

Media and Information Literacy in the Digital Era

(數碼時代的媒體和資訊素養)

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New Literacy

Multiple Terms:

- Digital Literacy (數碼素養)
- Digital Media Literacy
- Media Literacy (媒體素養)
- Media Education
- Information Literacy (資訊素養)
- Media and Information Literacy (MIL) (媒體和資訊素養)

What is MIL?

- Media and Information Literacy (MIL) is a compound concept
- MIL =
Media Literacy + Information Literacy + ICT Skills

媒體和資訊素養 =

媒體素養 + 資訊素養 + 資訊及傳播科技技能

Definition

- MIL is the ability to access, evaluate/ understand, and use/create media and information in various forms in a critical and effective way (involves a set of competencies)
- Not only deal with media messages, but all kinds of information
- A media-and-information-literate person should be able to **handle messages coming from different sources**
- e.g. mass media, Internet, social media, libraries, museums, archives, databases ...

The Need of MIL in the Digital Age

Epoch-making Social Transformation

- Social transformation + technological changes
- A new literacy movement (UNESCO)

- Three World Trends:
 1. The revolutionary development of communication technologies
 2. The transition to knowledge societies and smart cities
 3. The new learning mode of the new generation

First Trend: Technological Advancement

- Web 1.0 (Read Only Web)
- Web 2.0 (Read-write Web)
- Web 3.0 (Read-write-execute Web)
- Web 4.0 (Read-write-execution-concurrency Web)

New Media and Information Ecosystem

Artificial Intelligence Applications

Supporting technologies:

- Cloud computing
- Big data
- Algorithms
- The Internet of things (IoT)
- Robotics and automation
- Smart sensors
- Mobile technologies
- Intelligent personal assistants
 - Apple: Siri; Microsoft: Cortana; IBM: Watson
- Industry 4.0

Metaverse

Challenges of New Technological Environment

- How to deal with the impact of new technologies?
(如何應對新媒體衝擊)
- How to select and evaluate information?
(如何選取及解讀資訊)
- How to constructively use the communication power?
(學會善用傳播權)

Second Trend: Transition to the Knowledge Society

- Industrial society → knowledge society
- Most of the population: **knowledge workers** (知識工作者)
- **Knowledge becomes major means of production**
- knowledge reception, production and information delivery are crucial
- Future knowledge workers should have the ability to not only acquire information, but also **transform it into knowledge that empowers them to improve their livelihoods** and contribute to the social and economic development of their society

→ **MIL for making a living and pursuing digital wellbeing**

The Third Trend: Changing Learning Mode

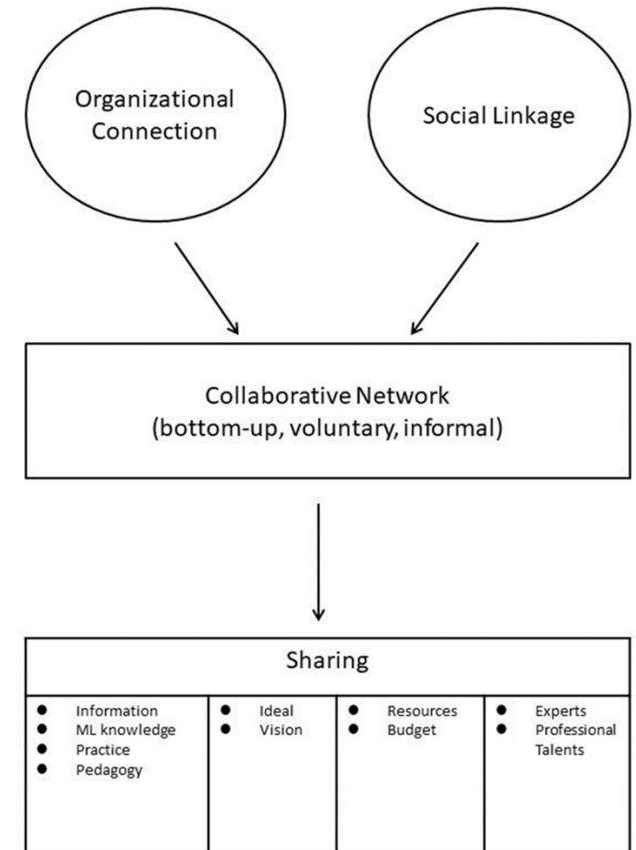
The learning model changes with time:

- Agricultural society
 - Learned from their parents and community members
 - Industrial society
 - Learned in schools
 - Knowledge society/smart city
 - Not only book learning
 - No classrooms (distant learning, schools with no physical buildings)
 - **Online active learning** (learnt through the Internet, databases, online archives...)
 - Life-long learning (adult and kids learn together, yesterday's knowledge becomes irrelevant)
- Two knowledge systems:
 - Schools
 - Mass media and other information platforms
 - For self-learning and lifelong-learning
→ MIL

