

# What questions should you ask to understand media messages about elections?

## Who made this and why was it made?



Knowing who created the media we consume is important when assessing the reliability and purpose behind messages. All messages have an agenda: some inform, some share opinions, and others entertain. Reflecting on intent helps us evaluate accuracy and determine our response.

## What is left out that you should know?



Elections are complicated. It is very difficult to find out all the important details in one article, news segment, or online post. No media content is ever complete. Asking ourselves, “What is missing?” is a great way to build our media literacy skills.

## What does this want you to think and feel?



Media messages are created to persuade us to react in a certain way. It is important to assess what reaction the source is trying to elicit. The stronger the emotion (good or bad), the more you’ll want to pause before reacting.

## How might different people understand this message differently?



We all come to media messages with our own knowledge, beliefs, and biases. Recognize that people will respond in different ways to election-related messaging based on their individual perspectives and life experience.