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Media and Information Literacy

Quarter 4 – Module 14: Manipulative Information and Media

ALTERNATIVE DELIVERY MODE

ADM

Department of Education • Republic of the Philippines

Media and Information Literacy – Grade 12
Alternative Delivery Mode
Quarter 4 – Module 14: Manipulative Information and Media
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Introductory Message

For the facilitator:

This module was collaboratively designed, developed, and reviewed by educators to guide you, the teacher or facilitator, in helping the learners meet the standards set by the Department of Education. This module primarily aims to help the learners understand the lessons in Media and Information Literacy based on the *Most Essential Learning Competencies* and see their relevance to real-life through a fun-filled learning experience. This module hopes to engage the learners in guided and independent self-learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the necessary 21st-century skills while considering their needs and circumstances.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the learner:

Welcome to the Media and Information Literacy Grade 12 Alternative Delivery Mode (ADM) Module. This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the module while being an active learner.

Specifically, this module aims to help you describe the different dimensions of manipulative information and media; comprehend how it is formally and informally produced, organized, and disseminated; evaluate its reliability and validity and its/their sources using selection criteria; and produce and evaluate a creative manipulative-based presentation using design principle and elements.

This module contains the following parts: a. *What I Need to Know* (Introduction and Learning Objectives), b. *What I Know* (Pretest), c. *What's In* (Review), d. *What's New* (Introductory activity), e. *What Is It* (Content Discussion), f. *What's More* (Enrichment Activities), g. *What I Have Learned* (Generalization), h. *What I Can Do* (Application), i. *Assessment* (Posttest), *Additional Activities, Answer Key*, and *References*.

To enjoy learning about the lesson, you must set aside all other tasks that will disturb you while answering the module. Use the module with care. Do not put unnecessary mark/s on any part of the module. Follow carefully all the contents and instructions indicated on every page of this module. Take note of the significant concepts you find in the lesson, which you may use for future references. Keep in mind to USE SEPARATE SHEETS OF PAPER in doing all the provided activities to meet all the lesson's objectives. If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your facilitator. After accomplishing all the activities, let your facilitator/guardian assess your answers. The success in accomplishing this module depends on your will and grit. Keep going and enjoy learning!

What I Need to Know

This module aims to help learners like you get well-acquainted with key concepts of media and information and use this knowledge to communicate using the technology in your hands. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are using now.

After going through this module, you are expected to:

1. describe the different dimensions of manipulative information and media (MIL11/12MPIM-IVgh-19),
2. comprehend how manipulative information and media are formally and informally produced, organized, and disseminated (MIL11/12MPIM-IVgh-20),
3. evaluate the reliability and validity of manipulative information and media and their sources using selection criteria (MIL11/12MPIM-IVgh-21), and
4. produce and evaluate a creative manipulative-based presentation using design principle and elements (MIL11/12MPIM-IVgh-22).
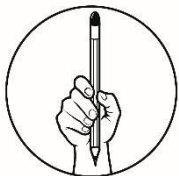
What I Know

Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Which of the following is the type of manipulation used by certain firms to control information in favor of a client who wants to create a good image or to promote their products/services?
    a. audio manipulation
    b. media manipulation
    c. motion manipulation
    d. multimedia manipulation

2. Which of the following firms generate the sales of goods and services of a company and directly contributes to the company's profitability?
    a. production firm
    b. advertising firm
    c. administration firm
    d. public relations firm

3. Which of the following firms aim to change the public's action by influencing their opinions in favor of their client?
    a. production firm
    b. advertising firm
    c. administration firm
    d. public relations firm

4. Information publicized through _____ is being withheld for the safety and protection of the public.
    a. hoaxing
    b. gatekeeping
    c. propaganda
    d. fearmongering

5. Exaggerating news about a viral infection is an example of _____ which creates fear to the public.
    a. hoax
    b. gatekeeping
    c. propaganda
    d. fearmongering

6. Which of the following is the type of manipulation where releasing information intends to deceive the public?
    a. hoax
    b. gatekeeping
    c. propaganda
    d. fearmongering

7. Which of the following is the type of manipulation that targets the consumers' belief, emotion, and/or reasoning towards a certain product or services?
    a. crowd manipulation
    b. consumer confusion
    c. celebrity endorsements
    d. psychological manipulation

8. Exposing hidden wealth is the usual type of _____ used during a campaign season to inflict damage to the image of a politician running for office.
    a. hoax
    b. gatekeeping
    c. propaganda
    d. fearmongering

