Content Type

The In Practice video is an intensive study that explores social problems and how we work to solve and raise awareness about them. The In Practice video can be the discussion of findings from a longitudinal study or it could be a discussion of an issue that continues to impact society. In Practice videos define a problem and function much like a workshop that draws upon various research methods and applied learning techniques. In Practice videos can be useful in addressing different student learning styles, as well as being a good resource to support the trend toward distant learning. The video platform allows for interactive learning and improved comprehension of a particular subject. Students will have the ability to pause and replay important sections of the video. Instructors can also use In Practice videos to generate class discussion, assign homework, and to create quizzes.

Media Literacy Research
http://sk.sagepub.com/video/media-literacy-research

In this In Practice video, Alison Preston, a communications media regulator for Ofcom in the UK, monitors how audiences think and feel about media issues in order to promote media literacy. Alison discusses the necessity of media literacy research to assess how well users have a critical awareness of all forms of media. She discusses the findings of her research that examined if users of social media can differentiate between advertising and editorials and if users’ level of skepticism and trustworthiness is reliable results when using search engines.

Suggested Courses or Topics

This In Practice video would be ideal for courses where students are learn about media literacy. Courses might include:

- mass media and communications,
- journalism,
- sociology of popular culture,
- research methods, and more.

Classroom Clips

Listed below are a few examples of clips that focus on key concepts:

- This clip asks the question of how children view web content. Clip 2:07 – 3:53
- This clip focuses on online safety and how children perceive risks online. Clip 4:00 – 4:48
- This clip discusses the issue of how to protect children online. Clip 7:30 – 7:51

Research Assignment

See below for an example assignment that you might use for students.

In this In Practice video, Alison Preston discusses the issue of protecting children while online. Research the top 10 online safety issues facing children and develop an action plan to reduce these problems.

Classroom Discussion

Here is an example question which might be used for in-class discussion.

Alison Preston advocates for media literacy by highlighting the importance of critical understanding. What is your level of critical understanding? How do you determine if a website is trustworthy?