



Teaching Media Literacy in Junior Sec @ YWC

Experience Sharing by Albert Wong (Ying Wa College | AiTLE)

Teaching Schedule

Term 1 Cycle 5 @ Mr Wong - Media Literacy 03

03 - Media Literacy 03.pptx

Online Quiz for "Media Literacy 03"
Nov 3 | 7 pts

Media Literacy 03 - Finding examples for 邏輯謬誤：相聯性謬論 / 斷章取義 / 人身攻擊
Nov 3 | 0 pts

Term 1 Cycle 4 @ Mr Wong - Media Literacy 02

03 - Media Literacy 02.pptx

Online Quiz for "Media Literacy 02"
Oct 25 | 6 pts

Media Literacy 02 - Using U.S.E.R. when reading a news / message
Oct 25 | 10 pts

Term 1 Cycle 3 @ Mr Wong - Media Literacy 01

03 - Media Literacy 01.pptx

Online Quiz for "Media Literacy 01"
Oct 17 | 7 pts

Media Literacy 01 - Give your comment to the "reporting" after viewing the following videos
Oct 17 | 3 pts

Why started



蔡若蓮 Christine Choi ✓

16h · 🌐

培養媒體資訊素養
加強慎思明辨能力

現今資訊科技發展迅速，培養學生有效及符合道德地運用資訊科技，加強慎思明辨的能力，建立正面價值觀、態度和行為，至為重要。

為讓學校和教師更有系統地培養學生的媒體和資訊素養，我們與不同機構合作，舉辦研討會、工作坊，以及發展教材，其中包括與新聞博覽館協作發展的教材套，涵蓋媒體和資訊素養、fact-check 辨別資訊真偽，以及善用社交媒體及拒絕網絡欺凌等。12所學校在上學年開始試行新教材。

早前，我們與新聞教育基金合作，舉辦本學年首場《媒體和資訊素養教材》發布暨分享會，由試教學校的教師分享試行教材的寶貴經驗，約200位教師在現場和線上參加。感謝新聞教育基金和同工，與我們攜手推廣媒體和資訊素養教育。

我們已公布更新的《香港學生資訊素養》學習架構，希望學校可充分善用教材，同工們加強協作，一起努力培養學生成為有質素的網絡公民。

《媒體和資訊素養教材》 <http://www.edb.gov.hk/.../resources/mil/resources.html>

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媒體和資訊素養 - 學與教資源

學與教資源

| 課題 | | 英文版 | 中文版 |
|-------------------|-------------|--|--|
| 前言 | | 詳細資料 | 詳細資料 |
| 單元一：認識媒體和資訊素養 | 教案及筆記 簡報 | 詳細資料 詳細資料 | 詳細資料 詳細資料 |
| 單元二：辨別資訊的真偽 | 教案及筆記 簡報 | 詳細資料 詳細資料 | 詳細資料 詳細資料 |
| 單元三：善用社交媒體及拒絕網絡欺凌 | 教案及筆記 簡報 | 詳細資料 詳細資料 | 詳細資料 詳細資料 |

Started



Started



AutoSave Off MIL Lesson Plan 1_PPT_Understanding MIL final • Saved to this PC Search (Alt+Q) Wong Kin Wai WK

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Clipboard Slides Font Paragraph Drawing Editing Adobe Acrobat Voice Designer Add-in

Media and Information Literacy Education
Unit 1:
Understanding Media and Information Literacy (MIL)

Education Bureau and Journalism Education Foundation
2022

Essential Skills in the 21st Century

Discussion:

Do you agree that media and information literacy is an essential skill in the 21st century?

What is Media and Information Literacy (MIL)?

Media and Information Literacy (MIL) is a compound concept.

MIL = Media Literacy + Information Literacy + Information and Communications Technology Skills

Be Media and Information Literate

- MIL is a set of competencies to search for, understand, analyse, use and create media messages and information in a critical and effective way.
- A person equipped with media and information literacy should be able to handle messages from different sources, such as mass media, the Internet, social media, libraries, databases, museums, etc.

Key Components of MIL

- Ability to Search for and Select Media and Information
 - Information Search; Attention Management
- Ability to Understand, Analyse and Integrate Media and Information
 - understand, Evaluate and Analyse; Organise and Integrate
- Ability to Communicate, Use and Create Media and Information
 - Communicate, Use and Participate; Create and Understand; Monitor and Influence

Why do we learn about MIL?

