Media Literacy Essentials

Media Literacy · Answer Key · 15 Questions

1. What is the primary purpose of a 'sponsored content' label on a news article?

A) To indicate it is an advertisement
B) To certify the article is fact-checked
C) To show it is written by a government agency
D) To highlight that it is trending

2. Which of the following is a hallmark of 'clickbait' headlines?

A) Use of neutral and descriptive language
B) Omission of key details to encourage curiosity
C) Detailed summary of the article's findings
D) Proper citation of primary research sources

3. What does the term 'confirmation bias' refer to in the context of consuming media?

A) The tendency to ignore credible news outlets
B) The practice of reading only one news source
C) The tendency to favor information that confirms existing beliefs
D) The habit of sharing articles without reading them

4. Which element is typically found in a URL that indicates a secure connection?

A) http://
B) https://
C) www.
D) ftp://

5. What is the definition of a 'primary source' in media and historical research?

A) An opinion piece about a historical event
B) A textbook summarizing an event
C) A collection of secondary interpretations
D) An original document or firsthand account of an event

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

A) News produced by local journalists
B) Paid content designed to look like editorial content
C) Reports generated by artificial intelligence
D) Public domain information shared for free

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7. Why is it important to check the 'About Us' section of a website when evaluating its credibility?

A) To find the site's contact information and mission
B) To see how many people visited the site
C) To view advertisements hosted on the page
D) To check the site's load speed

8. What does the term 'media conglomerate' describe?

A) A small group of independent bloggers
B) A company that owns a large number of media outlets
C) A government agency that regulates the internet
D) A non-profit organization promoting digital literacy

9. Which of the following is a common sign of a 'bot' account on social media?

A) A verified blue checkmark
B) A profile with a real photo of a person
C) An unusually high volume of posts in a short period
D) Detailed biographical information in the bio

10. When evaluating the accuracy of a news story, why should you check multiple sources?

A) To increase the ad revenue of different sites
B) To see which site has the most images
C) To verify if the information is reported consistently
D) To find the longest version of the article

11. What is 'deepfake' technology used for in digital media?

A) Creating realistic but synthetic audio or video
B) Compressing large video files for storage
C) Translating media into different languages
D) Improving the lighting in photographs

12. What does the 'digital footprint' refer to?

A) The physical hardware of a computer
B) The information left behind by a person's online activity
C) The speed of an internet connection
D) The number of followers an account has

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13. In media studies, what does 'editorial independence' mean?

A) Reporters must agree with the government

B) Newsrooms make decisions free from advertiser or owner influence

C) Journalists are not allowed to be paid for their work

D) Content is only published once a week

14. What is the function of a 'fact-checking' organization?

A) To produce entertainment news content

B) To verify the truthfulness of public claims

C) To host social media platforms

D) To provide internet service to rural areas

15. What is the main goal of a 'satirical' news site?

A) To report breaking news as quickly as possible

B) To provide factual political analysis

C) To use humor and irony to critique or mock society

D) To provide educational scientific information

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