

**SUBJECT: MEDIA AND INFORMATION LITERACY**

**TOPIC: PEOPLE MEDIA**

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**SEMESTER: FIRST**

**GRADE: 12**

**WEEK: 13**

**QUEST:**

- describe the different dimensions of people media **(MIL11/12-IV-1)**
- categorize different examples of people and state reasons for such categorization **(MIL11/12PM-Iva-2) and**
- cite studies showing proofs of positive and negative effects of media, information on individual and society **(MIL11/12PM-Iva1**

**Mission 1. Multiple Choice**

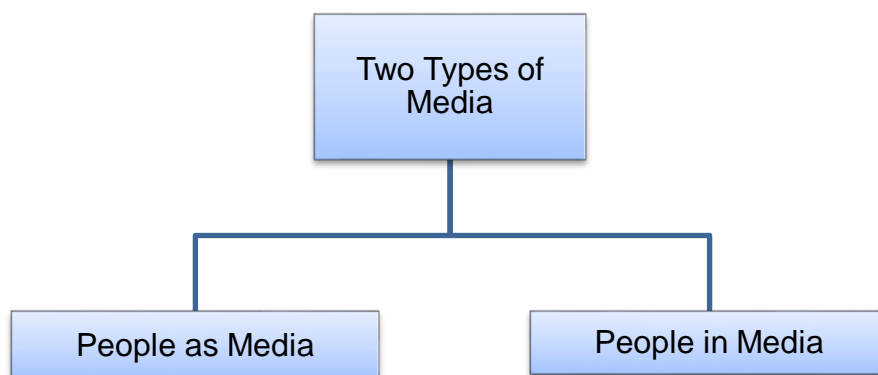
**Instructions:** Select and encircle the best answer for each question.

1. It is an assembly of people with a common interest where they become the main means of mass communication.  
a. People media      b. people as media      c. people in media
2. What type of media that are practitioners who provide information coming from their expert knowledge or first-hand experience of event?  
a. people as media      b. people media      c. people in media
3. A famous celebrity promotes her product in every commercial and vlog. What type of people as media is the example?  
a. citizen journalism      b. opinion leaders      c. social journalism
4. What type of people media that person serves as the medium for another person to learn or acquire new knowledge?  
a. people in media      b. people as media      c. people of media
5. What type of people as media that normal citizens use to post pictures and videos of a certain accident online?  
a. Opinion leaders      b. social journalism      c. citizen journalism

**EQUIP:**

**People Media**

It is an assembly of people with a common interest where they become the main means of mass communication. In other words, people are media themselves since they have the ability for mass communication.



**People as Media-** they are the MEDIA itself. The person serves as the medium for another person to learn or acquire new knowledge.

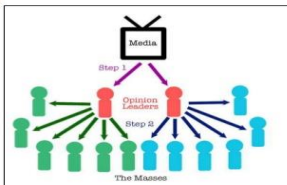
**Examples:**

**1.Opinion Leaders**

Individuals who exert a significant amount of influence within their network and who can affect the opinions of connected individuals.

- ❖ Highly exposed to and actively using media
- ❖ Source of viable interpretation of messages for lower-end media users
- ❖ Opinions are accepted by a group

PEOPLE AS MEDIA: OPINION LEADERS



The **Two-step Flow Communication Model** (1944) Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet  
 Photo Credit: <http://study.com/academy/lesson/two-step-flow-communication-model.html>

**2. Citizen Journalism-**people without professional journalism training can use the tools of modern technology and internet to create, augment or fact – check media on their own or in collaboration with others.

PEOPLE AS MEDIA: CITIZEN JOURNALISM



Photo Credit: <https://medium.com/@stephenkhan/move-over-citizen-journalism-here-comes-smart-journalism-ace72f92a389#.sken4rj5m>

**3. Social Journalism-** journalists are using social media to make their content available to more people.

PEOPLE AS MEDIA



**SOCIAL JOURNALISM**  
 • Journalists are using social media to make their content available to more people.  
 Photo Credit: <http://www.cision.com/as/resources/white-papers/social-journalism-study/>

**4. Crowd Sourcing-** the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community.

**Examples:**



Photo credit : [https://plus.google.com/+trip Advisor](https://plus.google.com/+tripAdvisor)

**People in Media-** practitioners who provide information coming from their expert knowledge or first-hand experience of event.

**Examples:**



**Types of Journalist by Medium**

- **Print Journalists-** the profession or practice of reporting about, photographing, or editing news stories for newspapers or magazines.
- **Photojournalists-** is someone who photographs, edits, and displays images in order to tell a visual story.
- **Broadcast Journalists-** is the field of news and journals which are "broadcast", that is, published by electronic methods instead of the older methods, such as printed newspapers and posters
- **Multimedia journalist-** are storytellers who work across many dimensions. They embrace the traditional tenets of journalism: objectivity, accuracy, credible sourcing and strong writing. But they tell their stories through some combination of text, images, sound, video and graphics.

