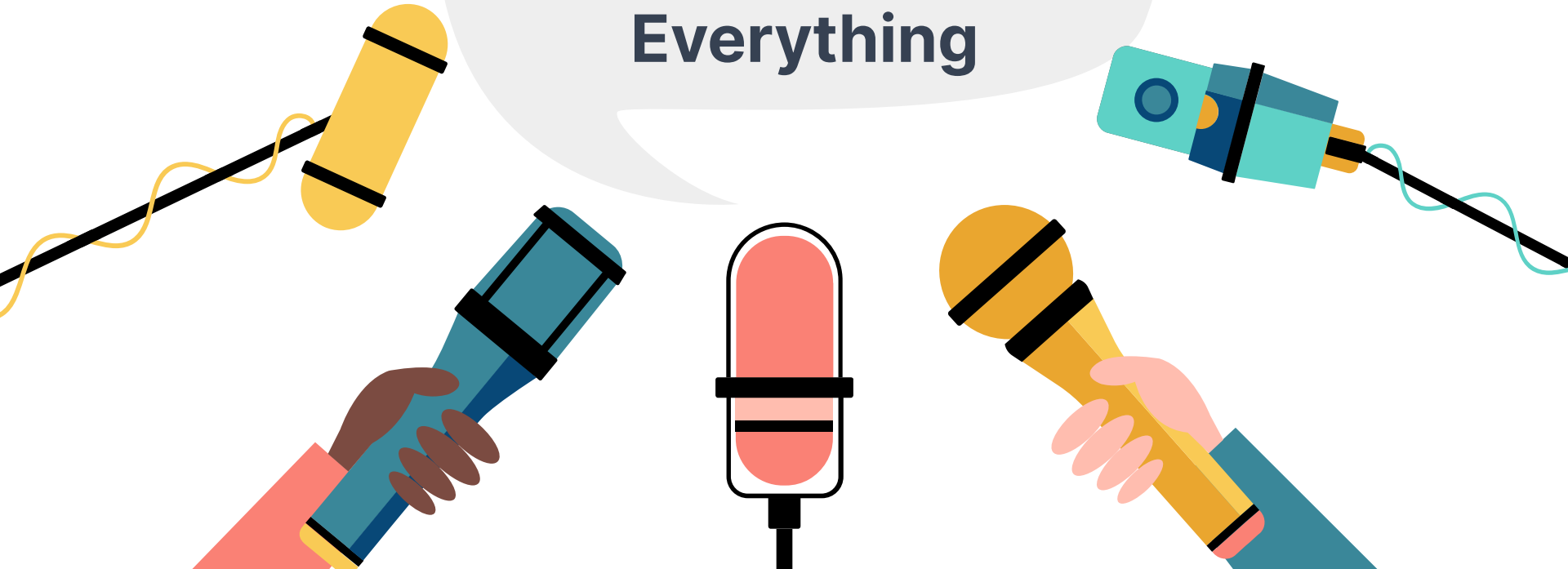


# Media Masters: Uncovering Truths and Questioning Everything



# Out

Lets change  
ALL the plans.

At the last minute.

Because its  
fun.

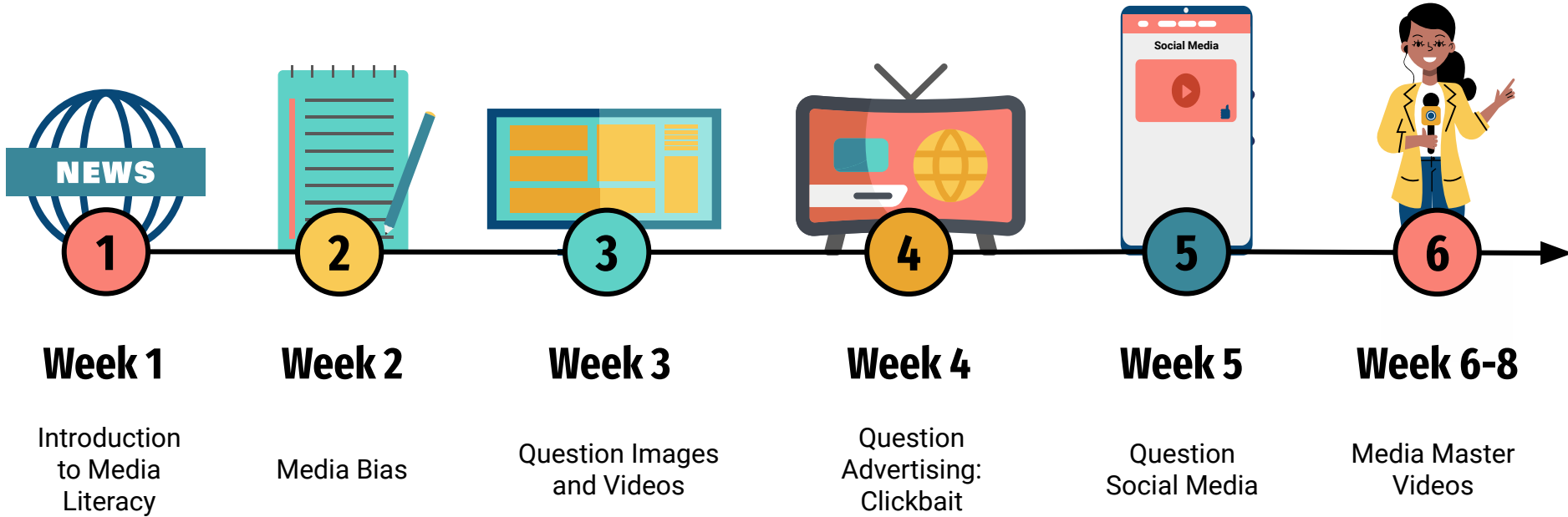
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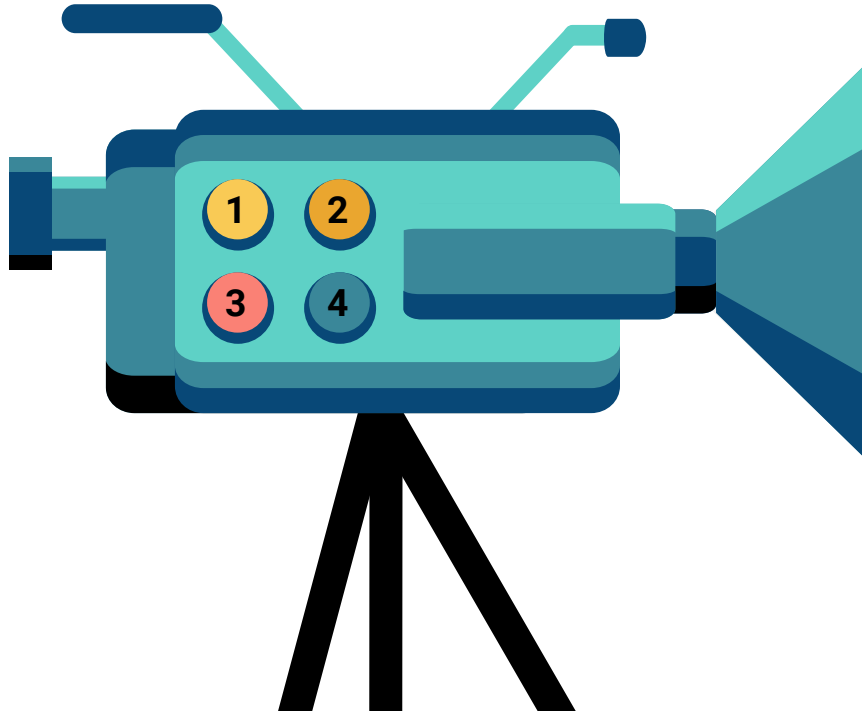
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# Media Masters: Timeline



