Digital & Media Literacy:
Practical Pedagogy for Tech Integration in ECE
This is an historical moment

YOU have the POWER to be MORE than a witness
Time to RE-FRAME for the digital reality
“...now we can watch a newspaper, listen to a magazine, see a phone call...”
It is estimated that a week’s worth of the New York Times contains more information than a person was likely to come across in a lifetime in the 18th century.

Source: Did You Know 3.0
DEFINING MEDIA & DIGITAL TECH: What are we really talking about?

BOOKS ARE MEDIA!

+ 3 TYPES OF SCREENS
   Adaptive technologies
   Non-media screens (e.g., digital microscope)
   Media (phones, computers, TV)
Choosing a Launch Pad

Medical

- How do we keep kids safe and healthy?

Education

- How do we help children become literate in a digital world?
Why teach reading & writing?

Because people need it to:

• Learn
• Communicate
• Be a productive worker
• Be an engaged and responsible citizen
• Maximize social success (including parenting)
• Experience enjoyment
Choosing a Launch Pad

Medical

How do we keep kids safe and healthy?

Education

How do we help children become literate in a digital world?
Screen-Free Week is NOT Media Literacy Education

Education is never a game of “keep away”
Literacy is not a zero sum game
Reading print is not always a high value educational activity
It’s literacy – mastery takes practice
REFLECTION

What questions did you start with?

Which have been answered?

What questions do you still have?
The purpose of media literacy education is to develop the habits of inquiry and skills of expression people need to be critical thinkers, effective communicators and active citizens in today’s world.
HABITS OF INQUIRY

Knowing how to ask relevant questions and find the answers
SKILLS OF EXPRESSION

Position kids as communicators

Help kids see tech as tool; put the tools in THEIR HANDS
IMAGE + CONTEXT MESSAGE
Which color do most U.S. brides choose?
1) one
2) thirteen
3) thirty-one
1) one

2) thirteen

3) thirty-one
1) one
2) thirteen
3) thirty-one
PICTURE A SCIENTIST
DID THE IMAGE IN YOUR MIND LOOK SOMETHING LIKE THIS?

POLL:
☑ Yes
☑ No
The purpose of media literacy education is to develop the habits of inquiry and skills of expression people need to be critical thinkers, effective communicators and active citizens in today’s world.

And MLE is CURRICULUM-DRIVEN

www.NAMLE.net
CURRICULUM DRIVEN =
What do I want to teach?

another way to say
“INTENTIONAL” & “INTEGRATED”

JOINT POSITION STATEMENT: Technology and Interactive Media as Tools in Early Childhood Programs Serving Children from Birth through Age 8
http://www.naeyc.org/content/technology-and-young-children
CORE MEDIA LITERACY COMPETENCIES
(what a media literate person can do)

- Access
- Understanding
- Awareness
- Analysis
- Evaluation
- Creation
- Reflection
- Participation
- Act on what they know
### Key Questions

**Using This Grid:** Media literate people routinely ask questions in all the categories (the shade columns) of this grid as they navigate the media world. The specific questions listed here are suggestions; you should adapt or change them to meet your children's developmental level and your teaching goals. Not all questions will apply to every media message, and questions will often have more than one answer. To help children develop the habit of giving evidence-based answers, many every question should be followed with a probe for evidence: *How do you know?* or *What makes you think...?* And remember that the ultimate goal is for children to learn to ask these questions for themselves.

