

Media literacy vs. likes, followers, & our reptilian minds

**Dr. Monica Bulger | @literacyonline
Media Literacy vs. Fake News Symposium
London, 15 March 2019**

**When was the last time you
checked your phone?**

**How long can you go without
checking your phone?**

**How long can you go without
checking your phone?**

Do you check:

.....before you go to sleep?

.....as soon as you wake up?

How long can you go without checking your phone?

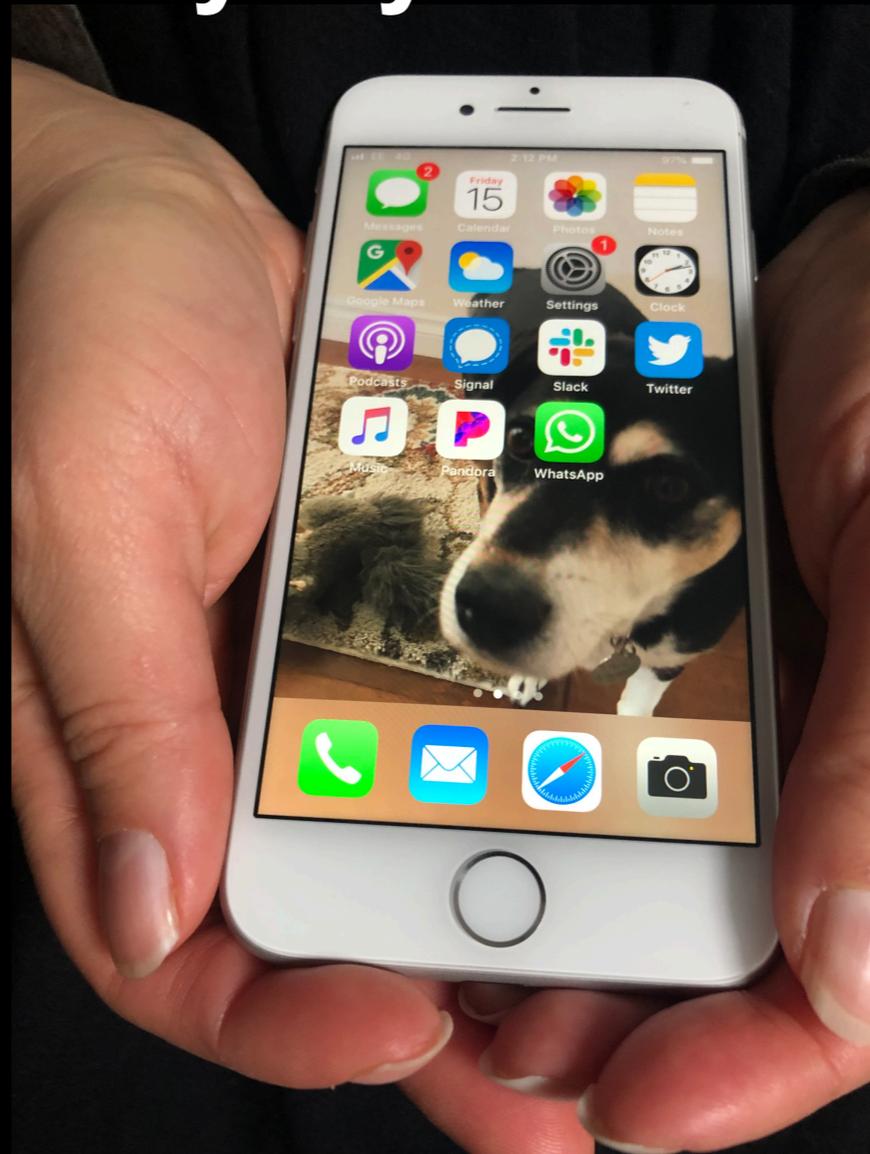
Do you check:

.....before you go to sleep?

