

2021-22_digitalmedia_program_review.pdf

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NOTE: LUMAs is comprised of three different assignments

SLOs/SAOs	Assessment Results	Program Improvements Implemented
<p>1. BROADCASTING PROGRAM LEARNING OUTCOME (Brown)</p> <p>Identify possible effects of media productions on audiences.</p> <p>This is a discipline specific outcome.</p> <p>A. One new assessment asks students to write a discussion post about the 1938 radio broadcast "War of the Worlds" and compare it to the spread of misinformation today.</p> <p>B. Another assessment for this outcome asks students to apply Uses & Gratifications Theory to their media use</p>	<p>A. The majority of students (82%) are able to provide apt comparisons that relate their understanding about how misinformation is more likely to be believed in times of uncertainty, as was the case in 1938. Most students used the spread of Covid-19 misinformation via social media as their example. They also pointed out that media can create fear and division.</p> <p>B. Again, an overwhelming majority of students are able to identify specific gratifications they receive from particular media. Students are able to explain their use of media for cognitive uses, affective</p>	<p>learned that students recognize that audiences in 1938 were fooled by a broadcast for many of the same reasons they are fooled by 21st century media. They can point out the differences (less-media savvy; radio was the only electronic medium in 1938; people trusted radio at that time; it sounded like breaking news) and commonalities (audiences are more likely to believe something false in times of uncertainty; people believe sources they trust, but are more skeptical today; media can create real world panics; audiences must verify information before acting).</p>

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and to assess the effects that media has on them.	uses, entertainment, validating person identity, and socializing. Their assessment of media's effects on themselves varied, but several students wrote about feeling depressed or inadequate after long periods of social media use, especially Instagram.
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