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### Measuring College Student and Faculty Media Literacy

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# Measuring College Student and Faculty Media Literacy

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## Abstract

Within our society, there is constant progression towards the evolution of media and its platforms. European and Commonwealth countries took fast to training students and educators on media consumption. However, in the United States, it has been a slower process of integration. The focus of study for this research is online digital media literacy among college students and faculty. The first step of this study focuses on a review of current literature. The literature review focuses on media literacy levels of university faculty and students. The research focuses on a survey that was administered to both students and faculty that analyzes their online media literacy. The research instrument lists a statement for a response then considers the construct and function which are used to finalize the results. Through using statistical procedures, these numbers are then analyzed to produce results and better comprehend media literacy levels. The results from this research are crucial because if a lack of media literacy progression is identified then it will support the demand for increased media literacy education. Although this research is primarily focused on media literacy among college students and faculty, it may show a wider scale issue of a gap of media literacy levels between college-aged students and their professors, impacting the communication process in the classroom throughout the country. This research will be presented as a case study of media literacy among college students and faculty and show if media's influence is understood at a higher level.

## Demographics

Question	Response
Gender	Male/Female
Age	Specific number
Class Level	Freshman
	Sophomore
	Junior
	Senior
	Graduate
	Non-tenure track Faculty
	Tenure-track Faculty
	Tenured Faculty

Ethnicity	American Indian or Alaska Native
	Hispanic or Latino
	Not Hispanic or Latino
	Asian
	Hispanic or Latino
	Not Hispanic or Latino
	Black or African American
	Hispanic or Latino
	Not Hispanic or Latino
	Native Hawaiian or Other Pacific Islander
	Hispanic or Latino
	Not Hispanic or Latino
	White
	Hispanic or Latino
Not Hispanic or Latino	
Some Other Race	Hispanic or Latino
	Not Hispanic or Latino
	Not Hispanic or Latino

Primary language	English
	Spanish
	Arabic
	Chinese
	Korean
	Russian
	Other Asian language
	Other European language
	Other (please specify)
	Other (please specify)
Current living environment	On-campus housing
	Off-campus housing
	With parents
Marital status	Single (never married)
	Single (divorced/widowed)
	Married

Home department/ major	<b>ISU Departments (list is complete)</b>
H.S. Graduation state	<b>(drop-down menu, include "outside the U.S.")</b>
The computer I use most often is:	My own personal computer.
	One I share at home with others.
	At a lab on campus.
	Provided by my employer.
	At a public access point (i.e. library, Internet café, etc.).
How do you access the Internet at home?	I have no Internet at home
	Dialup
	DSL
	Cable
	Satellite
	Cell phone modem???
I often to access the Internet on my (check all that apply)	Computer
	Cell phone
	iPod (or other handheld device)
	Ipad/tablet PC
	Other (please specify)

## Future Research

Current research shows there is a gap in media literacy throughout different age groups but more research is needed to better understand how that gap impacts the learning experience in higher education. In addition to the literature review, this research project has many other components. One major component is organizing the results into statistical groups to better comprehend this information. Alongside a statistics Ph.D. student, the results from this research can be better understood and analyzed.

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