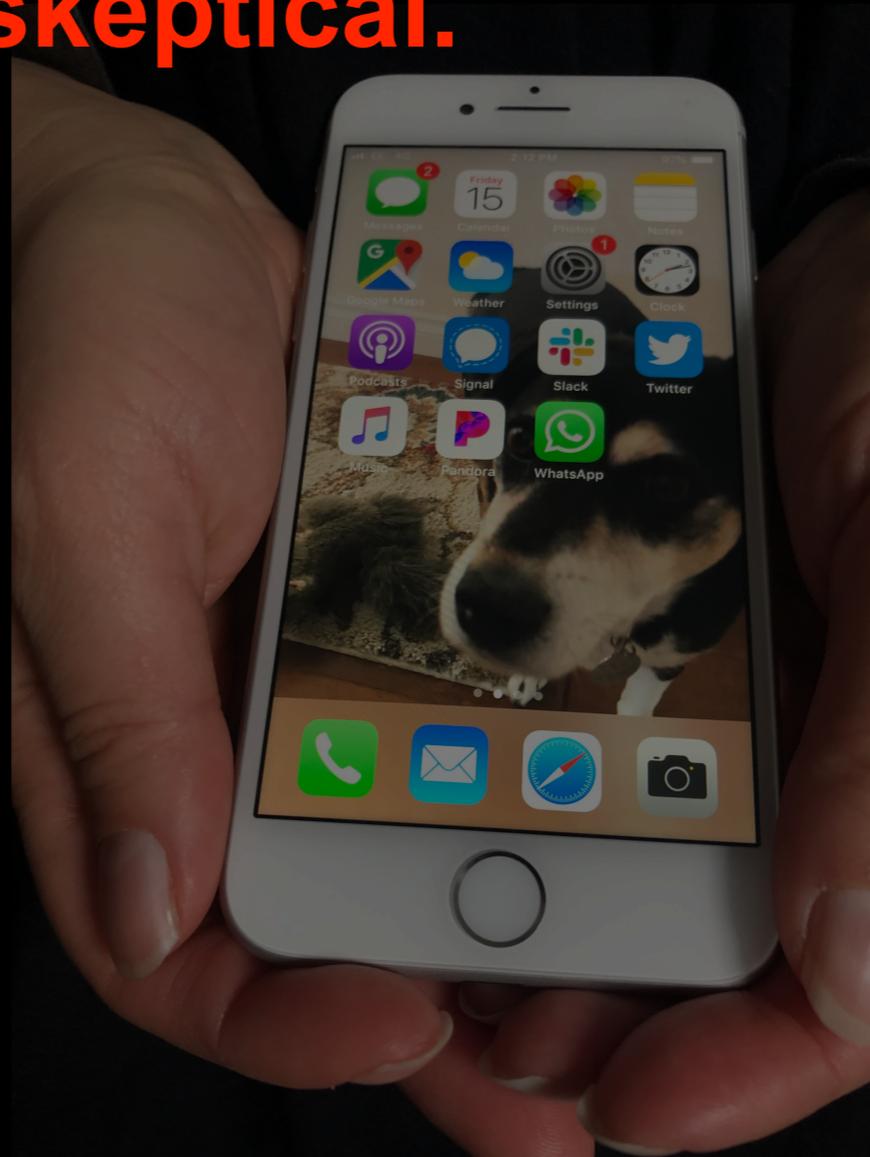
.....in between?

.....as soon as you wake up?

This isn't a talk about internet addiction. It's about the **intensely personal and pervasive relationship** we have with tech. We are **saturated by media**, it's a part of our everyday life.



Turning it off isn't an option, nor is being constantly skeptical.



Is media literacy even a possibility any more?

Do tech goals = human goals?

**(see story of dysfunctional GPS
in James Williams' *Stand Out of
Our Light*, 2018)**

 Carolyn Hale Howard, Edmund Byrne and 22 others

Tech goals are to keep us on the platform, time on platform = success

 Carolyn Hale Howard, Edmund Byrne and 22 others

 Friends · 228

Tech wants us to keep other people on platform.
Sharing = success

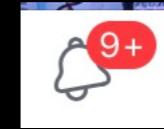
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Tweets	Following	Followers
2,140	631	991

 Friends · 228



As humans, we crave love and belonging.

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We also crave recognition and esteem.

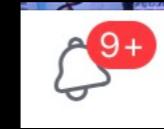
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Tech is designed to exploit these needs so that our human needs serve company interests.

