THE IMPACT OF A MEDIA LITERACY CURRICULUM ON MIDDLE SCHOOL STUDENTS’ ABILITY TO RECOGNIZE RACIAL BIAS IN MASS MEDIA

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DISSERTATION ABSTRACT
This paper outlines an action research study. The study focused on the possible effects of a media literacy curriculum on middle school students’ ability to recognize racial bias in mass media. Currently, there is virtually no media literacy curriculum being implemented within the K-12 educational system in the United States. The question this research attempts to answer is: How can a media literacy curriculum sensitize middle school students to the racial bias and stereotypes present in mass media?

While there are some studies concerning media literacy, they have not been conclusive, and additional research needs to be done. This action research study focuses on middle school students of various ability levels, and it looked both quantitatively and qualitatively at the impact of media literacy education.