

# You **Tube** ing Our Way to Media Literacy

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**1. The setting:** A one-shot info lit instruction session for First Year Seminar

**2. The assignment:** Students have been asked to write a paper on the Brown/Black alliance

**3. The video:**



Visual media play an increasingly prominent role in daily life, perhaps for none more so than the millennial generation. Media literacy, the ability to critically analyze and evaluate information across a variety of media contexts, is a valuable lifelong skill and one that librarians have the opportunity to cultivate among students. Critical thinking abilities that are fostered through information literacy instruction can be widely applied to a variety of real life situations, and by intentionally introducing visual media into instruction, media literacy can be explicitly addressed.

**4. Librarian prompts students to critically evaluate the info provided in the video and generate questions for further investigation:**

- What about this story interests you?
- What do you want to know more about?

**6. Desired outcomes for students:**

- Prepared to be successful with coursework
- Armed with media literacy skills that can become life-long habits of mind

**5. Students launch library research process:**

- Write research question
- Identify search terms
- Learn searching techniques and tools

**BREAKING NEWS:** Beginning an information literacy session with a YouTube video related to the course themes not only captures student attention and focuses it on the topic at hand, but also simulates students' real life experience in that their initial exposure to new information may often be through video.