# Media Masters: Questioning Everything



**Week 1:  
Media Literacy  
Introduction**

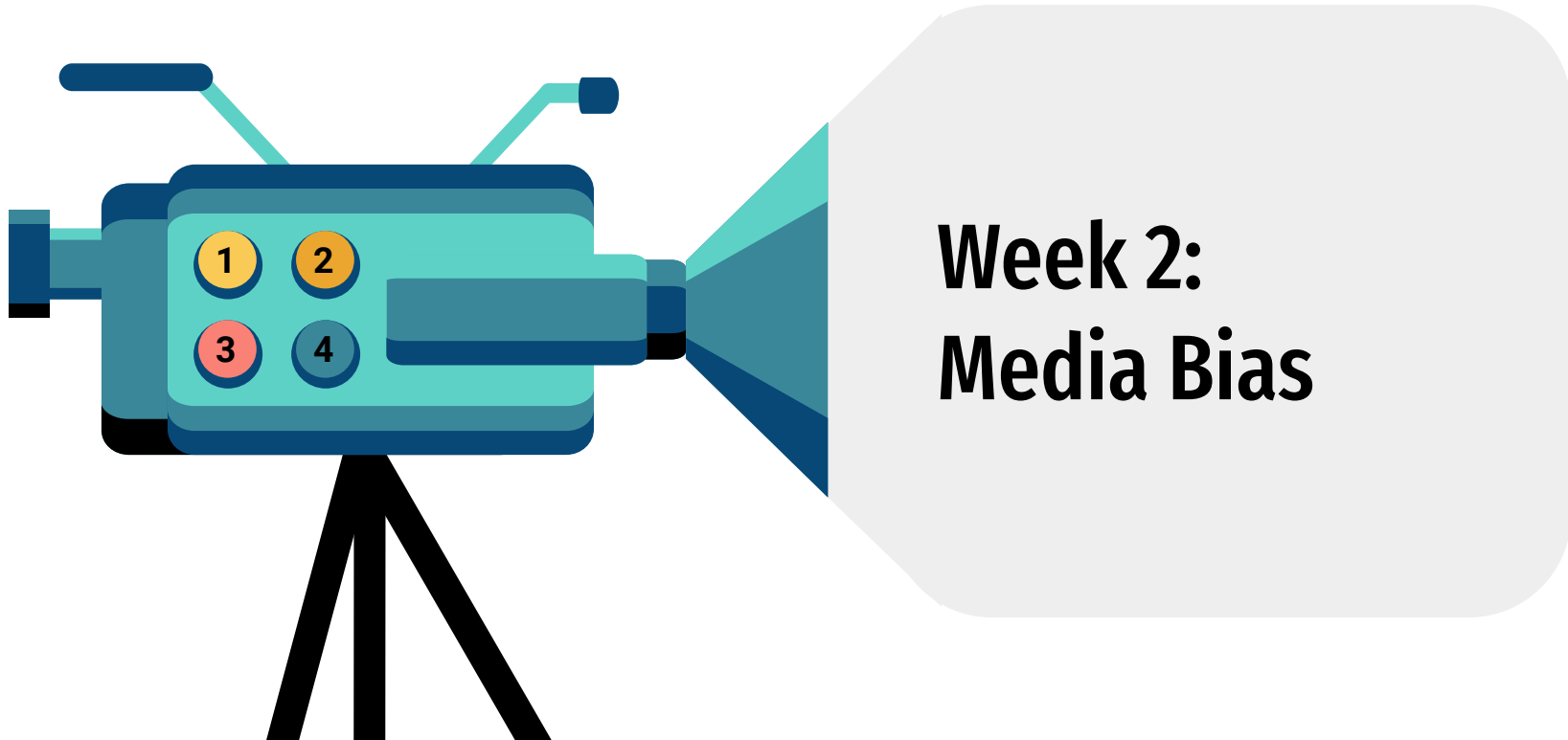
# Week 1: Media Literacy Introduction



Media Literacy Presentation with Nicole Fuentes  
Executive Editor of the Long Island Advance



# Media Masters: Questioning Everything



# Week 2: Media Bias: Types of Bias

**Spin:** Vague, dramatic or sensational language is used to promote a product, service, or idea to downplay or discredit alternative views.

