

Advanced Media Strategies Series

Using Digital and Media Literacy in Substance Abuse Prevention

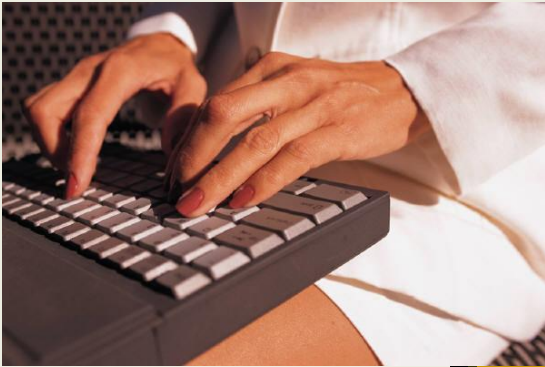
March 12, 2015

Host: Linda Barovier

Youtube Link: <https://youtu.be/OTziv6eKbtI>



Orientation to the Technology



Welcome and Introductions



Learning Objectives

As a result of participating in today's training, participants will be able to:

- **Describe** five competencies essential to digital and media literacy
- **Describe** three sets of key questions to ask when analyzing a media message
- **Analyze** and evaluate one alcohol related marketing message using these key questions



What is Media Literacy?

- Teaches intended audiences (often youth) to deconstruct media messages so they can identify the sponsor's motives
- Teaches communicators how to compose messages attuned to the intended audience's point of view
- Experts in the field are moving towards terminology of “digital and media literacy” to capture the infusion of new technology and new media into our world

Media Literacy: Why?

Use media literacy to:

- Correct inaccurate perception of risk or harm
- Identify motives to inaccurately portray risk or harm of behavior in media
- Create an attitude that will support adoption of healthier behavior

Media Literacy Targets

Media Literacy targets these risk or protective factors:

- Perception of risk/harm
- Norms supporting use
 - Community or peer norms

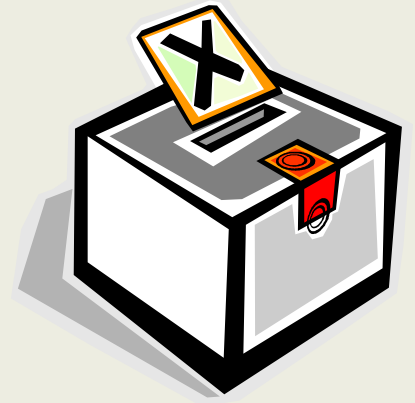


Complementary Strategies

Media literacy can complement:

