Media Literacy for Global Interdisciplinary Curricula

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http://www.uncw.edu/ed/mit

About the Speakers

- Florence Martin
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  - Watson School of Education
  - Remotely presenting from Vancouver – attending AERA
  - www.florencemartin.net
  - Presenting remotely via Webex

About the Speakers

- Benjamin Brown
  - Instructional Technologist
  - Watson School of Education
  - Alumni of the Instructional Design & Technology Program at UNCW

Abstract

- Media Literacy is an essential skill for students to thrive in a digital, networked world.

- In this session, the participants will be introduced to different opensource/free ware applications such as Dim Dim, Gimp, Camstudio, Google Docs, Open Office which enriches teaching and learning.

- There will be a discussion on how technology globalizes education, and the importance of integrating culturally appropriate technology.

Objectives

- Kids and Media
- What is Media Literacy?
- What is New media literacy?
- Demonstrations
  - Big Blue Button, Gimp, Camstudio, Google Docs, Open Office
  - Twitter, Interactive Books, Podcasting/Vodcasting

Prior Knowledge

- What does media literacy mean to you?
- Why should students be media literate?

Media

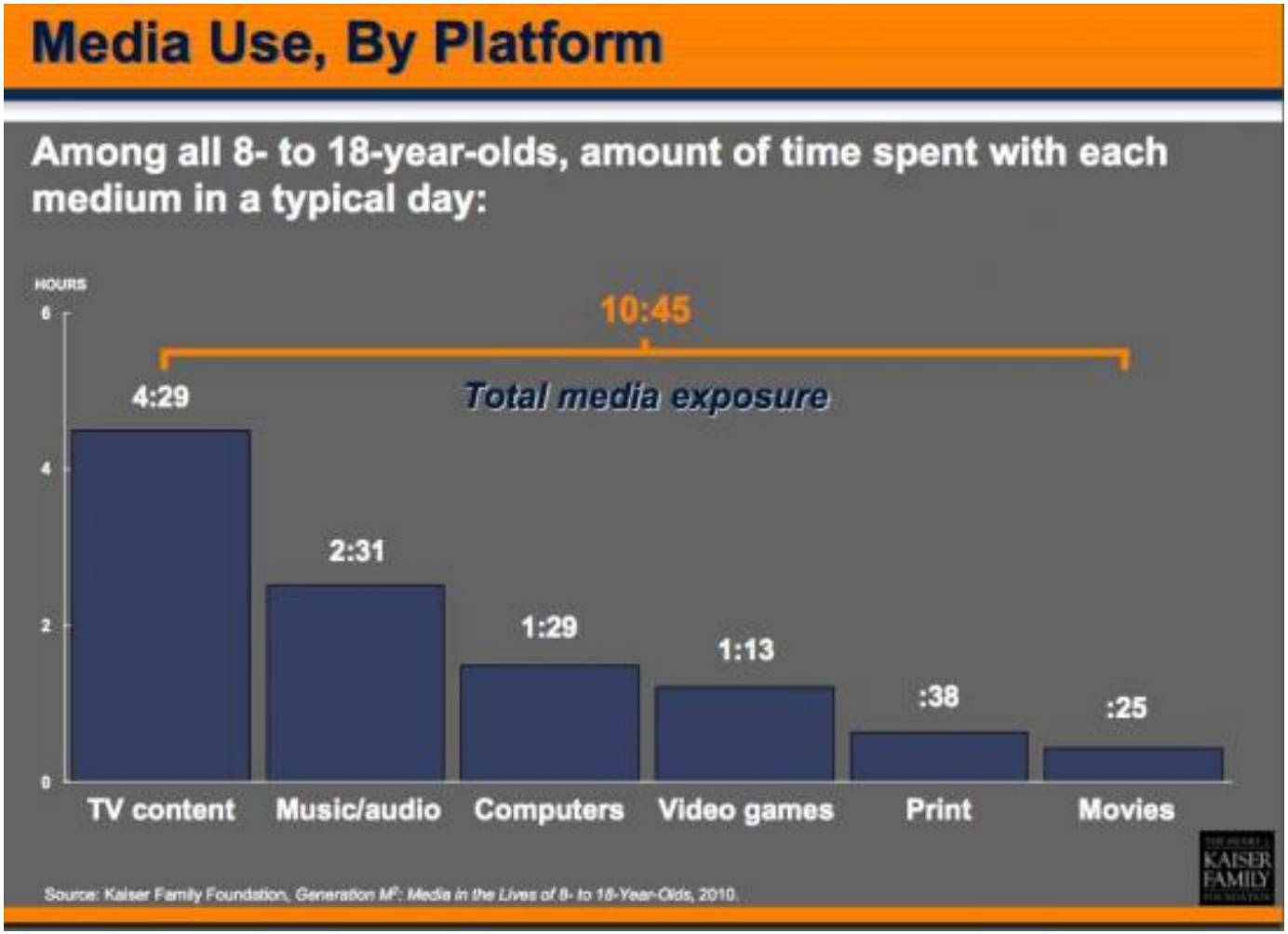
- Media refers to all electronic or digital means and print or artistic visuals used to transmit messages.

