Media and Information Technology

Quarter 3 – Module 2:
Responsible Use of Media and Information

Name of Learner: ___________________________
Grade & Section: ___________________________
Name of School: ___________________________
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<th>Development Team of the Module</th>
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Office Address: Pres. Corazon C. Aquino Regional Government Center, Balintawak, Pagadian City, Zamboanga del Sur Province 7016
E-mail Address: region9@deped.gov.ph
Hi there! It is another day of learning more about Media and Information Literacy.

Media has been part of our lives as it has been giving us and the community information that we need to keep us updated about the things happening around us. Media even entertains. It has come a long way over the years, and it paved the way to vast opportunities for everyone to discover and learn many things. From print to digital materials, people can provide and access data to almost everything. However, such an opportunity to easily access information also posts favorable and unfavorable effects to and among media users. Thus, the responsible use of media and information should be learned and practiced.

Hence, this module is designed for you to deeply understand what media and information literacy are and recognize the value of being a responsible user of media and information. The activities are designed specifically for independent learning.

This module's components are made to assist the Senior High School Students to practice being responsible users of media and information.

The lesson in this module includes:
1. Responsible Use of Media and Information.

In this module, you are expected to:

MELC-1. Identify traits of a media and information literate.
MIL11/I2MLIIIa-3
2. Describe the traits of responsible users of media and information
3. Share the importance of Information Ethics for media and information users.
4. Promote awareness of Information Ethics

What I Know

**Multiple Choice.** Select the letter of the best answer from among the given choices. Write your answer on a separate sheet of paper.
1. It is a "channel of communication," a means through which people send and receive information.
   A. Media    B. Information    C. Ethics    D. Information Ethics
2. This type of media is digitized in content transmitted over the internet or computer networks.
   A. Print Media    B. Broadcast Media    C. Digital Media    D. Social Media
3. It is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues
   A. Moral    B. Ethics    C. Information Ethics    D. Responsible Use
4. This is a branch of ethics that focuses on the creation, organization, dissemination, and use of information and the ethical and moral codes governing human conduct in society.  
A. Media and Information Responsibility  
B. Responsibility  
C. Ethics  
D. Information Ethics

5. It is usually fabricated information that mimics news media content in form but not in organizational process or intent.  
A. Real News  
B. Fake News  
C. Recent News  
D. Digital News

6. The following are the tips on how to spot fake news except  
A. Check the author  
B. Check the author  
C. Check the date  
D. Check the background

7. Media and Information plays an important role in our lives and society. Which statement does not speak about media and information?  
A. There are tons of information in the media.  
B. Not all information in the media is factual.  
C. Everybody has access to media.  
D. Privacy is not a concern in the media.

8. Every person who uses media and information must always observe information ethics.  
A. True  
B. False  
C. Maybe  
D. Neither True or False

9. Spreading fake news is punishable by law.  
A. True  
B. False  
C. Maybe  
D. Neither True or False

10. Michael is considering making his social media account public so everyone can connect and communicate with him. Does this make him a responsible media and information user?  
A. Yes, it is his account, so he can do what he wants.  
B. No, he should always keep his account private for safety.  
C. Maybe, the choice is his.  
D. Neither Yes nor No.

Lesson 2  RESPONSIBLE USE OF MEDIA AND INFORMATION

As technology continues to advance to greater heights, the media goes with the advancement. From print media, broadcast media, and internet media, information can be easily accessed anytime and everywhere through the internet. With the use of computers, laptops, and smartphones, we gain the power to getting and sharing information on the world wide web making everything open to the public. Hence, media can be very overwhelming that you just believe in the things you read and watch on the internet without scrutinizing its truthfulness.

As Senior High School students, you are expected to demonstrate media and information literacy by analyzing, examining, and sourcing out fallacy information from truthful ones. This ability to identify false or fake information will help you know how to fact check and use information effectively from reliable sources.
Media and Information Literacy is a skill that you should hone and possess as this is a useful skill to have. Thus, being a responsible media and information use is a must. Before we go deeper into this concept, let us revisit your previous lesson about media and see how it works.

