

## ***Episode 2: Understanding how the media works ( sources and types of media, platforms etc)***

### ***Opening music***

**HOST:** Welcome back to "Media Literacy 101," the 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 different types of media that we encounter in our daily lives, and the role of media in society.

### ***Soundbite 1: Types of Media***

**HOST:** There are many different types of media that we encounter on a daily basis, including print, broadcast, and online media. Print media includes newspapers, magazines, booklets, leaflets, billboards, posters and books. Broadcast media includes television and radio. Online media includes websites, social media and blogs. Social media includes interactive platforms like Facebook, Instagram, Twitter, WhatsApp, LinkedIn, TikTok, Tumblr, Reddit, YouTube, Pinterest, Flickr, Snapchat, Facebook Messenger, WeChat, BeReal and Hootsuite.

### ***Soundbite 2: Where are older adults inhabiting the online world?***

**HOST:** Contrary to general opinion, all the above sites are frequented by every age group including older adults, but some are more popular than others. According to the Pew Research Centre which has been studying social media usage for over 10 years, older demographics are on multiple platforms but 62% of users over 65 yrs and 72% of 50 – 64 year olds use Facebook. Interestingly, many of these people don't share personal posts but prefer to share media such as articles, photos and videos from other sources. They are also likely to share more often than younger demographics. Other platforms popular with older adults are WhatsApp, LinkedIn, YouTube and Pinterest.

### ***Soundbite 3: Role of Media in Society***

**HOST:** The role of media in society is multifaceted. On one hand, the media is a source of information, entertainment, and education. On the other hand, the media is a powerful force that can shape public opinion and influence political decisions. The media can act as a watchdog, holding those in power accountable and giving a voice to the marginalised. But it can just as easily be used as a tool of manipulation and disinformation, spreading misinformation and promoting certain interests over others. This rate and extent of the spread of inaccurate information over recent years means we are currently living through an infodemic. Gossip and hearsay are rapidly overtaking factual information from reliable sources leading to mistrust and confusion.

Social media is interactive, connecting us with individuals and networks globally. The days of passing information over the garden wall are long gone. Now we can engage with online 'friends' throughout the four corners of the world without leaving our chair. While the benefits of online interaction are multiple, it also poses threats through hoaxes, scams, bullying and manipulation for online users.

#### ***Soundbite 4: Media terms explained***

I've just mentioned the words "scams" and "hoaxes", words that are very familiar to those who are tech and internet savvy, but a lot of us are unclear as to what these terms mean, never mind how to identify them. Let me give you a brief explanation of some of the online vocabulary that you might hear over the next few episodes.

**Hoax** – a hoax is a news story or email that has been deliberately falsified to mislead the public. A story or email can be sensational, emotional and has a sense of urgency often warning of a computer virus and asking you to share the information with all your friends/followers or asking you for money or bank account details.

**Phishing** - This is using scams to get information such as bank account numbers, passwords and other personal details that can be used to rob your money or identity.

**Scamming** – this can take the form of sending an email or message that directs you to click a link that will infect your device or getting you to fill out quizzes or surveys to gather information on you for identity fraud or pretending to be a celebrity or even someone you know to get money from you. It also includes fake ads or news stories to get you to donate money. Many have been caught out by online dating scams whereby someone gains your trust then coerces you into sending them money or investing in fake businesses.

**Bots** – Bots or Robots are automated programmes developed to do many of the monotonous jobs that humans would have done in the past. You will come across these in many of the interactions you have on shopping and booking sites. They can be good or bad. We will provide more information in future episodes.

**Algorithms** – An algorithm, simply put, is a set of instructions to perform a task for example, a cake recipe. Algorithms in computing are inputting instructions to transform data into information that can be used by people, machines or to inform other algorithms. There are different types of algorithms but an example of a commonly used one is in a search engine. If you search Google, its algorithm, PageRank, will decide quickly and efficiently which results to show and in what order

based on hundreds of factors. Algorithms will send you suggestions and ads on social media platforms based on your previous online activity.

**Hacker** – A hacker is someone with the skills to gain access to networks or computer systems. This is often unauthorised and done for the purpose of stealing data, changing or deleting information.

**Trolls** – These are people who inhabit chat rooms, comments sections and any public online forum for the purpose of causing disruption, spreading hatred, untruths and panic. They target not only individuals but also organisations, businesses and communities.

### ***Soundbite 5: Perspectives and biases in Media***

**HOST:** As we consume different types of media, it's important to be aware of the different perspectives and biases that can be present. Media is created by people, and people have different experiences and beliefs, which can influence their reporting. Recognising these perspectives and biases can help us to better understand the information that we are consuming. With traditional media such as print media and television it is often easy to ascertain the ideology of the media outlet, for example Fox News and CNN.

Online media is more complex and is constantly developing and changing. Every interaction we have online is providing information that can create a profile of us and, more worryingly, shape who we are

What we see online is dictated by complex algorithms that profile and classify us based on our likes and searches. Advertising is then targeted and customised to give greater revenue to the social media company. This also means that we are viewing information that resonates with us and connecting with people who have similar views which confirms our beliefs whether they are based on fact or false information.

**HOST:** Our next episode will look at the definitions of fake news, misinformation, disinformation and Misinformation and how and why it's distributed.

**HOST:** Be sure to tune in next week for the third episode of "Media Literacy 101." And 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***

