TikTok on the Clock

Teaching Digital Media Literacy Skills on TikTok
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Librarian and TikToker

isyoursourcecredible
Natalie

176 Following  137 Followers  926 Likes
Cat mom first. Librarian second.

TikTok: @isyoursourcecredible
Land Acknowledgement

UNC Charlotte is located on the traditional homelands of five different native groups including the Catawba, Cheraw, Sugeree, Wateree, and Waxhaw peoples. The city of Charlotte has a Native community that has thrived here for over fifty years, including members of all of North Carolina’s eight state and federally recognized tribes.
What is TikTok?

TikTok is a social media app that specializes in short-form digital videos.

Users can:

- Shoot and edit video directly in the app
- Upload and edit previously recorded videos
- Transform or add to other user’s video
- View and interact with content
Types of TikToks

- **Dancing**
- **Narration/How To**
- **Stitching or Duet**
- **Social Commentary**
Going Viral on TikTok

Specific videos will go viral on TikTok, but also sounds and effects.
The TikTok Algorithm

How the Tik Tok Algorithm Works

1. First-time users are shown 8 popular videos featuring different trends, music, and topics.

2. The algorithm identifies similar videos based on a user's engagement with those videos and interactions which includes:
   - Captions
   - Hashtags
   - Sounds
   - Device
   - Account settings
   - Country settings
   - Language preferences

3. Once sufficient data is collected clusters of users with similar interests are formed.

4. Machine learning is used to distribute content to users based on proximity to other clusters.

5. TikTok keeps users entertained by not showing repeat videos, music, or content creators.
TikTok as a Community and Educational Space

CharcuterieTok

SkincareTok

BookTok
Librarians on TikTok

Why do you let kids get books when they have overdue books and fines?

A Gentleman’s Guide To Vice & Virtue
By Mackenzie Lee

When you need:
- Tech help
- A community builder
- Judgement free help
- Suggestions of books you’ll like
- A life troubleshooter
- Someone to cheer you on
- Anti-censorship warrior
- Misinformation expert

Call your librarian

@gvhslibrary
Digital Media Literacy is the ability to use critical thinking and rhetorical reasoning to find, evaluate, synthesize, and create information in online environments.
Digital Media Literacy Group Charge:

Digital Media Literacy efforts at Atkins Library will guide students and other members of the campus community toward consuming digital media in a critical manner as engaged, well-informed citizens.
Athletes are Influencers and Leaders

Athletes are looked to as leaders on and off the field. What athletes say, wear, and do (intentionally or not) can greatly influence society. This is also true in the realm of social media.

How do the stories, photos, and videos you post, retweet, like, or comment on contribute to a healthy information environment?
Election 2020: How to Verify What You Read, See, and Hear Online

Virtual Presentation and Q&A with BuzzFeed Media Editor, Craig Silverman

COVID-19 Vaccinations: Science, Politics, Mistrust, and Misinformation

Panelists include Mecklenburg County Public Health Director, Professors of Biology, Public Health, Nursing, and Sociology, and Chief Medical Officer of Atrium Health
**DIGITAL MEDIA LITERACY**

Resources and information for faculty interested in learning more about Digital Media Literacy and incorporating it into their classes.

### What is Digital Media Literacy?

Digital Media Literacy is the ability to use critical thinking and rhetorical reasoning to find, evaluate, synthesize, and create information in online environments. Digital Media Literacy guides students toward consuming digital media in a critical manner as engaged, well-informed citizens.

This guide contains a variety of articles, activities, and online learning tools to help you incorporate digital media literacy into your classes.

### Why is it important to incorporate Digital Media Literacy into your class/es?

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**OUTREACH MATERIALS AND RESOURCES**

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**ELECTION 2020**

This guide features information about the 2020 election.

**Election Day 2020**

Election Day 2020 is Tuesday, November 3rd

In addition to the presidential election, there will be elections for all 435 seats in the United States House of Representatives, 35 seats in the United States Senate, 13 governor's seats, and hundreds of state, local, and municipal offices.

This guide contains information about participating in the 2020 election, including how to register to vote and links to sites featuring election news and fact-checking sites.

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**3 EASY STEPS TO TELL IF WHAT YOU READ ONLINE IS RELIABLE INFORMATION**

1. SLOW DOWN
   - Take a breath.
   - Don’t immediately share it.
   - Don’t be the person spreading misinformation.

2. ASK QUESTIONS
   - Who wrote this?
   - What evidence are they using?
   - Are they trying to make you feel a certain way?

3. LOOK AROUND
   - Do some research on the source or author.
   - Try lateral reading, this means reading information about the source on other sites.
Fake News Debunking Videos

Series of easily digestible and shareable videos that respond to current misinformation

Use of popular content creation platform, TikTok

Use easy three step process to showcase the practice of digital media literacy

- Slow Down
- Question
- Look Around

Fact check: No, Taylor Swift didn't call for Statue of Liberty removal.
Why use TikTok?

- TikTok is a place to reach patrons where they are at (especially our younger patrons!)
- It’s a platform where users encounter mis- and disinformation
- It’s free and easy video editing software to create digital content for your library
Creating your First Video
Resources for Creators

What do you want to learn?
TikTok Tips

- Spend time in the app viewing content before creating your own.
- Save videos you like or want to recreate. Think about how you could replicate specific elements of the video (sound, effect, structure).
- Consider creating different accounts for personal and professional TikTok use.
- Add captions through auto-caption creator or text overlay.
- Don’t tag, stitch, or duet mis- or disinformation that can inadvertently help spread it in the app.

Have fun and be yourself!
TikTok on the Clock

Are you a TikTok creator? Share your handle in the Q&A!

On TikTok and have a favorite creator? Share their handle in the Q&A!

How could you incorporate TikTok into your library work?
Questions?

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