



# YLAI ✓ VERIFIES

## Media Literacy Self-Assessment

THINK BEFORE YOU SHARE INFORMATION.  
**STOP, REFLECT, AND VERIFY!**

[YLAI.STATE.GOV/VERIFIES](http://YLAI.STATE.GOV/VERIFIES)

# EVALUATE YOURSELF

Protecting your reputation and your community starts with sharing information responsibly. The prompts below will help you identify your media literacy skills and direct you to useful tools and resources. The goal for this exercise is to answer each question as honestly as possible.

<b>1. Where do you go to get your daily news?</b>	<i>Example: I get most of my news from Facebook and from conversations with my friends.</i>
<b>2. How do you determine that a person or website is credible?</b>	<i>Example: I run a Google search of the author's name.</i>
<b>3. What steps do you take to determine that a story is accurate?</b>	<i>Example: I check to see if the story includes quotes from experts in the field.</i>
<b>4. What other factors, in addition to the story itself, might affect your judgment of a story?</b>	<i>Example: I might be in a hurry and not take the time to fact-check the source.</i>
<b>5. Why should you carefully evaluate websites before using and sharing their information?</b>	<i>Example: Sharing false information can be damaging to my reputation and career success.</i>

# ANSWER KEY

Use the following pages to score your answers to each question. Remember that the more honest you are with your answers, the more this assessment will benefit you.

1 - NEEDS IMPROVEMENT	2 - AVERAGE	3 - EXCELLENT	RATING
<b>1. Where do you go to get your daily news?</b>			
<input type="checkbox"/> Your response included primarily <b>social media sites</b> (e.g., Instagram, Facebook).	<input type="checkbox"/> Your answer included a mix of <b>social media sites and newspapers</b> .	<input type="checkbox"/> Your response included a mix of <b>experts in the field, newspapers, and some social media sites</b> .	
<b>2. How do you determine that a person or website is credible?</b>			
<p>Your response does not mention any of the following:</p> <input type="checkbox"/> The author is identified by <b>name</b> . <input type="checkbox"/> The author's <b>educational background or place of work</b> is listed. <input type="checkbox"/> The author's <b>contact information</b> is available. <input type="checkbox"/> The story is free of <b>grammatical errors</b> . <input type="checkbox"/> If digital, the site <b>URL follows a standard format</b> (e.g., not news.com.co).	<p>Your response mentions one or two of the following:</p> <input type="checkbox"/> The author is identified by <b>name</b> . <input type="checkbox"/> The author's <b>educational background or place of work</b> is listed. <input type="checkbox"/> The author's <b>contact information</b> is available. <input type="checkbox"/> The story is free of <b>grammatical errors</b> . <input type="checkbox"/> If digital, the site <b>URL follows a standard format</b> (e.g., not news.com.co).	<p>Your response mentions three or more of the following:</p> <input type="checkbox"/> The author is identified by <b>name</b> . <input type="checkbox"/> The author's <b>educational background or place of work</b> is listed. <input type="checkbox"/> The author's <b>contact information</b> is available. <input type="checkbox"/> The story is free of <b>grammatical errors</b> . <input type="checkbox"/> If digital, the site <b>URL follows a standard format</b> (e.g., not news.com.co).	

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<b>3. What steps do you take to determine that a story is accurate?</b>			
<p>Your response does not mention any of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Read beyond the <b>headline</b>.</li> <li><input type="checkbox"/> Check the author's <b>credentials</b>.</li> <li><input type="checkbox"/> Determine the intended <b>audience</b>.</li> <li><input type="checkbox"/> Decide if the <b>images</b> are accurate.</li> <li><input type="checkbox"/> Look for <b>supporting sources</b> and facts.</li> <li><input type="checkbox"/> Determine the <b>type of information</b> (i.e., fact, fiction, opinion).</li> <li><input type="checkbox"/> Check the <b>date</b>.</li> <li><input type="checkbox"/> Ask the <b>experts</b>.</li> </ul>	<p>Your response mentions one or two of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Read beyond the <b>headline</b>.</li> <li><input type="checkbox"/> Check the author's <b>credentials</b>.</li> <li><input type="checkbox"/> Determine the intended <b>audience</b>.</li> <li><input type="checkbox"/> Decide if the <b>images</b> are accurate.</li> <li><input type="checkbox"/> Look for <b>supporting sources</b> and facts.</li> <li><input type="checkbox"/> Determine the <b>type of information</b> (i.e., fact, fiction, opinion).</li> <li><input type="checkbox"/> Check the <b>date</b>.</li> <li><input type="checkbox"/> Ask the <b>experts</b>.</li> </ul>	<p>Your response mentions three or more of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Read beyond the <b>headline</b>.</li> <li><input type="checkbox"/> Check the author's <b>credentials</b>.</li> <li><input type="checkbox"/> Determine the intended <b>audience</b>.</li> <li><input type="checkbox"/> Decide if the <b>images</b> are accurate.</li> <li><input type="checkbox"/> Look for <b>supporting sources</b> and facts.</li> <li><input type="checkbox"/> Determine the <b>type of information</b> (i.e., fact, fiction, opinion).</li> <li><input type="checkbox"/> Check the <b>date</b>.</li> <li><input type="checkbox"/> Ask the <b>experts</b>.</li> </ul>	
<b>4. What other factors, in addition to the story itself, might affect your judgment of a story?</b>			
<p>Your response does not mention any of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I may just accept a story as accurate because it <b>confirms my point of view</b>.</li> <li><input type="checkbox"/> I may judge a story as credible because it's <b>timely</b>.</li> <li><input type="checkbox"/> The story made me especially <b>angry, upset, or sad</b>.</li> <li><input type="checkbox"/> I may believe a story because <b>I have believed others like it</b> in the past.</li> </ul>	<p>Your response mentions one or two of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I may just accept a story as accurate because it <b>confirms my point of view</b>.</li> <li><input type="checkbox"/> I may judge a story as credible because it's <b>timely</b>.</li> <li><input type="checkbox"/> The story made me especially <b>angry, upset, or sad</b>.</li> <li><input type="checkbox"/> I may believe a story because <b>I have believed others like it</b> in the past.</li> </ul>	<p>Your response mentions three or more of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I may just accept a story as accurate because it <b>confirms my point of view</b>.</li> <li><input type="checkbox"/> I may judge a story as credible because it's <b>timely</b>.</li> <li><input type="checkbox"/> The story made me especially <b>angry, upset, or sad</b>.</li> <li><input type="checkbox"/> I may believe a story because <b>I have believed others like it</b> in the past.</li> </ul>	