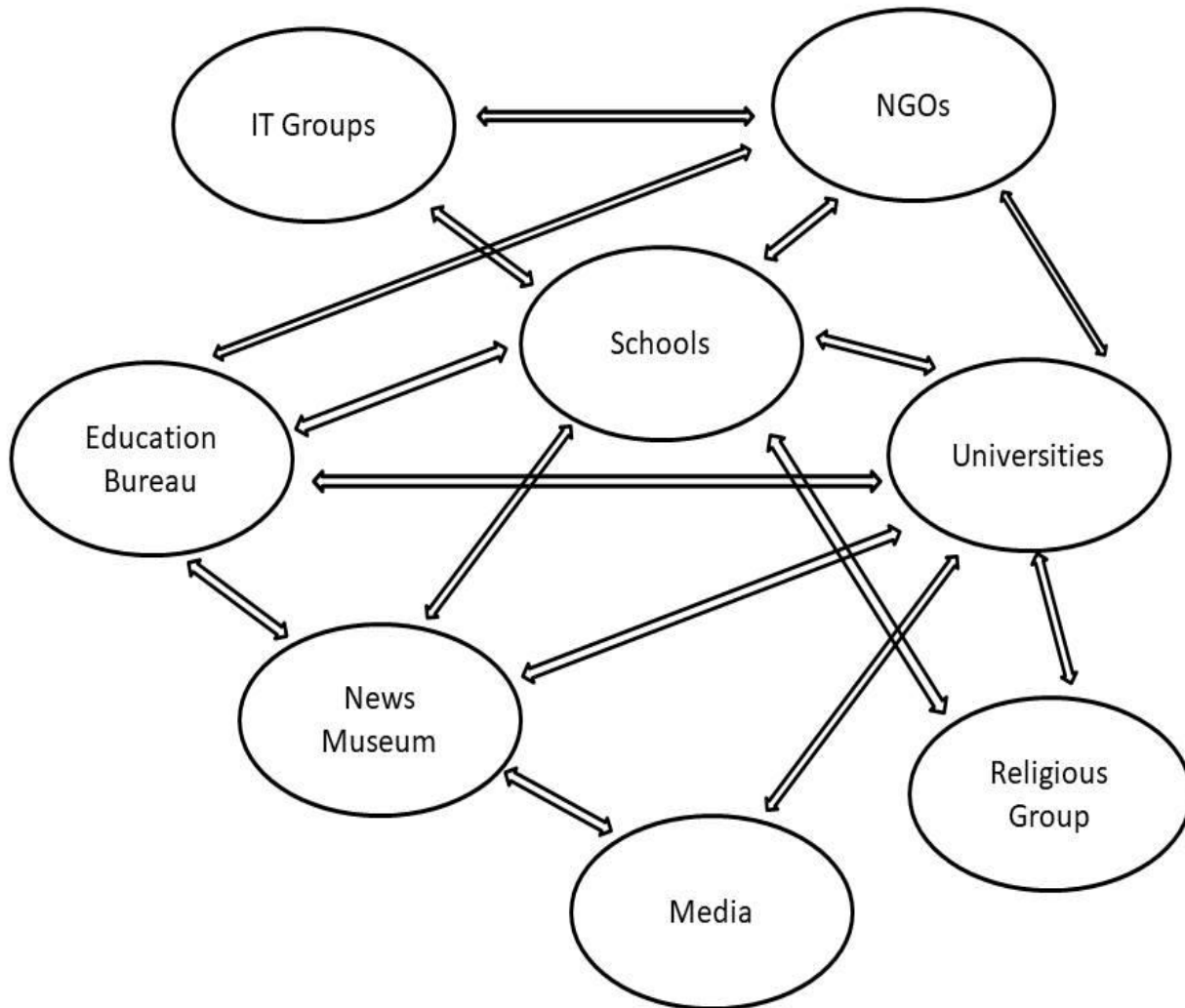
MIL in Hong Kong

Collaborative Network Model (夥伴協作網絡模式)

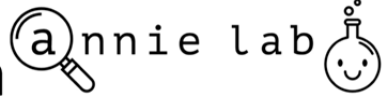
- Various groups organize their activities and cooperate at the same time
- Work with the government
- The collaboration is to share the:
 - Goals of media and information literacy
 - Knowledge & practical ideas
 - Resources
 - Talents



