What is Service Learning?
Service learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. Service learning allows students to apply what they learn beyond the classroom to solve real-world problems in collaboration with a community partner, while empowering and inspiring young people to become active and contributing citizens in the digital society.

The Intersection of Media Literacy and Service Learning

Beyond the Classroom: Intersection of Service Learning & Media Literacy

Beyond the Classroom: Service Learning

Abstract
The results demonstrate that service learning increased students' critical thinking and media literacy skills and helped them better understand the course lessons, their personal biases and prejudices, and their role as a citizen in a democracy.
Beyond the Classroom: Intersection of Media Literacy and Service Learning

2019 NAMLE Research Symposium | Eisenstock & Jolls

Key Finding:
More than three-quarters said they were not taught media literacy until college, with more than 4 in 10 students saying this course was their first introduction. After completing the course, the number of students who considered themselves “very” media literate increased from 21% to 35%

Student Reflections:
Initially, I went into this class blind. I took the class as a GE not knowing what to expect and, to be perfectly honest, it was supposed to be my “easy” class. And it was not. But it deeply affected and inspired me. Now I understand that it is all about...this class taught me how unaware I am about how much I am influenced by...I have learned to be and how to be...on campus, in my community, and in society.

Through my involvement in the service learning project, I have learned some powerful new skills and ways I can provide the needed support in the lives of those around me and in the world.

Suggestions for Media Literacy Community Partnerships:
- Choose a well-matched community partner who shares a compatible media literacy perspective.
- Make sure to have a clear understanding of the role of media literacy in the course and how much class time can be devoted to media literacy.
- Develop media literacy lessons that are focused, with transferrable knowledge to allow for consistency, and incorporate engaging activities like clear assignments and expectations.
- Start working in advance to clear any IRB hurdles and have a clear plan for data collection and information gathering.
- Execute on schedule so that the goals of the project can be realized.

Key Takeaways:
- Service learning helps to put media literacy learning into practice – students gained transferrable skills and vocabulary that enables better communication and apply media literacy in ways that help them make sense of the media world and take meaningful action in their everyday lives.
- For the majority of students, media literacy education began at the university level, and for many this course was their first introduction.
- Both service learning and control groups turn to social media for news, however, service learning students decreased their use of social media while the control group increased their use for news.
- The more media literate students became, the more self-reflective they were in their answers.
- Students need modeling and direct feedback to learn how to do basic deconstruction and to apply media literacy concepts to media production and consumption.
- Students need repeated practice over time to learn to apply a media literacy framework and develop an ability to use media literacy concepts in a variety of contexts.

Civic Engagement and Media Literacy

Service learning helped me to...

Suggestions for Media Literacy and Facebook Challenge were the most effective teaching strategies for learning media literacy core concepts and applying them to construct and deconstruct media messages.

Key Finding:
When were you first taught media literacy?

How media literate do you consider yourself?

Which methods were effective to learn and apply media literacy core concepts?