

Media Literacy Foundations

Media Literacy · Practice Test · 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