9. To which of the following types of manipulation does the "Buy One, Take One" promotion belong?
    a. crowd manipulation
    b. consumer confusion
    c. celebrity endorsements
    d. psychological manipulation

10. Creating false survey results or testimonies to convince the consumers the benefits of a certain product is a kind of _____.
    a. hoax
    b. gatekeeping
    c. crowd manipulation
    d. psychological manipulation

Lesson 1 Manipulative Information and Media

Have you ever read fake news? Or have you ever bought a product because your idol celebrity endorses it? Maybe, you have also experienced going to a shop and buying an item in a 'Buy One, Take One' promo? Companies use different strategies to attract consumers like us, leading us to eventually buy the products they produce. In this lesson, you will learn about the different types of manipulative information and media which can help you identify its reliability and validity based on its sources.

What's In

In the previous lesson, you have learned about motion media and information. To recall what you have learned, here is a simple matching activity. Match Column A with Column B to associate what, "Column A", creators and/or users of motion media and information decided to use according to "Column B".

Column A	Column B
_____1. animations	A. format
_____2. video codecs	B. source
_____3. education, entertainment, advertising	C. purpose
_____4. private or public, directed, or general	D. audience
_____5. personal, social media, media companies	E. consumption

Cryptogram

It is a type of puzzle that consists of a short piece of encrypted text. Each letter is replaced by a number as represented in the box below. Solve the following encrypted texts to reveal the concepts relevant to this lesson.

1	2	3	4	5	6	7	8	9	10	11	12	13
A	B	C	D	E	F	G	H	I	J	K	L	M
14	15	16	17	18	19	20	21	22	23	24	25	26
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

1)

13	1	14	9	16	21	12	1	20	9	22	5

2)

9	14	6	15	18	13	1	20	9	15	14

3)

1	4	22	5	18	20	9	19	5	13	5	14	20

4)

7	1	20	5	11	5	5	16	9	14	7

5)

6	5	1	18	13	15	14	7	5	18	9	14	7

Processing:

• What are the terms that you have decoded above?

_____

• What do you know about the decoded terms?

_____

What is It

Manipulative Information and Media

In the previous activity, you decoded the important terms that you will encounter in this lesson. Here, you will be able to have a depth of understanding of **manipulative information and media**. This refers to the materials, programs, applications, and the like that we can use to formulate new information.

Dimensions of Manipulative Information and Media

A. Definition, Characteristics and Sources

      Manipulate means to handle, manage, or influence something or someone skillfully. Although to manipulate may be used to create order, it can also be done unfairly which will only favor one side. Meanwhile, information is quite a broad term. Information can cover data, knowledge derived from different studies, experiences, or instructions and even signals or symbols.

      Information sources can come from virtually anywhere. These are in the form of books, journals, magazines, and even through personal experiences expressed in blogs, videos, webpages, and many more. So, imagine just how information can be easily accessed by someone anytime and anywhere. We all know that one of the most influential users and moderators of information is the media.

https://pixabay.com/illustrations/icon-social-networking-presentation-908163/

      The media world often uses information to describe knowledge of specific events or situations that has been collected or perceived through communication, intelligence, or news. Therefore, manipulative information is the type of information that can be handled, managed, or influenced by something or someone skillfully for the advantage or disadvantage of something or someone.

      Nowadays, the term 'media' comes in many forms. Media is defined as the combination of physical objects used for communication or mass communication through physical objects (such as radio, television, computers, or film). It can also be the means of communication or a group of people working together in the field of radio and television broadcasting, newspapers, magazines, and/or the Internet, that reaches or influences people widely. Media, as it is supposed to be, are sources of credible information wherein contents are provided through an editorial process determined by journalistic values attributed to an organization or a legal person.

We know that the people's perception of reality can be shaped based on what they read, hear, or watch through the various media platforms and technologies. That is why some firms use media manipulation to satisfy their clients.

Media manipulation is the strategy used by advertising or marketing firms to manipulate information in favor of a client who wants to promote their product or service. Through media manipulation, a firm can create an image or argument which will favor their client using propaganda techniques and suppression of information which can widely influence the people.