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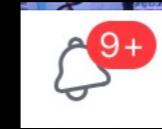
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MHS

M₂ A₁ D₁ E₁ Y₇ O₂ U₄ L₁ O₂ O₂ K₂

Psychology of attention + persuasive technologies

**“motivation + ability + well-timed trigger”
(Stanford Persuasive Technology Lab)**



We've been trained to seek likes, lols, followers, retweets. And we do, as fast as we can, as often as we can.

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Attention vs. intention

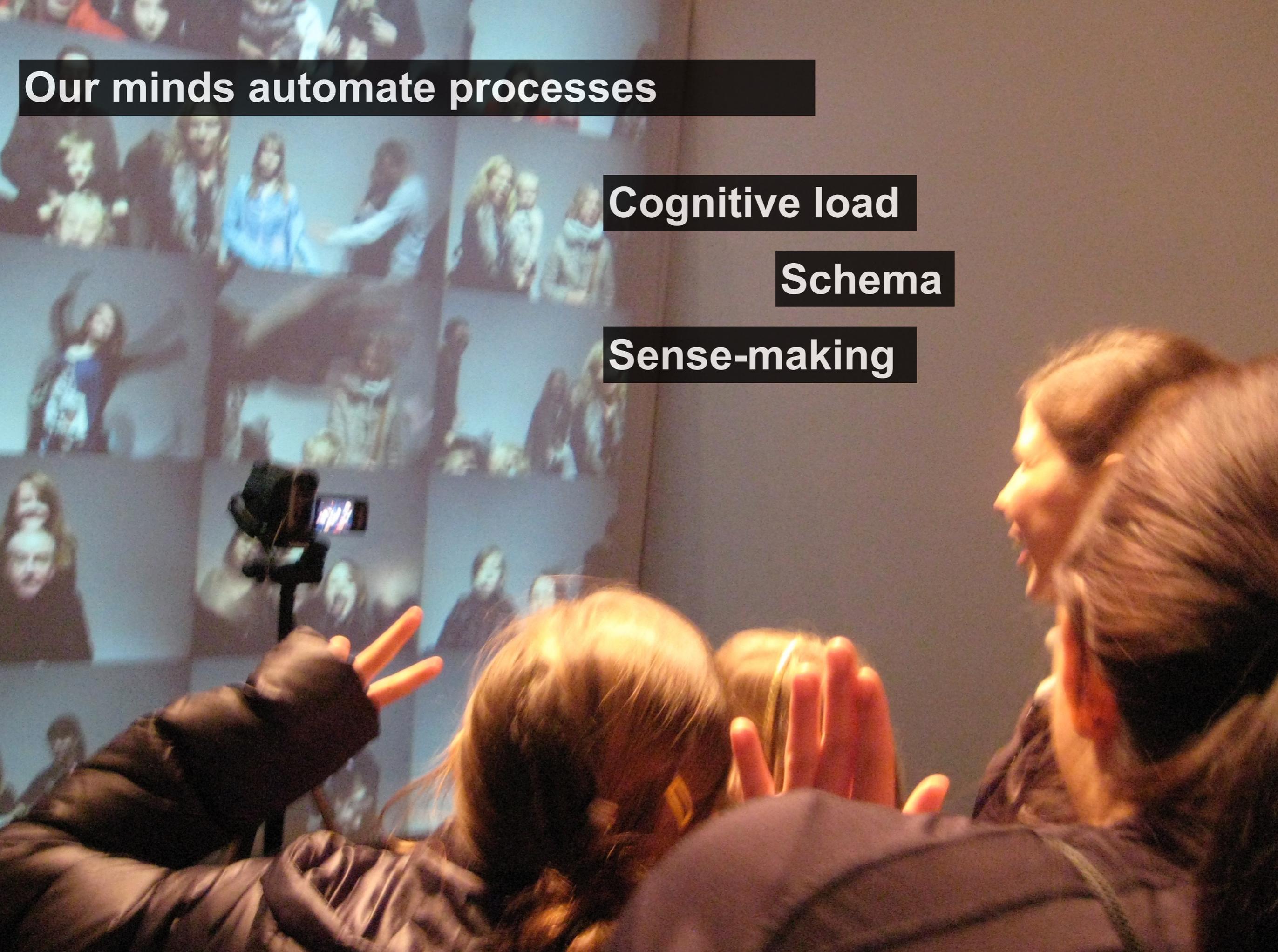
Let's talk about our brains...