Kids & Media

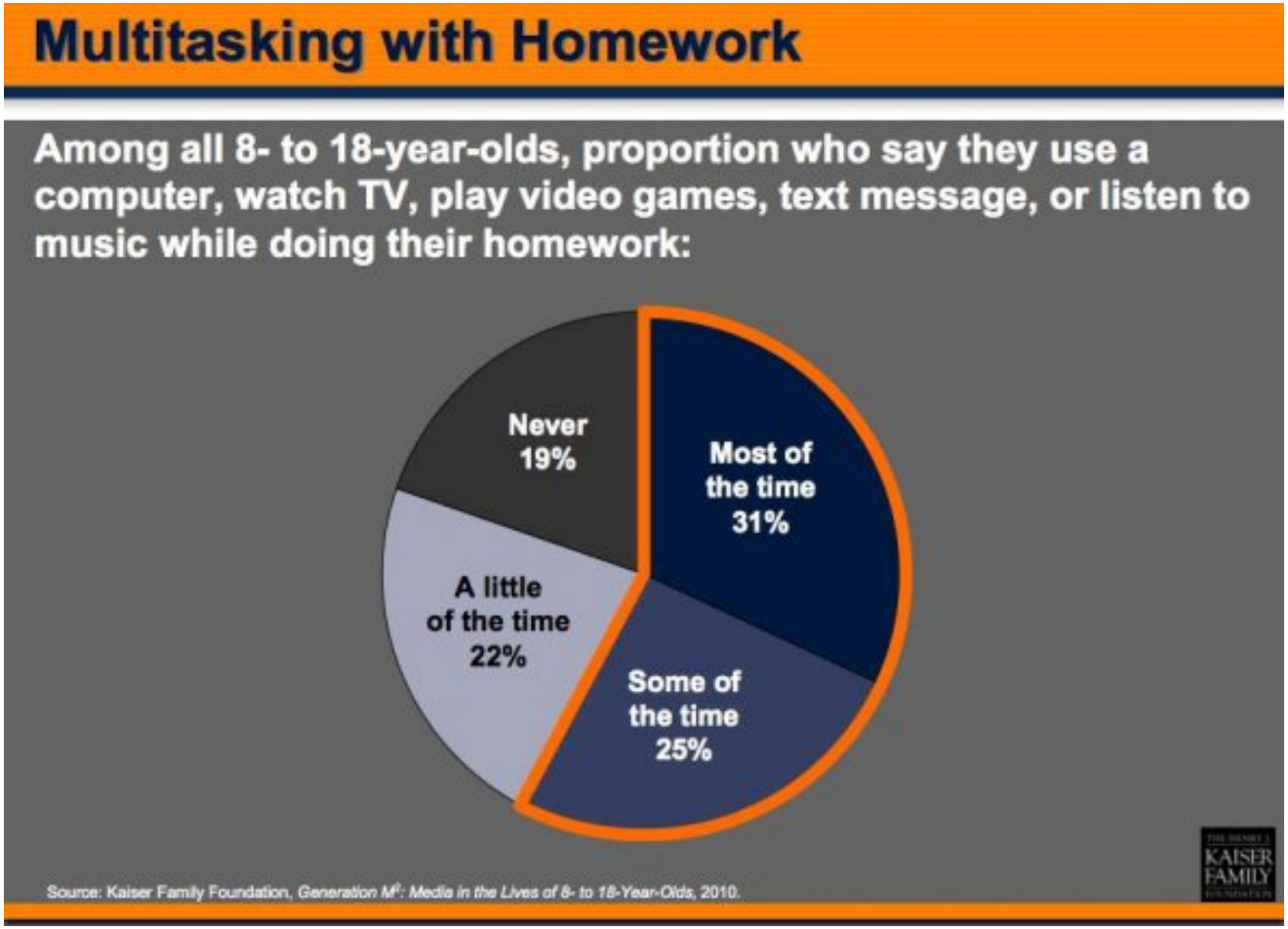
Study

- Kaiser Family Foundation Study: Generation M
- Media in the Lives of 8 to 18 year olds
- 2010

