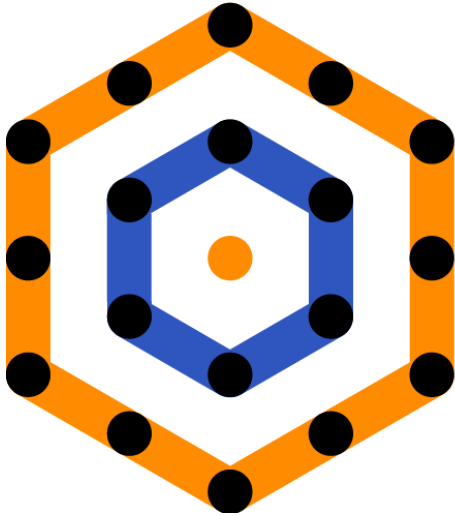


Conference Notes by Wes Fryer: EdForum 2025 - wesfryer.com

Shortened link to this doc: wefryer.me/mediaed2025



MediaEd Forum

These are “reverse chronological” interactive notes by Wes Fryer for the January 10-11, 2025 MediaEd Forum hosted by the Media Education Lab. *My thoughts and comments are in italics.* Be sure to also check out [my Wakelet collection of shared links / resources](#) from the conference. *Last updated 11 Jan 2025, 9:52am ET and ongoing...*

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Building custom AI education tools Speakers Jason Neiffer & Dana Thompson

<https://halfpint.link/mediaedforum>

CustomGPT AnswerBot to ask questions of this presentation: <https://halfpint.link/mediaedforumhttps://chatgpt.com/g/g-6782a480ba10819190bd19e63444c214-building-custom-ai-education-to-ols>

Image created to visualize Jason's presentation using that chatbot:



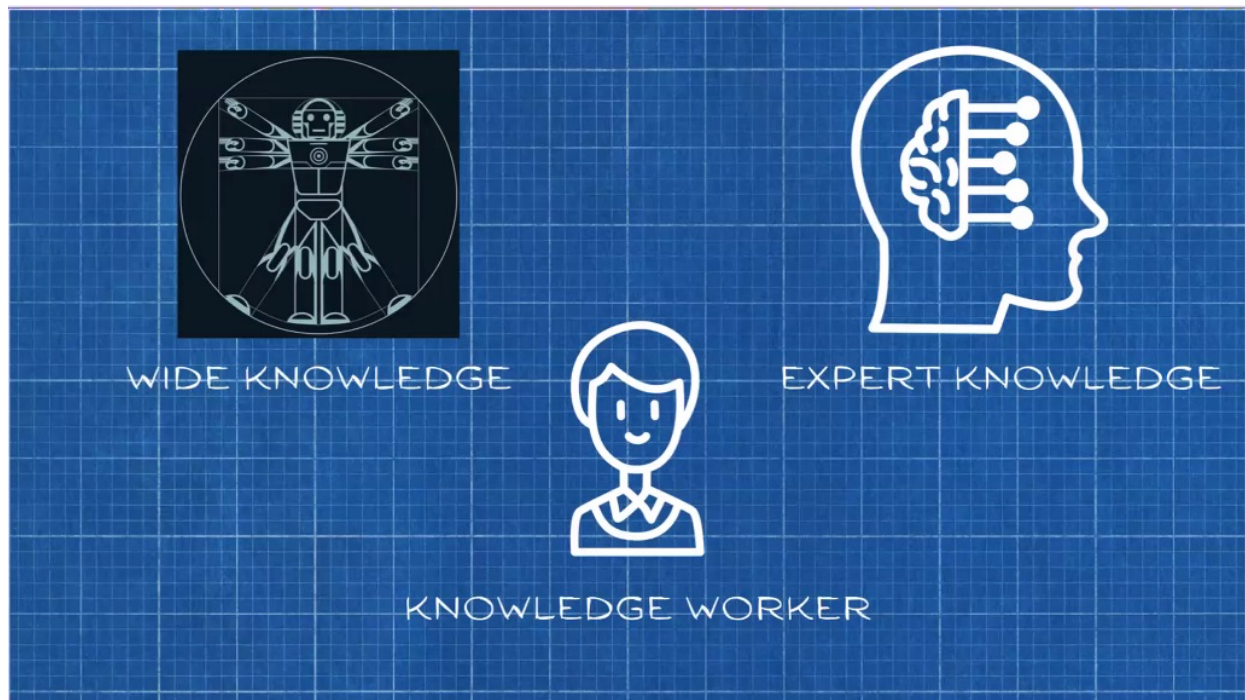
NeifCORP: Robot Book Bot (help process information for a written piece later)

