

Media Analysis Checklist

Who created this?

- Who is telling or sharing this story?
- What organisation or person made it?
- Are they known for being trustworthy?

What's the purpose?

- Why was this content created?
- Who is it trying to reach?
- What does it want me to think or do?

Check the content

- What is the main message?
- What facts are presented?
- Are there missing pieces to the story?

Look for clues

- What catches my attention first?
- How are pictures, sounds, or words used?
- What techniques make the message powerful?

Fact or fiction?

- Is there evidence to support claims?
- Can I verify this information elsewhere?
- Is it a fact or someone's opinion?



Media Analysis Checklist

Who made it?

- Can you find the creator's name?
- Is it from a website you trust?

What's it for?

- Is it trying to teach you?
- Is it trying to sell you something?
- Is it trying to change what you think?

Look closely

- What is the main idea?
- What pictures do you see?
- Does it make you feel happy, sad or worried?

Check it out

- How do you know if this information is true?
- Can you find the same information somewhere else?
- Can you find an expert in this area?

Fact or fiction?

- What do you think about this?
- What questions do you still have?
- What would you tell a friend?

