

Fundamentals of Media Literacy

Media Literacy · Answer Key · 10 Questions

1. What is the primary definition of media literacy?

- A) The ability to access, analyze, evaluate, and create media**
- B) The practice of watching television
- C) The process of buying digital devices
- D) The study of how printers work

2. Which term describes the process of checking if information is based on reliable evidence?

- A) Fact-checking**
- B) Opinion polling
- C) Storytelling
- D) Data mining

3. What is a 'primary source' in the context of information literacy?

- A) An original document or firsthand account from the time of an event**
- B) A blog post written by a random user
- C) A movie based on a book
- D) An advertisement for a product

4. What is the 'gatekeeping' function in mass media?

- A) The process through which information is filtered and selected for dissemination**
- B) The act of locking a computer screen
- C) The physical security of a television station
- D) The sale of media equipment

5. Which of the following is considered a verifiable fact?

- A) Water boils at 100 degrees Celsius at sea level**
- B) This is the best website ever
- C) The color blue is nicer than green
- D) Watching news makes people happy

6. What does the term 'digital footprint' refer to?

- A) The trail of data created by a person's online activity**
- B) The size of a computer mouse
- C) The number of followers a person has
- D) The physical weight of a tablet

7. In media studies, what is 'misinformation'?

- A) False or inaccurate information, regardless of intent to deceive**
- B) A very popular news story
- C) A type of high-speed internet connection
- D) Information found only in libraries

8. What is the main purpose of an editorial in a newspaper?

- A) To present the official view of the publication on a specific issue**
- B) To list the daily weather report
- C) To sell used cars
- D) To provide comic strips

9. Why is it important to identify the author of an online article?

- A) To determine the credibility and potential bias of the information**
- B) To see if they are famous
- C) To count how many words they wrote
- D) To check the speed of their internet

10. What is a peer-reviewed article in scientific media?

- A) Work evaluated by experts in the same field before publication**
- B) An article written by a famous celebrity
- C) A social media post with many likes
- D) A letter to the editor