

# Click, Copy, Create:

## media literacy skills for discovering, evaluating and reusing sound and visual resources

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### Click, Copy, Create.

The story so far...

We live in an increasingly media rich society...



Google  
YouTube  
Twitter  
Spotify  
e-mail  
FACEBOOK  
MySpace  
WiFi

and students are entering the University with an expectation of accessing and reusing media resources in their work.



They are used to having film, TV, radio and images at their fingertips.



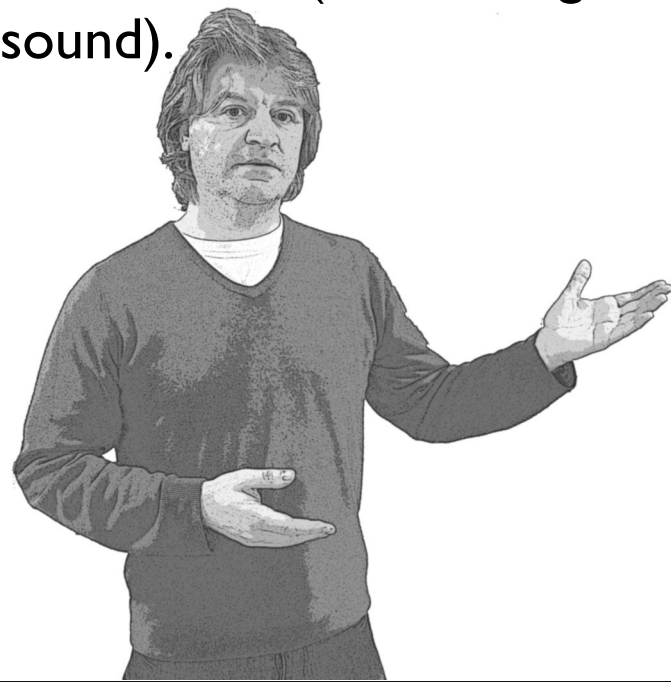
Students tend to be naive and inexperienced in how to discover quality resources and the factors to consider when critically evaluating and reusing them.



Their instinctive approach is to undertake a Google search, and copy and reuse any resources which match the subject requirement without regard to provenance, copyright and technical limitations.



The aim of the project was to develop student understanding and awareness of finding, critically evaluating and reusing (in terms of legal compliance) media resources (video, images and sound).



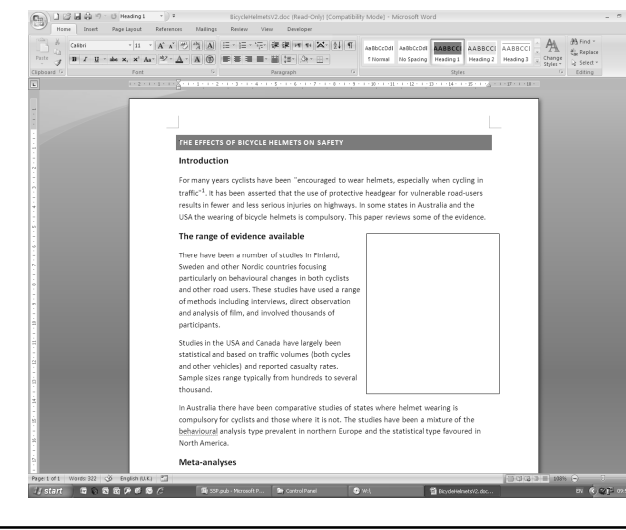
The objective was to produce a resource / package to raise awareness of the key skills which distinguish a 'media literate' student. (It also needed to be easily editable).



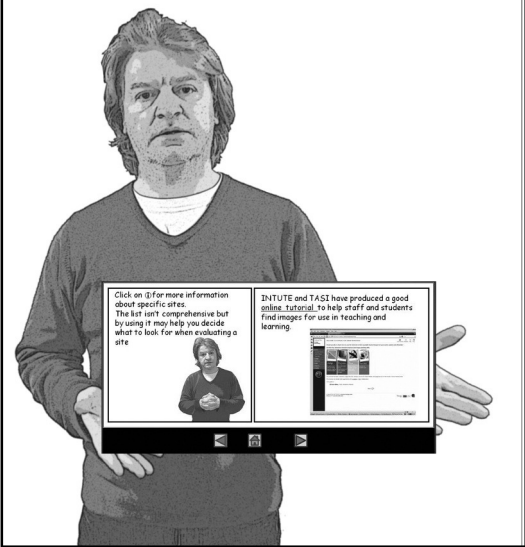
The intention was to highlight these skills, and to utilise and link to good quality resources (which already exist) by providing a framework and context.



The resource was evaluated in three ways. Firstly there was a focus group, comprising a random group of students who undertook an activity pre and post use of 'Click, copy, create', enabling evaluation of it as a learning resource.



Secondly Distance Learning MA students on the 'Visual Communications' module evaluated it as a visual resource.



Finally Information Advisers, who deliver information literacy sessions, provided feedback on the value of the resource as a vehicle for 'media literacy' awareness raising.



The feedback from the undergraduate and Information Advisers was generally very positive. Users said:



'it is imaginative and different and fits the topic - ie visual'

it's made me think about the technical bits - size, colour, distortion'

'I would have liked more colour, the grey is dull'

'now I realise it's not right to copy and paste information'

'navigation is easy and I like the use of the man who seems to be explaining things'

'I like the use of images and characters, the varied layout makes it interesting too'



Feedback from the DL students who evaluated it as a visual resource has prompted a re-think of the layout .



For example to make it clearer what the resource is about we've changed the name to...



### Video, images and audio

Finding and using video, images and audio in your coursework.

So what have we learnt?

Well, that the response has justified the need for such a resource...



and despite our best efforts we can't cover everything in detail.

So future development will try to fill in the gaps and to go into more detail in the areas we have just touched upon.

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