Media Literacy &
Reading: paper or screen?

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Paper or screen?

Which is better and for whom?
Subjective experience
Emotional experience
Measured outcomes
Cerebral Activity
(Cognitive skills, like Memory, Attention, Interaction)
Screens

- Time
- Visual literacy
- Multimedia
- Scanning
- Selection
Screens

Non-linear reading

Fast – skimming
Fragmented
Multi-tasking
Variable information
Multi-media sources
Paper

Linear reading

Time
Sequence
Landscape
Map
Texture
Why do we read?

• Information
• Learning
• Entertainment

Understanding
Recall
Memory
Critical analysis
Reading neurons

Pattern recognition
Response
Semantic content

- Practice: "automated" tasks
- Experienced readers
- Efficient perceptual, linguistic and cognitive skills
Skills and technology

The brain adapts to the technology of every culture, its methods, manners and tools - namely, the uses and characteristics of available technology.

With regular preference to certain mediums the brain tends to create "habits", adjusting our reading strategies and -perhaps!- our skills.
Bi-literal brain

A modern efficient brain is able to alternate the modalities of non-linear, scattered and fragmentary reading on screen with the "deep", slow, linear reading.
Which is best?

• But how do people understand texts better: when reading on paper or on a digital device?
• How does screen reading differ from paper reading?
• How does technology influence the way we read?
Media and information literacy

In the digital world it is not enough to know how to use a digital device or software. We need complex cognitive, modal, and functional skills.
Media, Information and News Literacy

- Ability to **choose** from the thousands of verbal and visual symbols we receive every day (through TV, radio, computers, newspapers, advertising), **interpret** the messages and create **personal meaning**.
- Ability to **use** all forms of media, critically read and create "messages"
- MIL is not a finite body of knowledge, but a skill, **a process, a way of thinking** that is constantly evolving.
- "Media literacy" is not to memorize but to **ask the right questions**.

Paradigm shift: from content to skills
Skills of "literate" people today

• Photo-optical
• Technical
• Cognitive
• Information
• Production
• Reconstruction
• Socio-emotional
• Communication, networking and collaboration
• Real-time process large volume of stimuli simultaneously
More skills? Or new skills?

Technical and/or practical skills?
(learning modes and multiple types of intelligence)

OR

A different kind of knowledge?
(modern book culture /postmodern digital culture)
Research: conflicting outcomes

- Learning & “deep understanding” (adults and children)
- Association of reading modes to developmental components
- Correlation of non-linear reading and brain function, or information processing, thus, cognitive development
Bi-literal readers

**Brain plasticity**

We can “copy” the process of deep reading into a new environment.

Children are digital natives, so they have to find ways to achieve deep reading and learning from digital media.
Reading as we know it?

Why are we trying to compare reading on digital displays with the experience of reading on paper technology?

Maybe reading from screen is a totally novel way to learn!
IT’S OVER, BOOK...
YOU’RE AN INFERIOR TECHNOLOGY.

YOUR BIG, CLUNKY FORMAT IS IRRELEVANT.

JUST A NIP OF THIS FLAME AND YOU’D BE GONE FOREVER!

tap

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