

Episode 1

1. What is media literacy and why is media literacy training important for older adults

Opening music

HOST: Welcome to "Media Literacy 101," a new eight-part radio series that aims to educate and empower listeners to navigate the media landscape in a critical and informed way.

HOST: In today's episode, we will explore the definition of media literacy and its importance in today's world.

Soundbite 1: Definition of Media Literacy

HOST: Media literacy is the ability to access, analyse, evaluate, and create media in a critical way. It involves understanding how media is produced, distributed, and consumed, as well as the different perspectives and biases that can be present in media.

Soundbite 2: Importance of Media Literacy

HOST: Media literacy is more important than ever in today's world. With the explosion of digital media and social media, we are constantly bombarded with information, and it can be difficult to know what to trust. Media literacy enables us to sort through the noise and find credible information. It also empowers us to participate in the media landscape as informed and active citizens.

Soundbite 3: The importance of Media Literacy for older adults

HOST: We've all observed the harm caused by misinformation over the past number of years, particularly in relation to the Covid epidemic and within the political sphere. Research carried out throughout the 2016 US elections showed that older people were more likely to share misinformation. Of course, many older adults are not as familiar with social media as younger generations so identifying what information is sponsored or targetted to manipulate can be difficult. Cognitive decline as we age also plays a part. All information has a source but as we get older, with so much information in our heads, we forget where we heard or read the information we are sharing (Brashier & Schacter, 2020). Studies also show that, as we age, the more often a piece of information is repeated, the

more we are likely to believe it (Skurnik et al., 2005). and, although the abundance of knowledge we've accumulated over our lives can help in evaluating information, older generations are generally more trustworthy of online social connections, increasing vulnerability to scams and hoaxes. That's not to say that we should become distrustful of all online information. The internet is an incredible source of information and vehicle for social interaction that is so important as we do age. It can be a life saver in so many practical ways, particularly for those living in isolation or impeded by mobility issues. For many, social media is a way of connecting with family and friends living abroad and an important part of social and community engagement.

Soundbite 4: Guest speaker

HOST: So, how can we arm ourselves with the knowledge and understanding to navigate the online world and protect ourselves from false news and online abuse?

..... from DiSeRa is here to talk to us about how this project aims to address this and what we'll be covering over the next 7 weeks.

Soundbite 6: Conclusion

HOST: Our next episode will explore how media works and the different types of media that we encounter in our daily lives. We will also examine the role of media in society and the different perspectives and biases that can be present in media.

HOST: Be sure to tune in next week for the second episode of "Media Literacy 101." In the meantime, don't forget to check out our website for more information and resources on media literacy.

Closing music

HOST: Thank you for tuning in to "Media Literacy 101." Until next time, stay informed, stay curious, and stay media literate.

Outro music