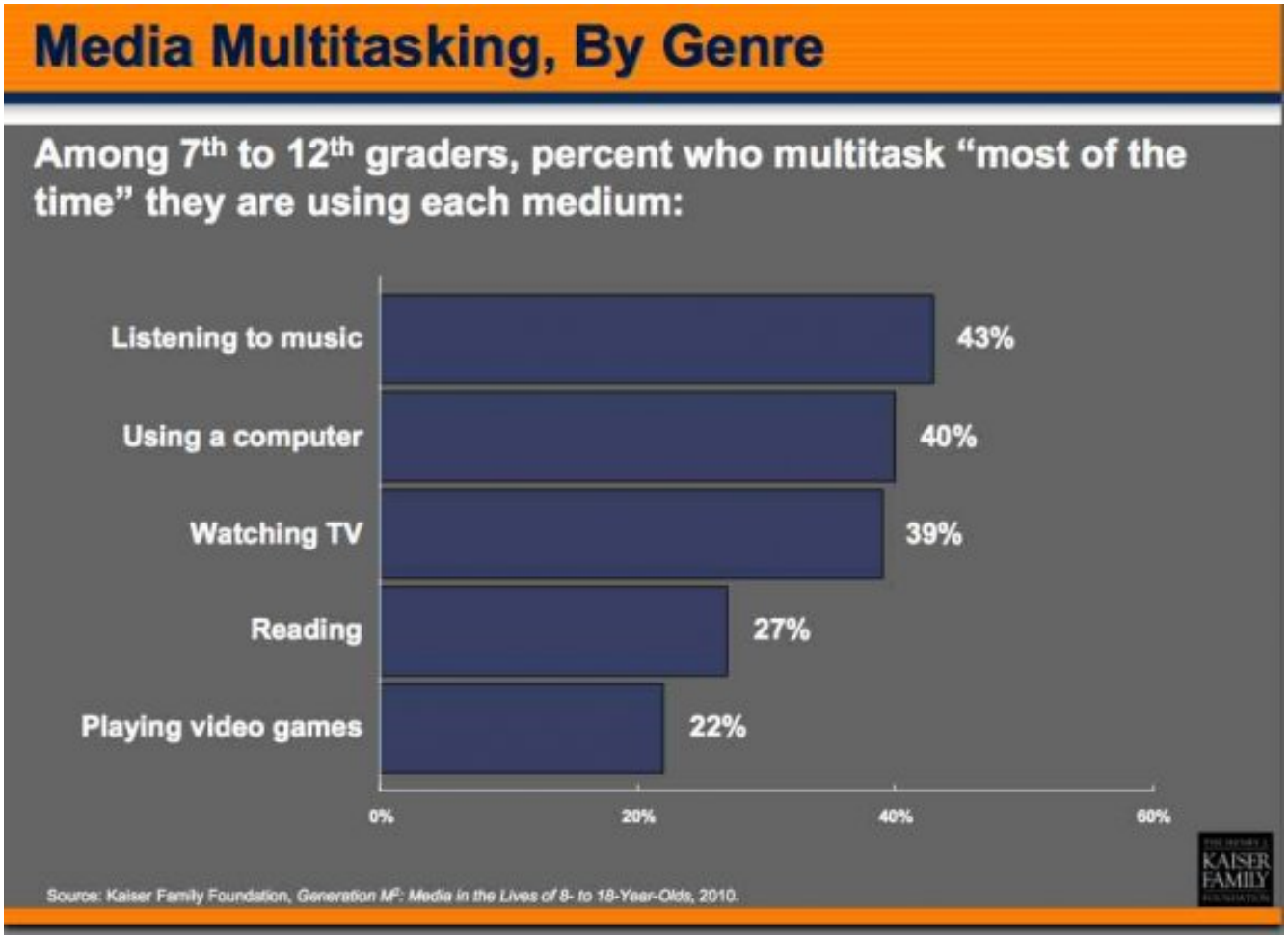
Media Use


Media Use, By Platform
Among all 8- to 18-year-olds, amount of time spent with each medium in a typical day:
HOURS
6
4
2
0
10:45
Total media exposure
4:29
2:31
1:29
1:13
:38
:25
TV content
Music/audio
Computers
Video games
Print
Movies
Source: Kaiser Family Foundation, Generation M²: Media in the Lives of 8- to 18-Year-Olds, 2010.
KAISER FAMILY

