.

In doing so,

the contents we create will be more valuable

and will attract more “likes”.

In short,

when processing media messages and contents,

always remember to stop, look, listen and empathise.

Reflection questions:

1. Have you ever forwarded a message from a friend to someone else without thinking carefully about the consequence of doing so?

2. Have you ever heard of people or organisations that are seriously affected by online rumours? If so, why did that happen?