



# Multimedia Literacy

Presented by MATEC NetWorks in partnership with the Radical Platypus group



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NetWorks is an Advanced Technological Education Resource Center  
supporting faculty in  
Semiconductor, Automated Manufacturing, and Electronics education



MARICOPA  
COMMUNITY  
COLLEGES

NetWorks is a part of MATEC, a member of the Center for Workforce Development in the Division of Academic and Student Affairs.



National  
Science  
Foundation

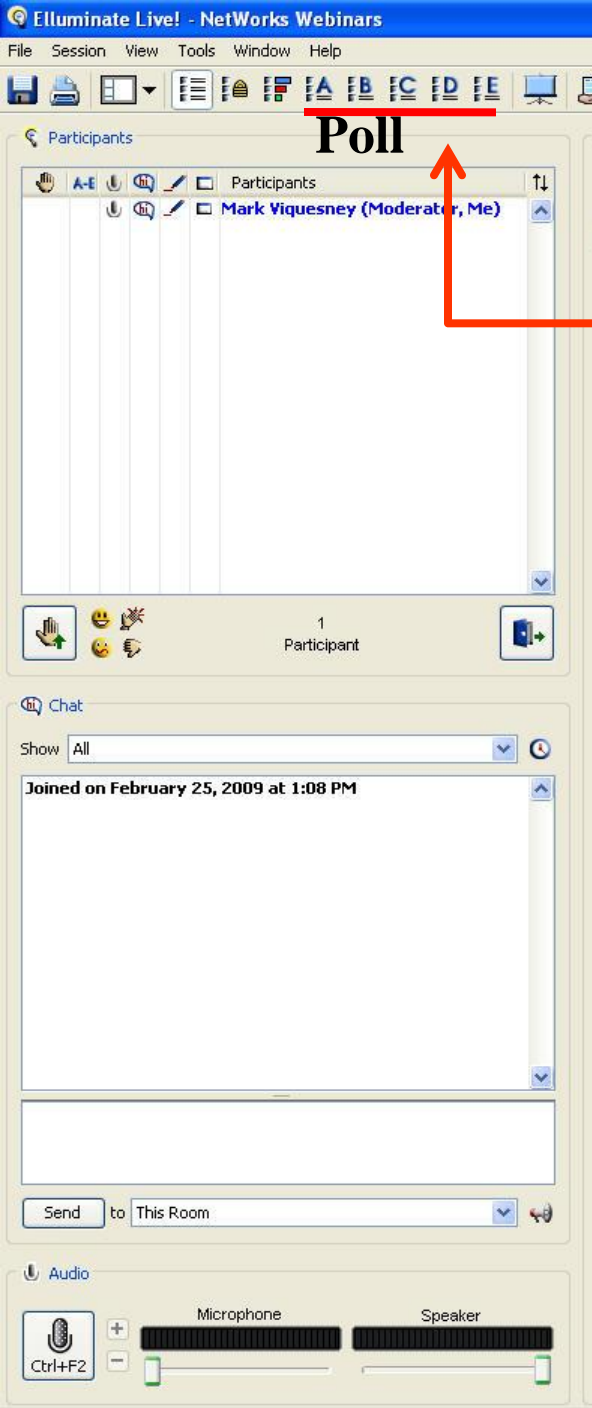
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Radical Platypus is a group of professional development talent including: Ray Rose, Bob Allen, Dr. David Thornburg, Dr. Lynell Burmark, Dr. Jim Bower, Dr. Sara Armstrong, and Jim Brazell.

The team specializes in career and science, technology, engineering, mathematics and arts education. The team has organized and is presenting the Master Series as a community service for MATEC.

**Learn more at**  
**[www.radicalplatypus.com](http://www.radicalplatypus.com)**



Click A-E to take the Poll

**How many students were enrolled in your class/classes last semester?**

**A** = 25 students or less

**B** = 26 – 50 students

**C** = 51 – 75 students

**D** = 76+ students

**E** = I did not teach last semester



# Presenter



## **Sara Armstrong, Ph.D.**

*Educator, Author, Professional Developer*

### **Webinar Host**





# Welcome

## Who's Here Today?

**A** = K-12 Educators

**B** = Community College Educators

**C** = College/University Educators

**D** = Business or Industry Leaders

**E** = Other



# Objectives

At the end of this webinar, you will know more about:

- Multimedia Literacy
- Digital Citizenship
- Evaluating Media
- Strategic Searching



# A Story

## “The Lion Makers,” Pachatantra







# Too Much Information (TMI)





TMI



**The New York Times**



# TMI

There is a **syndrome**.

