

PRINT: ISSN 0975-1122 ONLINE: ISSN 2456-6322

International Journal of
EDUCATIONAL SCIENCES

Full text open access online (Since 2009)



Kamla-Raj IJES 2023

PRINT: ISSN 0975-1122 ONLINE: ISSN 2456-6322

Int J Edu Sci, 40(1-3): 17-23 (2023)

DOI: 10.31901/24566322.2023/40.1-3.1264

Media Literacy: Relevance for Adolescents

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KEYWORDS Adolescents. Education. Intervention. Life Skill. Social Media

ABSTRACT The present study is an exploratory intervention-based case study. The objective of the study was to evaluate the effectiveness of a media literacy training program on knowledge and behavioural intentions of participants. 38 female participants were chosen on the basis of convenience sampling. Over a period of four months they were involved in an active learning program around issues in media psychology, and mental health implications of media use. Pre and post-intervention changes were assessed using the transtheoretical model of change and a mixed-method data analysis approach. Results showed that the intervention was successful in increasing awareness about the constructed nature of the media world and modifying behaviour and behavioural intentions with respect to media usage in 76 percent of the participants. The limitations of the study and its implications for policy level life skill intervention for adolescents have been discussed.