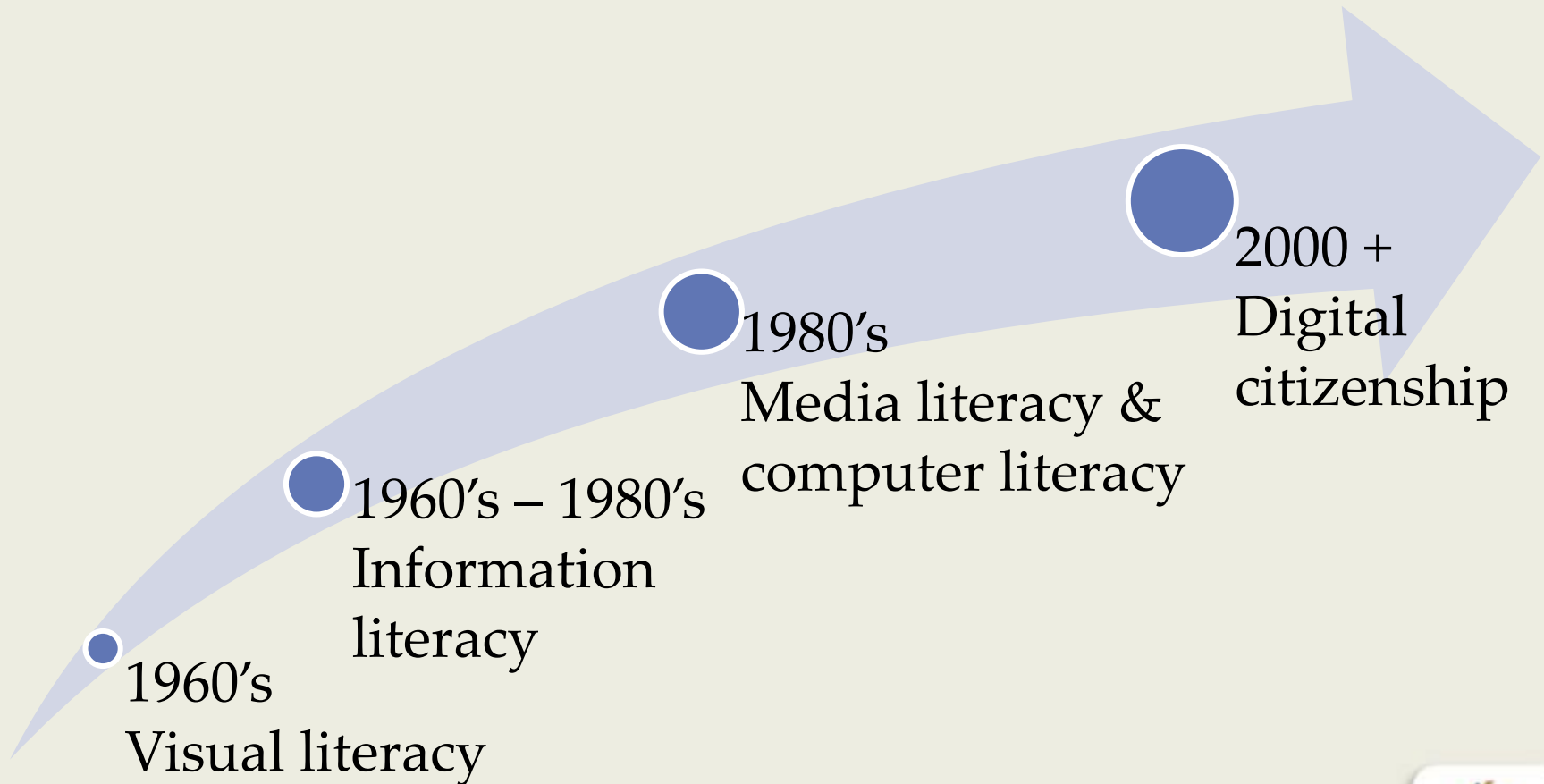
- Policy change initiatives
- Enforcement strategies

Chat Box Poll #1



Have you used media literacy as part of your prevention work in the community? If so, describe it.

Media Literacy: An Evolution¹



Five competencies of digital and media literacy



Five Competencies¹

Access

Analyze and Evaluate

Create

Reflect

Act



Competency 1: Access

Access is for both informational and entertainment purposes:

- Text
- Tools
- Technologies



Competency 2: Analyze & Evaluate

- Employ skills of critical thinking, analysis and evaluation
- Key questions include:
 - *Who is the author?*
 - *What's the purpose of the message?*
 - *How was this message constructed?*



Competency 3: Create

The practice of message composition and creativity



Competency 4: Reflect

The ability to engage in reflection and critical thinking

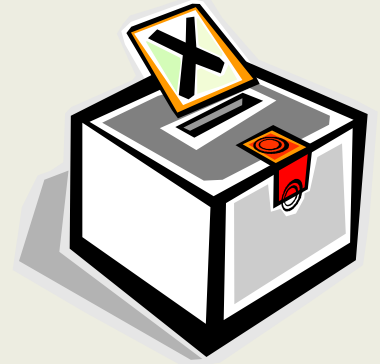


Competency 5: Act

Active participation in social action through individual and collaborative efforts



Chat Box Poll # 2



1. Which one of the five competencies do you believe the “average adolescent” is most likely to possess?
2. Describe the kinds of critical thinking skills (reflection) do you think adolescents are most likely to use?

Time for a Stretch Break!



