

Media Literacy Foundations

Media Literacy · Answer Key · 18 Questions

1. Which psychological theory posits that people are more likely to believe information that confirms their pre-existing beliefs?

- A) Cognitive Dissonance
- B) Confirmation Bias**
- C) The Framing Effect
- D) Social Learning Theory

2. What term describes the psychological phenomenon where repeated exposure to a statement increases the likelihood that it will be judged as true?

- A) The Illusory Truth Effect**
- B) The Sleeper Effect
- C) Availability Heuristic
- D) Anchoring Bias

3. According to cultivation theory, what is the primary long-term effect of heavy television consumption on viewers?

- A) Increased skepticism of media
- B) Reduced literacy rates
- C) Perception of social reality aligning with media portrayals**
- D) Decreased attention spans

4. The 'Third-Person Effect' in communication research describes the tendency for individuals to believe that:

- A) Media influences their peers but not themselves**
- B) Media influences everyone equally
- C) Media has no influence on public behavior
- D) Media influences themselves but not others

5. In the context of digital media, what does 'algorithmic bias' refer to?

- A) The intent of the programmer to deceive
- B) Systematic errors in computer systems that create unfair outcomes**
- C) The user's preference for specific search engines
- D) The speed at which data is processed

6. What is the primary function of a 'fact-checking' organization in the media ecosystem?

- A) To censor controversial viewpoints
- B) To verify the accuracy of claims using primary sources and data**
- C) To generate revenue through advertising
- D) To increase the reach of viral content

7. What does the term 'Filter Bubble' describe in the context of internet search results?

- A) A government regulation on data usage
- B) A state of intellectual isolation resulting from personalized searches**
- C) A security feature protecting user privacy
- D) The rapid spread of misinformation

8. Which media theory suggests that the media sets the agenda for public discourse by choosing which topics to emphasize?

- A) Agenda-Setting Theory**
- B) Uses and Gratifications Theory
- C) Gatekeeping Theory
- D) Spiral of Silence

9. What is 'native advertising' in digital media?

- A) Content written by a non-native speaker
- B) Content designed to mimic the form and style of editorial journalism**
- C) A type of open-source software
- D) An advertisement that is displayed only to locals

10. The 'Spiral of Silence' theory argues that individuals are less likely to express their opinions if they believe:

- A) They are in the majority
- B) Their opinion is ignored by the media
- C) They are in the minority**
- D) Their opinion is scientifically unproven

11. What is the definition of 'media convergence' in communication studies?

- A) The reduction of media companies through bankruptcy
- B) The merging of distinct technologies like print, audio, and video into digital formats**
- C) The practice of broadcasting identical news across all channels
- D) The increase in paper-based media consumption

12. What is the primary goal of 'media regulation' by government bodies?

A) To ensure public interest, safety, and competition

B) To guarantee all news is positive

C) To control the political narrative

D) To eliminate independent journalism

13. What does the 'Uses and Gratifications' theory focus on?

A) How media owners maximize profit

B) Why people actively seek out specific media to satisfy personal needs

C) The biological impact of screen light

D) The regulation of internet service providers

14. What characterizes 'clickbait' headlines?

A) Accurate summaries of long-form articles

B) Hyperbolic or misleading language designed to entice clicks

C) Peer-reviewed academic citations

D) Neutral, unbiased reporting styles

15. In data journalism, what is the 'data provenance'?

A) The speed of data transmission

B) The origin, history, and ownership of a dataset

C) The visual quality of infographics

D) The number of people who accessed a file

16. Which of the following is a core principle of media literacy education?

A) Determining who created the message and why

B) Memorizing news broadcast dates

C) Strictly avoiding all commercial media

D) Believing all information found in print

17. What is the 'Gatekeeping' process in mass media?

A) The technical security of a media server

B) The process by which information is filtered for dissemination by editors and producers

C) The blocking of websites by an ISP

D) The encryption of private communications

18. What does the 'Sleeper Effect' refer to in persuasion research?

A) Increased audience engagement at night

B) The delayed increase of an effect of a persuasive message

C) The tendency for people to sleep during documentaries

D) The forgetting of source information over time while remembering the message