Various research agreed that TV advertisements have a positive influence on the consumer's buying behavior. So, some firms use manipulative information to convince the consumers to buy the product of their client. Some of these firms are:

1. **Marketing firm or Ad Agency.** They generate sales of goods and services and directly contribute to the company's profitability. They usually offer services like creating, planning, and handling different forms of advertisements to promote their clients and their clients' products and services.
2. **Public Relations (PR) firm.** They coordinate relationships through the media with various publicities in order to gain public acceptance and approval of the client's activities, including its sales activities. They intend to change the public's action by influencing their opinions.

B. FORMAT AND TYPES

Manipulative information and media can be formally and informally produced, organized, and disseminated through different types and formats. To better understand how advertising and public relations firms manipulate information, we must understand the perspective of a viewer and/or a consumer.

Recall the times you have watched a TV commercial and became persuaded to buy a certain product, and/or the times you believed in fake news found on the internet. Those are examples of media manipulation. The following are the different kinds of media manipulation:

1. **Consumer confusion**
   Description: Consumer confusion is the state of mind of the consumers during purchasing products that leads them to having lack of confidence towards their purchasing decision. This can even lead to incorrect purchasing decisions. This is a result of having too many of the same products in the market. Some sellers become creative with their packaging so it stands out. Meanwhile, some try to attract the consumers with different kinds of promotions which confuses the customers.

   COLLECTION SPECIAL
   Buy one pizza, get one
   FREE
   ALL DAY, EVERY DAY

   Example: In a grocery store, there are various promotions for each kind of product between ~~the~~ two different brands. Usually, consumers are confused as to which one they should
   ❖ Two brands of detergent:
      'Buy One, Take One' or 'Buy One, Get One Free'
   ❖ Two brands of shampoo:
      'Buy 10 plus 1' or 'Buy 10 plus free mug' promo

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2. Crowd manipulation

Description: Crowd manipulation is the intentional use of principles and techniques of crowd psychology. This is used by advertising firms to engage, control, and/or influence the desires of the consumers to make them believe that there is a great demand for the product being advertised.

Example strategies used by advertising firms for crowd manipulation:
- ❖ Hired random people would attest to the efficacy of the product.
- ❖ False survey results or testimonies to convince the consumers the benefits of the product.

3. Propaganda

Description: It is the information or idea that an advertising firm can release using different forms of media which can help the image of their client and adversely affect the image of its opponent.

Example:
- ❖ Showing the charity work done by the client while exposing the opponent's slush funds.

4. Gatekeeping

Description: Gatekeeping is the type of manipulation where information is being filtered for dissemination (whether for publication, broadcasting, the Internet, or some other mode of communication). The public is informed with only a portion of the truth for different kinds of purposes.

Example:
- ❖ During a gas leak accident in a condominium, only few casualties are mentioned to protect the owner of the condominium.
- ❖ During a terrorist attack, the strategy of the soldiers to rescue the hostages are not disclosed to the public for security and protection purposes.

5. Celebrity endorsements

Description: This is the use of celebrities as endorsers of a certain product or services who will attest to its effectiveness and good quality.

Example:
- ❖ Kris Aquino, "The Queen of all Media", was named top celebrity endorser by YES! Magazine because of her credibility and gift of gab. She endorses a lot of products and services which includes brands of bakeshop, textiles, juices, canned goods, shampoo, telecom, feminine wash and many more.

6. Hoax

Description: This is use of manipulative information which intends to deceive or defraud the public.

Example:
- ❖ In 2015, Peter Onneken and Diana Löbl, a pair of documentary filmmakers from Germany, and John Bohannon, a biologist and science journalist based at Harvard, tricked millions of people into believing chocolate could help them lose weight.
  (source: https://www.cjr.org/analysis/the_history_behind_the_chocolate_hoax.php)

7. **Psychological manipulation**
   Description: This is used by advertising agencies which aim to influence and affect the public's belief, emotions, motives and/or reasoning towards a certain product, service, or situation.

   Example:
   ❖ An advertising agency highlights the slimming components of a juice product thus creating a higher demand for that product with slimming components and the premise that being slim is better.

8. **Fear mongering or scaremongering**
   Description: It is the dissemination of frightening and exaggerated rumors of an imminent danger or the tactic of purposely and needlessly aiming to instill fear to the public.

   Example:
   ❖ If the news exaggerated that the power of Abu Sayyaf penetrated Luzon and risks planting bombs in malls, there would be a decline of people going to malls and ~~even~~ other public places.

C. Advantages and Limitations
Advantages of Manipulative Information
   ❖ It can boost the image of a person, product, or services.
   ❖ It can filter the information that would be disseminated to the public.
   ❖ It can provide a sense of control and order when it comes to the kind and amount of information to be publicized.

