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Training Programme
for Online Courses

Module 3

Media Literacy and Technology

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Contents

Description for online Lesson

Welcome to Module 3 of our course. Today we will cover the topic of media literacy and technology – how they are related, how technologies change media and what is needed to feel safer and better online, while surfing the internet.

In the contemporary digital landscape, the dynamic interplay between media literacy and technology is reshaping how individuals engage with information and the online world. As technology continues to evolve, it significantly influences media consumption, necessitating a proactive approach to media literacy to ensure a safer and enriching online experience.
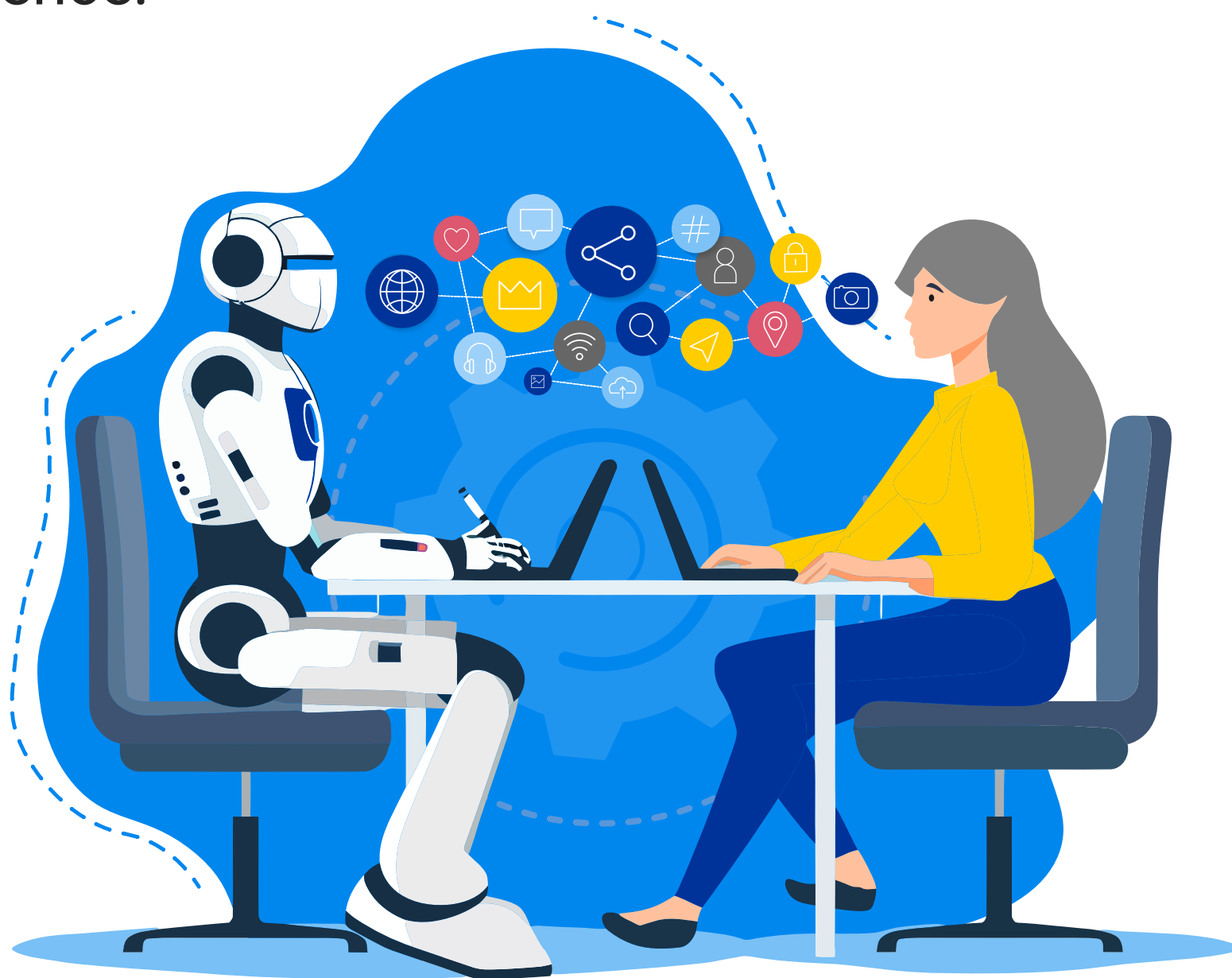
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Defining Media Literacy:

Media literacy is the ability to critically analyse, evaluate, and create media content. It involves understanding how media messages are constructed and the impact they have on individuals and society.

Evolving Technologies:

Advancements in technology, such as social media, artificial intelligence, and augmented reality, have transformed the way information is disseminated and consumed. Media literacy becomes crucial in navigating this complex and fast-paced digital landscape.

