

Social Media Literacy



Time Spent on Media

According to the Kaiser Family Foundation study¹, *Generation M2: Media in the Lives of 8 – 18 Year Olds*, every day youth spend on average:

- 4:29 hours watching television
- 2:31 hours listening to music
- 1:35 hours texting
- 1:29 hours on the computer
- 1:13 hours playing videos
- 0:38 hours reading print
- 0:25 hours watching movies

WHERE DO THEY FIND THE TIME?

Youth do NOT consume media or use technology in a bubble. They are able to spend more than 7.5 hours consuming, creating and connecting by what we might refer to as “multitasking.” However, what they are really experiencing should be referred to as Continual Partial Attention (CPA), which differs from multitasking. Multitasking is effective and efficient when completing tasks that require very little cognitive processing, while CPA distracts from learning and engaging.

Multitasking vs. Continual Partial Attention

<i>Multitasking</i>	<i>Continual Partial Attention²</i>
Efficient	Distracted
Manageable	Addictive
Involves Doing Two or More Tasks that Require Low Cognitive Processing	Small Continuous Distractions
Sense of Productivity	Sense of Constant Crisis
Not Directly Related to Technology	Associated with the Digital Age
Impacts the Quality of Work and Learning	

Impact on the Brain and Learning

- Violent visual images can bypass the ‘decoding station’ in our brains³
- Concentration is reduced by 40% when ‘multitasking’⁴
- Two hours of exposure to backlit or self-luminous devices can suppress melatonin by 22%, which has a significant effect on sleep patterns and thus learning⁵

Language

Nomophobia

The fear of being without one's mobile phone

urban

What's Trending

- YouGov— <http://research.yougov.com/>
- Fail Blogs—i.e. Car Surfing
- Hoaxes—i.e. Twerking on Jimmy Kimmel
- Lollipop App— <http://www.takethislollipop.com>
- Grand'icide'—build someone up, then tear him/her down
- Photo Editing—i.e. Facetune App for mobile phones
- Taking Selfies—i.e. instant sharing/uploading, #SELFIE, selfie for a cause
- 'Disappearing' Media—i.e. Snapchat, instant photo sharing; not as impermanent as one may think
- Anonymous Asking—i.e. Spring Me and AskFM, ask a question, get an anonymous answer



Social Media Facts

- Twitter overtakes Facebook as the most popular social network for teens, according to study by investment firm⁶.
- Youth choose private settings for Facebook, but share with a large networks of friends (typically 300 friends)⁷.
- Most teen social media users say they aren't overly concerned with third-party access to their data⁷.
- Focus group discussions with teens show that they have waning enthusiasm for Facebook because of the adult presence, excessive sharing, and stressful "drama" – but they keep using it because participation is an important part of teenage socializing (they don't want to 'miss out')⁷.

Questioning⁸

1. Who created this message?
2. What creative techniques are used to attract my attention?
3. How might different people understand this message differently than me?
4. What values, lifestyles, and points of view are represented in, or omitted from, this message?
5. Why is this message being sent?

Protect Yourself

- Be mindful of negative consent
- Review privacy settings
- Disable location services
- Do not have identifiable information in profile
- Untag, untag, untag
- Changing and protecting passwords
- Digital housekeeping – delete past posts and photos
- Private message vs. wall post
- Review posts before allowing
- Avoid syncing contacts
- Report and Flag
- Safeguard your image

Education and Help

- Victims who Need Help now: <http://needhelpnow.ca>
- MTV's a Thin Line—Digital Drama guide: <http://www.athinonline.org>
- Media Smarts—Canada's Centre for Digital Literacy: <http://mediasmarts.ca>
- Kids Health: <http://kidshealth.org>
- OPP program: <http://www.youthconnected.ca>
- Ophea ConnectEd: <http://www.reallifeonline.ca>



Using Your Professional Judgement

- Copyright Law: <http://www.edu.gov.on.ca/eng/copyrigh.html>
- OCT: <http://www.oct.ca/resources/advisories/use-of-electronic-communication-and-social-media>
- OSSTF/ETFO/OECTA Resources and Guideline: (See Federation Websites for Details)

Research

- ¹Kaiser Family Foundation (2010): "Generation M2: Media in the Lives of 8-18 year olds"
<http://kff.org/other/event/generation-m2-media-in-the-lives-of/>
- ²Linda Stone: <http://lindastone.net/qa/continuous-partial-attention/>
- ³David Grossman: <http://www.killology.com/>
- ⁴Lee, Lin, & Robertson (2012): <http://www.tandfonline.com/doi/pdf/10.1080/17439884.2010.537664>
- ⁵National Sleep Foundation (2011): <http://www.sleepfoundation.org/article/press-release/annual-sleep-america-poll-exploring-connections-communications-technology-use->
- ⁶Piper Jaffray's Teen Market Report (2013): <http://www.dailymail.co.uk/news/article-2475591/Twitter-overtakes-Facebook-popular-social-network-teens-according-study.html#ixzz2j9UmpEmD>
- ⁷PEW (2013): "Teens, Social Media, and Privacy"
http://www.pewinternet.org/files/2013/05/PIP_TeensSocialMediaandPrivacy_PDF.pdf
- ⁸Center for Media Literacy: <http://www.medialit.org/>