Limitations of Manipulative Information
   ❖ It can be biased and/or subjective to protect the image of a person, product, or services.
   ❖ It can mislead the facts and conceal sensitive issues.
   ❖ It can hide the truth that the public has the rights to know.

D. Value of Manipulative Information and Media
   To manipulate is an action that immediately connotes something negative, but what have you acquired during the lessons? Should we classify all manipulative information as negative and/or harmful? Can people still benefit from manipulative information?
   At this moment, you should be able to use some selection criteria to evaluate the reliability and validity of manipulative information and media and its sources. You can identify whether a manipulative data is good or bad based on:

1. **Motive or purpose.**
   Description: It is important to identify the cause or the purpose why a particular group employed it.
   Example:
   o A general infomercial was released to inform the public regarding disaster-preparedness in case a disaster like flood or earthquake happens. (Good motive or purpose)
   o A TV commercial was released to create a good image to a political candidate and to convince the public to vote for them even if they do not have the integrity and good intentions to run for position. (Bad motive or purpose)

2. **Degree of influence or impact.**
   Description: It is the extent on how the manipulation of information can produce effects on the actions, behavior and/or opinions of the public. Some advertising and public relations firms engage in manipulation to increase the degree of influence or impact to the public.
   Example:
   - If the general infomercial released for disaster preparedness is misinterpreted, the public might panic which will produce a negative impact despite the good motive or purpose.
   - Some commercials, like those involving cigarettes and liquor, can influence people to consume things that could be potentially dangerous to their health. It can also influence young people to try it too.
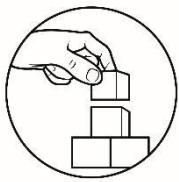
What's More

Activity 1.1

Evaluate the following scenarios that involve media manipulation. Identify the media manipulation being used and briefly explain why.

1. An insurance company manipulates their data to boost their sales and to prevent the company from closing down.

2. A controversial personality is trying to run for a position in a government office. Therefore, he hired the services of an advertising company to improve his image to the public.

3. The product to patronize should be based on the popularity of the celebrity who endorses it.

4. The man refused to buy the product that the salesman is trying to offer which the salesman claimed to be the best offer.

5. The lady in the grocery store immediately buys the item with the promo, "Buy One, Take One".

Your answers will be graded using the following rubric.

| Score	Description
2 points	Includes little essential information and one or two facts
3 points	Includes some essential information with a few citations and facts
4 points	Includes essential information and facts to give viewers an understanding of the topic
5 points	Covers the message completely and in depth with a variety of resources

Activity 1.2

Create a manipulative-based presentation using design principle and element.

Vote for Me!

Goal	Produce and evaluate a creative manipulative-based presentation using design principle and elements.
Role	You are running for a position in any school organization like the Student Government or the Science Club. *(Note: It can be president, vice president or any other position)*
Audience	Students from your school
Situation	Your family and friends persuaded you to run for that position because they believe you are passionate, competent, and qualified.
Performance	Create a 2-minute introductory speech and presentation that would convince the other students to vote for you, without doing any form of media manipulation against your possible opponents.
Standards	Your introductory speech and presentation will be assessed based on criteria and rubrics.

Criteria	4	3	2	1
Organization	Presents information in a very logical and interesting sequence.	Presents information in a logical and interesting sequence.	Presents information in disorderly manner.	No sequence of information.
Manner	No misspellings and / or grammatical errors.	Not more than two misspellings and / or grammatical errors.	Has three misspellings and / or grammatical errors.	Has 4 or more spelling errors and / or grammatical errors.
Use of design elements and principles	Utilizes the design principles and elements all throughout.	Utilizes the design principles and elements.	Utilizes some design principles and elements.	Doesn't use any design principles and elements.
Content	Does not use any form of media manipulation.	Indirectly used a form of media manipulation.	Used one form of media manipulation.	Used a lot of media manipulation.
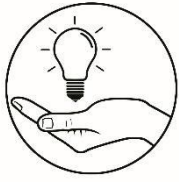
What I Have Learned

Answer the questions briefly based on your objective insight and critical thinking.

1. How would you evaluate the reliability and validity of manipulative information and media? Give one example and explain.

   _____
   _____

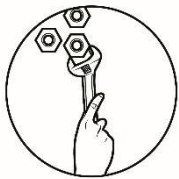2. As a student like you, how can manipulative information and media affect you?