<table>
<thead>
<tr>
<th>Authors &amp; Audiences</th>
<th>Messages &amp; Meanings</th>
<th>Representations &amp; Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>Who made this?</td>
<td><strong>Context</strong></td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>Why was this made?</td>
<td></td>
</tr>
<tr>
<td><strong>Economics</strong></td>
<td>Who is the target audience?</td>
<td>What does this tell me about [recent topic]?</td>
</tr>
<tr>
<td><strong>Impact</strong></td>
<td>Who is paying for this?</td>
<td>What are the values or points of view are overt or implied?</td>
</tr>
<tr>
<td><strong>Response</strong></td>
<td>Why might benefit from this message?</td>
<td>What is left out that might be important to know?</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Why might be harmed by it?</td>
<td>What is my interpretation and what do I learn from my reaction or interpretation?</td>
</tr>
<tr>
<td><strong>Techniques</strong></td>
<td>Is this message good for me or people like me?</td>
<td><strong>Context</strong></td>
</tr>
<tr>
<td><strong>Interpretations</strong></td>
<td>What ideas, values, information, and points of view are evident?</td>
<td></td>
</tr>
<tr>
<td><strong>Credibility</strong></td>
<td>What technique are used and why?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How do the techniques communicate the message?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How might different people understand this message differently?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Is this fact, opinion, or something else?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How credible is this (and how do you know)?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What are the sources of the information, ideas, or assertions?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Can I trust this source to tell me the truth about this?</td>
<td></td>
</tr>
</tbody>
</table>
1. Identify technologies as tools that people use for learning, communication, and persuasion, and that (with permission) they can use, too.

2. Demonstrate knowledge that media are made by people who make choices about what to include and what to leave out (i.e., “all media are constructed”).

3. Routinely ask relevant questions about ideas and information and use at least two different strategies for finding credible answers.

4. Exhibit the habit of linking answers to specific evidence.
Epistemology
How do I know what I know?

Metacognition
How do I learn?

Heuristic
What “scripts” do I use to process the world?
REFLECTION

What questions did you start with?
Which have been answered?
What questions do you still have?
Why are those questions important to you?
1. Identify technologies as tools that people use for learning, communication, and persuasion, and that (with permission) they can use, too
THEY ARE WATCHING US
So many tools!
Photography & Video Production

- Preparing for Open House
- Documenting a field trip
- Tracking accomplishments
PRODUCTION PROJECTS

Engaging Prekindergarten Dual Language Learners in Projects by Meredith K. Jones and Pamela L. Shue
In Young Children (NAEYC, March 2013)
MAKING TV ADS FOR CHILDREN’S PIZZA SHOP

The Power of the Group in a Kindergarten Classroom by Ben Mardell, Melissa Rivard, and Mara Krechevsky in Young Children (January 2012)
CREATING A DOCUMENTARY ABOUT THE BOSTON MARATHON

Critical Thinking & Health: TV Commercials and Nutrition Curriculum Kit by PROJECT LOOK SHARP at Ithaca College (www.ProjectLookSharp.org)
USING CEREAL ADS & BOXES TO TEACH ABOUT FRUIT AND SUGAR
Part of a good breakfast?
ECE DIGITAL & MEDIA LITERACY OUTCOMES

2. Demonstrate knowledge that media are made by people who make choices about what to include and what to leave out (i.e., “all media are constructed”)

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DRAWINGS: An inquiry opportunity

What sounds do you hear?

How will people know what room this is?

What would you see if you looked up, down, or to the side?
3. Routinely ask relevant questions about ideas and information and use at least two different strategies for finding credible answers

4. Exhibit the habit of linking answers to specific evidence
Replace:

“What was your favorite...”
K-W-L

• What do you **know**?
  – And where do you know it from?

• What do you **want** to learn?
  – And where are you likely to find credible sources that could answer your questions?

• What did you **learn**?
  – And which sources were the most helpful?
“How do you know?” or “What made you think that?”
POP CULTURE: What’s accurate? What’s not?
Which contains fruit?
REFLECTION

What questions did you start with?
Which have been answered?
What questions do you still have?
Why are those questions important to you?
Digital media are tools

What you get from them depends on

• the QUALITY of the tools
  and
  • how SKILLFULLY you use the tools
The tools are in your hands...

Be MORE than a witness
THANK YOU!

What did you hear today that you could try this week?

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