90 slides in Jason's Canva presentation today!

Think of AI as a retiree who has taken up a specific hobby

- Let's move away from 'cobbler' use to 'renaissance man / worldly human' and consultant metaphors

Jason's focus is not FASTER it is BETTER when it comes to AI



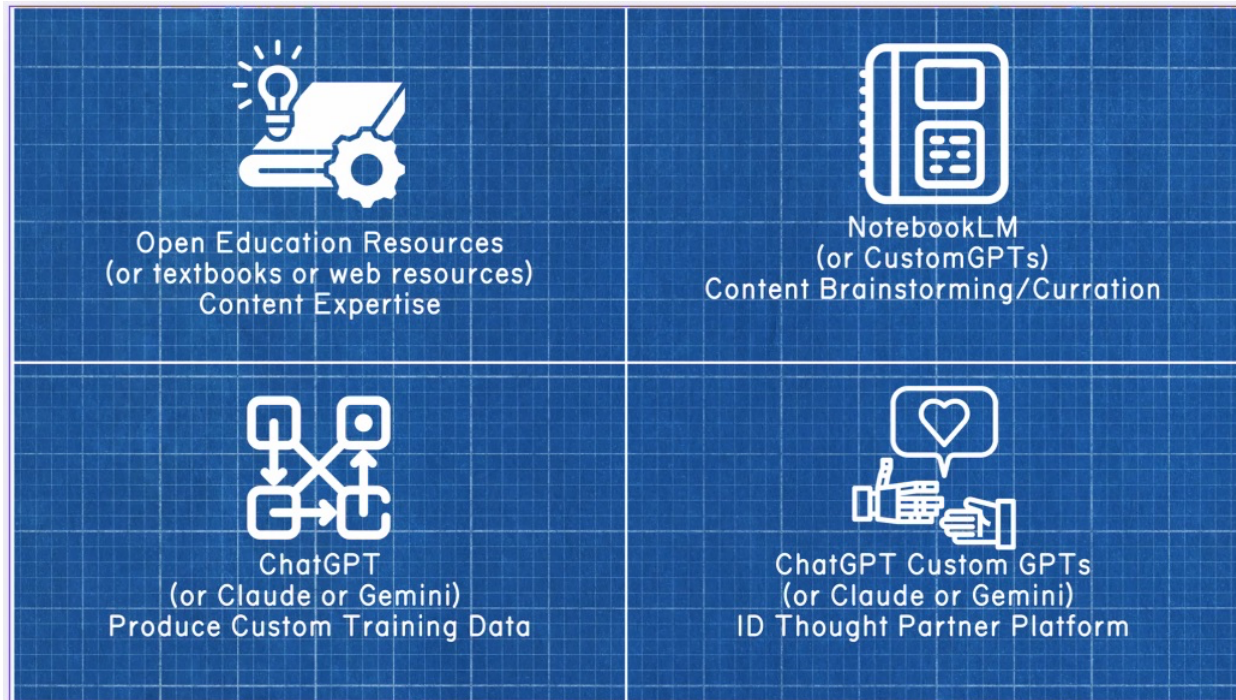
These are different things we need and different roles AI can take on for us...

