Digital and Media Literacy
A Process of Learning
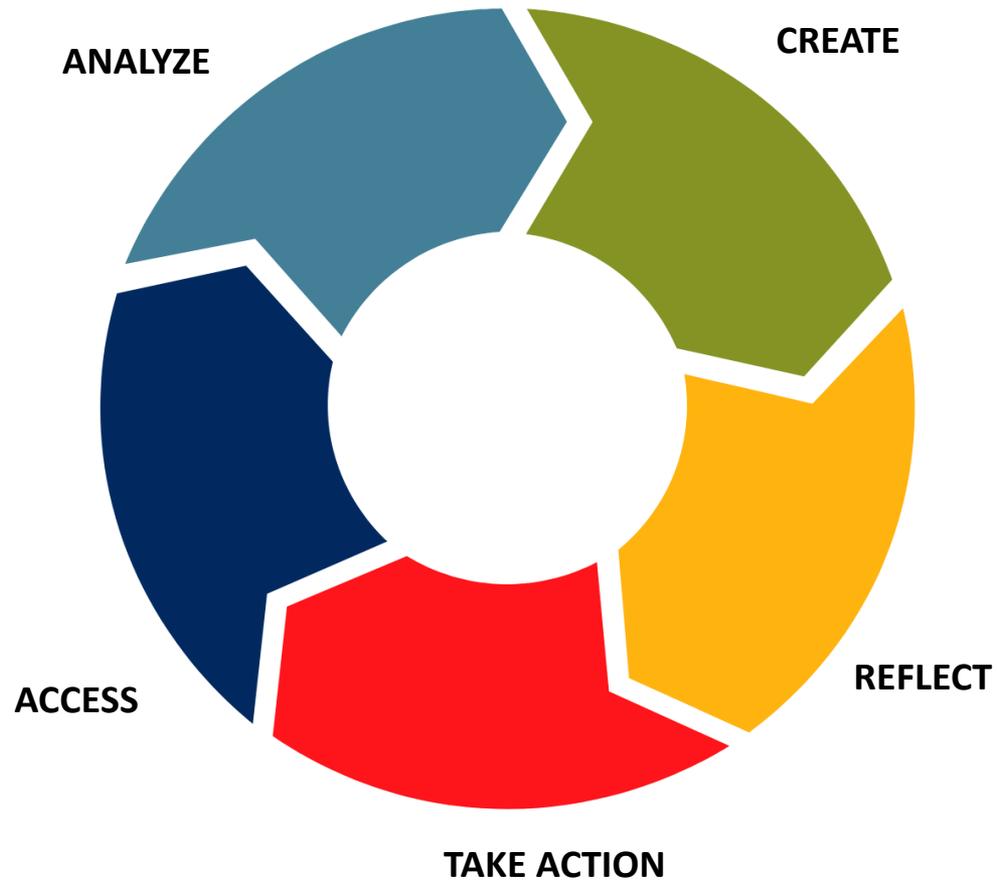
ANALYZE · CREATE · REFLECT · TAKE ACTION · ACCESS

Digital and Media Literacy Competencies

ACCESS
- ✓ **Listening and reading comprehension**
- ✓ Developing a "learn how to learn" mindset
- ✓ Keyboard and navigation skills
- ✓ Using effective file management practices
- ✓ Troubleshooting and problem-solving
- ✓ Understanding hyperlinking and digital space
- ✓ Identifying information needs
- ✓ Using effective search and find strategies
- ✓ Knowing about the economics of information and media
- ✓ Knowing how algorithmic personalization influences access
- ✓ Participating in collaborative online learning communities

ANALYZE
- ✓ **Understanding how symbols are used in the sharing of meaning**
- ✓ Identifying author, genre, purpose, and point of view
- ✓ Noticing how stereotypes are used in expression and communication
- ✓ Comparing and contrasting information sources
- ✓ Using strategies to evaluate credibility and quality
- ✓ Understanding one's own biases and point of view
- ✓ Recognizing how power relationships shape how information and ideas circulate in culture
- ✓ Understanding the economic context of information and entertainment
- ✓ Examining the political and social ramifications of inequalities in information flows

CREATE
- ✓ **Writing, speaking, and media production skills**
- ✓ Recognizing the value of communication and self-expression
- ✓ Identifying your purpose, target audience, medium, and genre
- ✓ Brainstorming and generating ideas
- ✓ Using language, image, sound, and multimedia to create messages
- ✓ Editing and revision in response to feedback
- ✓ Using appropriate distribution, promotion and marketing channels
- ✓ Collaborating to create
- ✓ Commenting, curating and remixing

REFLECT
- ✓ **Appreciating the benefits, risks, and potential harms of communication, digital media, and technology**
- ✓ Noticing how emotions can be activated through symbols that appeal to people's deepest hopes, fears, and dreams
- ✓ Applying ethical judgement and social responsibility to communication situations
- ✓ Respecting legal rights and responsibilities (intellectual freedom, copyright, privacy, etc.)
- ✓ Recognizing how values and ideology are embedded in both news and entertainment media
- ✓ Understanding how media and technology make money
- ✓ Examining how concepts of 'private' and 'public' are reshaped by digital media platforms and algorithms

TAKE ACTION
- ✓ **Learning that media and communication can be used to maintain the status quo or change the world**
- ✓ Participating in communities of shared interest to advance an issue
- ✓ Speaking up when you encounter injustice
- ✓ Being a change agent in the family and workplace
- ✓ Participating in democratic self-governance
- ✓ Respecting the law and working to change unjust laws
- ✓ Working individually and collaboratively, using the power of communication to make a difference in the world