Alcohol marketing to youth: *What are the Implications for Digital and Media Literacy?*



Youth and Alcohol Marketing

- Youth exposure to alcohol advertising on U.S. television increased 71 percent between 2001 and 2009, more than the exposure of adults³
- In 2009, five cable networks were more likely to expose youth per capita to alcohol advertising than adults 21 and above³
- Hispanic youth see 30% more alcohol advertising than non-Hispanic youth, while African-American youth see 60% more than non-African-American youth⁴

get **LOST**

Sauza
TEQUILA

LOST
—RESTRAINT—

Key Questions for Analysis⁴

Audience and Authorship

Message and Meaning

Representation and Reality

Audience and Authorship

Five Related Questions:

- Authorship
- Purpose
- Economics
- Impact
- Response



Message and Meanings

Three related questions:

- Content
- Techniques
- Interpretation



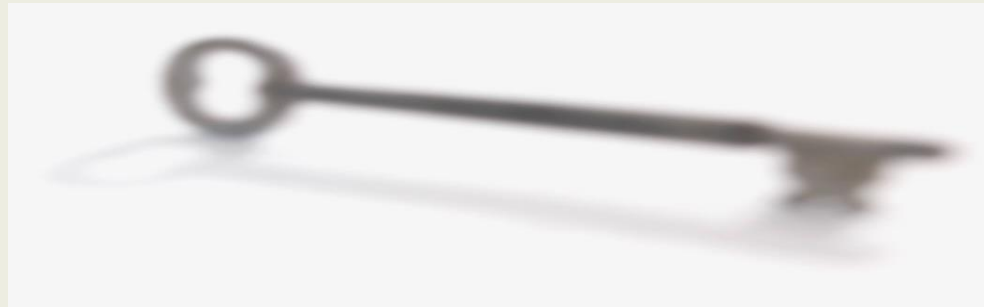
Representation and Reality

Two related questions:

- Context
- Credibility



Decoding a Media Message: Using the *Key Questions*



Case Study



Diddy's Ciroc "Turbulence" Superbowl Commercial

Case Study



Transcript

<airplane soars through the clouds>

<inside, Sean “Diddy” Combs seated reading magazine>

Pilot: “Things are getting a little choppy out there, we ask that you please keep your seatbelts fastened until further notice.”

<Sean “Diddy” Combs’ glass of Ciroc vodka is on the table shaking violently. He picks it up and the liquid stops shaking and becomes “smooth” immediately>

Announcer: “Ciroc Ultrapremium: Perfectly Smooth”

Ciroc Case Study



Answer these questions in the chat box:

1. Audience & authorship: Why was this message made? Who is the target audience? (How do you know?)
2. Message & Meaning: What is this about? What ideas, values, information, and/or points of view are overt? Implied?

Other Examples of Media Practices



Product Placement



Modern Family

American
Idol



Sporting Events, Advertising and Sponsorship



Questions or Comments?



Training Evaluation



Please click on the link that appears in the chat box now. Thank you!

<https://www.surveymonkey.com/s/MediaLitera>



References

1. Renee Hobbs, Knowledge Quest -Turning the Page in Minneapolis. (2011). *Empowering Learners with Digital and Media Literacy*.
2. <http://www.medialit.org/reading-room/literacy-21st-century-overview-orientation-guide-media-literacy-education>
3. Center on Alcohol Marketing and Youth. (2010). *Youth Exposure to Alcohol Advertising on Television, 2001-2009*
4. Center on Alcohol Marketing and Youth. (2005). *Hispanic Youth and Alcohol Advertising*
5. National Association for Media Literacy Education. (2007, November). Core principles of media literacy education in the United States. Retrieved September 5, 2014, from <http://namle.net/wp-content/uploads/2013/01/CorePrinciples.pdf>.

Resources

- Renee Hobbs, Knowledge Quest -Turning the Page in Minneapolis. (2011). *Empowering Learners with Digital and Media Literacy*.
- <http://www.medialit.org/reading-room/literacy-21st-century-overview-orientation-guide-media-literacy-education>
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