

BENEFITS OF MEDIA AND INFORMATION LITERACY AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCE STRAND

ABSTRACT

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The study of Media and Information Literacy (MIL) plays a crucial role in empowering individuals to take control of their interactions with information and media. It provides learners with the skills to critically evaluate, create, and responsibly engage with various forms of content. MIL fosters informed decision-making by helping individuals analyze the reliability, accuracy, and intent behind the information they consume daily. This research aims to assess the perceived benefits of MIL among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, emphasizing its role in promoting critical thinking, digital responsibility, and active citizenship in a media-saturated environment. To obtain comprehensive data, the researchers conducted a survey involving 200 Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines. This study adopted a descriptive-quantitative research design to explore students' perspectives on media and information literacy. A cluster sampling technique was employed to ensure fair representation across the target population. The collected data were analyzed using appropriate statistical tools, including frequency and percentage distribution, ranking, weighted mean, and a 4-point Likert scale, to interpret patterns, assess the level of understanding, and evaluate the perceived benefits of media and information literacy among the participants. To collect the necessary data, the researchers administered structured survey questionnaires to the respondents. The results show a strong consensus among students regarding the positive impact of media and information literacy, particularly in improving communication skills and supporting personal growth. In response to these findings, the proposed action plan highlights the importance of integrating media and information literacy into the curriculum to strengthen critical thinking, enhance fact-checking abilities, and promote holistic personal development among learners. The discussion highlights that respondents' media and information literacy was evaluated in relation to their communication skills and personal growth. The results show that the most pressing concern among students is the widespread issue of fake news and misinformation. To address this, the recommended course of action focuses on enhancing digital literacy, strengthening critical thinking, and improving the ability to assess the credibility of information sources. Ultimately, the study emphasizes the critical role of media and information literacy in empowering students to become responsible, discerning, and informed consumers of media content.

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