ABSTRACT

THESIS: Civic Media Literacy and Debate

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Combating the effects of misinformation is of growing concern in mass communications research but classroom lesson plans are sparse. This study sought to curate a civic media literacy lesson plan that develops the individual's ability to identify and avoid misinformation. A two week intervention educated students on the historical link between democracy and the mass media while also preparing them to be critical consumers of news content. Findings suggest news media skepticism was improved although there was not strong statistical support overall. Future studies could improve by extending the timeframe of the intervention and incorporating digital literacy teaching tools that prepare students to combat misinformation by exposing them to it.

Keywords: Misinformation, Civic Media Literacy, Education, Mass Media, Disinformation, Inoculation Theory, Communication