**What's In**

**What is Media?**

Media is a 'channel of communication' - a means through which people send and receive information. When we read a newspaper or magazine, information is communicated to us in some way. Similarly, electronic forms of communication - television, telephones, film, and such - are media (the plural of medium). (sociology.org.uk)

Here are the three types of media and their definition.

1. **Print Media**
   Print Media is any form of 'ink and paper' communication that is not hand-written or hand-typed, including books, circulars, journals, lithographs, memos, magazines, newspapers, pamphlets, and periodicals. (www.oxfordreference.com)

2. **Broadcast media**
   Broadcast media is made up of radio and television, which are transmitted through local stations, national networks, and public organizations. (https://learn.org)

3. **Digital/New Media**
   Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc., that is presented on a Web site or blog can fall into this category. (wikispaces.psu.edu)

Considering that the media provides vast information to us, there is a need to strain and analyze these things to fully grasp the content and message the media intends to send. Yet, this will be a problem if we are not media and information literate.
What is Media and Information Literacy?

Media and Information Literacy is a set of skills that helps individuals access media, analyze media content, create new media messages, reflect on existing media content, and take action with media. When a person can better understand a complex message from print, broadcast, and even digital media and can produce media messages himself, he/she is considerate media and information literate.

You are a Media and Information Literate Person if you;

1. Recognize that accurate and complete information is the basis for intelligent decision making.
2. Recognize the need to locate information that cannot be located elsewhere.
3. Formulate questions based on information needs.
4. Identify potential accurate sources of information.
5. Develop potential search strategies.
7. Organize information for practical application.
8. Integrate new information into the existing body of knowledge and
9. Use the information in critical thinking and problem-solving.

Media and information literacy can help people:

<table>
<thead>
<tr>
<th>Develop critical thinking skills</th>
<th>Evaluate media messages based on our own experiences, skills, beliefs, and values</th>
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</thead>
<tbody>
<tr>
<td>Understand how media messages shape our culture and society</td>
<td>Create and distribute our own media messages</td>
</tr>
<tr>
<td>Recognize bias, spin, misinformation, and lies</td>
<td>Advocate for changes to the media system</td>
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<tr>
<td>Recognize what the media maker wants us to believe or do</td>
<td></td>
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</tbody>
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Photo Created from Canva.com

What’s New

Activity 1: Are you a Media and Information Literate Person?

Directions: Read the characteristics of a media and information literate person, check yes if you possess the trait and no if you do not. Write your answer on a separate paper.
Activity 2. Be a Media and Information Literate!

Directions: Check your responses from the previous activity, write possible ways to become a media, literate learner. Write your answer on a separate paper.

What Is It

Having the characteristics of a media and information literate in the 21st century is a skill that is required from everyone nowadays as we move to the future of advancement. We are in the internet era, the media—the news and information and even social media become open, and everyone can easily access all the data and information. This kind of freedom is also open to violation of the person’s private life, resulting in harm and damage.

Since you are a 21st-century learner and you are media and information literate, there is a greater need for you to be aware and acquainted with information ethics. This knowledge is essential to avoid violating the ownership rights of authors and protecting the person’s personal life. Ethics plays an important role in you as a learner as it will help you identify the right and wrong decisions regarding what you read over the internet. Let us learn about what ethics and information ethics are.

Ethics is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Information Ethics is a branch of ethics that focuses on the creation, organization, dissemination, and use of information and the ethical and moral codes governing human conduct in society. (dictionary for library and information science).

Most of the media’s common unethical practices are plagiarism, copyright, censorship, and fake news for media information, and cyberbullying, harassment, stalking, gender inequality for social media.

Here are some of the information ethics that you must observe when using the internet to avoid unethical practices in media and information.

1. Report to authorities when rights are violated.
   The civil code of the Philippines under Article 26 states that "Every person shall respect the dignity, personally, privacy, and peace of mind of his neighbor and other people." Take action and help when needed.

