

MEDIA LITERACY

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A great number of people spend on social networks more than 2 hours per day. And in general its content raises great concerns from a security point of view.

As a new tendency, information usually provokes (especially among adolescents and young people) the destruction of universal values, personal models of behavior, undermine the idea of morality and ethics. Using social networks people face with inaccurate information which forms incorrect knowledge and perceptions in the audience. This risk is one of the most common on social media. This can be any information: from distortion of news to incorrect indication of the author of any quotation. What is more, people with a lack of media literacy can be endangered with mind influence, especially in political and social spheres.

As an example we can see a very popular social platform Instagram. Here we can face with a new way of mind influence. Lots of people there share different own stories and advice on popular topics, and very often they earn money via involving followers into this information product which fits not to everyone. Looking at just beautiful pictures, followers forget about reality, begin to trust such people and consider them as role models.

The consumption of news from smartphones is growing rapidly, and this is another important trend. There is not much information on the screens of mobile devices. The reader is able to maintain concentration for

a relatively short time. On average, this is three small paragraphs. In this regard, numbers, lists, ratings have become one of the new formats of content on social networks. And this way of information perception is dangerous.

That's why media literacy is very important gun to save yourself from deception.

In order to improve personal media literacy and expose untrue information, people have to be advised about existing risks and threats. Moreover, it's better to concentrate a caution on one task and don't spread it to lots of topics at the same time. Using of trusted sources can help you to find qualitative information without fakes. And without any doubts, it's important not to be influenced with the information of social network people in case of no way to check it.

References:

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