Our minds automate processes

Cognitive load

Schema

Sense-making



**Some ways our minds work against us
in a complex information environment:**

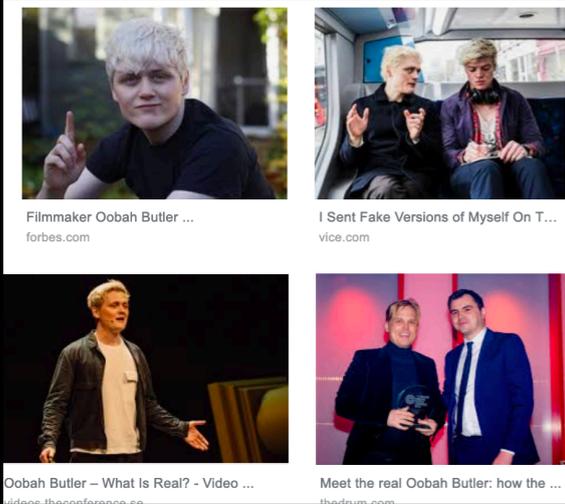
False memory

Confirmation bias

Preference for stories

**Highlight exceptions: outrage,
drama**





Can I escape the Krusty Krab? - YouTube
https://www.youtube.com/watch?v=P48zP_obLxs
 17 Feb 2019 - Uploaded by EthanGamer
 In today's video I try and escape the Krusty Kr Roblox Obby. ... Ethan ur new ...

JAWS 2015 | ROBLOX | Kid Gaming - YouTube
<https://www.youtube.com/watch?v=kj3qXEaFJQ>
 24 Jul 2015 - Uploaded by EthanGamer
 Welcome back to another ROBLOX video. In t game JAWS! Let's play! Previous ...

I self-destructed :o - YouTube
https://www.youtube.com/watch?v=NP_JzYvunOQ
 2 Feb 2019 - Uploaded by EthanGamer
 In today's Roblox video I play Car Crushers 2 Roblox #EthanGamer ...

Democratization of everything

<p>12:26</p>	<p>3:28</p>	<p>2:18</p>
<p>BUYING EVERY JOJO PRODUCT AT TARGET!!!</p>	<p>JoJo Siwa - The Making of "High Top Shoes" (The Music Video)</p>	<p>JoJo Siwa - My Story (Official Video)</p>

Noah Knows
30,500 subscribers

<p>voice actor and YouTuber with ProZD ... hxt.co.za</p>	<p>Archibald ProZD Wiki F... prozd.fandom.com</p>	<p>Q&A WITH PROZD #2: IN-N-OUT SUCKS - YouTu... youtube.com</p>

<p>Here's Why Post Malone Is a Proble... complex.com</p>	<p>What If Post Malone Is Here ... vulture.com</p>	<p>Post Malone - Wikipedia nl.wikipedia.org</p>

Democratization of everything.... **and its consequences**

- ~loss of gatekeepers
- ~distrust of traditional news corresponding with rise of 'influencers'
- ~equating expertise with elitism



“These smug pilots have lost touch with regular passengers like us. Who thinks I should fly the plane?”

How can media literacy help?

“One of the painful things about our time is that those who feel certainty are stupid, and those with any imagination and understanding are filled with doubt and indecision.”

~ Bertrand Russell

How can media literacy help?

