Not so long ago, when we wanted to find the definition of a word, we went to a printed dictionary and looked up the word. Regardless of where we were in the world, if we used the same edition of the same dictionary, the word would be defined in the same way, on the same page, in the same typeface.

What happens when we do a search today, using the same key words? Ask students to find out and see for themselves.

AHA! I can enter the exact same key words to search Google or Bing (or any other browser), but my results may be very different from others.

Grade Level: 7-9

Key Question #3: How might others experience this message differently?
Core Concept #3: Different people experience the same message differently.
Key Question #5: Why is this message being sent?
Core Concept #5: Most media messages are organized to gain profit and/or power.

Materials: Use Smart Phones or Computers with a browser

Activity: Ask students to pair with a partner. Each pair should have a different device to do a search using the following terms (and write down examples of responses from each device as the searches are completed):

- Pizza near me
- Medical clinic
- Tips for Healthy Living
- What is Obamacare?
- What is the Affordable Care Act?
What are some examples of your findings? Did you get the same findings from each device? What were some differences? Was there some overlap? Were the findings presented in different orders? What do you think may account for some differences? Why – or why not? -- do you think these differences may be important?

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