Digital and Media Literacy
A Process of Learning

ACCESS
ANALYZE
CREATE
REFLECT
TAKE ACTION

Digital and Media Literacy Competencies

**ACCESS**

- Listening and reading comprehension
- Developing a “learn how to learn” mindset
- Keyboard and navigation skills
- Using effective file management practices
- Troubleshooting and problem-solving
- Understanding hyperlinking and digital space
- Identifying information needs
- Using effective search and find strategies
- Knowing about the economics of information and media
- Knowing how algorithmic personalization influences access
- Participating in collaborative online learning communities

**ANALYZE**

- Understanding how symbols are used in the sharing of meaning
- Identifying author, genre, purpose, and point of view
- Noticing how stereotypes are used in expression and communication
- Comparing and contrasting information sources
- Using strategies to evaluate credibility and quality
- Understanding one’s own biases and point of view
- Recognizing how power relationships shape how information and ideas circulate in culture
- Understanding the economic context of information and entertainment
- Examining the political and social ramifications of inequalities in information flows

**CREATE**

- Writing, speaking, and media production skills
- Recognizing the value of communication and self-expression
- Identifying your purpose, target audience, medium, and genre
- Brainstorming and generating ideas
- Using language, image, sound, and multimedia to create messages
- Editing and revision in response to feedback
- Using appropriate distribution, promotion and marketing channels
- Collaborating to create
- Commenting, curating and remixing

**REFLECT**

- Appreciating the benefits, risks, and potential harms of communication, digital media, and technology
- Noticing how emotions can be activated through symbols that appeal to people’s deepest hopes, fears, and dreams
- Applying ethical judgement and social responsibility to communication situations
- Respecting legal rights and responsibilities (intellectual freedom, copyright, privacy, etc.)
- Recognizing how values and ideology are embedded in both news and entertainment media
- Understanding how media and technology make money
- Examining how concepts of ‘private’ and ‘public’ are reshaped by digital media platforms and algorithms

**TAKE ACTION**

- Learning that media and communication can be used to maintain the status quo or change the world
- Participating in communities of shared interest to advance an issue
- Speaking up when you encounter injustice
- Being a change agent in the family and workplace
- Participating in democratic self-governance
- Respecting the law and working to change unjust laws
- Working individually and collaboratively, using the power of communication to make a difference in the world