## Examples of Spin Words and Phrases:

- Emerge
- Serious
- Refuse
- Crucial
- High-stakes
- Tirade
- Landmark
- Offensive
- Facing calls to...
- Meaningful
- Even though
- Monumental
- Significant
- Latest in a string of...
- Major
- Turn up the heat
- Critical
- Decrying
- Offend
- Stern talks

## Which is Spin Bias?

1

A Monumental New School Lunch Program Promises Tastier Meals and Happier Lunchtimes!

2

Government Implements Changes to School Lunch Program

# Media Bias: Types of Bias

**Opinion Statements Presented as Facts:** Subjective language or statements which are based on the author's opinions, assumptions, beliefs, tastes, preferences, or interpretations are used to portray a situation.

## Examples of Words Signaling Subjective statements:

- Good/Better/Best
- Is considered to be
- Seemingly
- Extreme
- May mean that
- Could
- Apparently
- Bad/Worse/Worst
- It's likely that
- Dangerous
- Suggests
- Would seem
- Decrying
- Possibly

## Which is Opinion Bias?

1

Scientists Confirm:  
Chocolate Is the  
Healthiest Food Ever

2

New Study Finds Potential  
Health Benefits in  
Chocolate Consumption



# Media Bias: Types of Bias

**Sensationalism/Emotionalism:** Type of media bias in which information is presented in a way that gives a shock or makes a deep impression. It often uses dramatic, yet vague language that warps reality to mislead or provoke a strong reaction.

## Examples of Words and Phrases Used by the Media that Signal Sensationalism and Emotionalism:

- Shocking
- Remarkable
- Rips
- Chaotic
- Lashed out
- Onslaught
- Scathing
- Showdown
- Explosive
- Slams
- Forcing
- Warning
- Embroiled in...
- Torrent of tweets
- Desperate

## Which is Sensationalism Bias?

**1**  
Rare Shark Sighting  
Reported Near Local  
Beach, Authorities Monitor  
Situation

**2**  
Shocking Discovery: Giant  
Shark Terrorizes Local  
Beachgoers, Experts Fear  
for Safety!

# The Easiest Quiz of All Time

## THE EASIEST QUIZ OF ALL TIME

NATIONAL  
NEWS  
LITERACY  
WEEK

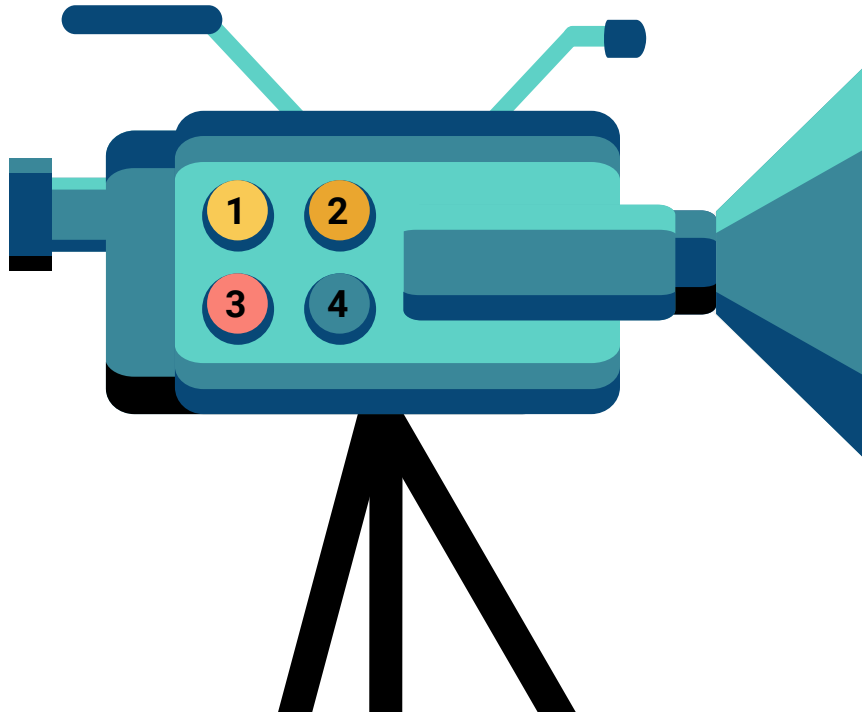
▶ **START**

PRESENTED BY:



SCRIPPS

# Media Masters: Questioning Everything



**Week 3:  
Image & Video  
Manipulation**

# Week 3: Image & Video Manipulation

**LIVE**  
**BREAKING**  
**NEWS**



**Sayville teens host book burning party!**

**LIVE**  
**BREAKING**  
**NEWS**



**Sayville student gets a new pet rhinoceros!**

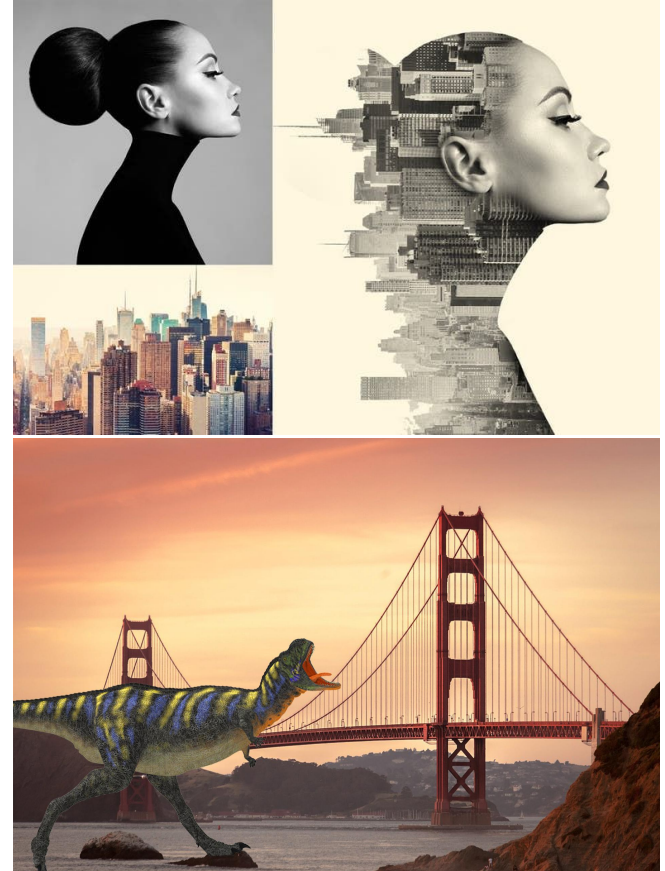
**LIVE**  
**BREAKING**  
**NEWS**



**Sayville student found living with lions!**

# Reasons to Alter Images/Video

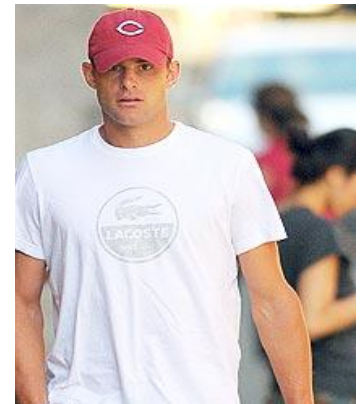
**Art & Entertainment:** Altering images and videos can be a form of art or created to entertain you! Media companies might add special effects or filters to make photos look cool or unique.





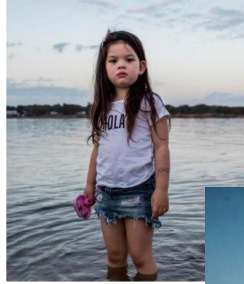
# Reasons to Alter Images/Video

**Enhancing Appearance:** Media companies may alter images to make people or products look more attractive or appealing. They might smooth out skin, brighten colors, or make things look shinier to catch people's attention.



# Reasons to Alter Images/Video

**Telling a Story:** Images in media often help tell a story or convey a message. Sometimes, altering an image slightly can make it clearer or more impactful for the audience.





# Reasons to Alter Images/Video

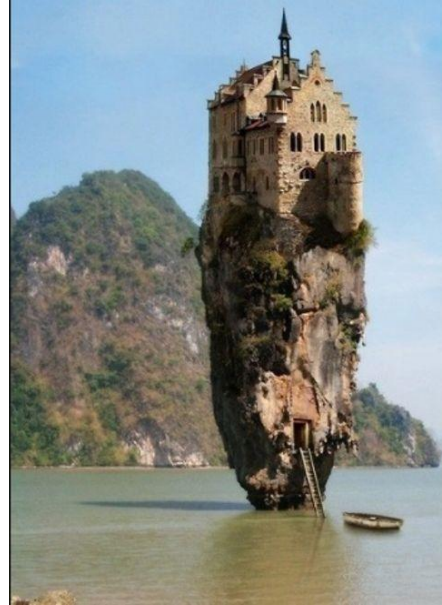
**Marketing & Advertising:** Companies might change images to better sell a product or idea. They might make food look extra delicious or show people having fun using a product to encourage others to buy it.



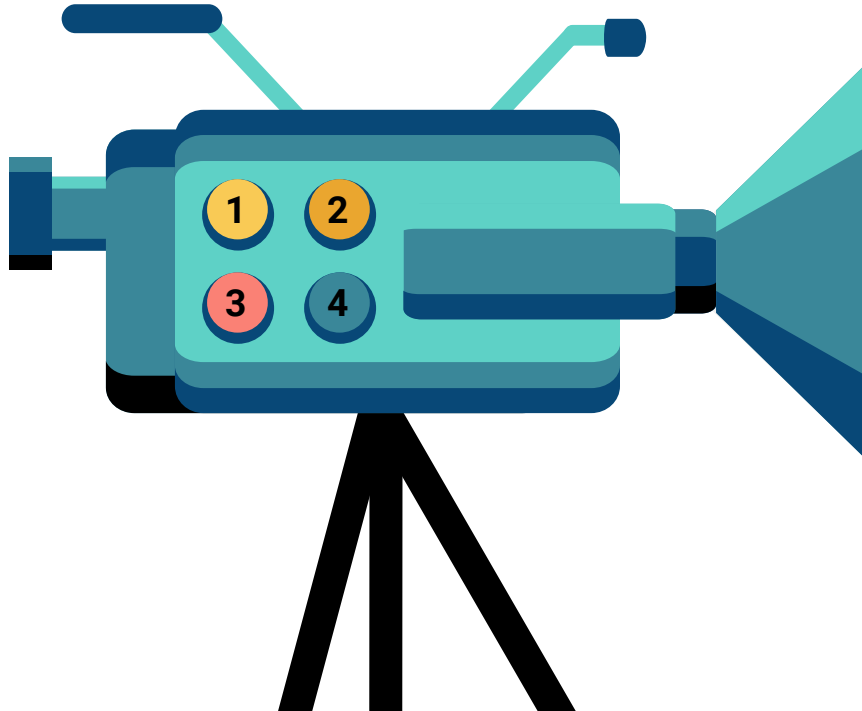


# Assessment: Reverse Image Search

Complete a Reverse Image Search for each image linked below, analyze the search results, and explain why you think the image is real or fake.



