**Media Information Literacy Education**

**Unit 1: Understanding Media and Information Literacy**

Topic: Understanding Media and Information Literacy

Target: Form 1 – Form 4 students

Objectives: After this lesson, students are able to:

(a) know what media and information literacy is;

(b) understand the importance of media and information literacy;

(c) pay attention to their relationship with the media and how to cultivate media and information literacy.

Time: 35 minutes

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**Teaching Procedures**

1. **Pre-class Preparation: Read related articles and materials**
2. Short essay reading: *What is “Media and Information Literacy”?*
3. Complete pre-class exercise: “Thinking about Media” exercise

(Suggested answers: Agree - 1, 2, 3, 6, 8, 10, 12. Disagree - 4, 5, 7, 9, 11. These statements aim at stimulating students to think about the impacts of media and information on individuals and society.)

1. **Classroom Teaching (See PPT for reference)**
2. Essential Skills in the 21st Century (5 minutes)

Teachers can ask students to express their opinions on the following question: “Do you agree that media and information literacy is an essential skill in the 21st century?” (Students can answer freely.)

Teachers can also discuss with students the issues mentioned in the pre-class exercise --“Thinking about Media”

1. What is Media and Information Literacy? (5 minutes)

Use PPT to introduce media and information literacy (MIL) as a compound concept.

Teachers can further explain that cultivating media and information literacy requires a critical attitude, reflective ability, and positive thinking skills. We need a critical mind to verify information. We should also consider our motive and possible consequences before sharing information. Meanwhile, we must have a positive attitude and share constructive information.

1. Why do we learn about media and information literacy? (10 minutes)

Use PPT to explain new trends in the world and a series of challenges brought forth. Thus, we should learn about “media and information literacy”.

The teacher may use real-life examples, along with pictures and videos, to explain the importance of media and information literacy (e.g., panic buying of toilet paper in the early stage of the Pandemic).

1. COVID-19 Pandemic, Smart Cities and MIL (10 minutes)

Teachers should remind students that during the Pandemic, digital skills of the public were enhanced greatly. The process of Hong Kong turning into a smart city has been accelerated and the sustainable development of a smart city is based on the citizens' good media and information literacy skills. Therefore, everyone should receive media and information literacy education.

Group discussion:

Ask students to think about their relationship with the media, the Internet and mobile phones. They have to cite examples from their daily lives and explain how media and information (such as those from advertisements, news, social networking sites, KOLs, etc.) influence them and discuss how they should respond wisely. Students can present their ideas in groups afterwards.

1. **Summary and Learning Consolidation (5 minutes)**
2. Students must learn about the technological environment they are in, and understand that smart cities are being established around the world. As future knowledge workers and smart citizens, students must cultivate their media and information literacy skills in order to achieve digital wellbeing and have the ability to verify the authenticity of information.
3. Complete Homework 1: Fill in the post-lesson questionnaire, think about the importance of some literacy/skills and rate it.

(A higher total score represents better understanding and recognition of media and information literacy.)

1. Complete Homework 2: Watch the video and answer the reflective questions (students can answer freely).

**Student Notes: Media and Information Literacy**

**Reading material:**

**1. What is “Media and Information Literacy”?**

“Media and information literacy” (MIL) refers to a set of information processing capabilities, including media literacy, information literacy, and information and communication technology skills (ICT skills). It is an advanced concept of media education. A person with "media information literacy" should be able to process information from different sources, including mass media, the Internet, libraries, databases, museums, etc.

In the 21st century, “media and information literacy” refers to a series of abilities that the general public (especially young people) should possess. This new concept is divided into three parts.

1. The ability to search for media and information

* Search efficiently and effectively from different information sources (e.g. media, libraries, museums and various databases) to look for useful media messages and information, and be aware of their tremendous effects on individuals and society.

1. The ability to understand, analyse and integrate media and information

* Understand the nature, function, and operation of media. Understand that different media (e.g. newspapers, television and the Internet) have different interpretations on the same incident. Critically analyse and evaluate the media and information content, understand how to select, organise and integrate media messages and information.

1. The ability to use and create media messages and information

* Effectively and safely use various communication channels (e,g, smartphones, blogs and social networking sites) to communicate and share information with others ethically and appreciate media messages and information from an aesthetic perspective.
* Learn about and understand the world through media and apply what one has learnt from media in daily life. Creatively produce multimedia work and understand how to monitor media and information organisations.

**Pre-class Preparation: Thinking about Media**

Answer the following questions. Please add a tick (✓) in the space next to the agreed sentence.