2. Avoid plagiarism and give proper credits.
   The Philippines’ Intellectual Property Code punishes an individual who performs stealing of one’s intellectual property without giving credits to the rightful owner.
3. **Be aware of the Limitation in the Social Media**
   You should not share malicious pictures and avoid spamming other stuff that affects others.

4. **Do not tolerate cyberbullying**
   Crime Prevention Act of 2012 is a law that addresses legal issues about online interactions on the internet. Cyber liber is punishable by law as it can destroy the victim's reputation.

5. **Use reliable sources over fake news.**
   Do not be misled by information from unreliable sources. Always confirm if the information proves the truth and not make people confuse.

News is a vital part of media and information. It provides valuable information to people in this digital period. With many news portals and websites, we often find ourselves doubting the news article and then deciding if the news article is worth reading. There are abundant writers on the internet who write false news hence resulting in information confusion and harm.

Therefore, it is our responsibility as readers to ensure that we only read reliable news articles on the internet. Detecting fake news can be challenging as fake news may show identical characteristics of reliable news. Let us look at the several definitions of fake news and figure ways of detecting them.

Fake news as those news stories false: the story itself is fabricated, with no verifiable facts, sources, or quotes. (guides.lib.umich.edu)

Fake news is fabricated information that mimics news media content in form but not in organizational process or intent. (guides.library.cornell.edu)

Fake news is an article or video containing untrue information disguised as a credible news source. (edu.gcfglobal.org)

Considering the content of the definitions, one thing is for sure; fake news is a big problem in the digital world. According to a Stanford study, only 25% of the high school students were able to identify an accurate news story when also given a fake one ([http://bit.ly/spencervideos](http://bit.ly/spencervideos)). If we are not responsible users of media, then we are bound to get ourselves in trouble. So here are ways on how to spot fake news.

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**Tips on How to Spot Fake News**

1. **Consider the Source**
   Click away from the story to investigate the site, its mission, and its contact number.

2. **Check the Author**
   Do a quick search on the author, are they credible and real?

3. **Check the Date**
   Reposting old news stories does not mean they are relevant to current events.

4. **Check your Biases**
   Consider if your own beliefs could affect your judgement.

5. **Read Beyond**
   Headlines can be outrageous to get clicks. What is the whole story?

6. **Supporting Sources**
   Determine if information given actually supports the story.

7. **Is it a Joke?**
   If it is too outlandish, it might be satire. Research on the site and author to be sure.

8. **Ask the Experts**
   Ask a librarian or consult a fact-checking site.

Source: https://www.ifla.org/publications/node/11174
Activity 3: Information Ethics Detective

**Directions:** Read and analyze the situation below. Determine if Fria Lexa Santos followed the Information Ethics by completing the graphic organizer that follows. Write your answer on a separate paper.

Fria Lexa Santos, a Grade 11 HUMSS student, together with her group mates, is currently working on a research paper for her Practical Research 1 class. She has thoroughly read and researched her topic. She gave a proper citation to the authors of the articles that she used. To Fria’s dismay, her group mates just relied on her to do the research, and on their part, they only copied the works of other authors. She poured out her frustration over her group mates and called their attention on Facebook. To finish the group’s research and submit it on time, she included her members’ copied articles in her research work. She was so relieved that her teacher accepted the output, and it was uploaded in their Facebook Social Learning Group; however, she felt uneasy and guilty about the output submitted.

Activity 4: Such a Friendly Idol!

**Directions:** Read the paragraph about a senior high school student. Figure out if she is a responsible user of media and information. Write your answer on a separate paper.

Jhanna Zia Delos Reyes is known in her school as a social butterfly. Everybody likes her, and she has a wide circle of friends. Most of her senior high school acquaintances are updated with her life because she constantly uploads pictures and videos on her social media accounts. The public sees all her data and other important information. They can even leave comments in her accounts, and everyone sees these in her newsfeed. To attract more friend requests, she borrows and uses a picture of her sister and makes it her profile picture. She even accepts friend requests from persons she does not know.
Read the sentences below, indicate by checking in the column if you agree or disagree with the statements.