# Media Masters: Questioning Everything



**Week 4:  
Advertising &  
Clickbait**

# Week 4: Advertising & Clickbait

Which of these headlines would you click first? Why?



Go Ahead and Play that  
Video Game: It's Might  
Actually Be Good For You



You Should Never  
Brush Your Teeth  
Without This Trick



80% of Kids Love  
Cupcakes: New  
Study Shows Why



You Won't Believe This!  
The Children's Story  
That's Actually True!



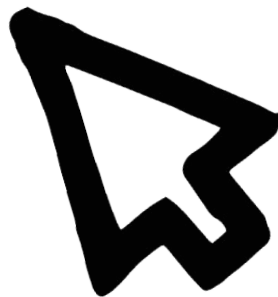
# The Curiosity Gap

The desire every person has to figure out missing information





# Clickbait



An image or headline that tries to get you to click on it, usually for advertising purposes

- *Potentially lead to sites you didn't want to go to. Can be confusing and frustrating!*
- *Infect your device with computer viruses.*
- *Lead to someone stealing your information.*





## ACTIVITY: AVOIDING CLICKBAIT



- **Clue #1:** It seems **impossible** or **unbelievable**.

FOR EXAMPLE: "Think Your Cat Loves You? It's Actually Plotting to Make You Sick."

- **Clue #2:** It tries to **shock** you.

FOR EXAMPLE: "You Won't Believe This!" or "The Answer Is Genius!"

- **Clue #3:** It refers to a **celebrity** or **popular topic**.

FOR EXAMPLE: "Kylie Jenner Talks Selfies and Bubble Tea: You Won't Believe What She Says!"



# Assessment: Identifying Clickbait

Identify which examples are clickbait and use the clues to determine why or why not.



GRADE 5: YOU WON'T BELIEVE THIS!

## Avoiding Clickbait

NAME \_\_\_\_\_

DATE \_\_\_\_\_

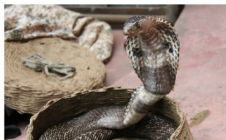


### Directions: Part 1

Use the clues below to identify which examples are clickbait, where the main purpose is to get you to click.

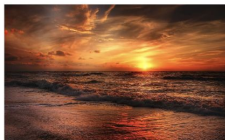
- **Clue #1:** It seems **impossible** or **unbelievable**.  
For example, "Think Your Cat Loves You? It's Actually Plotting to Make You Sick."
- **Clue #2:** It tries to **shock** you.  
For example, "You Won't Believe This!" or "The Answer is Genius!"
- **Clue #3:** It refers to a **celebrity** or **popular topic**.  
For example, "Kylie Jenner Uses This Food Item for Luscious Hair: You Won't Believe What It Is!"

1.

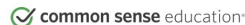


Man Kisses A King Cobra Snake! You Won't Believe What Happens Next!

2.



Five Pictures That Prove This Place Has The Most Beautiful Sunsets



GRADE 5: YOU WON'T BELIEVE THIS!

## Avoiding Clickbait

NAME \_\_\_\_\_

DATE \_\_\_\_\_

3.



Want To See A New Movie? Here Are Some Of The Top New Releases.

Is it clickbait?



Why, or why not?

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4.



Remember The Baby From Harry Potter?! You Would Never Have Expected This!

Is it clickbait?



Why, or why not?

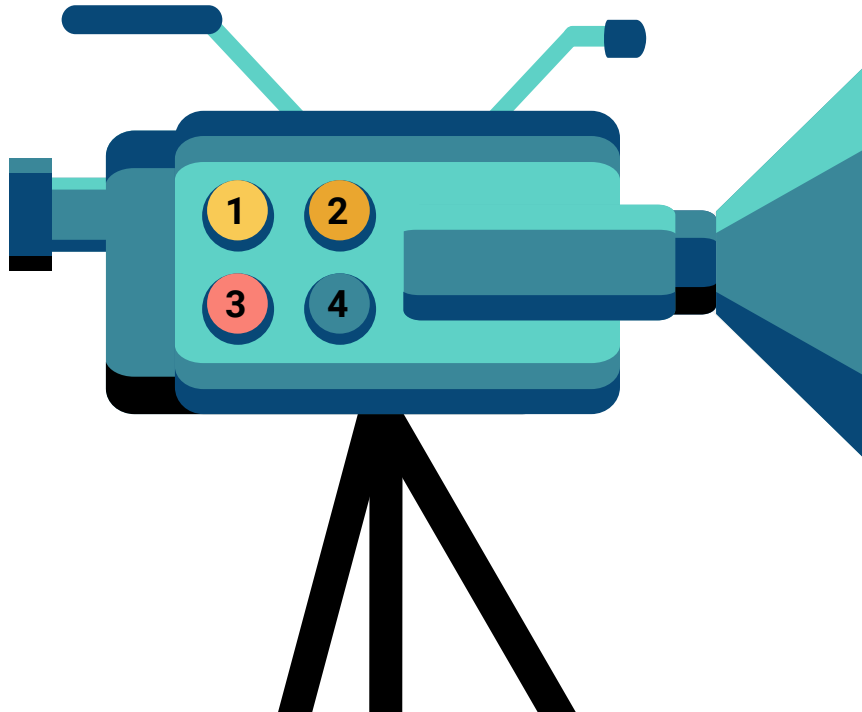
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# Media Masters: Questioning Everything



**Week 5:  
Social Media &  
Misinformation**



# Week 5: Social Media & Misinformation

**Fast Sharing:** Social media lets people send information very quickly. Sometimes, people share stories without checking if they are true. This makes false news spread fast!