There are **warning signs**...



# TMI

**You know you're suffering from TMI if:**



# TMI

## You know you're suffering from TMI if:

- On your way back to bed after using the bathroom, you stop to check your email



# TMI

## You know you're suffering from TMI if:

- On your way back to bed after using the bathroom, you stop to check your email
- You no longer have an office you can walk into upright, let alone around



# TMI

## You know you're suffering from TMI if:

- On your way back to bed after using the bathroom, you stop to check your email
- You no longer have an office you can walk into upright, let alone around
- You get messages from your Internet provider that you have exceeded memory limits



# TMI

## You know you're suffering from TMI if:

- On your way back to bed after using the bathroom, you stop to check your email
- You no longer have an office you can walk into upright, let alone around
- You get messages from your Internet provider that you have exceeded memory limits
- You can't remember the name of... Oh, wait, that may be something else





## Question:

**Where does all the information you experience in a day come from?**

(Type answers in the chat box)



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TV

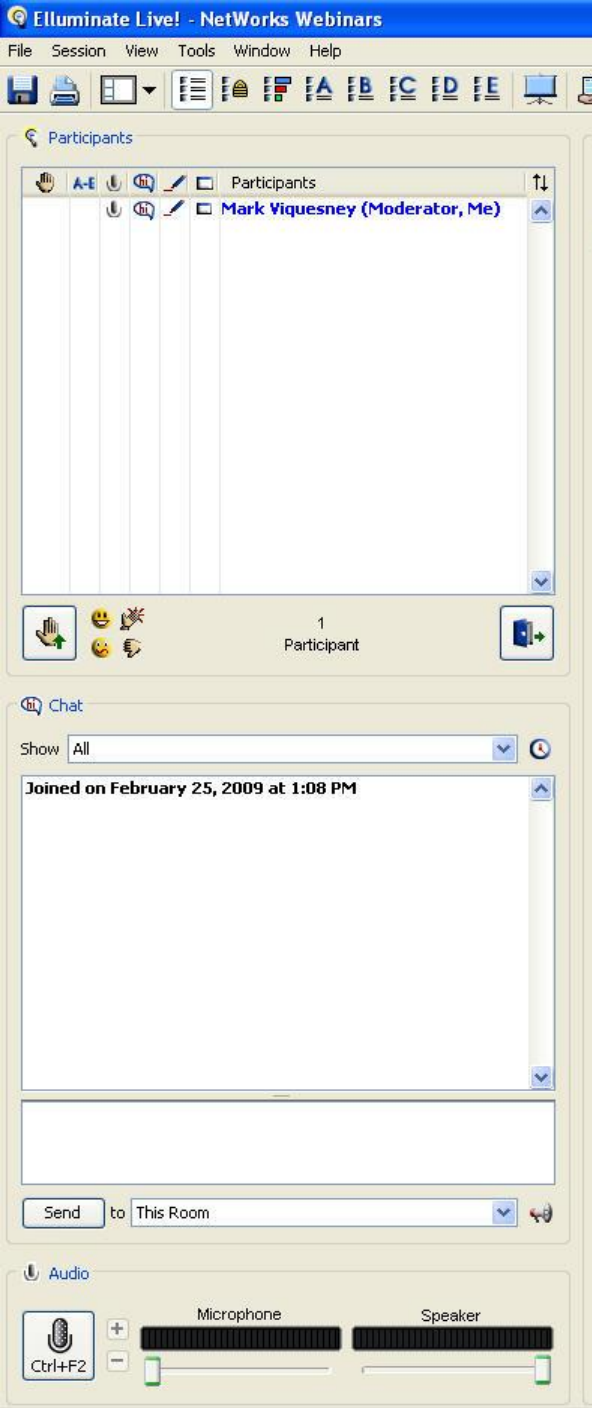




# Internet

## WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population ( 2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Mar. 31, 2011	Penetration (% Population)	Growth 2000-2011	Users % of Table
<u>Africa</u>	1,037,524,058	4,514,400	<b>118,609,620</b>	11.4 %	2,527.4 %	5.7 %
<u>Asia</u>	3,879,740,877	114,304,000	<b>922,329,554</b>	23.8 %	706.9 %	44.0 %
<u>Europe</u>	816,426,346	105,096,093	<b>476,213,935</b>	58.3 %	353.1 %	22.7 %
<u>Middle East</u>	216,258,843	3,284,800	<b>68,553,666</b>	31.7 %	1,987.0 %	3.3 %
<u>North America</u>	347,394,870	108,096,800	<b>272,066,000</b>	78.3 %	151.7 %	13.0 %
<u>Latin America / Carib.</u>	597,283,165	18,068,919	<b>215,939,400</b>	36.2 %	1,037.4 %	10.3 %
<u>Oceania / Australia</u>	35,426,995	7,620,480	<b>21,293,830</b>	60.1 %	179.4 %	1.0 %
<b>WORLD TOTAL</b>	<b>6,930,055,154</b>	<b>360,985,492</b>	<b>2,095,006,005</b>	<b>30.2 %</b>	<b>480.4 %</b>	<b>100.0 %</b>