1. \_\_\_\_ The Internet and smartphones allow young people to learn about the world and experience different cultures.

2. \_\_\_\_ In the post-truth era, disinformation and fake news spread everywhere and

have negative consequences in the society.

3. \_\_\_\_ Teenagers may suffer from emotional illness when they encounter bullying on

social networking sites.

4. \_\_\_\_ “Internet vigilantism” can bring justice.

5. \_\_\_\_ Information on Google has all been verified.

6. \_\_\_\_ Mobile phones make people too lazy to memorise things and cause

"digital amnesia."

7. \_\_\_\_ Photos reveal the truth.

8. \_\_\_\_ Artificial intelligence has been applied in daily life.

9. \_\_\_\_ Collection of big data is well regulated and does not invade privacy.

10. \_\_\_\_ What the news media report may not always be accurate.

11. \_\_\_\_ Message from a good friend can be shared without verification.

12. \_\_\_\_ Hong Kong is turning into a smart city. Citizens should be equipped with civil awareness and wisdom of media and information literacy (MIL) in order to thrive in the smart city.

**2. Why do we learn about Media and Information Literacy?**

(i) New developments of digital technologies

The younger generation needs to know how to deal with the impact of digital technology, learn to select, evaluate and verify information, and understand how to make good use of communication rights.

New communication technology has changed modern life. Students need to master information technology to cope with the impact of new technology, such as cyberbullying, online fraud, etc.

Information overloads. There are media fabrications such as fake news, fake photos and videos. Thus, students need a high level of critical thinking skills to receive and comprehend media messages and information from different sources, combat fake news and verify the authenticity of information.

Netizens become "prosumers" (as both producers and consumers). They need to use new media to create constructive knowledge and make good use of their communication rights.

(ii) Transition into a knowledge society

The younger generation will be knowledge workers. They make a living from mental labour and knowledge creation. Therefore, media and information literacy is their basic survival skill.

(iii) Changes in learning modes

Young students need to cultivate “media and information literacy” so as to conduct self-learning and lifelong learning on the Internet and countless information platforms.

(iv) A step towards a smart city

During the Pandemic, digital skills of the public were enhanced greatly. The process of Hong Kong turning into a smart city has been accelerated and the sustainable development of a smart city is based on citizens' good media and information literacy skills. Therefore, everyone should receive media and information literacy education.

**Homework 1: Post Class Questionnaire**

**Based on your view, please rate the importance of the following literacy skills/abilities in the Internet age**

**(Please circle the number, with 7 being the most important)**

1. Search for useful media messages and information efficiently and effectively

1 2 3 4 5 6 7

1. Understand the nature, functions and operation of media (e.g. Ming Pao, BBC), search engines (e.g. Google, Baidu) and social media platforms (e.g. Instagram)

1 2 3 4 5 6 7

3. Understand that different media (e.g. newspapers, radio, TV, Internet) have different interpretations on the same event

1. 2 3 4 5 6 7

4. Be aware that media and information have huge effects on individuals and the society

1 2 3 4 5 6 7

1. Critically analyse and evaluate the content of media and information

1 2 3 4 5 6 7

1. Understand how to select, organise and integrate media messages and information

1 2 3 4 5 6 7

7. Use various communication channels (e.g., smartphones, communication software, social networking sites) to communicate and share information with others effectively and safely

1 2 3 4 5 6 7

1. Use media and information ethically

1 2 3 4 5 6 7

1. Appreciate media and information from an aesthetic perspective

1 2 3 4 5 6 7

1. Learn about and understand the world through media

1 2 3 4 5 6 7

1. Apply the information obtained from media in daily lives wisely

1 2 3 4 5 6 7

1. Produce multimedia works creatively

1 2 3 4 5 6 7

13. Understand how to monitor media

1 2 3 4 5 6 7

**Total Score: \_\_\_\_\_\_\_\_\_\_\_\_**

**Homework 2: Watch a video**

Watch a video and answer the reflective questions. You may choose one of the following videos:

1. 「三分鐘概念」動畫視像片段系列： (1) 媒體素養<https://www.youtube.com/watch?v=lIMqbb_FLqc>

Reflective Questions

(i) Have you ever forwarded a message that your friend sent you to someone else without verifying the content?

(ii) Have you ever heard of people or organisations suffer from adverse consequences caused by online rumours? Why is this happening?

1. Media and Information Literate Citizens: Think critically, Click Wisely

<https://www.unesco.org/archives/multimedia/document-5566>

Reflective Questions

(i) What are the changes in your ways of creating and using information in recent years?

(ii) Is all information used for public interest?

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