**Echo Chambers:** Social media can create 'echo chambers' where everyone agrees with each other. If one person shares misinformation, it can get repeated over and over.



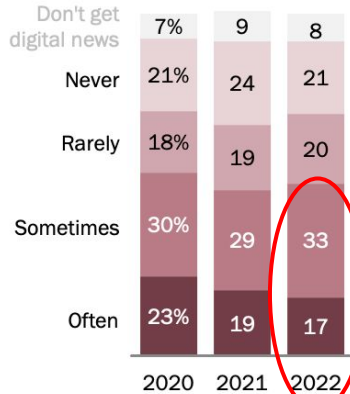
**Big Audiences:** Social media lets people send information very quickly. Sometimes, people share stories without checking if they are true. This makes false news spread fast!

**Emotional Tricks:** Misinformation often uses strong feelings, like surprise or fear, to make people share it without thinking. It's like a game of telephone but with fake news.

# News & Social Media: The Good & Bad (News)

## News consumption on social media

% of U.S. adults who get news from social media ...



Note: Figures may not add up to 100% due to rounding.

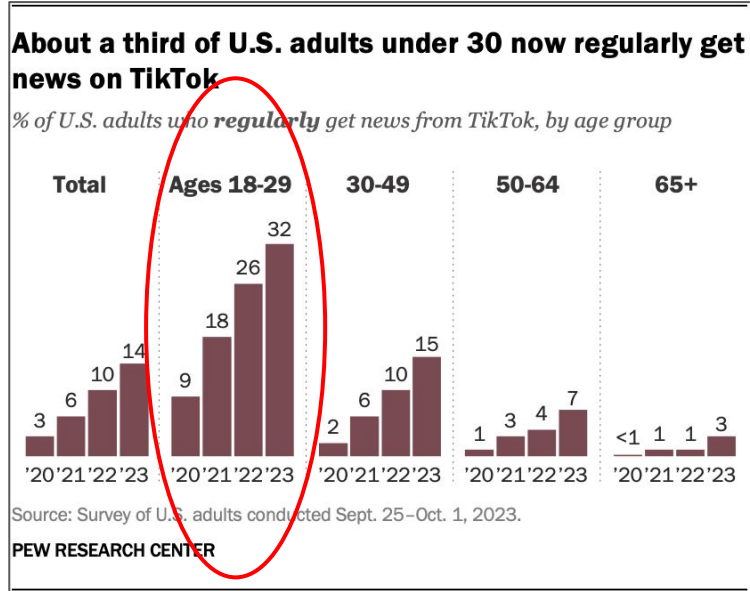
Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

PEW RESEARCH CENTER

In 2022, **50%** of people got their news from social media (sometimes or often)



# News & Social Media: The Good & Bad (News)



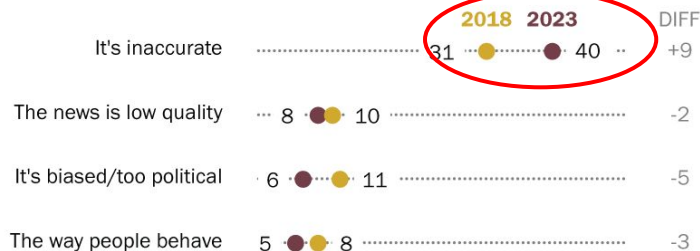
The number of people getting their news from social media is down from 53% in 2020 (yay!) BUT **32%** of 18-29 year olds are getting their news from TikTok (2023), up from 18% in 2021.



# News & Social Media: Good News & Bad News

## Increased share of Americans who get news from social media say inaccuracy is what they dislike most

Among U.S. adults who get news on social media, % who say what they **dislike** most about getting news on social media is ...

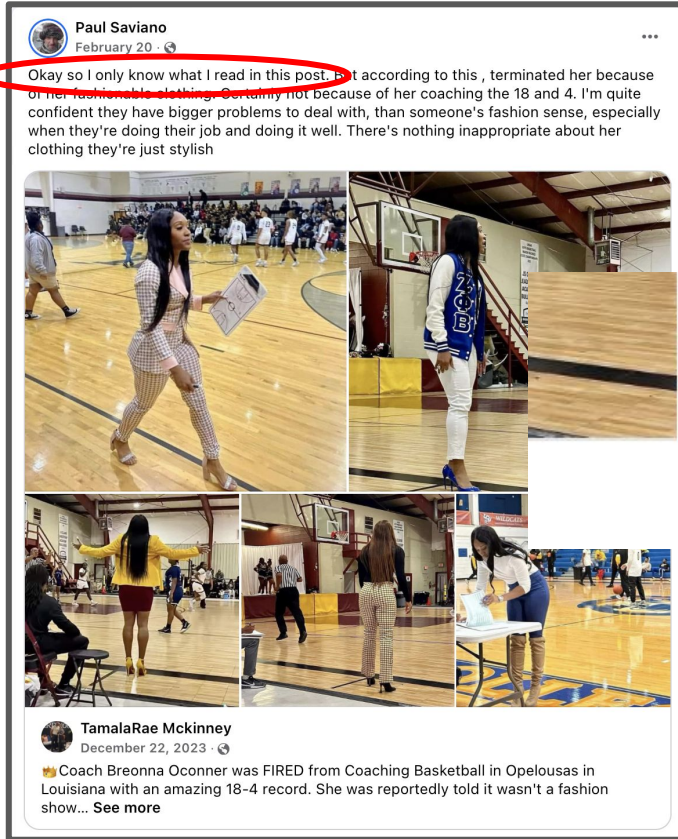


However, more people understand that news on social media is inaccurate (+9%)