**Reconceptualize from notion of
scarcity to abundance.**

**Consider media always on and
constant**

Create rails for our reptilian minds:

1. Pause.

2. Know yourself: what are your biases, red meat issues?

3. Interrogate sources: why choose to trust? Update.

4. Don't rely on your gut instinct

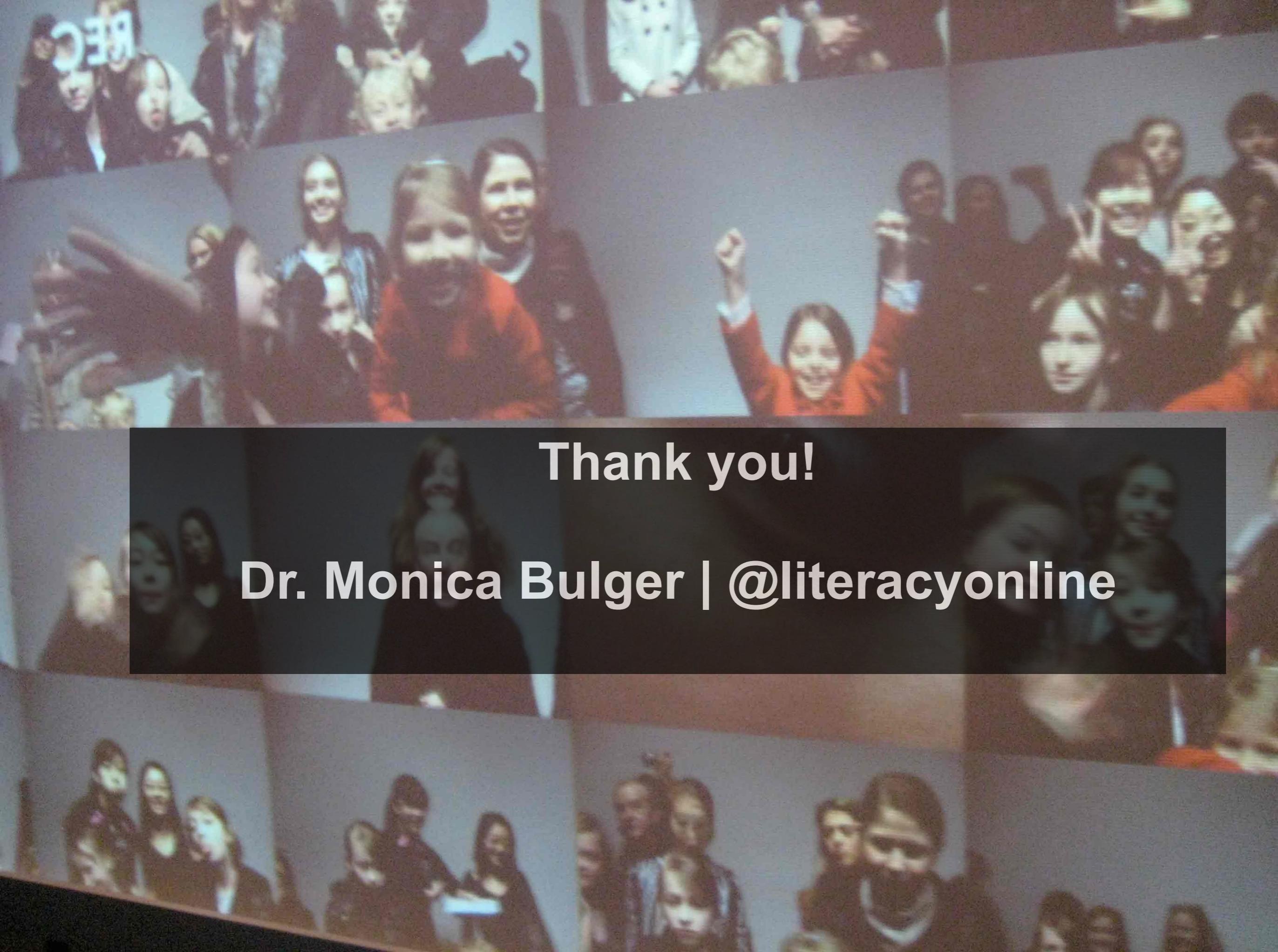
5. Shut off times, news fasts, social media fasts (we'll discuss toolkits at the workshop)

For platforms:

- 1. Be aware of what's not visible: not complete corpus, what aren't you seeing?**
- 2. Algorithm trained on you: filtering not for your well-being, but immediate gratification to keep you on the app.**

Recommended further reading:





Thank you!

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