Definitions of Literacies

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What is media literacy?

“[The ability to] access, analyze, evaluate, and create messages across a variety of contexts.”

(Shrum, 2004, p. 4)
What is media literacy?
“The ability to access, analyze, evaluate and create messages across a variety of contexts”

(Livingstone, 2004, p. 5)
What is media literacy?

"The ability to access, analyze, evaluate and share messages across a variety of contexts."

(source: 2004, p. 7)
"the ability to recognize when information is needed and the ability to locate, evaluate, and use the needed information effectively."

Internet Skills
- Choosing a system to seek information
- Defining search options
- Selecting information
- Evaluating information

Van Deursen, 2010

Information literacy vs. media literacy
“the ability to recognize when information is needed and the ability to locate, evaluate, and use the needed information effectively.”

(American Library Association, 1989, p. 7)
Internet Skills

Operational
Formal
Information
Strategic

(van Deursen, 2010)

- Choosing a system to seek information
- Defining search options
- Selecting information
- Evaluating information
“It empowers people in all walks of life (...) to achieve their personal, social, occupational and educational goals. It is a basic human right in a digital world and promotes social inclusion of all nations.”
Literacy, historically, has represented a focus for many of society’s ambitions regarding people’s opportunities for learning, expression, creativity, public connection, civic participation and critical judgement; in short, literacy is seen as a route to emancipation.

(Livingstone, 2008, p.57)