

TEST YOUR MEDIA LITERACY

Are these
statements
true or false?



**MEDIAKASVATUS·
SEURA**

Punainen Risti 

STATEMENT:
**MEDIA ALWAYS
TELLS THE TRUTH.**



FALSE

Not everything said in the media is the truth. In the media, some messages may be true, and others may be false information. Sometimes, a person's opinion or experience can be presented as a researched fact. If the media is reporting on official instructions, such as health-related instructions, you should check the article's sources with special care. A reliable news article is based on facts and researched information, and it is presented by reliable channels or official authorities.

From which sources do you read news and receive information?

STATEMENT:
**RELIABLE MEDIA CONTENT
ALWAYS INCLUDES THE
NAME OF THE AUTHOR
AND THE SOURCES.**



TRUE

Reliable media content always openly states the name of the author and the sources used. The sources can usually be found by anyone via a search engine, for example. In Finland, most editorial teams are committed to journalistic guidelines, according to which their media content should include the authors' names and the sources used. You can also check if other reliable media outlet are reporting on the same thing.

**When was the last time you doubted
the authenticity of media content?**

STATEMENT:
**RECOGNISING BIASED
MEDIA CONTENT IS EASY.**

FALSE

Media content can be used to purposefully influence people by only highlighting specific kinds of opinions and ideas regarding health-related communications or elections, for example. Sometimes, someone may want to defame and cause harm to specific people or media outlets. News coverage often evokes emotions, but authorities aim to communicate neutrally. In media publications, it also needs to be stated whether the article is a personal opinion, an advertisement, or a paid promotion.



Can you tell an advertisement, an opinion piece and a news article from each other? Do you notice when media content is attempting to influence your opinions?

STATEMENT:
**YOUR ATTITUDES, OPINIONS
AND WORLD VIEW MAY
AFFECT HOW YOU FEEL
ABOUT NEWS.**



TRUE

People's attitudes, opinions and world views have a great impact on how they receive, process, and understand messages. This is why it is important to pay attention to your own ways of thinking and interpreting media content.

**When was the last time you
experienced intense emotions
when consuming media content?
Do the messages and content
you read strengthen your own
values and ways of thinking?**

STATEMENT:
**IT IS NOT MY
RESPONSIBILITY TO CHECK
THE RELIABILITY OF MEDIA
CONTENT.**



FALSE

Everyone is responsible for verifying the reliability of media content: both the content producers as well as its recipients and distributors. You can do your part in stopping the spread of fake news or false information by carefully examining the facts presented. False information may pose a danger in health-related matters, for example. Reliable media outlets correct outdated or inaccurate information.

**When was the last time you verified
information from multiple sources?**

STATEMENT:
THE PRODUCER OF FAKE NEWS IS PURPOSEFULLY SPREADING FALSE INFORMATION AND WANTS TO INFLUENCE YOUR THOUGHTS.



TRUE

Media outlets spreading false content want to promote their own views and goals. Fake news are intended to influence people's opinions, attitudes, and ways of thinking. The simplification or distortion of information can lead to conflicts between people. Fake news can be – and often are – a tool for wielding power.

**Why are people spreading fake news or false information?
Who benefits from it?**

STATEMENT:
**THE RELIABLE MEDIA
OUTLETS MAY ALSO SPREAD
FAKE NEWS FURTHER.**



TRUE

This can sometimes happen. Incorrect information may also be published by mistake, but in that case, the information should be corrected. Reliable and responsible editorial teams always correct their errors and update their news as soon as possible. Health-related news are also updated quickly to match the latest information. Conversely, media outlets spreading fake news rarely correct their stories.

**Have you noticed corrections
in the media?**

STATEMENT:
**VERIFYING THE ACCURACY
OF MEDIA CONTENT IS
IMPOSSIBLE.**



FALSE

Verifying the accuracy of media content is usually not impossible: reliable news and information can be traced and compared. However, it's not always easy, as it often requires time to examine and investigate the content. It's also important to learn to identify reliable sources of information from which you can always find up-to-date and accurate information.

Has something essential been left out of the article? Who produced this content, and why?