Project GeoNova and Montana Digital Academy

<https://montanadigitalacademy.org/>

RAG: "Retrieval Augmented Generation"

These are the tools and resources we are using to create custom AIs to do the work we need and want:



About 150 textbooks, conference presentations, and other materials in the database now

FAQ for NotebookLM

<https://support.google.com/notebooklm/answer/14278184?hl=en>

NotebookLM

<https://notebooklm.google/>

Human Geography textbooks from LibreTexts

[https://socialsci.libretexts.org/Bookshelves/Geography_\(Human\)](https://socialsci.libretexts.org/Bookshelves/Geography_(Human))

Kansas State Department of Education's guide titled "Is This a Trick Question? A Short Guide to Writing Effective Test Questions"

<https://www.k-state.edu/ksde/alp/resources/Handout-Module6.pdf>

Jason's co-hosted weekly podcast, "The EdTech Situation Room" about weekly tech news analyzed from an educational perspective:

<https://www.youtube.com/@edtechSR>

<https://edtechsr.com/>



OpenMCQ:

Open Multiple Choice Question Writer Bot

Maintained by Jason Neiffer, Montana Digital Academy

jason@mtda.org

Version 1.0 10/8/2024

[Direct Link to the Custom GPT](#)

https://docs.google.com/document/d/1NBS99e38DyQB_ntLnfZDzQUVxLm7LRva3YgohbIBgUI/edit?tab=t.0

We have created a "Robot Text Bot" to create various format notes from a given media source:



Could you specify which workflow you'd like to use for analyzing *The Progressive Era* document?

The options are:

1. Cornell Notes
2. CLOZE Notes
3. Sketch Notes
4. Chunking

Let me know which one you'd prefer, and I'll proceed with that format.



https://www.amazon.com/Co-Intelligence-Living-Working-Ethan-Mollick-ebook/dp/B0CM8TRWK3?_encoding=UTF8&sr=

AI Playdate model at the University of Montana:

<https://aiplaydate.org/>

<https://www.flintk12.com/>

Nexus: Learning from documentaries by Isabel Minguillón

What would happen if moving images came into our world before the alphabet: What would we do?

<https://nextus.global/en>

Focus is on critical thinking, not curriculum (not teaching math, how can math be applied to daily life?)

What does Nextus offer?

1. Film documentaries
2. Educational licenses
3. Original version subtitled to different languages
4. Pedagogical resources
5. Organized by subjects
6. Classified by ages and duration

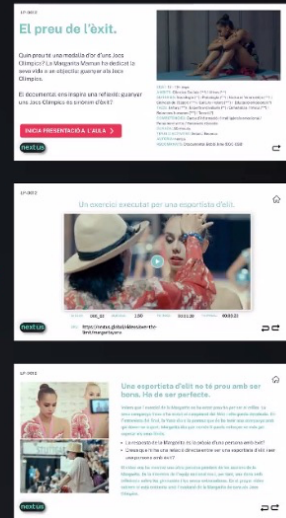
A new look at learning

nextus <https://nextus.global/> Learning by documentaries 4

Why documentaries? Help develop empathy, REAL stories

Working to change roles of students and teachers: Teachers are moderators or facilitators to open debate in the classroom

Workflow



Documentaries

Clips

(1 / 7 minutes)

Activities

Pedagogical resources

next us

Learning by documentaries

7

We are impacting over 170,000 students now, it's very hard to implement in classrooms, esp because teachers are not confident with audio-visual resources, they think students are more adept with AV

ACTIVITY (40/50 min)

Pedagogical unit which introduces ideas and knowledge with audiovisuals to work in the classroom.



Climate change and fundamental human rights

Culture and values, 11– 16



Vladimir Putin: How is a leader made?

Communication, 14 – 18+



Bullying: an experience of oppressors and oppressed

Mentoring, 10 - 16



Sexual abuse of minors on social networks

Mentoring, 15 - 18+



Oops! You've got here before us.

For now, nextus is not available in this country. But don't worry, we hope to be there soon! Enter your email and you'll be among the first to know.

Email

Send me updates

#learningbydocs

next us Discover My space 19

Home > Resources > Lesson plans > Post-truth and other dangers of social media

Post-truth and other dangers of social media

Save to favorites Share with students Other

52.7K Tweets

Creating post-truth is easier in social media nx

Donald J. Trump @realDonaldTrump

An 'extremely credible source' has called my office and told me that @barackobama's birth certificate is a fraud.

