

# Media Literacy Essentials

Media Literacy · Answer Key · 20 Questions

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## 1. What is the primary purpose of a 'native advertisement' in digital media?

- A) To provide unbiased news coverage
- B) To disguise paid promotional content as editorial content**
- C) To identify the author of an article
- D) To summarize long-form reports

## 2. In the context of information literacy, what does 'triangulation' refer to?

- A) Using three different internet browsers
- B) Verifying information across multiple independent sources**
- C) Reading the first three paragraphs of an article
- D) Sharing content on three different social platforms

## 3. Which of the following is a common hallmark of 'clickbait' headlines?

- A) Providing a neutral summary of the full story
- B) Using sensationalist or emotionally charged language to drive clicks**
- C) Citing peer-reviewed scientific journals
- D) Including a detailed bibliography

## 4. What is the function of a 'fact-checking' organisation like Snopes or PolitiFact?

- A) To write opinion pieces for political parties
- B) To verify the accuracy of claims and viral content**
- C) To manage social media algorithms
- D) To filter internet search results for children

## 5. What does the term 'confirmation bias' mean in media consumption?

- A) The tendency to search for information that confirms pre-existing beliefs**
- B) The legal requirement to label advertisements
- C) The process of verifying a news source's credentials
- D) The act of citing professional journalists

## 6. What is metadata in the context of digital photos?

- A) The actual image pixels
- B) Data that provides information about the image, such as date, time, and location**
- C) The filter applied to make the photo look professional
- D) The file size of the image in megabytes

**7. What is the definition of a 'primary source' in historical and journalistic research?**

- A) An analysis written years after an event occurred
- B) An original document or firsthand account from the time of an event**
- C) A textbook summary of a historical era
- D) A secondary commentary on a film or news story

**8. What does an 'algorithm' primarily do on social media platforms?**

- A) Manually approve every post for accuracy
- B) Determine the order and selection of content a user sees based on engagement**
- C) Prevent users from sharing incorrect information
- D) Ensure all users see the exact same news feed

**9. What is the 'digital footprint' of an individual?**

- A) The number of followers a person has on social media
- B) The trail of data and information left behind by a person's online activity**
- C) The hardware used to access the internet
- D) The privacy settings on a web browser

**10. Which of the following describes 'astroturfing'?**

- A) Creating artificial grassroots support for a product or political cause**
- B) The practice of planting digital trees to offset server carbon
- C) A method of improving website search engine rankings
- D) Professional journalism training for new reporters

**11. What does a 'URL' (Uniform Resource Locator) identify on the internet?**

- A) The physical location of a computer server
- B) The specific address of a resource on the web**
- C) The encryption level of a website
- D) The identity of the person who wrote a blog post

**12. What is the 'fair use' doctrine in copyright law?**

- A) The right to sell any content found online
- B) Limited use of copyrighted material without permission for purposes like criticism or news reporting**
- C) The requirement to pay for all media consumed online
- D) The right to claim authorship of any viral image

**13. Why is the 'About Us' section of a website considered useful for media literacy?**

- A) It shows how many people visit the site
- B) It identifies the site's owners, mission, and potential biases**
- C) It lists the technical specifications of the server
- D) It provides a list of all external links

**14. What is a 'deepfake' in the context of digital media?**

- A) A long-form investigative journalism report
- B) AI-generated synthetic media that replaces one person's likeness with another's**
- C) A type of web browser used for deep-web navigation
- D) A highly detailed technical manual

**15. What does it mean for an online news source to be 'transparent'?**

- A) It does not publish any advertisements
- B) It clearly discloses its funding, ownership, and editorial processes**
- C) It does not allow users to comment on articles
- D) It provides content in multiple languages

**16. What is the purpose of 'cookies' in web browsing?**

- A) To track user preferences and activity across websites**
- B) To encrypt the connection between a user and a server
- C) To speed up internet connection speeds
- D) To prevent malicious viruses from entering a computer

**17. What is the primary difference between 'misinformation' and 'disinformation'?**

- A) Disinformation is always written by bots
- B) Misinformation is false information spread without harmful intent, while disinformation is intended to deceive**
- C) Misinformation is factual, while disinformation is false
- D) There is no difference between the two terms

**18. In media literacy, what is meant by 'sourcing'?**

- A) The speed at which a website loads
- B) Evaluating where information originated and the credibility of that origin**
- C) The process of designing a website's layout
- D) The number of images used in an article

**19. What is an 'echo chamber' in online communication?**

- A) A type of audio hardware for streaming
- B) An environment where a person only encounters information that reinforces their existing views**
- C) A secure private network for communication
- D) A forum where experts discuss media ethics

**20. Which of these is a common indicator of a 'phishing' attempt?**

- A) An email from a known, verified contact
- B) Urgent requests for sensitive personal information or passwords**
- C) A professional email signature with contact details
- D) A standard newsletter subscription confirmation