

▶ TAKE TWO  
MEDIA  
INITIATIVE

# TAKE TWO MEDIA MOVEMENT

**Media and Tech  
Awareness**

# WHAT IS MEDIA?



# MEDIA DEFINITIONS



## Media Literacy is

*the ability to understand all forms of communication including social media, TV and video games.*



## Media Wellbeing is

*Balanced diet of screen time use that keeps your brain, body and relationships healthy and safe.*



## Media Citizenship

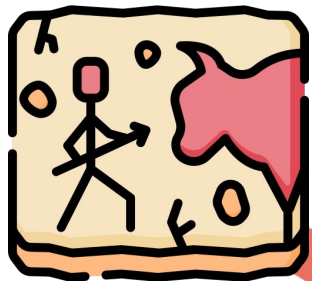
*How you behave when your using screen time and the choices you make are safe for you and others.*



Literacy



# HISTORY OF MEDIA



# ALGORITHMS

Let's talk about Algorithms -  
understanding how our data is  
constantly being tracked, and used  
to keep our attention gives us  
agency (control or power) over  
what we see and how we use media



# MEET DR. ALGORITHM





# **SIDE EFFECTS OF SCREENTIME**

**Time Vortex & Loss of Play**

**Anxiety & Depression**

**Reality Distortion & Cyber-Bullying**

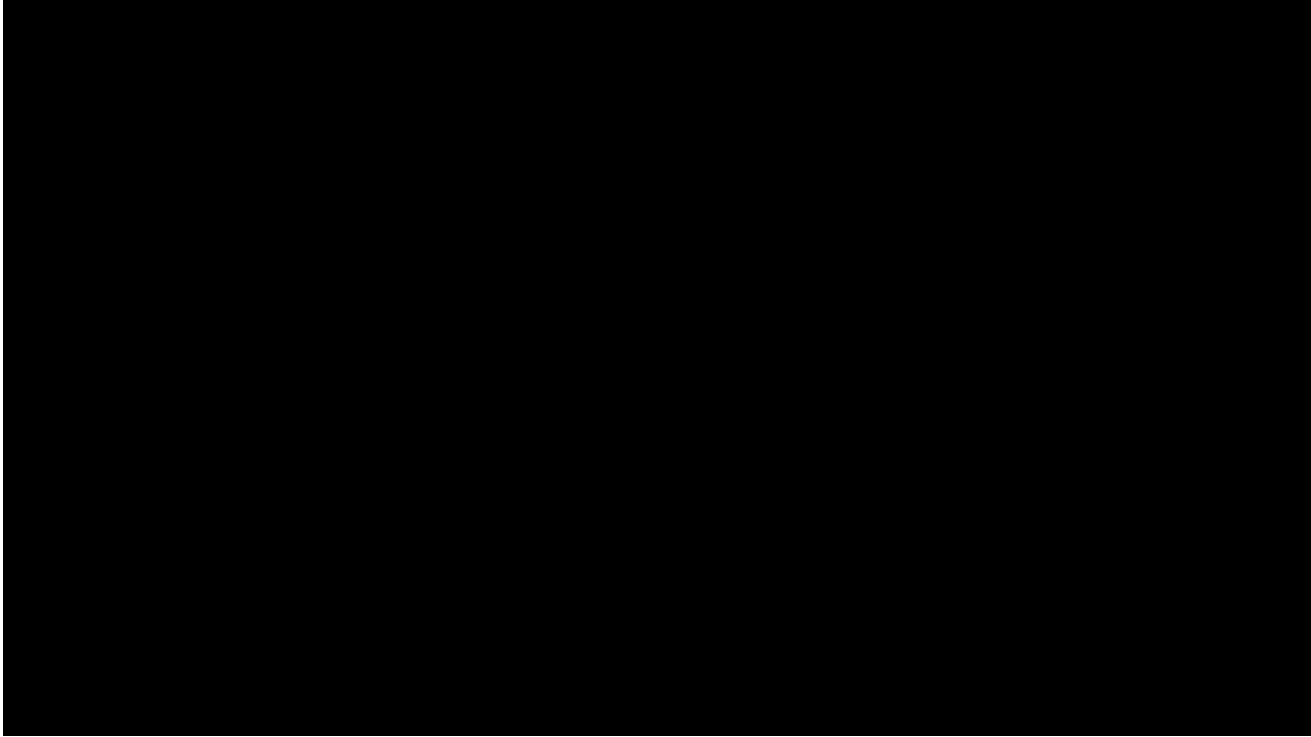
**Overstimulation & Addiction**

**Bad Content or Actors**

**Poor Sleep**

**Silo Effect & Echo Chamber**

# MEDIA DIET





# DISINFORMATION - FAKE NEWS

**With Ai it's harder to spot disinformation and creation platforms have bias, can generate false information, images and other media.**



# DECIPHERING FAKE NEWS





# WAYS TO UNPLUG

**Structured Screen Time**

**Educational Dialogue**

**Family Digital Detox**

**Phone-Free Spaces**

**Lead by Example**

**Delay Smartphones/Socials**

## Teach 5 Class Challenge

- Take 5 min to draw or write down 1-3 things that you learned from this presentation and
- Pick 5 people (they can be your parents, your babysitters, your grandparents, a taxi driver what you learned today).
- Agree on when you will report back to your teacher on how many people you have taught.
- Your teacher can fill out this form and your class will get \$25 gift card to celebrate!



Challenge Completion Form