Science and Media Literacy

What **visual** and **textual** clues help me understand the researcher's **purpose**?

Is it clear to me how this study was **funded**?

What clues help me understand if **information** is being used to appeal to my **reason** or my **emotions**?

How might other people **interpret** these data differently?

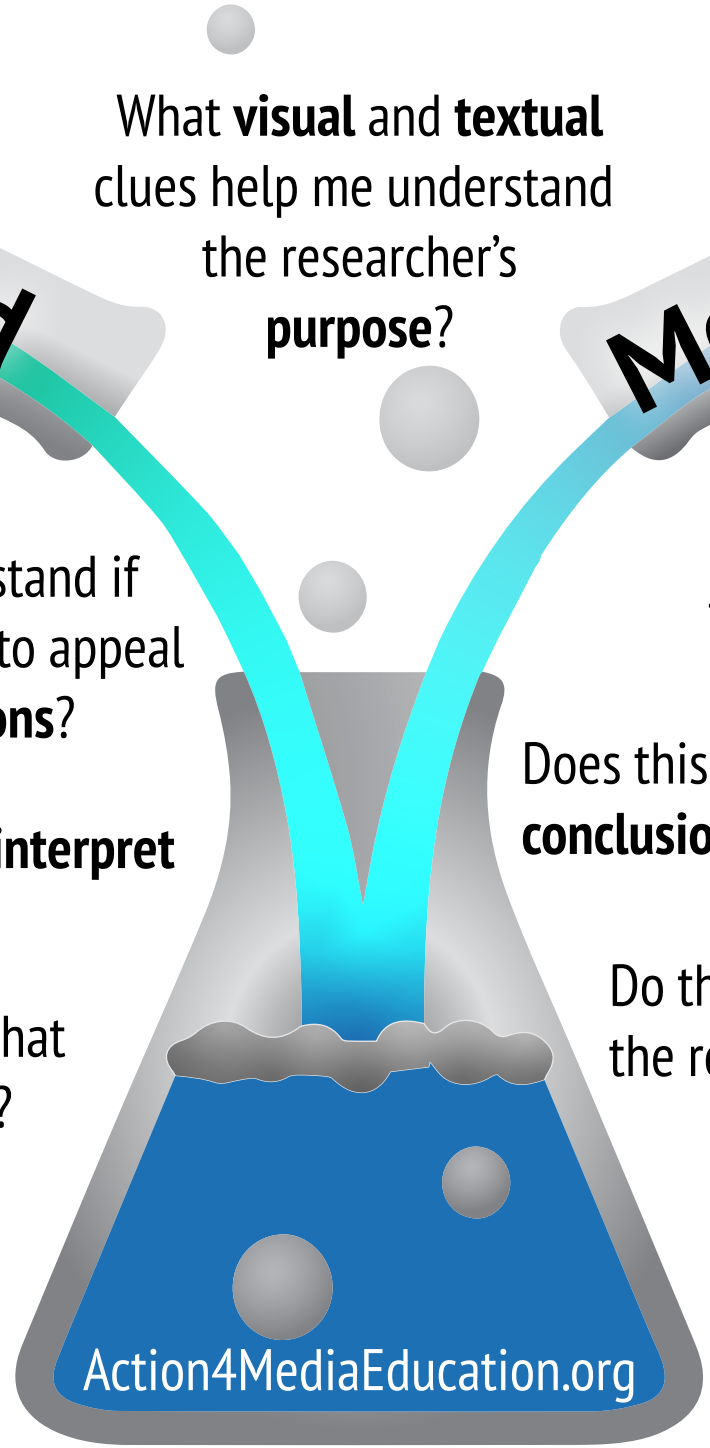
What questions **arise** for me that these researchers did not ask?

Can I tell why these researchers set out to **test** this **particular** hypothesis?

Does this report lead me to the same **conclusions** as it led its authors?

Do these findings **serve** me, the researchers, or another party?

How does the **context** in which I found this study influence its **credibility**?



AME

ACTION FOR MEDIA EDUCATION