<table>
<thead>
<tr>
<th>Jhanna Xia's Digital Media Practices</th>
<th>Agree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>1. She keeps her personal details on social media are public.</td>
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<td>2. She uses her real picture for her account.</td>
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<td>3. All people can visit and access her media story.</td>
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<td>4. Her pictures and videos may be downloaded and use by others.</td>
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<td>5. Her account can be easily attacked by hackers.</td>
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<td>6. Her newsfeed is open to bashers.</td>
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<td>7. Her life can be considered as private.</td>
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**Activity 5: Put it into Writing**

Directions: Look into your responses from Activity 4; give your assessment of Jhanna's media and information practices in a 100-word essay. Include evidence to support your answer. Your work will be assessed based on the following. Write your answer on a separate paper.

<table>
<thead>
<tr>
<th>Content-3pts</th>
<th>Clarity of ideas -2pts</th>
<th>Evidence Presented-pts</th>
<th>Grammar and Punctuation -2pts</th>
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**Activity 6: Let's do the right thing!**

Let us go back to the situations of Fria's Group and Jhanna. Both individuals have encountered problems with media and information ethics. List down recommendations for them to be responsible for media and information users. Write your answer on a separate paper.

<table>
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<th>HOW TO BE RESPONSIBLE MEDIA USER</th>
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Activity 7: Poster Check!
Directions: Study the pictures below. Then answer the questions that follow—answer on a separate paper.

A. 1. Do you agree with the guy's answer to the question? ____________________________________________________________

2. What is the right response to the question? ____________________________________________________________

B. 1. What is the message of the poster? ____________________________________________________________

2. Do you agree with the message? Why? ____________________________________________________________

What I have learned

Activity 8- Time to Summarize

A. Directions: Media and Information influence the attitude and lives of people. It is a necessity that we should be aware of and follow morality for media and information practices as these result in good outcomes. List down the possible benefits you can get when you follow and use information ethics. Write your answer on a separate paper.

<table>
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<th>Benefits of Following and Using Information Ethics</th>
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B. Directions: Recall a fake news story that you encountered and read. Briefly share the story and then relate how you found out that the story was a hoax. Write your answer on a separate paper.

<table>
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<th>Title of the Fake News Story</th>
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<td>Summary:</td>
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How I Found Out It Was A Fake Story:

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|                            |
|                            |
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|                            |

**What I Can Do**

**Activity 9: Ambassador for Responsible Use of Media and Information**

There are instances where people abuse their freedom of media and information by improperly using it. They seem to have little understanding of the importance of responsible use of media leading to ethical violations. Be an ambassador for responsible use of media and information and promote awareness by creating a catchy slogan calling for people to use media and information responsibly. This activity will help you deliver the message to everyone, specifically those who are getting and using media information. Write your answer on a separate paper. (See attached rubrics.)

**Assessment**

**Multiple Choice.** Select the letter of the best answer from among the given choices. Write your answer on a separate paper.

1. It is a "channel of communication," a means through which people send and receive information.
   A. Media  B. Information  C. Ethics  D. Information Ethics

2. This type of media is digitized in content transmitted over the internet or computer networks.
   A. Print Media  B. Broadcast Media  C. Digital Media  D. Social Media

3. It is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues
   A. Moral  B. Ethics  C. Information Ethics  D. Responsible Use

4. This is a branch of ethics that focuses on creating, organization, dissemination, and use of information and the ethical and moral codes governing human conduct in society.
   A. Media and Information Responsibility  B. Responsibility
   C. Ethics  D. Information Ethics
5. It is usually fabricated information that mimics news media content in form but not in organizational process or intent.  
A. Real News       B. Fake News       C. Recent News       D. Digital News

6. You are a media literate person if you  
A. Evaluate Information       B. Use information from reliable source       C. Organize information for practical application       D. All of the Above

7. Spreading fake news is punishable by law.  
A. True       B. False       C. Maybe       D. Neither True or False

8. Cynthia is writing a research paper about the Responsible Use of Media and Information. She found a reliable article for her to use in her material. What does she have to do?  
   A. Copy the article without asking for permission.  
   B. Use the article as her own.  
   C. Seek permission from the author before using it.  
   D. Use the article, then ask permission later

9. You encountered an intriguing news article on the internet. It seems to have truthful yet inconsistent details; more so, the author is anonymous. What does this imply?  
   A. The author does not want to disclose his/ her identity.  
   B. The author thinks about his safety.  
   C. The author shares a valuable news story.  
   D. The author spreads fake news.