   _____
   _____

Your written output will be graded based on the following rubrics:

Criteria	Highest Possible Points
Content (presence of ideas)	10 pts.
Organization (order)	4 pts.
Style (choice of words)	4 pts.
Conventions (grammar, spelling)	2 pts.
Total	**20**

What I Can Do

You will now take the role of an advertiser. Using any type of media (text, visual, audio and/or motion), advertise a candidate using the introductory speech from the previous activity. Be sure to combine all the design elements and principles in doing your advertisement.

| Criteria	4	3	2	1
Completion	Submitted on time.	Submitted but one to two days delayed.	Submitted but three days delayed.	Submitted but 4 or more days delayed.
Creativity	Original and imaginative.	Original and a little imaginative. Imaginative but a little original.	Original but not imaginative. Imaginative but not original.	Not original nor imaginative.
Meaning	The presentation is cohesive and comprehensive with supporting details.	The presentation has deep meaning but little supporting details.	The presentation lacks meaning with no supporting details.	The presentation lacks meaning, no supporting details and with unfinished parts
Use of design elements and principles	Utilizes the design principles and elements all throughout.	Utilizes the design principles and elements.	Utilizes some design principles and elements.	Doesn't use any design principles and elements.

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Assessment

Modified TRUE or FALSE: Read each statement carefully and write **TRUE** if the statement is correct. But if it is false, <u>change</u> the underlined word or group of words to make the whole statement true.

_____1. An <u>advertising firm</u> generates sales of goods and services and directly contributes to the company's profitability.

_____2. "Buy One, Take Two" promo is just one of the promotions in the market, classified as <u>psychological manipulation</u>, which leads the consumers to lack of confidence in their purchasing decisions towards choosing the cheaper or better products.

_____3. The information being publicized through <u>hoaxing</u> is being withheld for the safety and protection of the public.

_____4. <u>Consumer confusion</u> is the type of manipulative information which intends to defraud the public.

_____5. Exaggerating news about a viral infection is an example of <u>crowd manipulation</u> which creates fear to the public.

_____6. Some companies hire people to attest the efficacy of their products. This is an example of <u>gatekeeping</u>.

_____7. Exposing the hidden wealth is the usual type of <u>propaganda</u> during campaign season in order to inflict the image of a running politician.

_____8. A flash message from the NDRRMC about the coming super typhoon has a <u>good</u> motive or purpose to its recipients.

_____9. One of the <u>limitations</u> of manipulative information is that it can provide a sense of control and order to the amount of information that will be publicized.

_____10. Several students in a school received a text messaging about a bomb planted in the school premises. This bomb threat is an example of <u>scaremongering</u>.
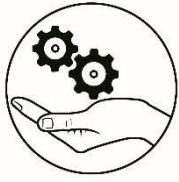
Additional Activities

Choose one commercial or advertisement that you think uses media manipulation. Attach a picture or a screen capture of your selected commercial or advertisement on the box below. Identify the type of media manipulation and briefly explain why.
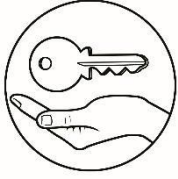
_____

_____

_____

_____

_____

_____

Your written output will be graded based on the following rubrics:

Criteria	Needs Improvement 10	Meets Expectations 15	Exceed Expectations 20
Depth of Analysis	Demonstrate a minimal level of reflection and internalization of the given material.	Demonstrate a sufficient level of reflection and internalization of the given material.	Learners provided new and creative insights resulting from a profound reflection and internalization of the given material
Organization of Thought	The thoughts were expressed in an incoherent manner.	The thoughts were expressed in a coherent manner.	The thoughts were expressed in a coherent manner. Writing is very clear and organized.
Grammar and Spelling	No more than five spelling and grammar errors.	No more than two spelling and grammar errors.	No spelling and grammar errors.

Answer Key

What I Know	What's In	Assessment
1. B	1. MANIPULATIVE	1. TRUE
2. B	2. INFORMATION	2. consumer confusion
3. D	3. ADVERTISEMENT	3. gatekeeping
4. B	4. GATEKEEPING	4. hoax
5. D	5. FEARMONGERING	5. fearmongering or scaremongering
6. A		6. crowd manipulation
7. D	**What's More**	7. TRUE
8. C	Answers may vary.	8. TRUE
9. B		9. advantages
10. C		10. TRUE

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