Aug 6, 2012

Pedagogical objectives

- To observe the phenomenon of post-truth in a practical way.
- To contemplate the dangers linked to content consumption through the internet.
- To discover the student's behaviours and motivation when it comes to their relationship to social media.

Link (not currently accessible via US ISPs):

Post-truth and other dangers of social media

<https://nextus.global/en/activity/la-post-veritat-i-altres-perills-de-les-xarxes>

Challenge for students: "Create your own fake news event"

Do you believe everything you're told?

The last clip shows different examples of news that were reported as real events but, later, have been proven to be fake, meaning they were "fake news".

This is the strategy of "post-truth": reporting information that hasn't been verified or proven yet as if it were real. In essence, mixing fiction with reality.

There's a moment in the clip where a journalist disagrees with the interviewee and says "truth is truth".

- What truth is the journalist talking about?

52.7K Tweets

Donald J. Trump @realDonaldTrump

An 'extremely credible source' has called my office and told me that @barackobama's birth certificate is a fraud.

Aug 6, 2012

Donald J. Trump

52.7K Tweets

Donald J. Trump @realDonaldTrump

How amazing, the State Health Director who verified copies of Obama's 'birth certificate' died in a plane crash today. All others lived.

Dec 12, 2013

Donald J. Trump

Media shapes our reality, it's important to be able to analyze, know what we are communicating and sharing

The Kiffness - Eating the Cats ft. Donald Trump (Debate Remix)

<https://www.youtube.com/watch?v=3BrCvZmSnKA>

The Century of the Self - Part 1: "Happiness Machines"

<https://www.youtube.com/watch?v=DnPmg0R1M04>

Are helping students now create their own documentaries with cell phones

<https://www.drlauriesantos.com/science-well-being>

Course recommended by Cathy Michael: The Science of Well-Being on Coursera

<https://www.coursera.org/learn/the-science-of-well-being>

Via Iglika Ivanova: "We are introduced to Yaar and Marcel, creators of a video game based on the Third Reich, which focuses on the figure of a young Polish Jewish woman who has been deported and an SS officer."

<https://nextus.global/en/videos/endich-tacheles/wolrd-war-ii-judaism-rol-game>

<https://nextus.global/en/search?query=advertising>

The Happiness Lab with Dr. Laurie Santos (YouTube Playlist)

https://www.youtube.com/playlist?list=PLWHJHHzhtiAuT9cD_OArtvpBLUqupRdozE

SUTJHALLY.COM | Professor Sut Jhally, Ph.D. Biography Curriculum Vitae

[online courses](#) [lectures](#) [audio + video](#) [articles](#) [books](#) [contact](#) [MEF & Films](#)

"A democratic civilization will save itself only if it makes the language of the image into a stimulus for critical reflection - not an invitation for hypnosis" - Umberto Eco

SUT JHALLY is Professor of Communication at the University of Massachusetts and founder and Executive Director of the Media Education Foundation. This is his official web site where you can access his online courses, read and download selected articles, watch and listen to his talks, inquire about arranging a campus visit with him, and browse his books and films.

Watch his lecture from MLK Day on "Why America Can't Think Straight About Race (Even with a Black President)"

<http://www.sutjhally.com/>

Advertising & the Perfect Storm - Sut Jhally

<https://www.youtube.com/watch?v=WNy9s5qR4i0>

That's a big question: How can we authentically measure the development of greater empathy for our fellow human beings?

EDMO Guidelines for Effective Media Literacy Initiatives

<https://edmo.eu/wp-content/uploads/2024/10/EDMO-Guidelines-for-Effective-Media-Literacy-Initiatives.pdf>

My work around many of these issues (esp around polarization and conspiracies online) has motivated me to start this "Heal Our Culture" project. Not a ton there yet, but I will continue building this out: <https://healourculture.org/>

Crazy enough, I had not read James Baldwin until my wife and I took a local course last year on "Confronting Whiteness" <https://confrontingwhiteness.com/about> - Baldwin's ideas and voice are so transcendent and important. Internationally, I think.

