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Autore	Burkhardt Joanna M.
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Nota di contenuto	Intro -- Praise for Media Smart -- Title Page -- Copyright -- Dedication -- Contents -- List of exercises -- Preface -- Introduction -- 1. A Brief History of Media and Media Manipulation -- The origins of human communication -- Numbers and writing -- Oral transmission of news -- Information in print -- Electronic communication -- Advertising -- Spread of misinformation -- 2. The Psychology of Memory and Learning -- Storing and processing information -- Confirmation bias -- Transfer of learning -- Comprehension -- Making learning and memory work for us -- Corrections -- Cross-cultural difference -- Expertise -- Conclusion -- 3. The Internet, Technology and the Media -- The rise of the internet -- Technology -- Search engines -- Social media -- Trending -- The media -- 4. Selecting Sources of Information -- Opening up the world of information -- Algorithms -- Social media -- Trust and reputation -- Data deficits -- Selecting sources -- Alphabet soup -- 5. Expertise, Authority and Credibility -- Experts -- Sharing information -- Evaluating information -- Authority -- How can authority be evaluated? -- Lateral reading -- Credibility -- 6. Language in Media Messages -- Words matter -- Propaganda -- Satire -- Advertising -- Public trust in journalism -- 7. Algorithms, Bots, Trolls, Cyborgs and Artificial Intelligence -- Algorithms -- Bots, trolls, cyborgs and other inauthentic activity -- 8.

Statistics and Data Visualization -- Statistics -- Data visualization -- 9. Images, Reverse Image Searching and Deepfakes -- Processing visuals -- Images -- Reverse image searching -- Memes -- Deepfakes -- Cheapfakes, shallowfakes and dumbfakes -- 10. Media Manipulation and Fact Checking -- Evaluating information and the source of the information -- Fact checking - the background -- Why is there a need to fact check? -- Twitter checks and cautions. Lateral reading -- 11. The Ethics of Likes, Clicks, Shares and Data Harvesting -- Ethics -- Ethics of data harvesting -- Ethics of tracking -- Ethics in the media -- Ethics of framing -- 12. How We Can Help Ourselves -- Fighting mis- and disinformation with technology -- Fighting mis- and disinformation with corrections -- Fighting mis- and disinformation with legislation -- Fighting mis- and disinformation with psychology and education -- Fighting mis- and disinformation in the classroom using games -- Fighting mis- and disinformation with codes of ethics -- Fighting mis- and disinformation by fighting plagiarism -- Fighting mis- and disinformation with diversity -- How can we help ourselves? -- Conclusions -- Resources -- Bibliography -- Index.

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### Sommario/riassunto

Information has become one of the most crucial commodities in today's world. From multinational corporations to single individuals, we all make critical decisions based on the information available to us. However, modern ease of access to information does not often guarantee access to good information. In this digital age, where facts can be easily manipulated to align with political, social or monetary aims, media literacy has become an essential skill. *Media Smart: Lessons, Tips and Strategies for Librarians, Classroom Instructors and other Information Professionals* is an invaluable toolkit for navigating the fraught information landscape. From the history of media manipulation to practical applications of media literacy, this book will offer a thorough grounding in teaching students to defend themselves from mis- and dis-information. It discusses how technology affects the information we receive, offers a brief look at the psychology behind how we process information, describes the various means by which media can be manipulated and provides tips about how to recognize and avoid false or misleading information. Featuring numerous classroom exercises and case studies specific to each aspect of media manipulation, this book is essential reading for students and educators in communications, media and information literacy as well as librarians and anyone interested in developing their media literacy skills.

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