10. To be a responsible media and information user means that  
   A. You should be Media and Information Literate  
   B. You must constantly follow and use the information ethics  
   C. You ought to promote the responsible use of media and information  
   D. All of the Above

**Additional Activities**

Directions: Read and answer the questions below. Use the concepts you learned from this lesson in explaining your response. Write your answer on a separate answer.

1. Why is Information Ethics important?  
___________________________________________________________________________  
___________________________________________________________________________

2. Do you use media and information responsibly? Why or why not?  
___________________________________________________________________________  
___________________________________________________________________________

3. How can you help promote responsible use of media and information to fellow students?  
___________________________________________________________________________  
___________________________________________________________________________


**Answer Key**

**What I Know**

- 1. A, 6. D
- 2. C
- 3. B
- 4. D
- 5. B

**What's More (Activity 3)**

- 1. Copied the work of other authors
- 2. Fria poured her frustration and called out her group mates in social media.
- 3. Fria included the copied works in their research paper.
- 4. She uploaded the research paper on Facebook learning group despite having the copied article.

**What I Have Learned (Activity 8)**

**What I Can Do**

**Assessment**


**RUBRICS FOR SLOGAN MAKING**

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<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
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<tbody>
<tr>
<td>Message</td>
<td>The slogan exceptionally delivers a meaningful message.</td>
<td>The slogan has related meaning and interpretation.</td>
<td>The slogan has acceptable meaning and interpretation.</td>
<td>The message is not clear and related.</td>
</tr>
<tr>
<td>Craftsmanship</td>
<td>The slogan has exceptionally attractive in terms of neatness. Well constructed and not very messy</td>
<td>The slogan is attractive in terms of neatness. Good construction and not very messy</td>
<td>The slogan is acceptably attractive though it may be a bit messy</td>
<td>The slogan is distractingly messy.</td>
</tr>
<tr>
<td>Creativity</td>
<td>Slogan is exceptionally creative. A lot of thought and effort was used to make the slogan creative and a good amount of thought was put into decenting it.</td>
<td>Slogan is creative and a good amount of thought was put into decenting it.</td>
<td>Slogan is creative and some thought was put into decenting it.</td>
<td>The slogans do not reflect any degree of creativity.</td>
</tr>
<tr>
<td>Originality</td>
<td>Exceptional use of new ideas and originality to create slogans.</td>
<td>Good use of new ideas and originality to create slogans.</td>
<td>Average use of new ideas and originality to create slogans.</td>
<td>No use of new ideas and originality to create slogans.</td>
</tr>
</tbody>
</table>

**References**


"iRubric: Slogan-Making Activity Rubric" retrieved https://www.rcampus.com/rubricshow


"Using the Internet to Improve Information Literacy: The New Role of the Library/Media Specialist" retrieved from https://studylib.net/doc/9520114/characteristics-of-an-information-literate-person.
Development Team of the Module

Writer: **Lizel F. Garcia**  
Zamboanga City High School  
Zamboanga City

Editor/QA: **Jinky T. Jalon**

Reviewers: **Florenda H. Quinte**  
Valeria Fides G. Corteza, PhD  
EPS- English

Layout Artists: **Dhara May T. Ponce**  
Jovie R. Cruz, MAEd

Management Team: **Roy C. Tuballa, EMD, JD, CESO VI**  
Jay S. Montealto, CESO VI  
Norma T. Francisco, DM  
Mildred D. Dayao, EdD  
Valeria Fides G. Corteza, PhD  
Aida Coyme, EdD