# When Social Media Goes Wrong



Digital Daily

## Women's high school basketball coach fired for dressing on the court

Roz Edward  
December 30, 2023



5.6K comments 62K shares

"I love fashion ... but I do not know how that post went viral," O'Conner said. "I don't know how it started. It was not me. I want people to understand it was not me saying this is why I got fired. None of that is right."

# Question Social Media: Lateral Reading

The toxic truth about baby carrots  
& why you should stop eating them



Lateral reading helps you determine an author's or organization's credibility, intent and biases by searching for articles on the same topic by other writers (to see how they are covering it) and for other articles by the author you're checking on.

**POLITIFACT**  
The Poynter Institute

A dish of cooked baby carrots is served, Jan. 22, 2008. Despite claims, baby carrots do not cause cancer. (AP)

**Baby carrots are safe to eat, despite persistent claims otherwise**

#### IF YOUR TIME IS SHORT

- Baby carrots are made from longer-sized carrots, and they are rinsed with a diluted solution of chlorine and bleach — but that solution is tightly regulated and is no more harmful than the chlorine levels in tap water.

[See the sources for this fact-check](#)

**U.S. carrots are not 'soaked' in bleach, chlorophropham is never used**

By Reuters Fact Check

August 2, 2022 10:35 AM EDT · Updated 2 years ago



A widely viewed social media post warning that baby-cut carrots are "soaked in" bleach and a cancer-"aggravating" chemical to extend shelf life is misleading. The chemical chlorophropham, sold under various brand names, including Bud Nip, is not used on carrot crops or on stored carrots in the United States and is banned from any food uses in the European Union.

# Question Social Media: Go Upstream

## Taylor Swift insures her legs for \$40 million

By Lindsay Putnam

Published March 9, 2015, 11:35 a.m. ET



Another fact-checking strategy is to “go upstream” especially in cases where articles are reporting on other reporting. Upstream means going to the original source.

### Taylor Swift mocks the \$40 million leg insurance rumor

After a rumor cropped up that Taylor Swift's legs were worth \$40 million, her rep called it silly. Two weeks later, Swift poked fun at the rumor when something did indeed happen to her legs. The Times' Christy Khoshaba has the details.

**Los Angeles Times**

Taylor Swift relies on her gorgeous gams when it comes time to perform -- which is why she's having them insured.

Samir Hussein/Redferns via Getty Images

# Assessment: Should You Share it?



Quiz: Should you share it? (Education edition) these seven examples of online posts...



a. This was posted to Twitter by an ordinary user.

[Click here](#) to view image in a new tab.

☐ A This presents credible, fact-based information that is well-sourced and safe to share.

☐ B This presents false, misleading or unverified information and is not safe to share.

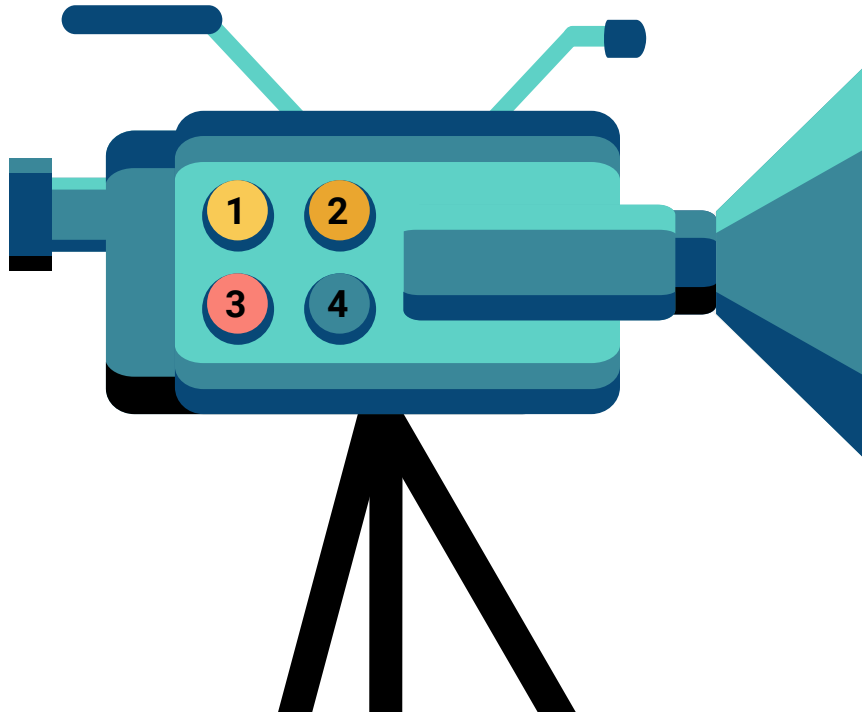
OK



Powered by Typeform



# Media Masters: Questioning Everything



**Week 6-8:  
Media Literacy  
Video Projects**

# Question Everything: Media Literacy Video Projects



# Question Everything: Video Outline

Introduce segment: Newscasters

Include the 5 W's

Shocking or Unbelievable Event

Include a Media Literacy skill



# Media Literacy Topics

One of the following media literacy topics must be addressed in your video:

## Media Bias

Media bias occurs when journalists or news organizations allow their own opinions to affect the news that they report and the way that they report it.

