

MEDIA LITERACY TIP SHEET

There's so much information coming at us every day (and night). It can be hard to keep up. When it comes to information about elections, it's super important to make sure you are using your critical thinking skills to assess all that you see, hear, and read!



TIPS

Always ask questions about the information you consume. Who created this and why did they create it are great questions to start with when you are watching, reading or listening. All content is made for a reason by people who want to get you to feel or do something. Knowing what the purpose is helps us get closer to understanding the message.

More information doesn't mean that you are more informed. There is a ton of information to sift through every single day. But it isn't the AMOUNT of information that matters. It's the QUALITY of information. Make sure you and your loved ones are choosing sources that are reliable and credible.

News and advertisements around election time can be really emotional. Asking "how does this make me feel?" is a great way to assess your reaction to the content. If it makes you sad or angry, you may be reacting EXACTLY how the people behind the scenes want you to! Remember that you have the power to turn the TV off or put your device down.

Information spreads really quickly on social media. Never before has information spread so fast to so many. Just because something is getting a lot of attention on social media doesn't mean it's true. False information spreads faster than the truth! Always double check your sources, read past the headline and don't share if you don't have time to fact check.

Misinformation and disinformation can look a lot like reliable information. Sometimes it's really hard to tell the difference between the types of information you are looking at in a search engine or on a social media feed. Before you believe or share information, take time to find out what the source of the information is and whether or not you can find the information on multiple websites.



KEY TERMS

Misinformation false, inaccurate or misleading information

Disinformation false information that is being presented as fact with the INTENTION to deceive

Credible Source a source of information that provides evidence backed up by expertise and research to be trustworthy. Credible sources share author names and funder information as well as site sources, correct mistakes and are clear about the difference between news, opinion and advertising.

Reliable Source a source of information that has proven to be consistently credible over time

News information about recent events provided by different media

Opinion a belief or judgment that might not be based on facts

Fact a piece of information proven to be true

Fake News false news stories created to make money, mislead or damage credibility