**Summary:**

People in Media	People as Media
media practitioners	media users
experts	well-oriented to media sources and messages

provide information to media users	intermediaries, provide information to lower – end media users
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### Social Media is a catch

all term for a variety of internet applications that allow users to create content and interact with each other. This interaction can take many forms, but some common types include:

- Sharing Links to interesting content produced by third parties.
- Public updates to a profile, including information on current activities and even location data.
- Sharing photos, videos, and posts
- Commenting on the videos and links shared by others

<https://www.technopedia.com/definition/4837/social-media>

A term used to describe a variety of web based platforms, applications, and technologies that enable people to socially interact with one another online. Some examples of social media sites and applications include Face book, You tube, Del..icio.us, Twitter , Digg, blogs and other sites that have content based on user participation and user – generated content (UGC).

<https://www.webopedia.com/TERM/S/socialmedia.html>

Social media has enabled people to be channels of information, thereby becoming a medium of communication.

There is no fixed classification of formats of social media. There is a wide variety of classifications made by different experts. New formats are continually emerging. Check for new formats and emerging trends on the Internet.

### CHARACTERISTICS OF SOCIAL MEDIA

1. Individualized, builds profiles (includes personal details, pictures, likes)
2. Connects with friends and people (includes referrals by other friends or by the site itself)
3. Uploads content in real time
4. Enables conversations (both private and public)
5. Provides tracking (history and threads)

### 7 NEGATIVE EFACTS OF PEOPLE MEDIA

1. Depression and anxiety
2. Cyber bullying
3. FOMO(fear of missing out)
4. Unrealistic expectations
5. Negative body Image
6. Unhealthy sleep pattern
7. General Addiction

### ADVANTAGES AND LIMITATIONS OF USING SOCIAL MEDIA

Areas	Advantages	Limitations
Relationships	People who are physically apart can continue to communicate at a lower cost , send, pictures, use live- streaming , thereby	Demands on relationship – building increases with social media. People expect friends and family to respond



2. What could you do in social media to make a difference?

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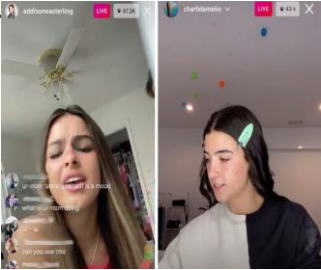




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MISSION 3: Complete the table

Complete the table by supplying the needed information.

	Type of people media	Classify your answer	State an example
1. 	People in media	Broadcast Journalist	GMA news reporter's take on COVID-19 coverage.
2. 			
3. 			
4. 			
5. 			
6. 			

7. 			
8. 			

**References:**

- Media and Information Literacy Curriculum Guide by DepEd
- <https://PEOPLE MEDIA - Bing>
- [https://Media and Information Literacy \(MIL\) - 11. People Media \(slideshare.net\)](https://Media and Information Literacy (MIL) - 11. People Media (slideshare.net))
- [https://7 Negative Effects of Social Media on People and Users \(makeuseof.com\)](https://7 Negative Effects of Social Media on People and Users (makeuseof.com))
- <https://www.technopedia.com/definition/4837/social-media>
- <people as media example - Bing images>
- <https://www.webopedia.com/TERM/S/socialmedia.html>
- [People Media and Information - MIL IntensiveTeacher Training \(weebly.com\)](People Media and Information - MIL IntensiveTeacher Training (weebly.com))
- <TV Broadcast field reporter gma - Bing images>



Name: \_\_\_\_\_

Quarter: 2

Grade and Section: \_\_\_\_\_

Week No: 13

Media and Information Literacy

Directions: Identify the picture below by naming what types of media they belong.

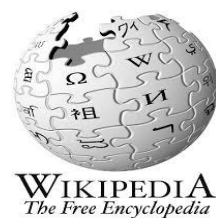
People as Media	People in Media	People
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1. \_\_\_\_\_



6. \_\_\_\_\_



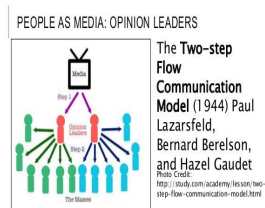
2. \_\_\_\_\_



7. \_\_\_\_\_



3. \_\_\_\_\_



8. \_\_\_\_\_



4. \_\_\_\_\_



9. \_\_\_\_\_



5. \_\_\_\_\_



10. \_\_\_\_\_