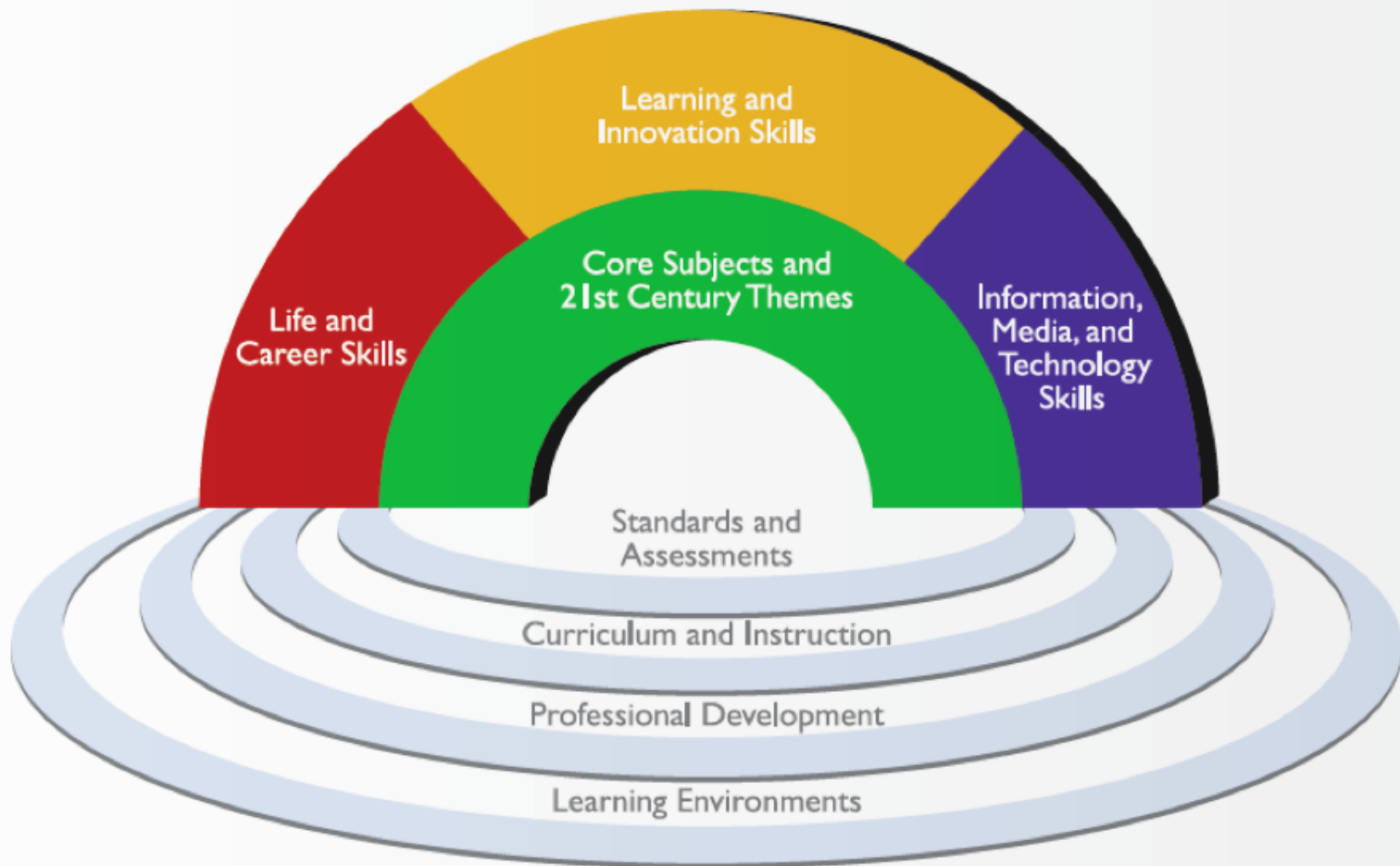


**?** Type questions in your chat window





# 21st Century Skills





# 21st Century Skills

- **Life and Career Skills**



# 21st Century Skills

- Life and Career Skills
- **Information, Media, and Technology Skills**



# 21st Century Skills

- Life and Career Skills
- Information, Media, and Technology Skills
- **Learning and Innovation Skills**





# 21st Century Skills

- Life and Career Skills
- Information, Media, and Technology Skills
- Learning and Innovation Skills
- **Core Subjects and 21st Century Themes**



