

---

# PROJECT LOOK SHARP



## May 2023 Newsletter

[Can't see any images? Click here to view in web browser](#)

---

### This month's highlights:

---

- New [short promotional videos](#) about media decoding & ML3
  - [New lessons](#) for integrating media decoding
- 

### Updated Promotional Videos

---

We fixed a few mistakes and updated a promotional our videos:

- [Introduction to Constructivist Media Decoding & PLS website resources](#) (5.5 minutes)
- [Introduction to Constructivist Media Decoding & PLS Resources PLUS Librarians as Leaders](#) (9 minutes)

Please share these short videos!

---






### New Lessons

---

Like all of our 580+ lessons, they are free to educators and use engaging media documents with standards-aligned questions to teach core content and habits of critical thinking about media messages.

Click on any of the links below to access our free media decoding lessons:

### Five Methods of Media Manipulation

<b>SPONSORED CONTENT</b> 	<ul style="list-style-type: none"><li>• Influencers paid to promote a certain product to their followers</li><li>• Followers may not be able to tell they're viewing an ad</li><li>• Influencers or content creators may not label that content is paid promotion</li></ul>
<b>SATIRE</b> 	<ul style="list-style-type: none"><li>• A humorous critique</li><li>• May be confused as truth rather than satire</li><li>• Sarcasm usually relates to current events</li></ul>
<b>PSEUDOSCIENCE</b> 	<ul style="list-style-type: none"><li>• Tries to pass itself as real science</li><li>• uses scientific-sounding language, cherry-picked data or outright false claims</li><li>• promotes "miracle cures"</li><li>• Often contradicts scientific experts</li></ul>
<b>CONSPIRACY THEORY</b> 	<ul style="list-style-type: none"><li>• Offers simple explanations for otherwise random or complex events; often pins it on sinister group pulling the strings</li><li>• rejects evidence that refutes conspiracy, and experts</li><li>• Can restore a sense of control in anxious times</li></ul>
<b>MISINFORMATION</b> 	<ul style="list-style-type: none"><li>• Information is wrong. May include a bit of factual information</li><li>• Intention may be to inform; influencer may not know the information is wrong</li><li>• Miscalcaptioning, misleading headlines, altered content</li></ul>

Sources: Morrison, Sara. "TikTok and its influencers have a secret sponsored content problem." Vol., 11 July 2022. Raphael, Rina. "These TIKTok Creators Are Fighting Health Myths." The New York Times, 5 July 2022.

©Feb. 2023 Lesson: TikTok Timebombs by Beth Cuddy  
Project Look Sharp – Ithaca College

For each of the 5 videos, what method of manipulation is demonstrated? How can you research the credibility of this information? Why is disinformation often more viral than truth?

### Pocahontas:

#### Can We Really Know Who She Was?

Upper Elementary through Middle School

by Sox Sperry

Students analyze clips from videos for messages about Pocahontas and about judging the credibility of contemporary sources about historical events.

### TikTok Timebombs: Methods of Media Manipulation

#### *High School through College*

by Beth Cuddy

Students analyze and evaluate the accuracy, purpose, and techniques of manipulation in TikTok videos, and reflect on their own reactions and biases

For more lessons, click the button below:

**Disinformation**  
(37 lessons)



What are the messages about Pocahontas and John Smith in each of the videos? Which version of history would you trust and why? Which version has had the most impact on our historical memory and why?

impact on our historical memory and why?



*What war or veterans' group is being honored here? What are some questions you might ask about this sculpture? How are the different wars presented similarly or differently? Why might that be?*

### Veterans' Statues: Reading the Messages

#### **Lower Elementary through Middle School**

by Sox Sperry

Students analyze sculptures of war veterans for messages about purpose, point of view and meaning.

For more lessons, click the button below:

**War**  
(122 lessons)

**Peace**  
(30 lessons)

### Zero: Who Invented It and How Do We Know?

#### **Middle School through College**

by Sox Sperry

Students analyze short videos for messages about zero, when and where it was invented, the credibility and point of view of information, and about the influence of culture on history.

For more lessons, click the button below:

**Math**  
(19 lessons)

## History of Zero



*Why was the invention of zero so important to the field of mathematics? When and where does each video say zero was invented? What questions shall I ask when determining the accuracy of information in each video?*

national ship, named *the Brananyvine*, in honor of his first battle in the cause of American freedom. (§§ 261, 263, notes.)



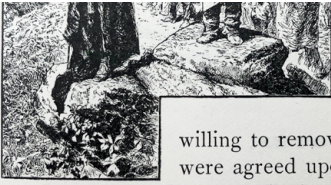
406. Removal of Indians.—  
In 1825 Mr. Monroe recommended to Congress the removal of all Indian tribes to the country west of the Mississippi, far beyond the limits of the States and Territories

### Trail of Tears: Who's Telling the Stories and How?

#### **Middle School through High School**

by Sox Sperry

Students analyze a 19th century American history textbook excerpt and contemporary videos about



*Moving the Southern Indians.*

in the *Indian Territory*,—and under the two following Presidents the removal was effected.

States and Territories then existing. The Creeks and Cherokees of Georgia had so improved their lands that they were unwilling to remove.

At last, however, terms were agreed upon,—a large sum of money to be paid by the United States, with a guarantee of undisturbed possession of lands

and contemporary videos about the Cherokee trails of tears for messages about point of view, techniques, credibility, and the representation of history.

For more lessons, click the button below:

**US History**  
(330 lessons)

*What are the messages here about the Haudenosaunee and the early women's movement in the United States?*

**Did you know?** You can filter your search by level, standard, media type, etc. Or you can start with a keyword and then use the filter.



Project Look Sharp, 1119 Williams Hall, 953 Danby Rd. Ithaca College, Ithaca, NY 14850, United States