My unit on Family Oral History: <https://lessons.wesfryer.com/lessons/family-oral-history>

Healing from Hate Documentary

<https://films.mediaed.org/film/0B265D88-EEB1-446F-B8C5-4354645893EB>

Reading selection: "Learning to Read" excerpt from The Autobiography of Malcolm X

<https://accounts.smccd.edu/bellr/readerlearningtoread.htm>

Reminds me of Mark Twain's famous quote: "Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts." And short of travel, documentaries are a decent substitute.

Digital Subscriptions by Donna Chu

Dr Chu's university homepage: <https://www.com.cuhk.edu.hk/people/chu-donna-s-c-2/>

Research and publications by Dr Chu:

Shun Chi Donna Chu

<https://orcid.org/0000-0003-3214-6883>

PhD Thesis: Disciplining Media: Encounters between media and education

<https://hub.hku.hk/handle/10722/30679>

Mars Media Academy

Article by Dr Chu: Funding Media Literacy: HardEarned Lessons From a Social Enterprise

<https://microsites.bournemouth.ac.uk/merj/files/2022/07/11.1-Chu.pdf>

I spent several days in Hong Kong back in 2009, when I was there for the Learning 2.0 Conference. An amazing experience!

<https://www.flickr.com/photos/wfryer/albums/72157622381655358>

Made a documentary about how media shapes our perceptions of beauty, screened to many high school students

Gave workshops to senior citizens during COVID over Zoom

Such important work, connecting with senior citizens and sharing media literacy lessons!

Reminds me of the TIP Teachers Media Mentorship project:

<https://www.mediamentorship.com/about>

Doing media
literacy in
Hong Kong

characteristics

- Apolitical
- Unofficial
- Sporadic
- Creative and diverse

Historically in Hong Kong media literacy education was advanced by religious organizations fighting against sex and violence

- Media organizations have supported “campus reporters” for high school students
- Youth organizations, youth media use and media culture

Now showing clips which won awards in Chicago, made in 1999 and 2001:

“A TV televised confession”

Announcement: Workshop/Teach-in with DONNA CHU from Hong Kong – Relearning Media Literacy

https://kunst.uni-koeln.de/blog/international_fellow_donna-chu/

Includes hour long video: “Unlearning Media Literacy (July 2025)”

<https://vimeo.com/998169109>

Who should teach media literacy?

Wrote a papers and research on youth participation:

Studies about youth media use in Hong Kong

- In Search of Prosumption (2010)
- Civic intentionality in youth media participation: the case of Hong Kong (2020)
- Mundane Participation: Power Imbalances in Youth Media Use (2023)

Civic Intentionality in Youth Media Participation: The Case of Hong Kong by Chu, Donna
<https://eric.ed.gov/?id=EJ1275317>

Mundane Participation: Power Imbalances in Youth Media Use
August 2023

https://www.researchgate.net/publication/372920756_Mundane_Participation_Power_Imbalances_in_Youth_Media_Use

- Don't care about 'old' media and 'new' media: media convergence
- Heavy use of smartphone: unlimited access to various content
- Aspire for a more meaningful life: sense of guilt, unworthiness and anxiety
 - Install "detox" apps
 - Do other meaningful things
 - Stuck in 'phone boredom'



Recommended video via Iglia Ivanova during the session:
Alvin Toffler to address 'The Future of digital Media'
<https://www.youtube.com/watch?v=nWpnKGguxB8>

Mars Media Academy

- Founded in 2017, enabled by a Sustainable Knowledge Transfer Funding from the Chinese University of Hong Kong
- “paradigm shift”: shifting roles
 - Media expert - Service provider
 - Sharing knowledge – Selling products and services
 - “students”/participants – Clients/customers