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# ISTE NETS Project

NETS•S: NETS for **Students**





# ISTE NETS Project

NETS•T: NETS for **Teachers**





# ISTE NETS Project

## NETS•A: NETS for **Administrators**



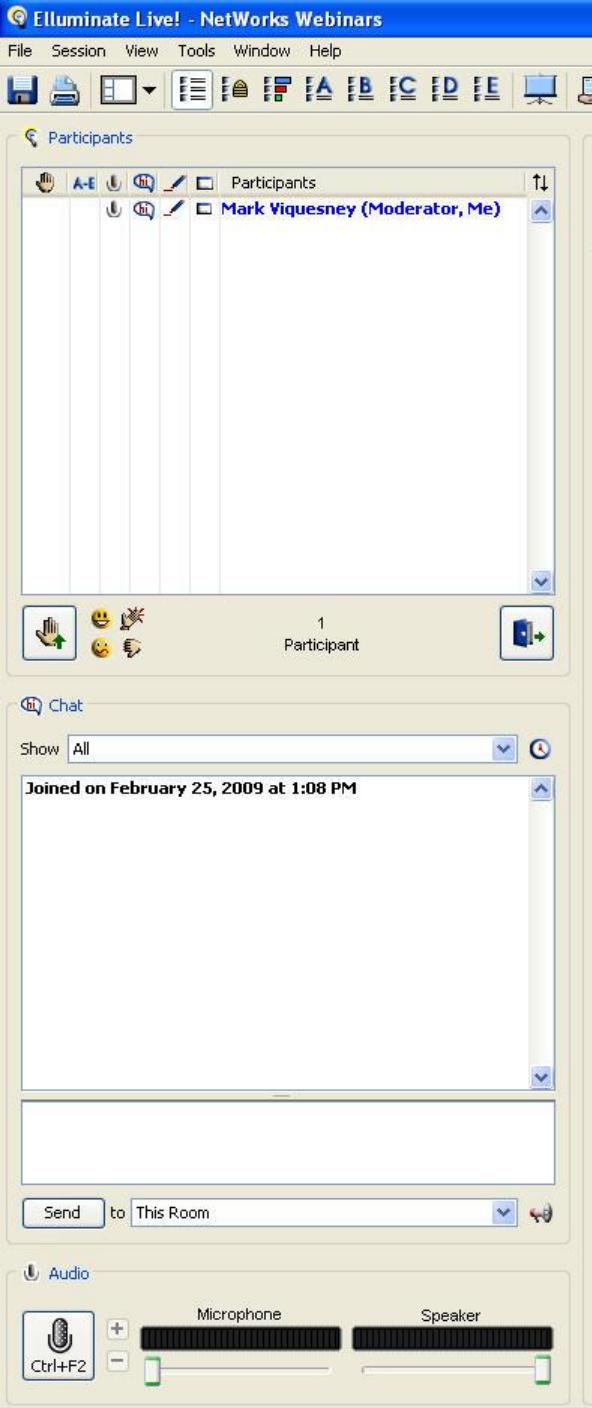


# ISTE NETS Project

## Question:

**What do you consider your strongest  
21st Century skill?**

(Type answers in the chat box)



**?** Type questions in your chat window





# Common Sense Media

**Reviews:** movies, games, apps, and more

**Education:** classroom curricula, parent education, professional development

**Advice:** digital citizenship, social networking and virtual worlds, celebrities and stereotyping, creating media, and more

**Policy and Advocacy:** policy priorities, federal and state news, links to research and resources



# Common Sense Media

My Media Life is Like...

**Consider the following questions:**

1. Are digital media a small, medium, or big part of my life?





# Common Sense Media

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My Media Life is Like...

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3. What are my favorite and least-favorite things to do with digital media?



# Common Sense Media

## My Media Life is Like...

### Consider the following questions:

1. Are digital media a small, medium, or big part of my life?
2. What kind of impact do digital media have on me?
3. What are my favorite and least-favorite things to do with digital media?