Find out why we need MIL from 4 aspects:

1. New developments of digital technologies
2. Transition into a knowledge society
3. Changes in learning modes
4. A step towards a smart city

1. New Developments of Digital Technologies

- Web 1.0: Information-centric (The Internet)
- Web 2.0: People-centric (Social networking sites)
- Web 3.0: Machine-centric (Semantic Web)
- Web 4.0: Agent-centric (Anywhere)
- Beyond Web 4.0
- Online media, websites
- Social media, Search engines, blogs, Wikipedia, YouTube
- Smartphones & Apps, Cloud computing, Big Data, Robots, Algorithm, AI
- Voice assistant application (e.g., Siri), Advanced AI, IOTs, Chatbots
- Metaverse

1. New Developments of Digital Technologies (cont.)

1st Challenge: How to Cope with New Media?

- New communication technology changes the modern life.
- The need to master ICT skills, cope with the impacts of new technologies, such as cyberbullying, online fraud, etc.

1. New Developments of Digital Technologies (cont.)

2nd Challenge: How to select and evaluate information?

- Information overloads. There are media fabrications such as fake news, fake photos and videos.
- A high level of critical thinking skills to receive and comprehend media messages and information from different sources, combat fake news and verify the authenticity of information is needed.

1. New Developments of Digital Technologies (cont.)

3rd Challenge: How to constructively use the communication right?

- Netizens become "prosumers" (as both producers and consumers).
- They need to use new media to create constructive knowledge and make good use of their communication right.

2. Transition into a Knowledge Society

- The younger generation will be knowledge workers.
- Reception and production of knowledge and information delivery are crucial.
- Future knowledge workers should not only have the ability to acquire information, but transform it into knowledge which empowers them to improve their livelihoods and contribute to the social and economic developments (survival skills in 21st century).
- The ability of handling information and creating knowledge is needed.

3. Change in Learning Modes

- Sources of knowledge:
 - Schools
 - Mass media and other information platforms
- Online learning
- Self-learning and lifelong learning

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03 - Media Literacy 01 • Saved to this PC

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Clipboard Slides Font Paragraph Drawing Editing Adobe Acrobat Voice Designer Add-in

SECURITY WARNING: References to external media objects have been blocked. Enable Content

1 **YING WA COLLEGE**
MEDIA LITERACY 01

2 **OBJECTIVES**
• Learn about media literacy
• Identify real and false information

3 **【素養故事】人講你就信？《不得了的網絡真相》**

4 **REAL CASE ?**

5 **盲搶錢？**

6 **盲搶錢！**
2011年日本地震引發福島核災，外界迷信「硬殼能預防輻射」，故引發「盲搶錢」。

7 **盲搶錢？**

8 **LEARNT FROM CASES
→ BECOME SMARTER ?**

9 **REAL ???**
當年搶錢風潮 今日搶錢市
如何樂從大眾心理

10 **REAL ???**
2011年日本地震引發福島核災，外界迷信「硬殼能預防輻射」，故引發「盲搶錢」。

11 **REAL ???**
新加坡政府支持搶錢風潮，新加坡政府支持搶錢風潮，新加坡政府支持搶錢風潮。

12 **REAL ???**
不少通訊媒體及網上平台流傳「內幕消息」，稱內地搶錢風潮，香港和廣東省，結長城市治安上，不論白米、公仔麵、餅乾等日用品均被搶一空，無一倖免。

13 **WHY (CAN) HAS SO MANY FALSE INFORMATION?**

14 **Why (CAN) has so many false information?**
Because of the Internet!
Everyone can post info to Internet → vast amount of info → Good
Drawback: cannot control the quality (real / false)

15 **Why (CAN) has so many false information?**
Because of the Internet era, information to public mainly through newspaper, magazine, books
• Higher production cost and technique
• People in these companies are well-educated
• Good system to check before publish

16 **Why (CAN) has so many false information?**

17 **ROLES AND RESPONSIBILITIES OF REPORTING/ER**

18 **Reporter ?**
Academically ready?

【素養故事】人講你就信？《不得了的網絡真相》



https://www.youtube.com/watch?v=AQT_3zPu2FY

Started



盲腸炎？



<https://www.youtube.com/watch?v=9RFpruiE3SU&t=84s>

**LEARNT FROM CASES
→ BECOME SMARTER ?**

**WHY (CAN) HAS SO MANY
FALSE INFORMATION?**

Lesson 1

focus

ROLES AND RESPONSIBILITIES OF REPORTING/ER

Google

role and responsibility of reporter

All Images News Videos Maps More Tools

About 21,400,000 results (0.65 seconds)

Reporters are responsible **for delivering updates and analysis on current happening** with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines.

<https://www.talentlyft.com/resources/reporter-job-desc...>

[Reporter job description template | Talenti vft](#)

Lesson 1 Assignment

A lady has did "recording" of [a man eating take-away behind a motor-cycle] and uploaded the videos to YouTube. She also made some comment to the man's action.