## Clickbait

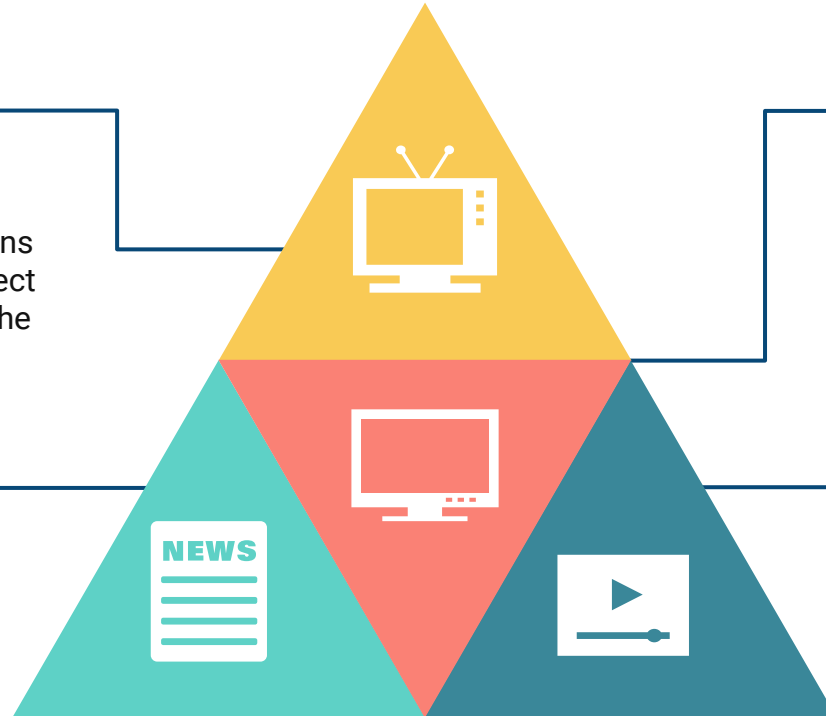
Content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

## Image/Video Manipulation

The act of altering images or videos or using them out of context to support a specific narrative.

## Social Media

Misinformation or fake news can spread up to 10 times faster than true reporting on social media.



# Question Everything: Media Literacy Video Projects



# Question Everything: Media Literacy Video Projects

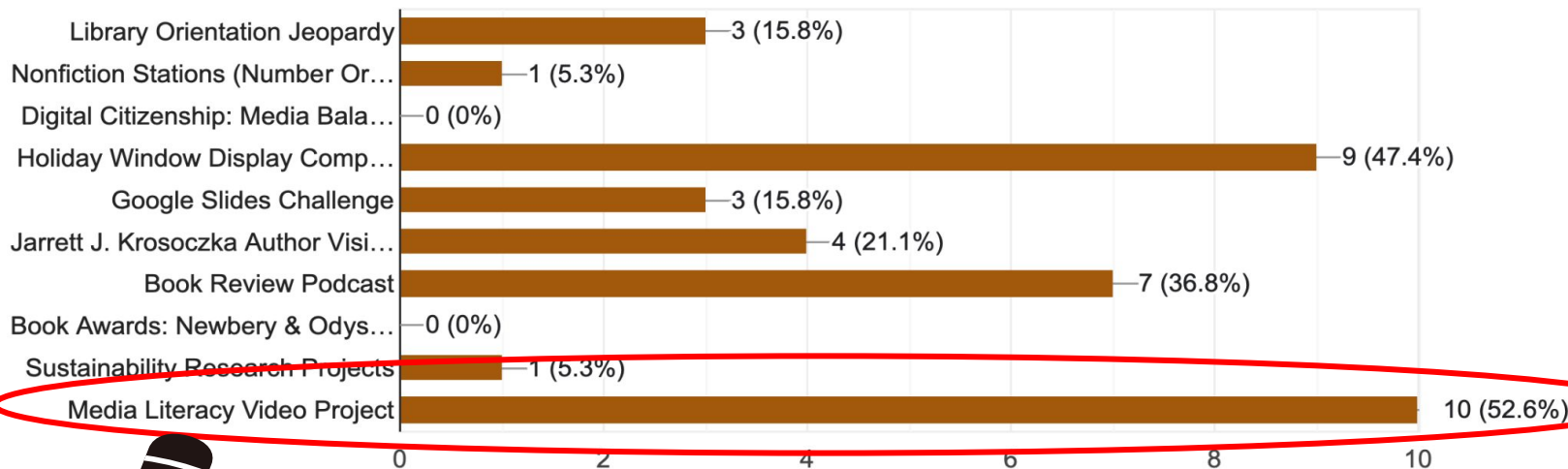


# Media Literacy Project: Student Feedback



What was your FAVORITE project from this year?

19 responses



# Media Literacy Project: Student Feedback

What did we do in library class that you think you will remember or use the most in the future?

**36% said Media Literacy Project**



“The media literacy video [was my favorite project] because it was very fun and I learned a lot of things from it.”



# Media Literacy Project: Student Feedback

What did you accomplish in library class that you are the most proud of?

**36% said Media Literacy Project**



**"Media Literacy Video Project  
[was my favorite project]  
because it was very fun"**



# Questions?

Kelsey LaPort  
[klaport@sayvilleschools.org](mailto:klaport@sayvilleschools.org)