4. Do I connect with others or create things with digital media?



# Common Sense Media

**Finish the simile:**

**My media life is like....**

(Type answers in the chat box)



# The Right Questions

## The Librarians' Story:

Jan Alexander and Marsha Tate





# The Right Questions

**authority**



# The Right Questions

**accuracy**



# The Right Questions

**currency**





# The Right Questions

**objectivity**



# The Right Questions

Or...

- **Who said it?**



# The Right Questions

Or...

- Who said it?
- **How do they know?**



# The Right Questions

Or...

- Who said it?
- How do they know?
- **Why did they say it?**



# The Right Questions

Or...

- Who said it?
- How do they know?
- Why did they say it?
- **When did they say it?**



# The Right Questions

Or...

- Who said it?
- How do they know?
- Why did they say it?
- When did they say it?
- **Are there other views?**



Pretend the chat box is the Google search box,  
and type in the exact search terms or phrasing  
that you would use to search for:

**what dolphins eat**

(Type answers in the chat box)



# The Right Answers



Video:

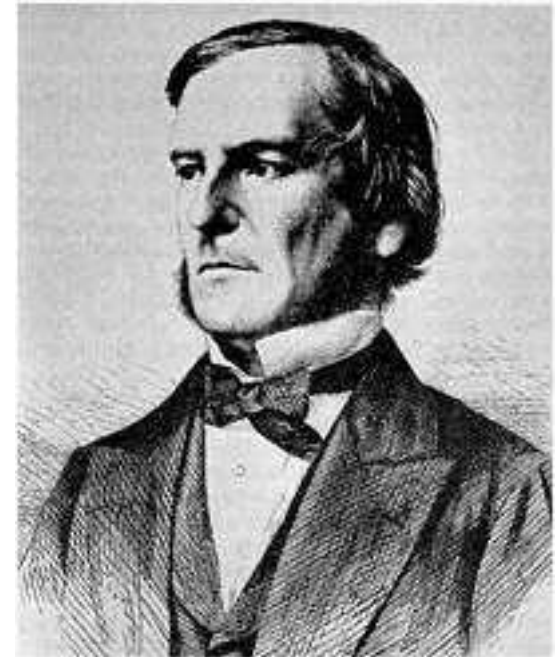
**Web Search Strategies  
in Plain English**





# The Right Answers

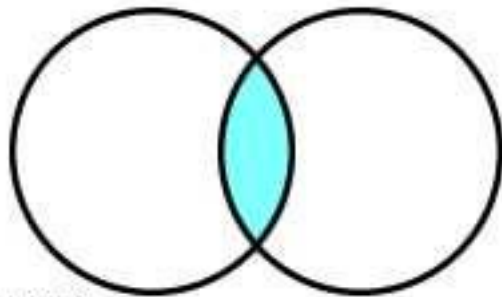
## George Boole (1815-1864)



“...no general method for the solution of questions in the theory of probabilities can be established which does not explicitly recognize...those universal laws of thought which are the basis of all reasoning....”