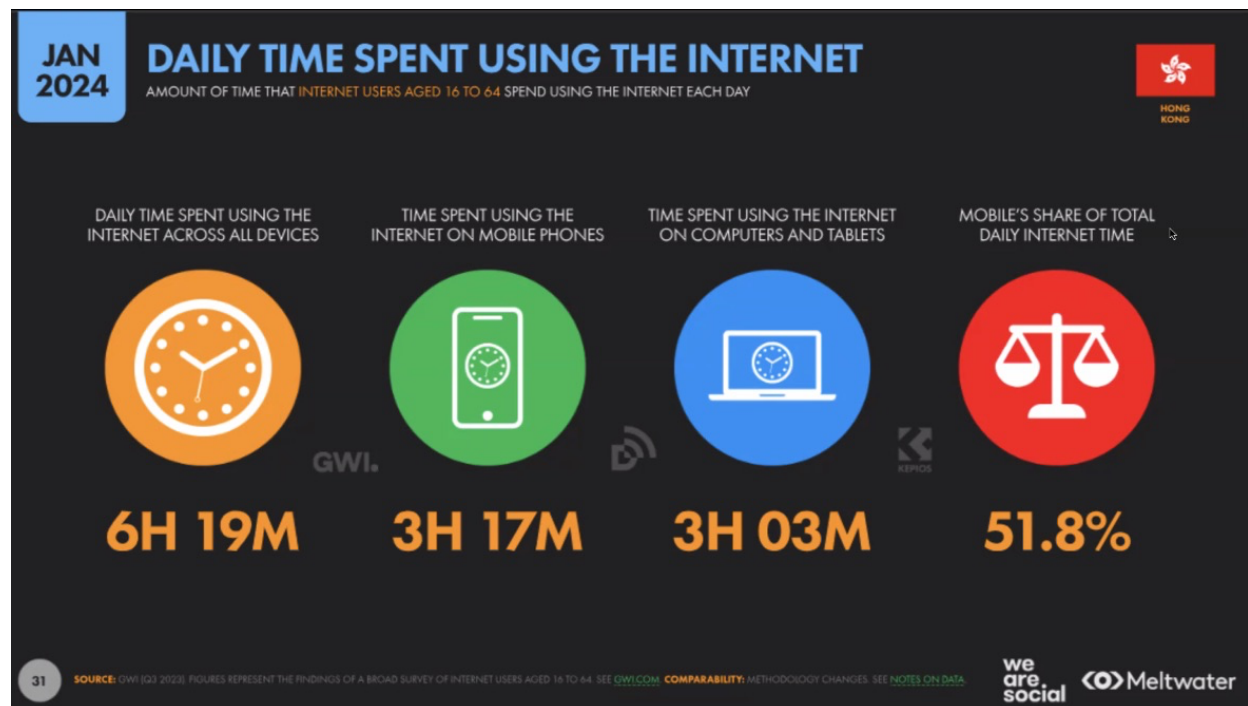
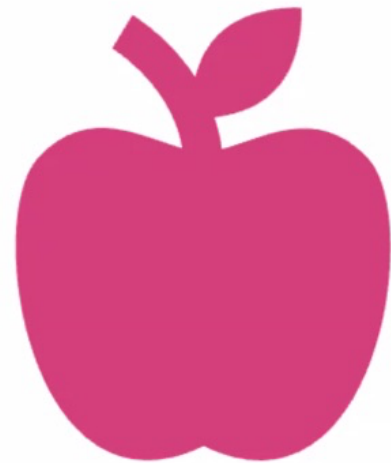


As a space education #SpaceEd advocate, past “iPad Media Camp” and “Make Media Camp” teacher in the past, I am really resonating with the idea of a “Mars Media Academy!” Reminds me of “The Overview Effect” using media! https://en.wikipedia.org/wiki/Overview_effect

This is all the background of the “Digital Nutritionists” product designed for primary students in Hong Kong

Digital Nutritionists

A 'PRODUCT' DESIGNED FOR PRIMARY STUDENTS



Digital Nutritionist Workshop

- Lasts for 1 to 1.5 hours
- Primary 4 to 6 students (9 to 11 years old)
- Bring their own pens