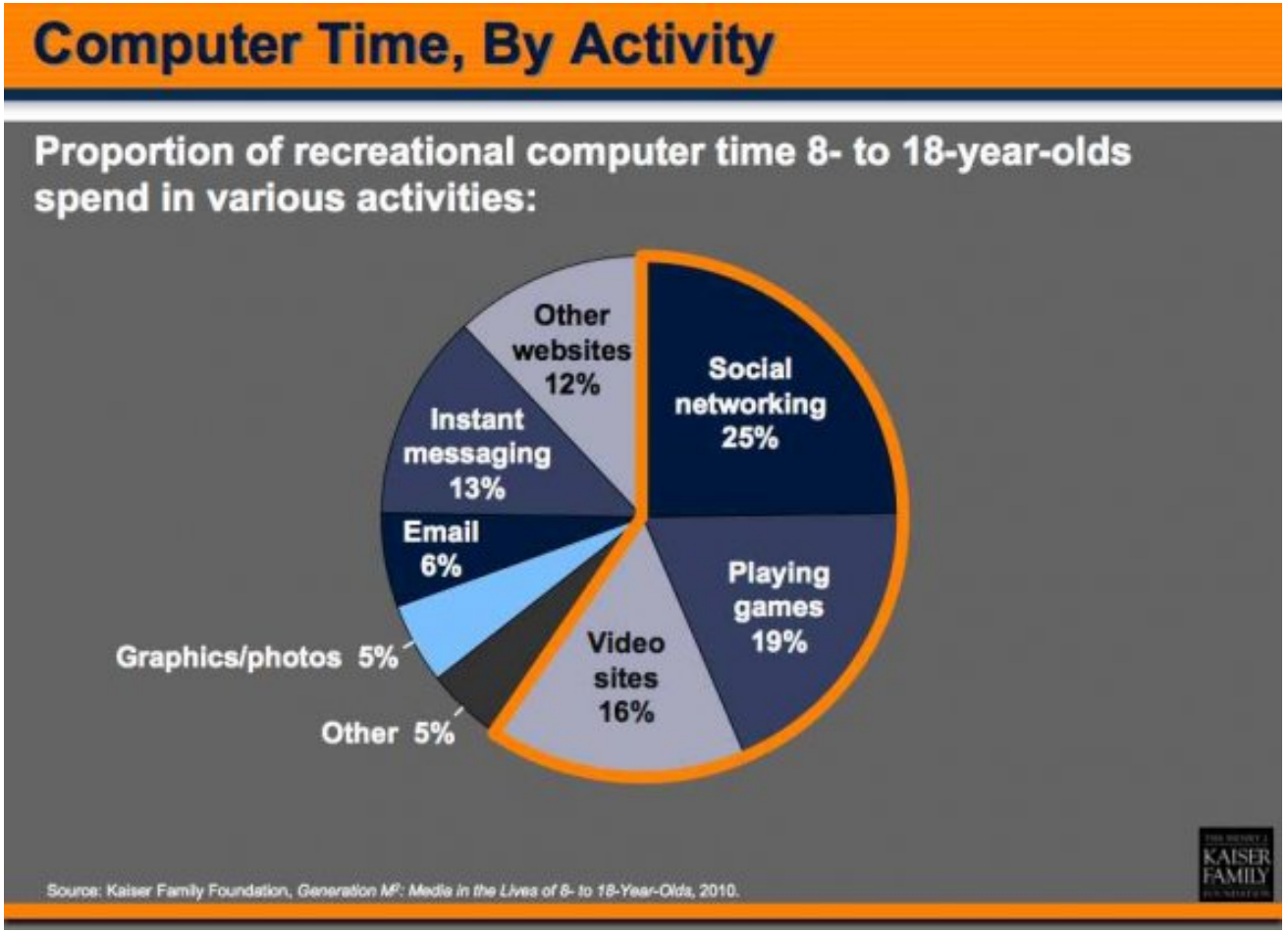
Multitasking



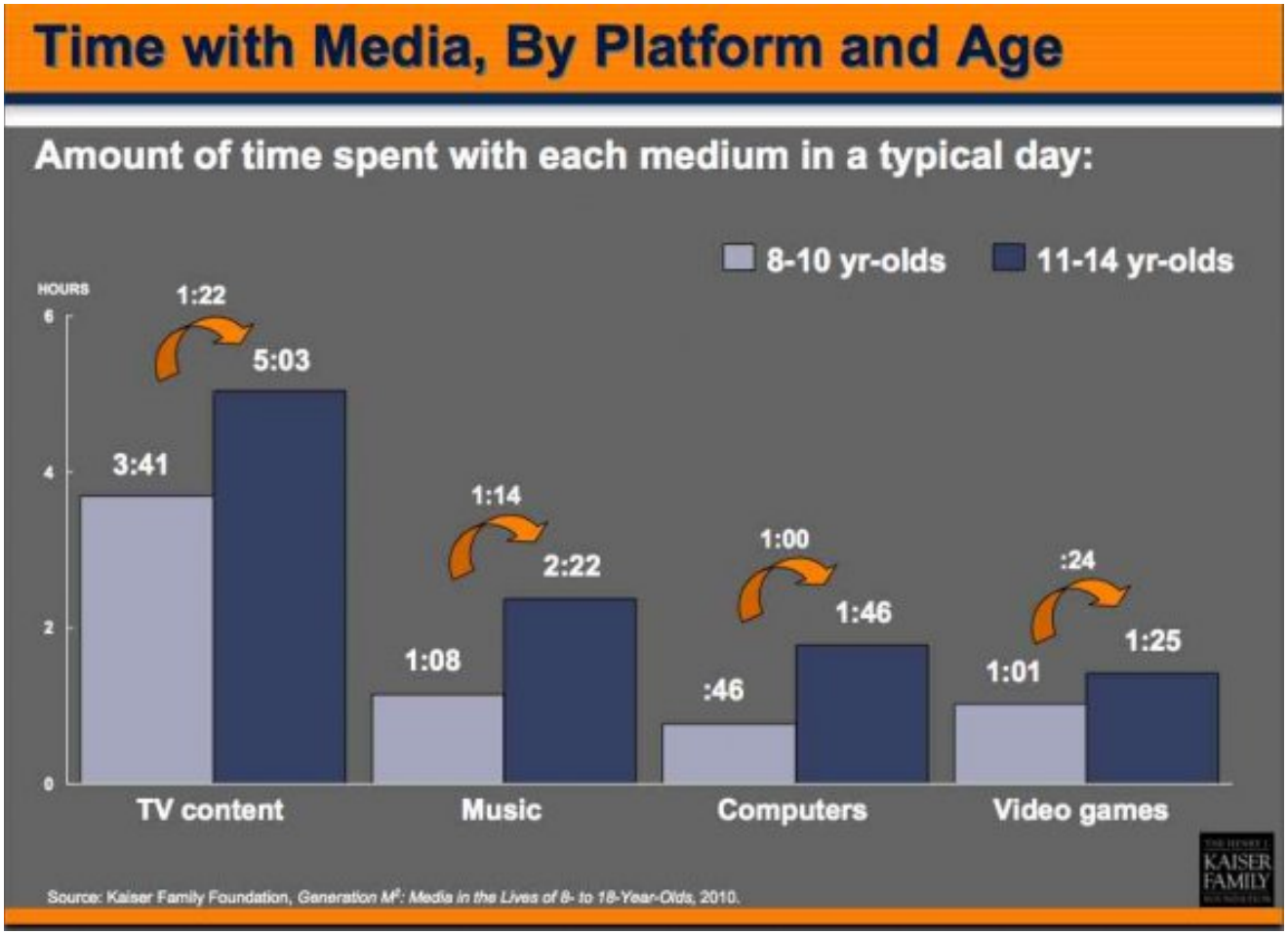
Media Multitasking



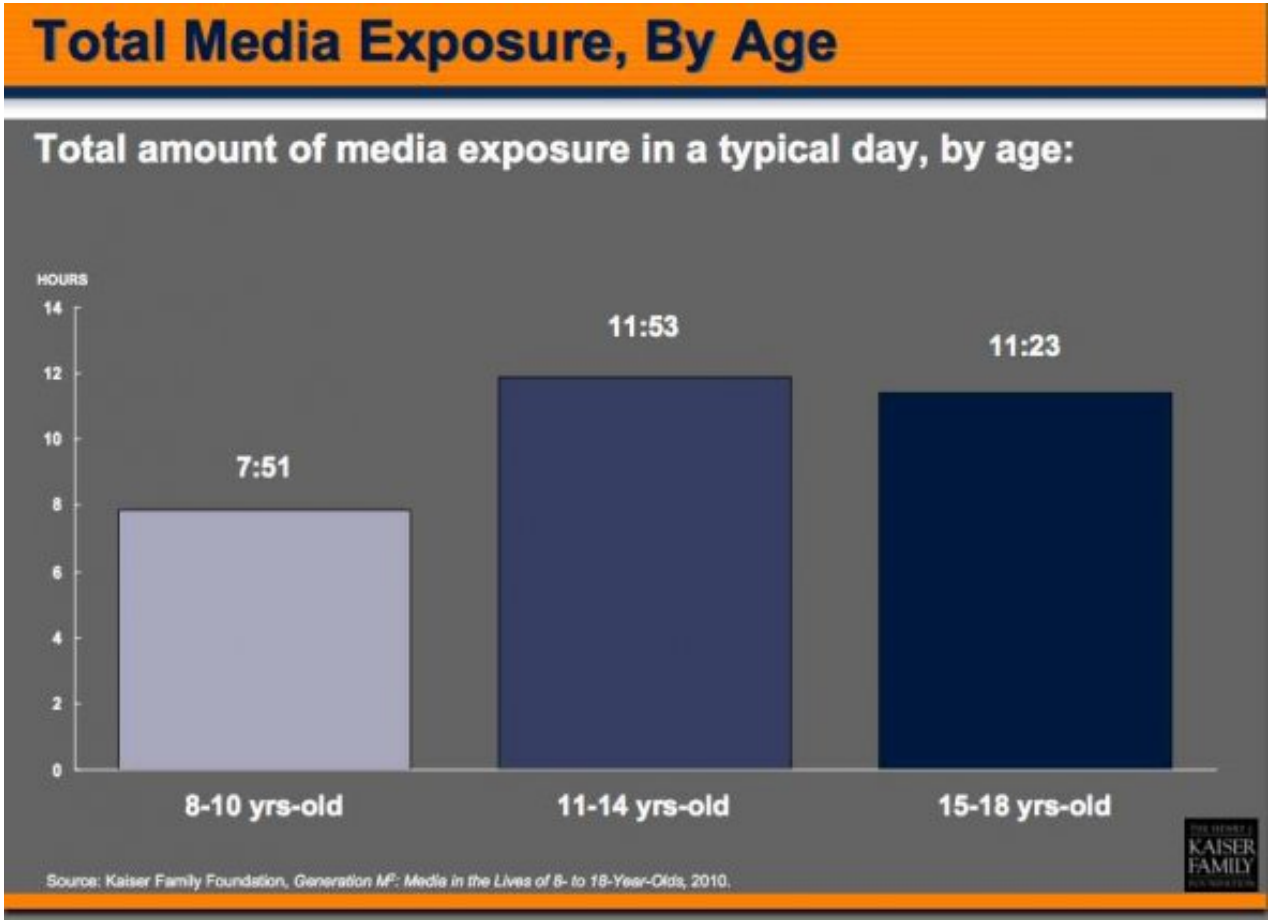
Computer Time



Time with Media



Total Media Exposure



http://www.businessinsider.com/how-kids-consume-media-2011-4?op=1

Need for media literacy

- Students are growing up in a world saturated with media messages
- Yet, they receive little or no training in the skills of analyzing or re-evaluating these messages

Source: R.Hobbs, Journal Adult & Adolescent Literacy, February 2004

PARTNERSHIP FOR 21ST CENTURY SKILLS

"Results That Matter"

- Today's graduates need to be critical thinkers, problem solvers and effective communicators who are proficient in both core subjects and new, 21st century content and skills.

- These 21st century skills include learning and thinking skills, information and communications technology literacy skills, and life skills.

LEARNING SKILLS FOR INFORMATION AND COMMUNICATION

Information and Media Literacy

ENGLISH

Analyzing, accessing, managing, integrating, evaluating and creating information in a variety of forms and media. Understanding the role of media in society.