# The Right Answers



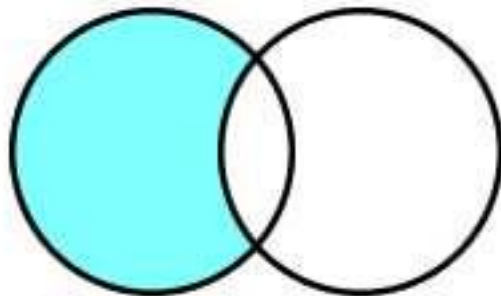
AND

**AND** narrows a search by retrieving the intersection between topics.

Apples AND oranges would only get those that have both types of fruit.



# The Right Answers



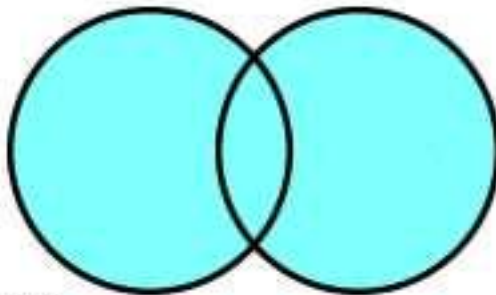
NOT

**NOT** narrows a search by excluding entire categories of information.

Apples NOT oranges would exclude things that had oranges, even if they also had apples.



# The Right Answers



OR

**OR** broadens a search by retrieving either topic. **OR** is especially important for grouping synonyms.

Apples OR oranges would get anything that had either type of fruit.



# The Right Answers

## Google-Proof Questions

-- John Sowash



# The Right Answers



Boolify





# The Right Answers

**Web Search**

Book Search

News Search

Blog Search

Video Search

Image Search



Google SafeSearch options:

**Strict**

Moderate

Go >>



# The Right Answers



Three tools, so far:

- Mathematics Tool
- Information Literacy Tool
- Science Tool





# The Right Answers

## The Information Literacy Tool

1. Enter Search Term:



2. Select Comparisons:

**Select left comparison:**

acceptable add a weight room advantages allow allowed  
 benefits better in class bigger destructive **good** great  
 healthier healthy helpful hurtful illegal interesting kassi  
 legal **new** oh yea popular positives pros should we  
 prosecute 50 year old civil rights crimes spanis spanish there  
 would be less detetion ugly yes **effective**

or enter your own:

**Select right comparison:**

against **bad** bad thing boring cheating cheating con  
 cons disadvantages distraction facts harassing harassing other  
 students harassing other students harassing other students  
 immigration laws negative negatives no noise of text message  
 noise of text message **old** professional athletes that don't  
 care professional athletes that don't care pros and cons  
 spreading rumors text messageing text messageing unhelpful we  
 would abuse it **ineffective**

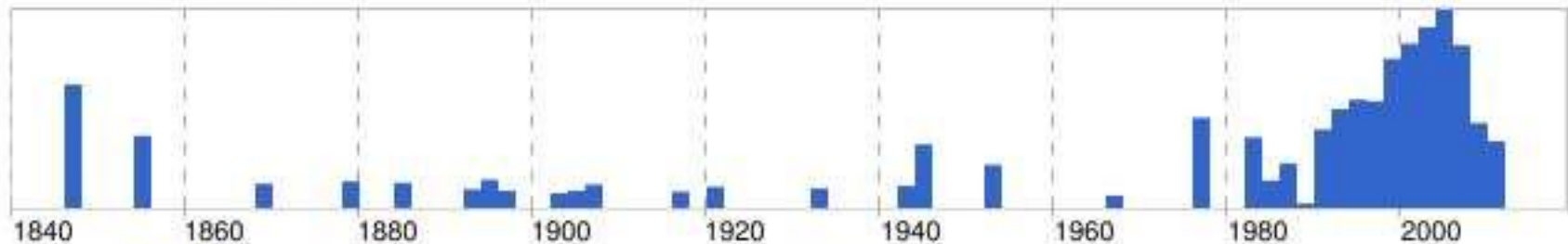
or enter your own:



# The Right Answers

## Google: Timeline

1840-2011 [Search other dates](#)

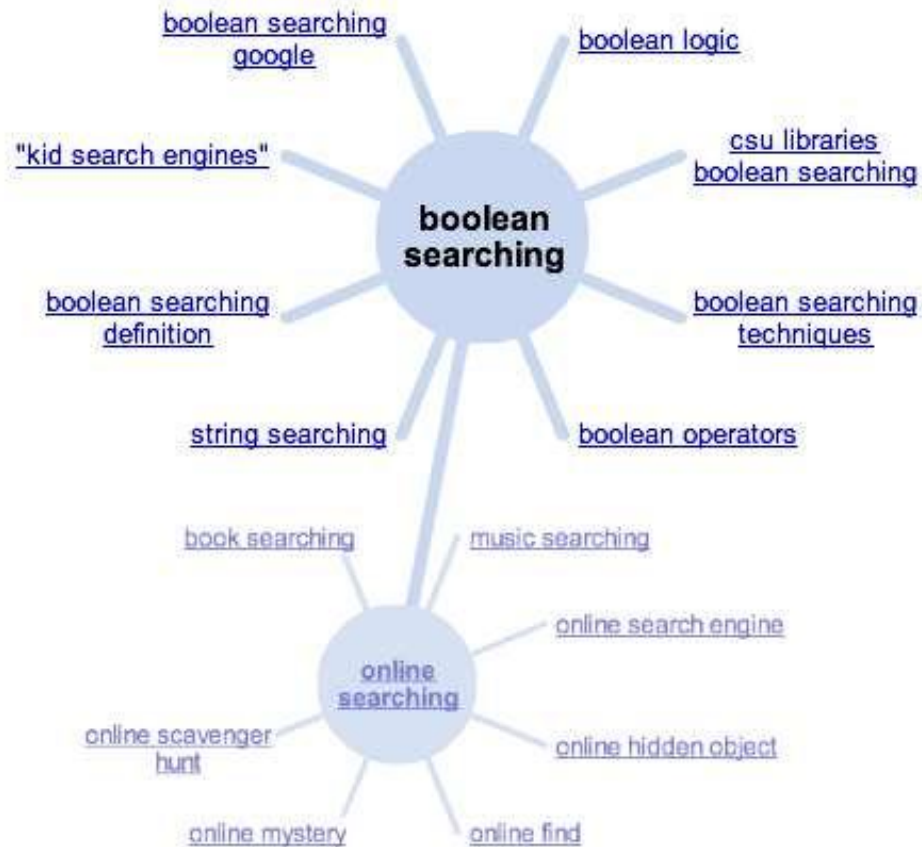


[1847](#) 1847 - **Boolean searching** is based on the logical structures of algebra first put together by a British man named [George Boole](#) in 1847. But, do not let its math basis scare you; **Boolean searching** is pretty simple to understand. When you [search](#) for information ... [+ Show more](#)  
From [Electronic legal research - Related web pages](#)  
[books.google.com/books?id=6Ujy0pHWnX0C&pg=PA4](https://books.google.com/books?id=6Ujy0pHWnX0C&pg=PA4) ...



# The Right Answers

## Google: Wonder Wheel





# The Right Answers

Google: Wonder Wheel





# The Right Answers

Wikipedia



**WIKIPEDIA**  
*The Free Encyclopedia*



# The Right Answers

**I allow my students to use Wikipedia as a source for their research:**

**A** = Always

**B** = Never

**C** = Only if it is used as one of several sources

**D** = I do not have a specific policy regarding Wikipedia



# Bringing it All Together

## Driving Question:

How can we create learning environments that allow students to gain important skills and knowledge while engaging them creatively, challenging them intellectually, and allowing them to take responsibility for their own learning safely and happily?

(Type answers in the chat box)



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# Another Story







**?** Type questions in your chat window





# Review of Objectives

Our topics:

- Multimedia Literacy
- Digital Citizenship
- Evaluating Media
- Strategic Searching



# Review of Objectives

- Multimedia Literacy

The ability to critically consider the efficacy of information presented through a large variety of media, including television, radio, newspapers and magazines, billboards, Internet, and even those considered experts.