MIL Education Links among Various Organizations in Hong Kong



HKU Journalism



4R MIL Education Model for the Emerging Smart Cities

(1) Re-Learn the Media Logic

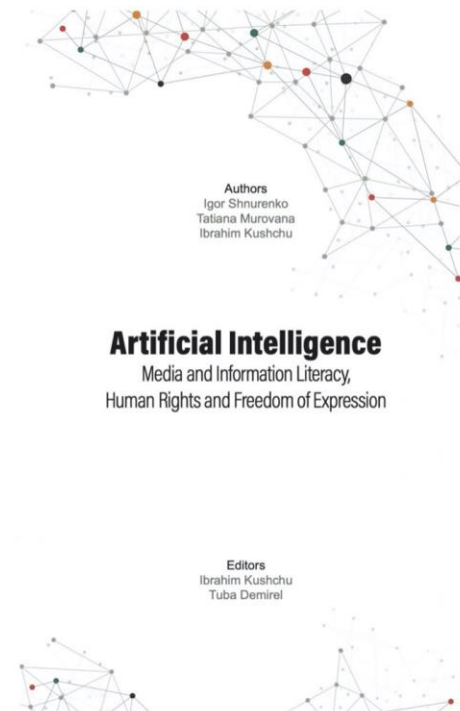
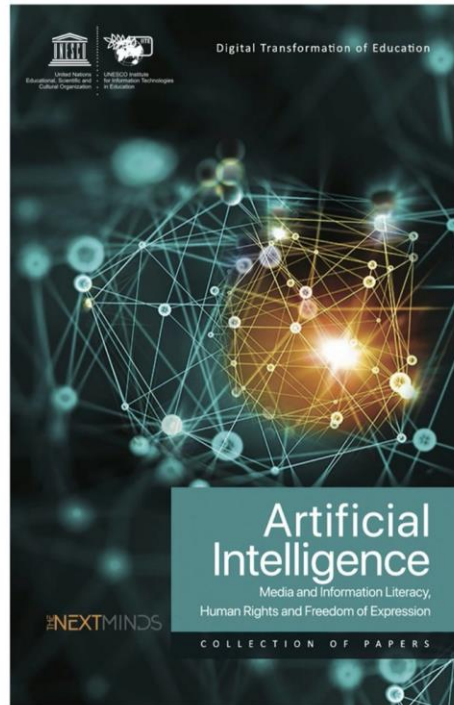
New Media Logic in New Information Ecosystem

- MIL education practitioners know the mass media well, but not the artificial intelligence, algorithms, IoTs, and big data
- **Teacher training: include knowledge of new media forms and logic**
- Hong Kong Federation of Youth Groups (HKFYG)
 - **Media and Artificial Intelligence Literacy (MAIL) Program**

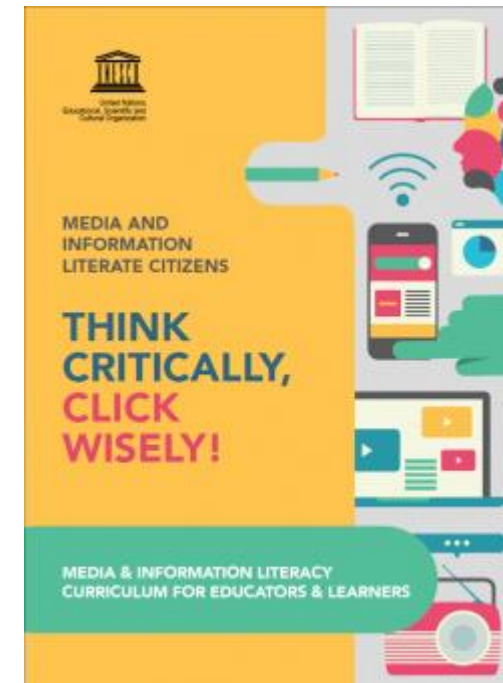


(2) Re-design the MIL Curriculum

Artificial Intelligence & MIL



UNESCO MIL Curriculum for Educators and Learners (second edition)



(3) Re-develop the Pedagogy

New Pedagogic Approach

- Online learning, experiential learning and service learning
 - MIL Webinars replace offline workshops
 - Training media-savvy young people to engage in ML education
 - Senior students to train junior students
 - Video, short film, comics and animation as teaching materials

(Photo: medialiteracy.hk)



(4) Re-locate the field of MIL in City Planning

- Smart Citizens in a Smart City
- Co-creation of Smart City
 - Urban strategist Boyd Cohen
 - Smart city development has moved through three generations:
 - “technology-driven” (version 1.0), “technology-enabled and city-led” (version 2.0), and “citizen co-creation.” (version 3.0). (公民共創)
 - Version 3.0 refers not to how city leaders implement their personal visions, but rather to collaborating with citizens to understand what kind of city they want to build.
 - It is essential to cultivate media and information literate citizens who can participate with common goals and for the public good

- MIL as life skills
- MIL for everyone
- Objectives
 - Wise prosumers (精明媒體資訊用家)
 - Competent knowledge workers (勝任知識工作者)
 - Responsible citizens (負責任的公民)

THANK YOU!

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