	4th Grade	8th Grade	12th Grade
21st Century Tools for: Communication, Information Processing, and Research	Historical fiction, photos, internet and other information research tools, TV	Historical fiction, photos, internet and other information research tools, TV, popular movies, electronic correspondence, TV, magazine ads	Historical fiction, photos, internet and other information research tools, TV, comic strips, movies, electronic correspondence, multimedia resources, primary sources, audio recording, internet
SAMPLE Student Outcomes for: Accessing, Processing, Managing, Integrating and Communicating Information	• After reading a piece of historical fiction, view related historic or family photos. Make inferences about the people portrayed and their lifestyle, analyze what is not in the photo as well as what is, or evaluate how these photographs help students understand this period in history. • Using an internet bibliography (bookmarks) on an endangered animal, locate and select interesting and accurate information and create a scavenger hunt for classmates to follow. • Make a record of commercials aired during Saturday morning cartoon programming. Categorize and tally such details as the kinds of products advertised, the method(s) the ad uses to attract younger viewers, the gender the ad seems to address, and estimated ages of children appearing in the ads. Select several of the ads and survey schoolmates about which ads are favorites. Analyze the survey for patterns of popular appeal. What are "patterns of popular appeal?"	• Survey and compare movie viewing habits and popular types of movies and titles with a partner class in another region or country. Include a well-formatted bibliography of the most popular movies. Analyze the results for trends or conclusions. Compare the results with national surveys. • Search information from a variety of print, online, and non-print sources for a report on a topic of personal interest related to the Holocaust. Evaluate the information using criteria for validity and reliability. Give rationale for any sources suspected to be unreliable. • From a favorite magazine, choose a variety of advertisements of products that are personally appealing. Analyze the techniques used by each advertisement to attract teen buyers.	• Analyze the portrayal of bosses in popular media (comic strips, TV comedies, TV dramas, movies), identifying stereotypes found and identifying the kinds of "real life" bosses that are not included. • Choose a social issue or controversy that has been a subject of protest songs. Using primary sources (print, digital, or community resources), research an aspect of the issue to use as background in writing an original protest song or lyrics. • Identify characteristics of suspect information that may indicate it is an internet hoax, fraudulent activity or an unreliable source. • Distinguish satire and parody from other non-ironic forms of expression.

PARTNERSHIP FOR 21ST CENTURY SKILLS

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http://www.21stcenturyskills.org/

21st century skills

- Analyzing, accessing, managing, integrating, evaluating, and creating information in a variety of forms and media
- Understanding the role of media in society

What is media literacy?

What is Media Literacy?

- “Media literacy is seen to consist of a series of communication competencies, including the ability to ACCESS, ANALYZE, EVALUATE, and COMMUNICATE information in a variety of forms, including print and non-print messages.”

NAMLE

NATIONAL ASSOCIATION FOR MEDIA LITERACY EDUCATION

What is Media Literacy?

- “Media literacy empowers people to be both critical thinkers and creative producers of an increasingly wide range of messages using image, language, and sound. It is the skillful application of literacy skills to media and technology messages.”

NAMLE

NATIONAL ASSOCIATION FOR MEDIA LITERACY EDUCATION

Five Concepts of Media Literacy

1. All media messages are “constructed.”
2. Each medium has different characteristics, strengths, and a unique “language” of construction.
3. Different people interpret the same media message differently.
4. Media messages are produced for particular purposes, including profit, persuasion, education, and artistic expression.
5. Media messages have embedded values and points of view.

Media

- Radio
- Television
- Newspapers, Magazines
- Advertising in All Forms
- Videos, DVDs, Films
- Computer & Video Games
- Recorded Music (e.g., CDs)
- Books (e.g., Textbooks)
- Internet

New Media Technologies

- Instant Messaging
- Texting
- Online social networking
- YouTube
- Blogs and podcasts
- Wikis
- Interactive video conferencing

New Media Literacy

- Set of social skills critical to living, working, and participating in today's connected world.
- New media isn't a one-way channel any longer; we are active participants: sharing, commenting, contributing, and creating.
- This shift from simple media consumers to media creators is significant and requires a different set of skills – the new media literacies.

Qualities of New Media

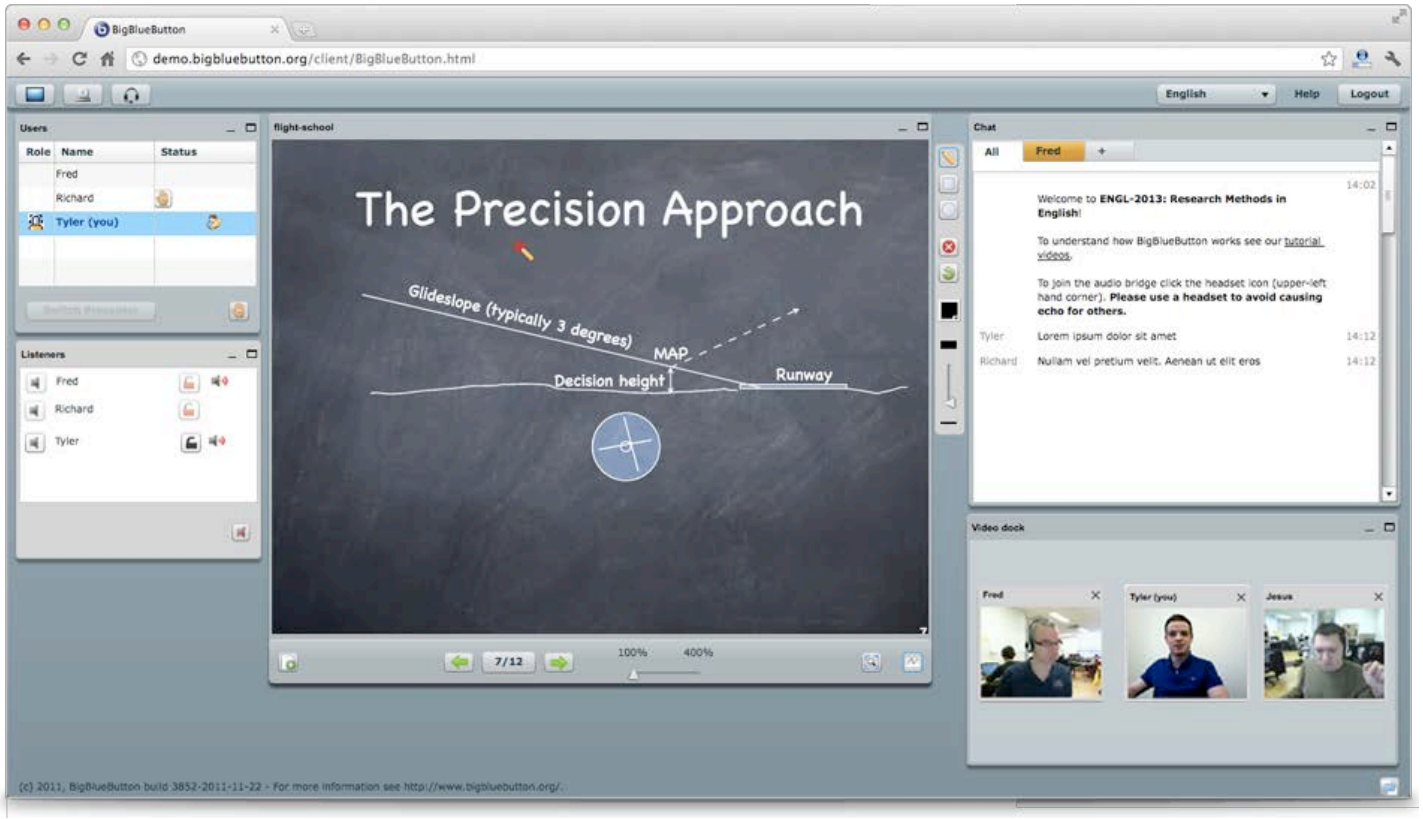
- Non-linear
- Interactive
- Open source
- Personalized
- Co-created
- Mobile