View this video first

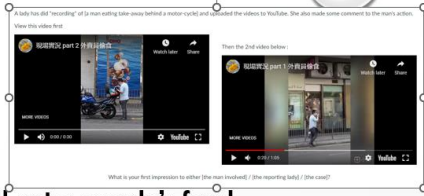


Then the 2nd video below :



What is your first impression to either [the man involved] / [the reporting lady] / [the case]?

COMMENT FROM STUDENTS



I was shocked because I couldn't imagine a man will eat a people's food.

I think the delivery guy is quite unresponsive. The food was ordered by the customer but not the delivery guy.

the lady should not capture the car number of the car so everyone would know who he was and the delivery might lost his job.

normally that a food sender does not eat its customers food

ASSIGNMENT LAST TIME ...

香港經濟日報 11:46 2021/03/17



The newspaper used 3 images from Internet used **【偷食外賣】** as heading

Lesson 2 focus

探究為本 U.S.E.R 檢視框架

搜尋資訊 問一問 **Understand**

- 接收訊息時，思考訊息背景及含意
- 我從甚麼人物、地方及何時接收到這個資訊？

辨識資訊 查一查 **Search**

- 追溯訊息的來源，核實可信性
- 誰人製作這個資訊？其目的、所傳達信念是什麼？

分析資訊 估一估 **Evaluation**

- 評估使用訊息帶來的影響
- 為什麼人們「瘋傳」這個資訊？所傳遞的價值觀及想法是什麼？

使用及創造資訊 回一回 **Respond**

- 回應訊息時，明白自己應有的責任
- 在我轉發這個資訊前，我明白、了解及認同其含意？該資訊會對自己、他人或社會帶來甚麼影響？

定地說他偷食外賣，行為可恥。

Lesson 2

Assignment

You have received a news / message from your friend.

State how you use U.S.E.R. to react to the news / message

北角發生致命交通意外，一輛保母車由長康街斜路失控直衝，橫跨英皇道後鏟上熙和街行人路，釀4死11傷。事發後，有網民上載了一名身穿米白色大褸中年女子在北角車禍現場，舉起手機拍攝，而她身旁則有數名傷者倒臥保母車旁，其中有人伏在輪胎旁邊，部分人懷疑失去知覺。



COMMENT FROM STUDENTS

發生致命交通意外，一輛保母車由長康街斜路失控直衝橫跨英皇道後鐘上熙和街行人路，釀4死11傷。事發後，有網民上載了一名身穿米白色大褲中年女子在北角車禍現場，舉起手機拍攝，而她身旁則有數名傷者倒臥保母車旁，其中有人伏在輪胎旁邊，部分人懷疑失去知覺。



well as you can see, there is an accident. I think the lady with the white coat is not helping anything. Personal speaking, I can only see her filming the whole thing but not helping the victims. People may die because of her not helping. I think it is ok to film because probably she has called the police already.

I will check the news is real or not by watching the news on TV. I will also check the source of it. If I think it's real and trustable, I will send it to others.

COMMENT FROM STUDENTS

北角發生致命交通意外，一輛保母車由長康街斜路失控直衝橫跨英皇道後鐘上熙和街行人路，釀4死11傷。事發後，有網民上載了一名身穿米白色大褲中年女子在北角車禍現場，舉起手機拍攝，而她身旁則有數名傷者倒臥保母車旁，其中有人伏在輪胎旁邊，部分人懷疑失去知覺。



'eZone', 'HK01', 'on.cc', 'TOPick' and more. In these many news, we can confirm that this news is a real one, but not a fake one. However I can't find this picture in these websites, but I found that the woman with a jacket is a helper, I could believe that she saw the bus crashing and immediately told her employer



about it. [2]

Thirdly for 'Evaluate', I think that this caption is written by a person who some sort of hating the helpers,

Lesson 3 focus

WHAT IS ASSOCIATION RELATIONSHIP

- 水加熱到攝氏 100°，她當時走開了
- 小明經常講大話，所以他偷了我的筆
- 我的考試卷選擇題中有五條錯了，他竟然也錯了這五條，他一定是偷看我的試卷了，因他就坐在我的旁邊。

邏輯謬誤

就是推論過程不正確，所得之論證不能成立

邏輯謬誤

- 相聯性謬論 (The correlation Fallacy)
- 斷章取義 (Hasty Generalization)
- 人身攻擊 (Ad Hominem Fallacy)

Lesson 3

Assignment

Media Literacy 03 - Finding ex-
amples for 邏輯謬誤：相聯性謬
論 / 斷章取義 / 人身攻擊

✓ Published

✎ Edit



Find message from newspapers / online media that has / have 邏輯謬誤：相聯性謬論 / 斷章取義 / 人身攻擊.

At least one for each.

Quote the source (URL / Screen Capture)

If can have more ...

Thank you ...