# Review of Objectives

- Digital Citizenship

Digital citizens are those who apply the Golden Rule to their use of digital and other technologies, taking responsibility for their words and actions in the online world.



# Review of Objectives

- Evaluating Media

From Boole's work to current tools, we all can use help judging the information we retrieve.



# Review of Objectives

- Strategic Searching

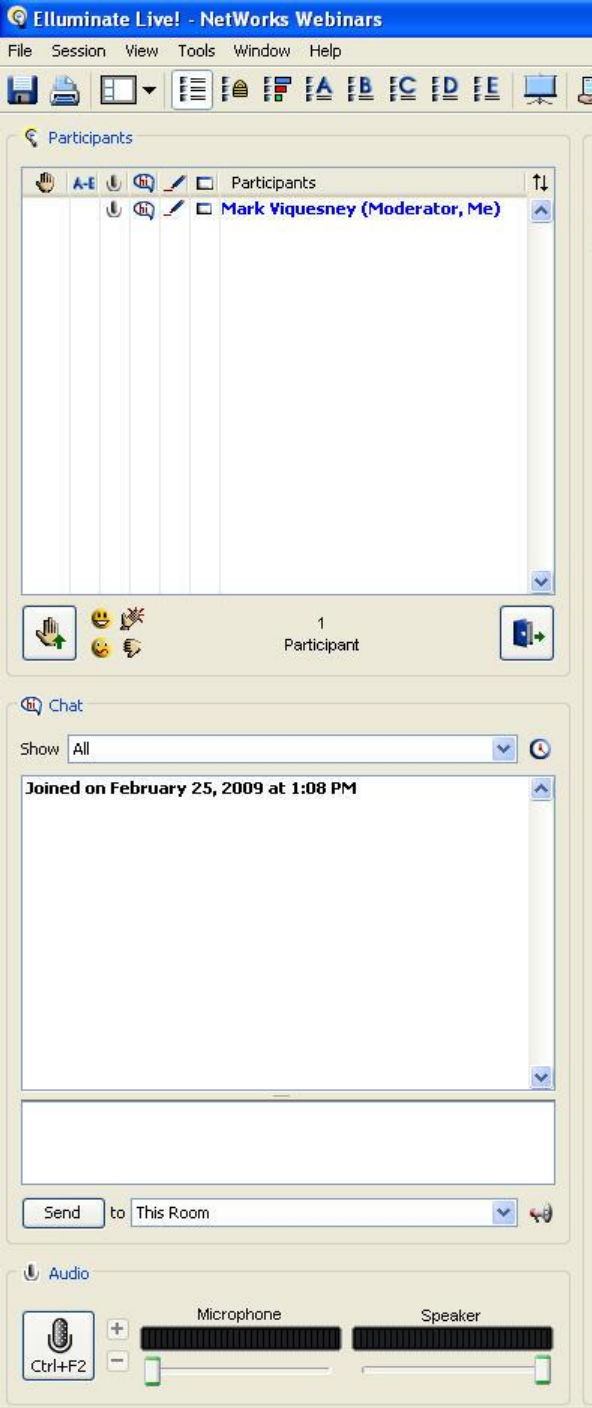
Asking the right questions helps get to the right answers.



# Review of Objectives

You should now know more about:

- Multimedia Literacy
- Digital Citizenship
- Evaluating Media
- Strategic Searching



**?** Type questions in your chat window







# How Can We Better Serve You?

Whether you are joining us live or watching the recorded version of this webinar, please take 1 minute to provide your feedback and suggestions.

<http://www.questionpro.com/t/ABkVkZJxRd>



# Webinar Resources

Webinar recording, slides, and handout  
available at

[www.matecnetworks.org](http://www.matecnetworks.org),

**Keyword Search:**

**“Webinar Multimedia Literacy”**



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# Thank You!

## Thank you for attending **Multimedia Literacy**

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TechSpectives Blog  
Webinars

[www.matecnetworks.org](http://www.matecnetworks.org)