Demonstrations

Twitter

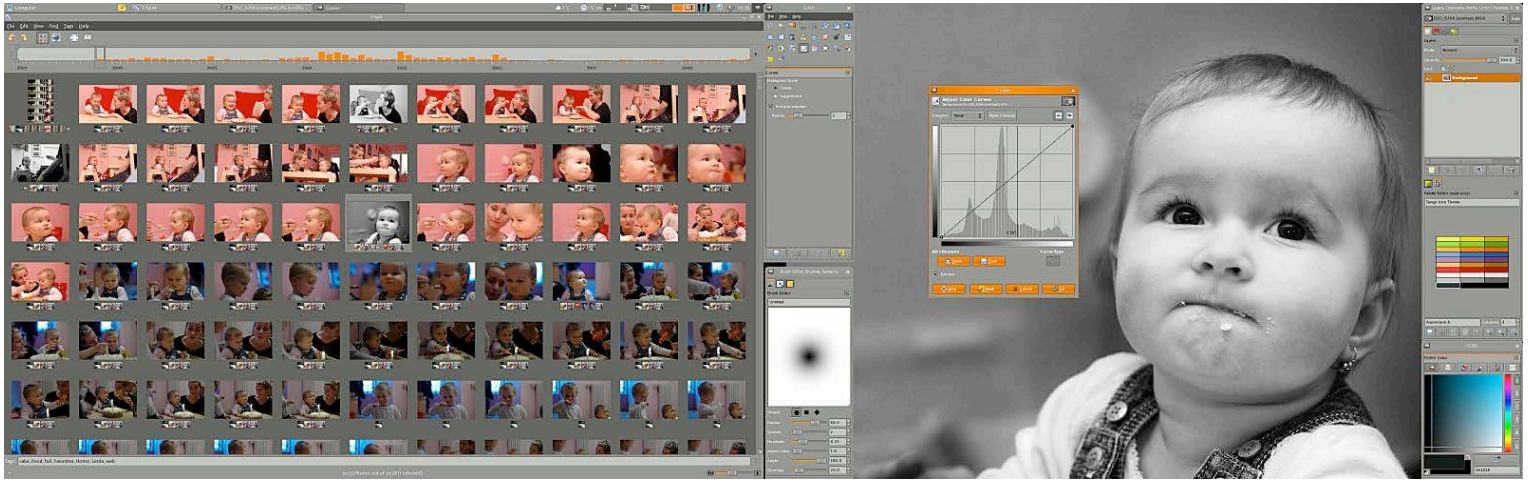
Big Blue Button

http://demo.bigbluebutton.org/



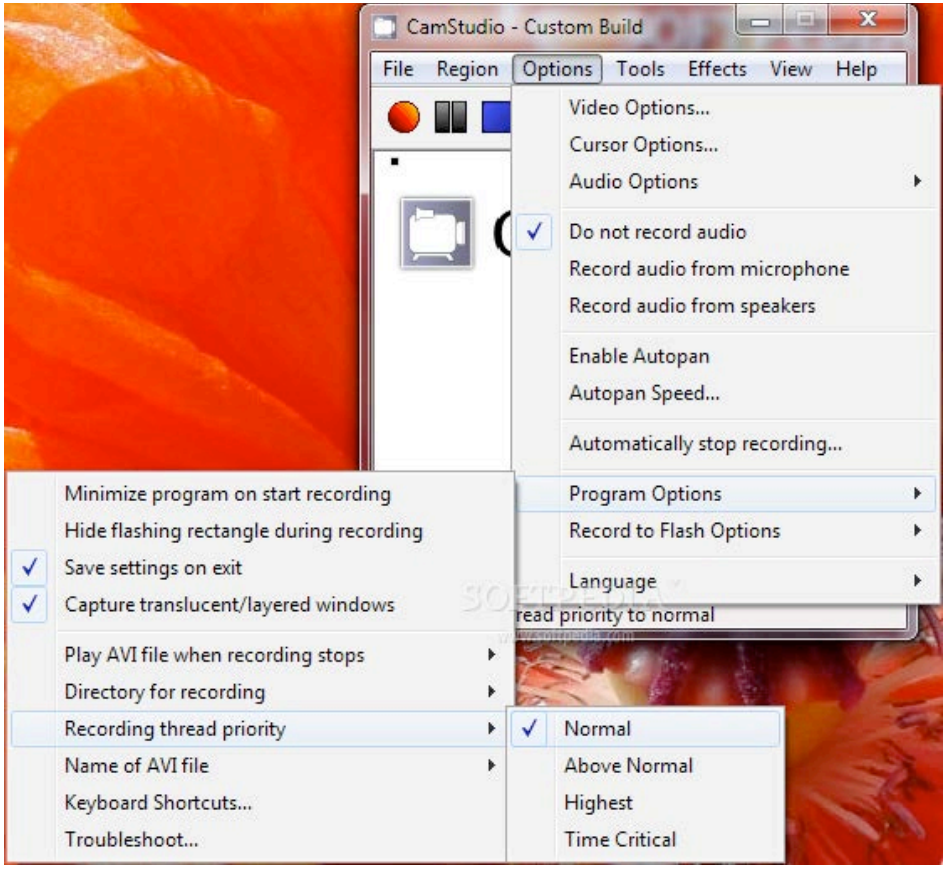
Gimp

http://www.gimp.org/



Camstudio

CamStudio - Custom Build
File
Region
Options
Tools
Effects
View
Help
Region
Fixed Region...
Window
Full Screen
Record to AVI
RECORDER
CamStudio.org

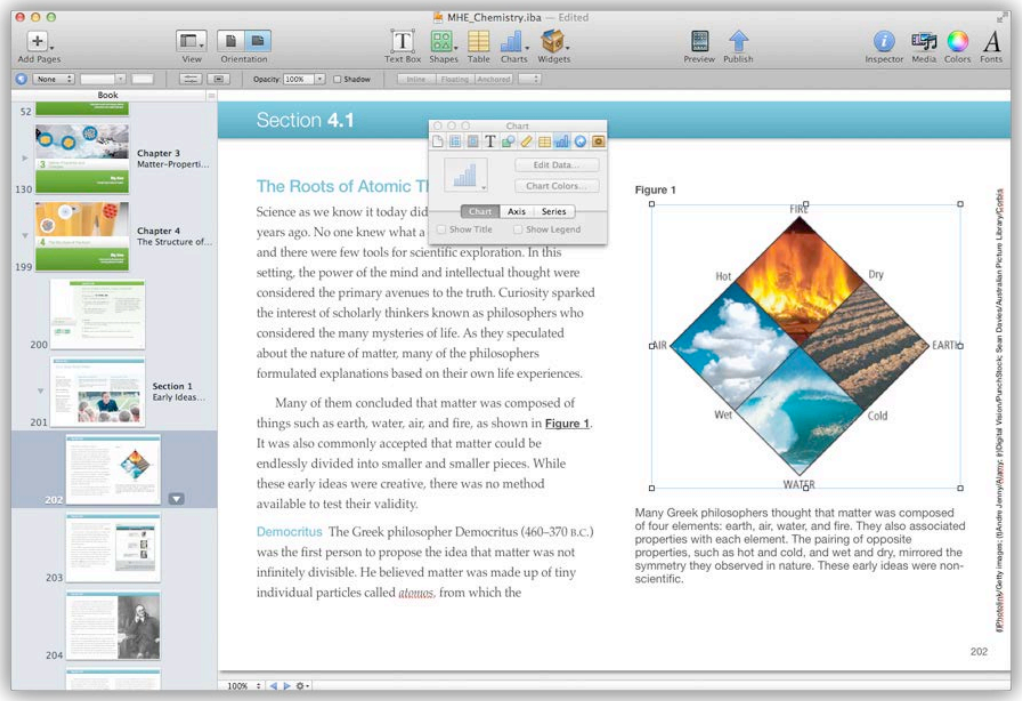

CamStudio - Custom Build
File
Region
Options
Tools
Effects
View
Help
Video Options...
Cursor Options...
Audio Options
Do not record audio
Record audio from microphone
Record audio from speakers
Enable Autopan
Autopan Speed...
Automatically stop recording...
Program Options
Record to Flash Options
Language
Minimize program on start recording
Hide flashing rectangle during recording
Save settings on exit
Capture translucent/layered windows
Play AVI file when recording stops
Directory for recording
Recording thread priority
Name of AVI file
Keyboard Shortcuts...
Troubleshoot...
Normal
Above Normal
Highest
Time Critical

Google Docs

- Documents
- Spreadsheets
- Form
- Presentations
- Drawing
- Table

Open Office

Digital Interactive Books



Global Education

- Free
- Connecting people globally
- Time differences in using Synchronous tools
- Cultural aspects in using Synchronous tools/ twitter

Questions?