

Media Literacy Knowledge Assessment

Media Literacy · Answer Key · 15 Questions

1. In what year did the United Nations Educational, Scientific and Cultural Organization (UNESCO) publish the 'Grunwald Declaration on Media Education', a foundational document for the field?

- A) 1972
- B) 1982**
- C) 1992
- D) 2002

2. The term 'information literacy' was first coined in 1974 by which researcher in a proposal submitted to the National Commission on Libraries and Information Science?

- A) Paul Zurkowski**
- B) Marshall McLuhan
- C) Henry Jenkins
- D) Sonia Livingstone

3. According to the 2023 Reuters Institute Digital News Report, what percentage of global news consumers reported using TikTok as a source for news?

- A) 5%
- B) 10%
- C) 20%**
- D) 35%

4. The term 'filter bubble' was popularized in a 2011 book of the same name written by which internet activist?

- A) Eli Pariser**
- B) Cass Sunstein
- C) Tim Berners-Lee
- D) Sheryl Sandberg

5. In the 1938 radio broadcast of 'The War of the Worlds,' which director and actor was responsible for the production that caused widespread panic due to its realistic news-bulletin format?

- A) Orson Welles**
- B) Alfred Hitchcock
- C) John Huston
- D) Frank Capra

6. The Media Literacy Now organization, which advocates for state-level legislation, was founded in which year?

A) 2008

B) 2013

C) 2017

D) 2020

7. Which seminal 1964 book by Marshall McLuhan introduced the concept 'the medium is the message'?

A) Understanding Media: The Extensions of Man

B) The Gutenberg Galaxy

C) The Global Village

D) Laws of Media

8. The 'Fairness Doctrine,' a policy of the United States Federal Communications Commission (FCC) that required broadcasters to present controversial issues in a balanced manner, was introduced in what year?

A) 1934

B) 1949

C) 1963

D) 1987

9. What is the total number of 'key concepts' identified by the Centre for Media Literacy (CML) used to analyze any media message?

A) 3

B) 5

C) 7

D) 10

10. The term 'fake news' saw a dramatic spike in usage in 2016, leading which dictionary publisher to name it the 'Word of the Year'?

A) Oxford English Dictionary

B) Merriam-Webster

C) Collins Dictionary

D) Cambridge Dictionary

11. In a 2018 study conducted by researchers at MIT, it was found that false news stories on Twitter are how many times more likely to be retweeted than true stories?

A) 2 times

B) 4 times

C) 6 times

D) 10 times

12. The 'Stanford History Education Group' (SHEG) released a landmark study in 2016 regarding student ability to judge online information; what was the study titled?

- A) Evaluating Information
- B) Civic Online Reasoning**
- C) Digital Literacy Test
- D) The Credibility Gap

13. The BBC was granted its Royal Charter and officially began its operations in what year?

- A) 1922**
- B) 1927
- C) 1932
- D) 1945

14. The 'Code of Best Practices in Fair Use for Media Literacy Education' was published in 2008 by which university-based center?

- A) Harvard Berkman Klein Center
- B) American University Center for Social Media**
- C) Stanford Law School
- D) MIT Media Lab

15. According to the 2022 Media Literacy Index, which European country ranked first for its ability to withstand disinformation?

- A) Finland**
- B) Denmark
- C) Estonia
- D) Norway