Technology facilitates the rapid spread of information, enabling real-time communication and global connectivity. This dynamic has implications for the way news and other content are produced, distributed, and consumed.

Platforms like social media empower users to create and share content. Media literacy is vital for distinguishing between credible and unreliable sources, especially in an environment where anyone can contribute to the information flow.

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Privacy Awareness:

As technology gathers vast amounts of personal data, understanding and implementing privacy measures become paramount. Media literacy includes being aware of one's digital footprint and taking steps to safeguard personal information.

Cybersecurity Practices:

Knowledge of basic cybersecurity practices, such as using strong passwords, enabling two-factor authentication, and recognizing phishing attempts, contributes to a safer online experience.

In conclusion, the relationship between media literacy and technology is symbiotic, with each influencing the other in profound ways. To feel safer and better online, individuals must cultivate media literacy skills, stay informed about technological advancements, and adopt responsible online behaviours. By embracing the future mindfully, we can navigate the digital realm with resilience and discernment, ensuring a positive and secure online experience.

This was lesson 3. It provided a brief overview on media literacy and technologies. Hope you feel better prepared now for the digital world. We advise you to continue with lesson 4 of our course. Good luck!

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Introduction

Focusing on the elderly, the result of the changes in the last decade related to the Internet and social media penetration worldwide has highlighted two different realities. On the one hand, there is a more active, healthy view of old age with more community participation. On the other hand, the presence of digital technologies have sometimes emerged as a disturbing and conditioning element for the functional development of elderly people as they experience difficulties in their access and use, a fact that increases the generational digital gap, social inequality, and differences compared to other age groups.

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Learning Outcomes

By the end of this module, participants will get familiar with how technology is present at home and on the move and what is to be expected in the imminent future by analysing new trends like sensors, the Internet of things and the implication of artificial intelligence.

Main keywords

Technology, digital gap, artificial intelligence, social media, platforms, digital devices, sensors, future trends, connection and connectivity.

Basic definitions

1. **Defining Media Literacy:** Media literacy is the ability to critically analyse, evaluate, and create media content. It involves understanding how media messages are constructed and the impact they have on individuals and society.

2. **Technology** refers to the application of scientific knowledge for practical purposes, it encompasses a wide range of electronic devices, software applications, and digital tools that are designed to facilitate communication, access information, and perform various tasks.

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3. **Evolving Technologies:** Advancements in technology, such as social media, artificial intelligence, and augmented reality, have transformed the way information is disseminated and consumed. Media literacy becomes crucial in navigating this complex and fast-paced digital landscape.

4. **Digital Gap,** also known as the digital divide, refers to the disparity in access to and use of digital technologies between different groups of people. In the context of older individuals, the digital gap may manifest as a difference in the level of familiarity, comfort, and proficiency with digital tools and the internet between younger and older generations. This gap can affect older individuals' ability to participate fully in the digital aspects of modern society.

Main issues

» Understand the influence of technology on individual behaviour;

» Recognise new emerging technologies and their impact on society;

» Analyse the implication of artificial intelligence and virtual reality.

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Some Useful resources

Technology and Quality of Life of Older People in Times of COVID: A Qualitative Study on Their Changed Digital Profile, Paul B. Tchounwou

🔗 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9408618

Older adults and mobile technology: Factors that enhance and inhibit utilisation in the context of behavioural health, Alexis Kuerbis, Adina Mulliken, Frederick Muench, Alison A. Moore, Daniel Gardner

🔗 https://www.oatext.com/Older-adults-and-mobile-technology--Factors-that-enhance-and-inhibit-utilization-in-the-context-of-behavioral-health.php

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Activity 1#: Phone is more than a phone

Make a list with all things that combine a contemporary smartphone. How many devices are incorporated in it nowadays?

Learning objectives:

- Better understanding of the role of devices in everyday life.

- Understanding the need of young people to have more technology in hand.

Settings/materials/duration

- Piece of paper, pen

- Duration - 60 minutes:

- 10-15 minutes individual work

- Sharing and discussion – 30-45 minutes

Implementation of the activity:

Step 1: Listing different activities that can be done with a smartphone: reading, listening to books, to podcasts, to radio, watching TV, movies, calculate, translate, brows, play, learn, communicate etc.

Each activity comes on a different slide with a picture.

Step 2: People are asked to add some more activities they know

Step 3: More activities are shown as pictures and illustrations.

Reflective questions

- Are technologies just "bad" or "good"?

- Can we live today without technologies in hand?

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Activity 2#: Social media in a nutshell

Objective: Explore the impact of social media on daily life by making decisions on digital engagement and reflecting on their consequences.

Instructions:

1. Setup:

» Design a virtual environment representing different aspects of daily life, such as work, personal relationships, and leisure.

» Each player receives a character with a daily routine and various social media platforms.

