

DEVELOPING HABITS OF INQUIRY & REFLECTION IN EARLY CHILDHOOD
KEY CATEGORIES OF MEDIA LITERACY ANALYSIS &
SAMPLE QUESTIONS

I wonder...

AUTHORSHIP

Who is telling this story?
Who made this? or Who made up this story?

PURPOSES

Why was this made?
Who is this for (target audience)? or Who are they talking to?
What does this want me to do?
What do they want me to think (or think about)?
Why would they want me to do or think that?

CONTENT

What is this?
Who are they talking to?
What is this about? or What is this saying?
What does this tell me about _____?
Who are the leaders/followers? Who gets helped/who are the helpers?

TECHNIQUES

What do I notice about _____?
What do I notice first?
What do they want me to notice first?
How do they get me to notice what they want?
How did they make that? Where was the camera?

CONTEXT

Does this fit into any patterns I've seen before?
How is this like what I already know?
Where did this come from?
When was this made?
Is this from a long time ago or now?

CREDIBILITY

Is this telling the truth? or Should I believe this?
Why should I believe this?
How do they know what they are saying is true?
Is this a fact or opinion?

ECONOMICS

Who paid for this?
Who might make money from this?
Am I trading something valuable to watch/play/read/listen to this?
What does "free" mean?

EFFECTS

Who might be sad/happy because of this?
Who might this help/hurt?

INTERPRETATIONS

What does this mean?
What do they think is important?
What would _____ think about this?
(insert name, group, profession, etc.)
How does this compare/contrast to what I already know?

RESPONSES

How does this make me feel?
Now that I know this, what do I want to do?
What can we do to change the story?
What else do I want to know?

FOLLOW UP

How do I know? What makes me think that?
What's my evidence? How could I find out?