Rundown:

1. An introductory talk about “nutrition”
2. A study of three diaries
3. Activities
 - Commentary
 - Digital nutrition labels
 - Recalling one’s diary
 - Digital nutrition labels
 - Digital nutrition pyramid drawing



These ideas resonate with the importance of carefully selecting our “media diet”

Digital nutrition



Information and news



Entertainment (music, video, gaming)



Education



Sociality (social media and instant messaging)

Diaries of three good friends

Peter
Paul
Mary



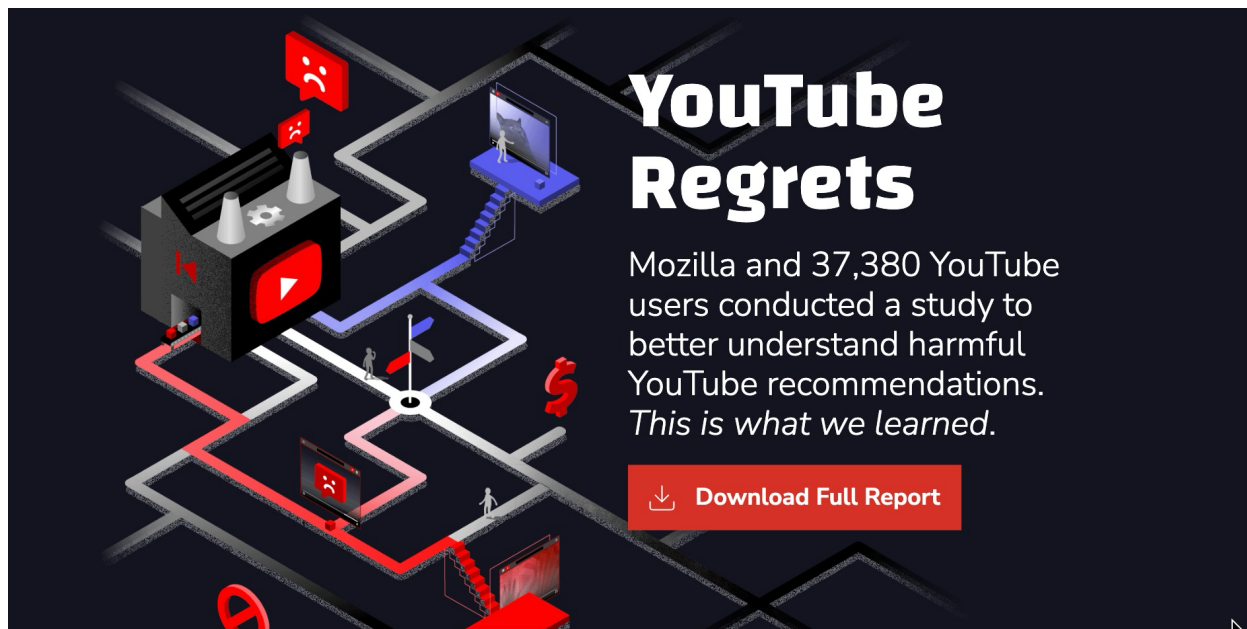
I love how this connects to analog reflective activities (like keeping a diary) and can help catalyze conversations about media / digital diets

Reference to the “Healthy Eating Pyramid”

<https://nutritionsource.hsph.harvard.edu/healthy-eating-pyramid/>

From Iglia Ivanova: Mozilla’s project “YouTube Regret”