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2. Gameplay:

» Players navigate through a typical day, encountering scenarios where they must decide whether to engage with social media or not.

» Scenarios may include posting updates during work hours, checking social media during family time, or responding to controversial posts.

3. Challenges:

» Players earn points for positive interactions, meaningful connections, and responsible use of social media.

» Introduce challenges like balancing online and offline activities, dealing with digital distractions, and managing the impact of social media on mental well-being.

4. Reflection:

» After the game, facilitate a discussion on how social media choices influenced their character's daily life.

» Encourage players to reflect on the role of social media in shaping their relationships, productivity, and overall well-being.

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Key Takeaways:

- Players gain insights into the choices they make regarding social media in different aspects of life.

- The game prompts discussions on the balance between online and offline activities and the potential effects of social media on personal and professional life.

This game aims to highlight the nuanced role social media plays in shaping daily routines and encourages players to consider the impact of their digital choices on their overall well-being.

Learning objectives:

- Better understanding of the role of social media

- Understanding the need of young people to interact and be online.

Settings/materials/duration

- Short presentation on social media or video

Example: https://www.youtube.com/watch?v=ItoTvKPhgFk

- Sharing and discussion – 30-45 minutes

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Recommendations for implementation

- Give space to each participant to share

- Support participants to come out with proposals and conclusions

- Write some main outcomes from the shared above

Reflective questions

- Are social media just "bad" or "good"?

- How can we limit the time spent on SM?

- What are the main benefits of elderly people from being on SM?

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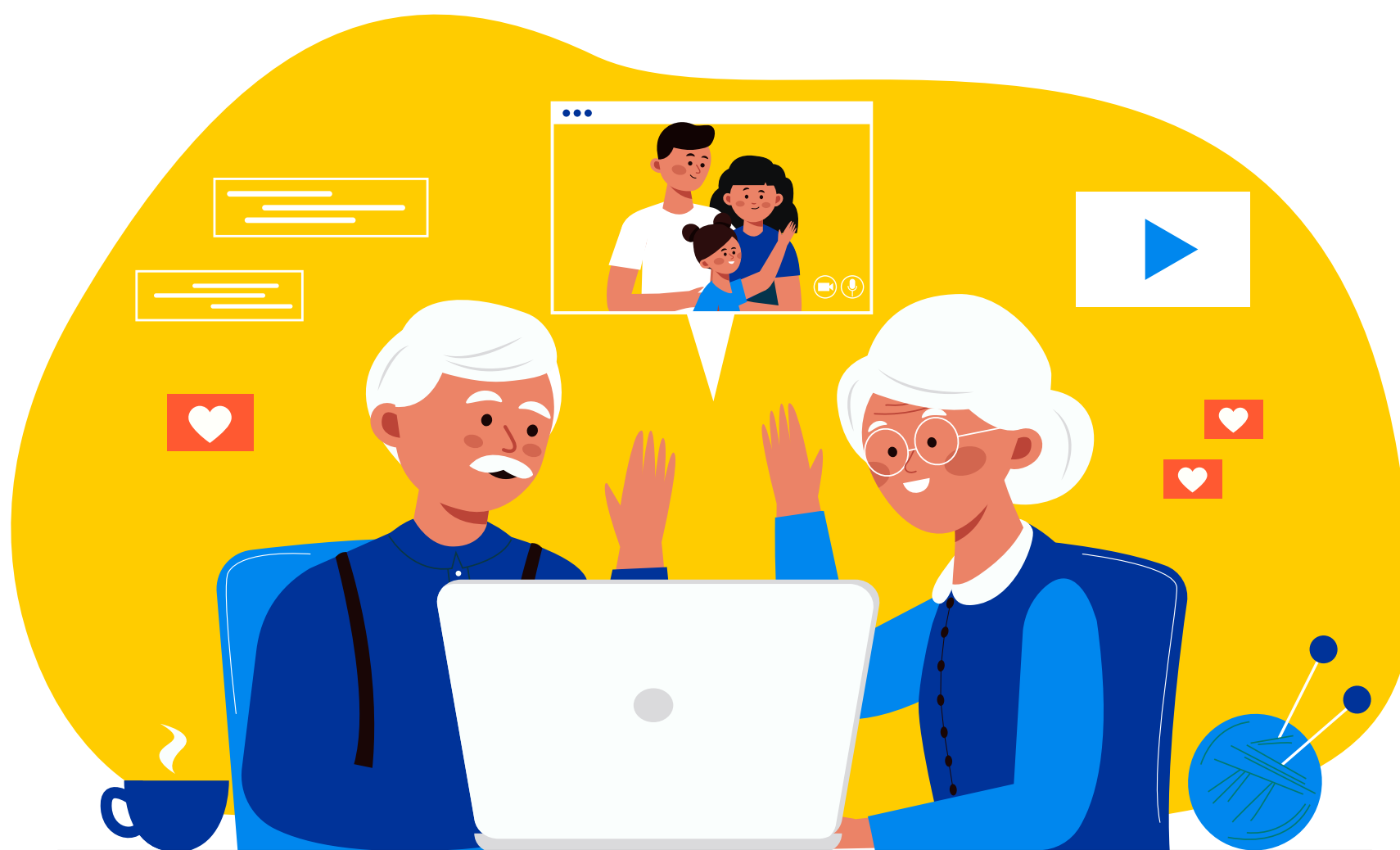
Evaluation of the Module

Quiz for Self-Assessment

To be answered by learners at the end of the module.

