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Report and Field Guide on Equity and Impactful Media Literacy Practices Published

NEW YORK, N.Y. (Oct. 28, 2021) —The National Association for Media Literacy Education® (NAMLE) announces the publication of the research report, “[Equity and Impact in Media Literacy Practice: Mapping the Field in the United States](#),” as well as a “[Field Guide for Equitable Media Literacy Practice](#).”

The report and field guide was a result of a year-long research project, “[Mapping Impactful Media Literacy Practice](#).” The research team was led by Dr. Paul Mihailidis, professor and graduate program director of Media Design, Emerson College®, Dr. Melissa Tully, associate professor, School of Journalism and Mass Communication, University of Iowa® and Dr. Srivi Ramasubramanian, professor and Newhouse endowed chair at Syracuse University’s Newhouse School of Public Communications. This project brought together a diverse group of researchers, educators, professionals and activists. The full research team and advisory board can be found [here](#).

The project consisted of a scoping review of existing research, stakeholder interviews, and a survey that included 741 respondents who engage in a diverse set of practices from a range of organizations.

The research was led by these core questions:

- How is impact defined in media literacy research?
- What are the main practices and processes that lead to impactful media literacy practices?
- What are the challenges and opportunities for incorporating equity into impactful media literacy practices?

"The mapping impactful media literacy project is one of the largest studies done to date exploring impact and equity in media literacy practice in the United States. This project shares extensive findings around how media literacy researchers understand and define impact, and the presence of equity and inclusion in media literacy

practice. The report and field guide offer resources for practitioners, activists and scholars to think more about equity in their work," Professor Mihailidis said.

Core findings from the data will be shared on Thursday, Oct. 28 during U.S. Media Literacy Week at 5 p.m. ET. Register for the presentation [here](#).

This U.S. research project was part of the NAMLE's International Research Initiative launched in 2020, which also included Australia's first nationally representative survey on media literacy and the report, "[Adult Media Literacy in Australia: Attitudes, Experiences and Needs.](#)"

Initial support for the research project was made possible by NAMLE through a grant from Facebook. To ensure the independence and integrity of this research effort, NAMLE maintains full authority regarding project strategy, budget, personnel decisions or research activities. Facebook had no control over the research design, methodology, analysis or findings. NAMLE and any research authors maintain exclusive copyright over all products and freely disseminate those products to advance the media literacy field.

ABOUT NAMLE:

The National Association for Media Literacy Education ([@medialiteracyed](#)) is a national non-profit organization dedicated to media literacy as a basic life skill for the 21st century. The NAMLE vision is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world. NAMLE Membership for individuals is FREE. Sponsorships and organizational partnerships are welcomed at [namle.net](#), and donations to support NAMLE's efforts to improve media literacy education can be made [here](#).

Partner institutions:



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