

Media Literacy and Health Facts

Media Literacy · Answer Key · 10 Questions

1. When evaluating health information from a website, what is the most reliable indicator of scientific credibility?

- A) The presence of extensive advertisements for health products.
- B) The number of testimonials from satisfied customers.
- C) The domain name ending in '.org' or '.gov'.**
- D) The inclusion of celebrity endorsements.

2. Which of the following is a common characteristic of pseudoscientific health claims found in media?

- A) Reliance on peer-reviewed research and statistical analysis.
- B) Claims that are difficult to falsify or disprove.**
- C) Adherence to established scientific principles.
- D) Transparency about funding sources.

3. Why is it important to cross-reference health advice found on social media with established medical sources?

- A) Social media algorithms are designed to always promote accurate health information.
- B) Anyone can claim to be a health expert on social media, regardless of qualifications.**
- C) Social media posts are always fact-checked by independent organizations.
- D) Viral health trends on social media are typically backed by extensive clinical trials.

4. When encountering a health-related infographic online, what should you verify to assess its accuracy?

- A) The aesthetic appeal and graphic design quality.
- B) The number of shares and likes the infographic has received.
- C) The source of the data and whether it's from a reputable scientific or medical institution.**
- D) The length of the accompanying text.

5. What does it mean to identify 'confirmation bias' when consuming health media?

- A) Actively seeking out information that contradicts your existing beliefs.
- B) Giving more weight to information that aligns with your pre-existing beliefs, even if it's not scientifically sound.**
- C) Only trusting information presented in a visually appealing format.
- D) Believing everything you read or see about health without question.

6. In the context of health news, what is a 'sensationalized headline' often designed to do?

- A) Accurately summarize complex scientific findings.
- B) Encourage critical thinking about the research.
- C) Generate clicks and attract attention, sometimes exaggerating the findings.**
- D) Provide a balanced overview of potential risks and benefits.

7. When reviewing a medical study reported in the news, what aspect is crucial for understanding its limitations?

- A) The size of the research team.
- B) The funding source of the study.**
- C) The geographical location of the laboratory.
- D) The color of the lab coats worn by researchers.

8. What is a key characteristic of a 'straw man' fallacy in a health debate presented in media?

- A) Presenting a weak or distorted version of an opponent's argument to easily refute it.**
- B) Using logical reasoning and evidence to support a claim.
- C) Acknowledging the complexity of a health issue.
- D) Citing multiple credible sources to back an argument.

9. When a health product advertisement claims 'miracle cure' status, what media literacy skill is most important to apply?

- A) Accepting the claim at face value due to its confident presentation.
- B) Recognizing it as a potential exaggeration and seeking evidence from independent sources.**
- C) Assuming the claims are true because they are published.
- D) Sharing the advertisement with friends and family immediately.

10. What is the primary purpose of a 'disclaimer' often found at the end of health-related media content?

- A) To provide additional health advice.
- B) To indicate that the content is not a substitute for professional medical consultation.**
- C) To list all the ingredients of a product being discussed.
- D) To offer a special discount on related treatments.