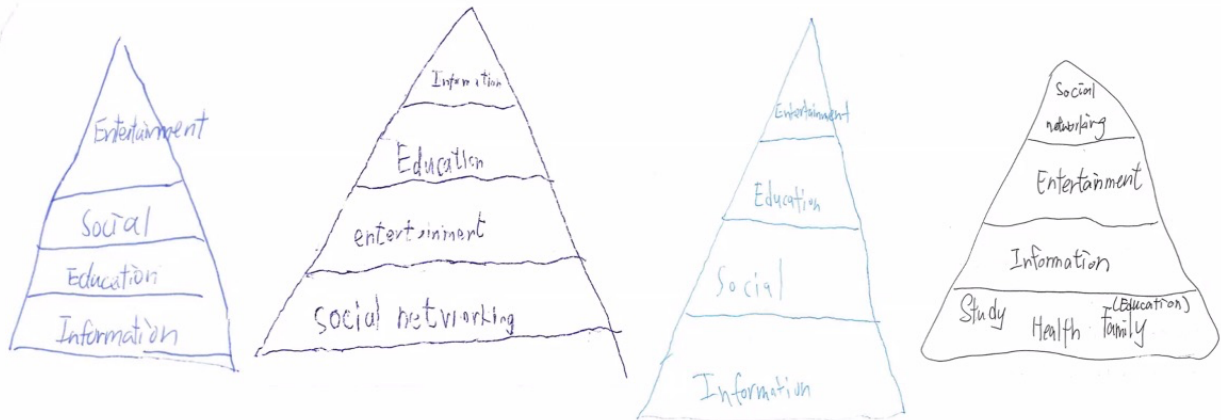
<https://foundation.mozilla.org/en/youtube/findings/>



Schedule for Mars Academy 2024

<https://drive.google.com/file/d/17qqyxu5wYbpm0UZFD6YvOgzNiVtZogzJ/view>

“Ideal” Digital Nutrition Pyramids



<https://drive.google.com/drive/folders/1yjNlchFz5jJR2zWadPOeRRQpUnBpsOI?usp=sharing>

New research under review for publication, about awareness and mindfulness, there is a conference presentation:

Self Media and Self Media Literacy



what "awareness"?



A most common word



Repeatedly mentioned
across literature about
media literacy

Awareness as a common denominator

Enhanced understanding and
knowledge:

Content, changing media
environments and health issues

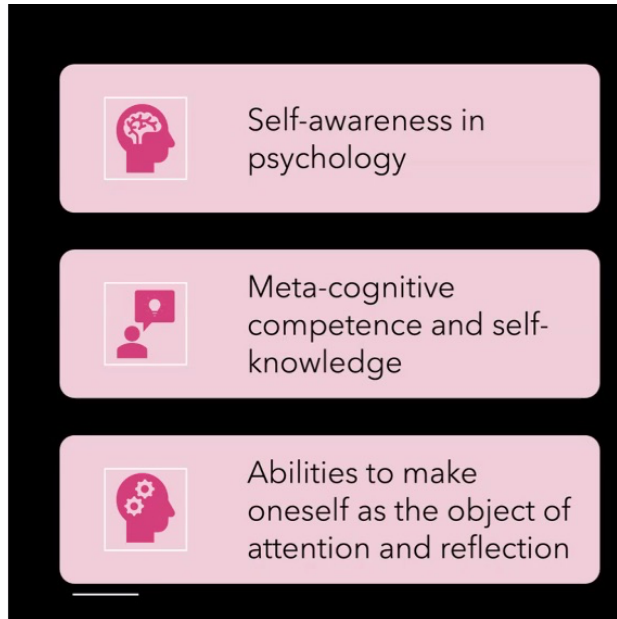
*sets of knowledge and skills,
competence in understanding
media messages and influences

Better values:

Disinformation, fake news, civic
participation, social justice issues

*Truth, democracy, justice,
equality, etc

Awareness beyond media literacy



I love the simplicity of addressing these VERY complex and intertwined issues via “media nutrition”

US Surgeon General: Social Media and Youth Mental Health

<https://www.hhs.gov/surgeongeneral/priorities/youth-mental-health/social-media/index.html>

“Key is maintaining an open and reflective mind”

Via Cathy Michael: guide for faculty who taught a seminar on “Digital Mindfulness”

<https://libguides.ithaca.edu/digitalmindfulness>

Notes from Sessions: 10 Jan 2025

I will be creating some blog posts from sessions I attended on Jan 10th and linking them here....

On Jan 10th I started a Wakelet of links and resources from the conference:

<https://wakelet.com/wake/APYOrkiweg5J3hhkbAfXH>