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<b>5. Why should you be careful to evaluate websites before using and sharing their information?</b>			
<p>Your response does not mention any of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Thinking critically about stories makes me a <b>wiser social media user or news consumer</b>.</li> <li><input type="checkbox"/> Sharing stories with misinformation <b>reduces my credibility</b> as an individual.</li> <li><input type="checkbox"/> Sharing stories with misinformation can <b>hurt my business's reputation</b>.</li> <li><input type="checkbox"/> Spreading misinformation can <b>hurt those who need to hear the truth</b>.</li> <li><input type="checkbox"/> Today there are <b>more opportunities to encounter misinformation</b> so being media literate is especially important.</li> </ul>	<p>Your response mentions one or two of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Thinking critically about stories makes me a <b>wiser social media user or news consumer</b>.</li> <li><input type="checkbox"/> Sharing stories with misinformation <b>reduces my credibility</b> as an individual.</li> <li><input type="checkbox"/> Sharing stories with misinformation can <b>hurt my business's reputation</b>.</li> <li><input type="checkbox"/> Spreading misinformation can <b>hurt those who need to hear the truth</b>.</li> <li><input type="checkbox"/> Today there are <b>more opportunities to encounter misinformation</b> so being media literate is especially important.</li> </ul>	<p>Your response mentions three or more of the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Thinking critically about stories makes me a <b>wiser social media user or news consumer</b>.</li> <li><input type="checkbox"/> Sharing stories with misinformation <b>reduces my credibility</b> as an individual.</li> <li><input type="checkbox"/> Sharing stories with misinformation can <b>hurt my business's reputation</b>.</li> <li><input type="checkbox"/> Spreading misinformation can <b>hurt those who need to hear the truth</b>.</li> <li><input type="checkbox"/> Today there are <b>more opportunities to encounter misinformation</b> so being media literate is especially important.</li> </ul>	

**SCORE CALCULATION:**  
**5-6:** Needs improvement **7-9:** Average **10-12:** Good **13-15:** Excellent

# WHAT'S NEXT?

Now that you've taken your self-assessment, read on for more tips and tricks to stay informed. With these tools, you'll be all set to stop, reflect, and verify!

## 1) Watch:

Check out these three videos about misinformation and learn how you can protect your reputation and community!

### STOP

In the rapidly expanding and increasingly open information world in which we live, there are good and bad actors. It's on you to commit to being a responsible promoter of reliable and credible information. That starts by stopping to pause when you receive new information.

### REFLECT

Reflecting on the information before you share it involves reading the whole story, not just the headline. That means examining your own biases and those of the person or organization that sent it to you. Ask yourself if multiple voices and viewpoints are represented. Are those voices credible? What is the evidence, and is it verifiable on other channels or websites?

### VERIFY

Don't be taken in by shocking or flashy headlines. Read the story that accompanies it. If the headlines greatly exaggerate or misrepresent the information in the story — don't share it. Also, misspellings and grammatical errors are usually a sign that something is not from a professional source. Be sure to make note of the facts cited in the story, then do a search to see if you can verify them.

## 2) Read:

Once you've watched the videos above, check out these blog posts on misinformation and what you can do to improve your media literacy.

### The Importance of Media Literacy

In this post, you'll learn what we mean when we talk about "media," why media literacy matters, and how you can be a more thoughtful consumer.

### Truth or Deception? (Verificados o Engañados)

For YLAI Professional Fellow Paul O’Hea Flores, media literacy starts with learning how misinformation spreads, specifically on social media. Paul also outlines four steps you can take to ensure that you are sharing wisely.

### Press and Social Entrepreneurship Working Together Against Misinformation

In this post, YLAI Fellow Ester Athanásio discusses how her work as a journalist and entrepreneur has made possible the creation and dissemination of quality reporting, both within Brazil and across Latin America.

## **3) Stay Informed:**

Finally, we recommend the following resources to stay up to date on the latest misinformation loopholes and to ensure that you’re ready to stop, reflect, and verify!

### Making a Change: Media Literacy

This website from the Newseum offers a wealth of resources to better understand how misinformation spreads and what you can do to recognize it. The site’s videos and courses are useful too, for teaching friends and family about media literacy, why it matters, and how it affects your reputation.

### News and Media Literacy

These PBS resources on defining and understanding media literacy are a great place to start when you’re learning more about sharing news wisely. Like the Newseum site above, these videos, guides, and other resources make it easy to spot misinformation and stop its spread.

For more videos, blog posts, and other resources, visit our [#YLAIVerifies](#) page and don’t forget to stop, reflect, and verify!

## **SOURCES:**

- [#YLAIVerifies](#)
- [News and Media Literacy tools](#) (PBS)
- [Media Literacy Fundamentals](#) (Canada’s Centre for Digital and Media Literacy)
- [Topic Backgrounder: News and Media Literacy](#) (Common Sense Education)