You can find a printable version of the worksheet in the annex.

Questionnaire

To be answered by learners at the end of the module to measure the overall impact of the training program.

Validation of the Module

At the end of the Module, learners will have acquired

Knowledge:

The learners are able to

- Have better understanding of the role of SM in their everyday life

- How to use better SM

- To distinguish the positive and the negative effects of SM

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Skills:

The learners are able to

- Schedule their usage of SM

- Set up their schedule for time online

Competencies:

The learners are able to

- Schedule their time online

- Navigate and make the most of new features and functionalities on social media.

- Fosters a healthy and supportive online environment for both the individual and their connections.

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ANNEX For Module 3
Media Literacy and Technology

Entry Level Test - Media Literacy and Technology

Question 1: What are some examples of new emerging technologies?

Question 2: How does technology influence individual behavior?

Question 3: Name three devices that are commonly incorporated in contemporary smartphones.

Question 4: Artificial intelligence has implications in various sectors such as healthcare, finance, transportation, and entertainment. It can automate tasks, make predictions, and enhance decision-making processes. However, it does not raise concerns about job displacement and privacy issues. Please provide the correct answer:

    a. True
    b. False

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Correct answers:

Question 1: Some examples of new emerging technologies include artificial intelligence, virtual reality, augmented reality, blockchain, and Internet of Things (IoT).

Question 2: Technology influences individual behaviour by shaping communication patterns, access to information, entertainment choices, and overall lifestyle. It can affect how people interact with others, perceive and process information, and make decisions.

Question 3: Three devices commonly incorporated in contemporary smartphones are a camera, GPS (Global Positioning System), and accelerometer (to detect motion and orientation).

Question 4: True

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Quiz for Self-Assessment

1. Social Connection:

» How often do you use social media platforms to connect with family and friends?

    a. Regularly, it's a primary way I stay in touch.
    b. Occasionally, for special occasions or updates.
    c. Rarely or never.

2. Learning and Information:

» Do you use social media to access news, information, or learn new things?

    a. Yes, I regularly use it for staying informed.
    b. Occasionally, but not consistently.
    c. No, I prefer other sources for information.

3. Digital Communication Skills:

» How confident do you feel about your ability to use social media platforms effectively?

    a. Very confident, I'm comfortable navigating various platforms.
    b. Moderately confident, I can use some features but not all.
    c. Not confident, I find it challenging to use social media.

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4. Social Media Balance:

» Do you find a healthy balance between online and offline activities in your daily life?
   a. Yes, I have a good balance.
   b. Somewhat, I occasionally spend more time than intended.
   c. No, I find it challenging to balance.

5. Positive Impact:

» Have you experienced positive effects from using social media, such as improved well-being or a sense of community?
   a. Yes, it has positively impacted my life.
   b. Somewhat, I've experienced both positive and negative aspects.
   c. No, I haven't noticed any positive effects.

Scoring:

» For each **A response**, give yourself **2 points**.

» For each **B response**, give yourself **1 point**.

» For each **C response**, give yourself **0 points**.

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Results:

» **8-10 points:** You are actively engaged and positively impacted by social media. Keep up the good work!

» **5-7 points:** You have some engagement but might benefit from exploring more aspects of social media. Consider expanding your usage for a well-rounded experience.

» **0-4 points:** There's potential for increased positive engagement with social media. Explore ways to incorporate it into your life for enhanced connections and information access.

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Exit Level Test - Media Literacy and Technology

Question 1: A contemporary smartphone incorporates a camera, GPS, and a compass.

    a. True
    b. False

Question 2: Which of the following is an example of an emerging technology?

    a. Television
    b. Artificial Intelligence
    c. Radio
    d. Print Newspaper

Question 3: What is one potential impact of artificial intelligence on society?

    a. Decreased reliance on technology
    b. Increased job automation
    c. Reduced access to information
    d. Less personalized user experiences

Question 4: What is one concern associated with social media?

    a. Enhanced privacy protection
    b. Decreased connectivity
    c. Spread of misinformation
    d. Limited communication options

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Correct answers:

Question 1: a) True

Question 2: b) Artificial Intelligence

Question 3: b) Increased job automation

Question 4: c) Spread of misinformation

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