What do you meme?
Pop Culture in the Information Literacy Classroom

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Lana Wood, Health Sciences and Scholarly Communication Librarian, CSU East Bay
1. Cal State East Bay student demographics and LIBY 1210 (required IL class)
2. No News is Good News? Using satirical news video clips in the information literacy classroom
3. Memes and Gaming: Connecting students lived experiences with their research process
4. Q & A
No News is Good News?
Using Satirical News Video Clips in the Information Literacy Classroom
Stephanie Alexander & Lana Wood
Guiding Question:
Do satirical news videos enhance undergraduate student’s learning experiences in the IL classroom?
Lit Review: Humor in Info Lit Instruction

Use Humor!

In order to...
- reduce library anxiety (Liebmann, 1980)
- challenge library stereotypes (Arnsan, 2000)
- improve receptivity to instruction (Vossler & Watts, 2013)

Be Careful with Humor!

Make sure humor is...
- “appropriate” (Arnsan, 2000)
- “accessible” (Tewell, 2014)

Otherwise, students may...
- not enjoy it (Petry, 1998)
- feel hostile towards or loss of respect for instructor (Vossler & Watts, 2013)
Lit Review: Humor in College Classrooms

“The use of humor can be complicated because it might be highly personal, subjective, and contextual and we cannot always predict the way it will be received.” (Garner, 2006)

“To competently use humor as a teaching strategy, the humor must help achieve the teaching goal (effectiveness) and do so without offending students (appropriateness).” (Wanzer et. al., 2006)
Lit Review: Use of Satirical News Sources

**Info Lit:** Steiner and Madden (2010) and Tewell (2014) discuss using clips from the Colbert Report in their information literacy instruction.

**Political Science:** Baumgartner and Morris (2008) studied using Jon Stewart’s America: The Book in their political science class.

Beavers (2011) showed clips from The Daily Show and The Colbert Report.

Glazier (2014) showed clips of The Colbert Report along with pieces from The Onion and FunnyorDie.com.
“There was no significant difference between the groups thinking Colbert was funny, but conservatives were more likely to report that Colbert only pretends to be joking... while liberals were more likely to report that Colbert used satire and was not serious when offering political statements.” (LaMarre, Landreville, & Beam, 2009)

“It appears that although most posters who are familiar with the show and the broader context of the presentation... demonstrate an understanding of the show as a parody of conservative commentary, many posting viewers do actually perceive the show as genuine conservative commentary.” (Mohammed, 2014)
Study Design

Mixed-Methods Concurrent Nested Design

Research Instruments

1. News Interaction Survey
2. Individual Video Surveys
3. End of Quarter Survey
4. Focus Groups
# Study Design

<table>
<thead>
<tr>
<th>Course section</th>
<th># of participants</th>
<th># of students enrolled</th>
<th>% participation</th>
</tr>
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<tbody>
<tr>
<td>Fall 2016 (1 section)</td>
<td>15</td>
<td>26</td>
<td>57.7%</td>
</tr>
<tr>
<td>Winter 2017 (2 sections)</td>
<td>29</td>
<td>58</td>
<td>50.0%</td>
</tr>
<tr>
<td>Spring 2017 (1 section)</td>
<td>20</td>
<td>30</td>
<td>66.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>64</strong></td>
<td><strong>114</strong></td>
<td><strong>56.1%</strong></td>
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Satirical News Video Clips & Information Literacy Concepts
Video 1: The Daily Show with Trevor Noah: The Art of the Steal (Aired July 19, 2016 on Comedy Central)
Video 2: The Daily Show with Jon Stewart: Weathering Fights - Science, What’s it up to? (Aired October 26, 2011 on Comedy Central)
Video 3: Last Week Tonight: Dr. Oz and Nutritional Supplements (Aired June 22, 2014 on HBO)
Video 4: Last Week Tonight: Government Surveillance (Aired April 5, 2015 on HBO)
Video 5: Last Week Tonight: Journalism (Aired August 7, 2016 on HBO)
Study Findings
Credibility and Trustworthiness

News Interaction Survey Findings

55.1% responded they trust national news organizations somewhat or a lot; 58.3% responded they trust local news organizations somewhat or a lot

48.4% responded that they don't give much thought to the sources they get their news from (as opposed to 51.6% who reported they give a good deal of thought)

Focus Group Findings

- Distrust of the media
- Likability affecting perception of truthfulness
- “Just know” it’s true
Impact of Political Orientation and Bias

**News Interaction Survey Findings**

In presenting the news dealing with political and social issues, 87.1% responded that they think the news tends to favor one side (versus fair dealing with both sides).

**Focus Group Findings**

- Liberal bias
- Liberal humor makes ideas easier to understand (if it matches your political orientation)
Social Media as a News Source

News Interaction Survey Findings

52.9% reported often or sometimes getting news from a social networking site (e.g. Facebook or Twitter)

But, 33.4% reported trusting news from social media somewhat or a lot

Focus Group Findings

- Social media as an important news platform
- Previous exposure to satirical news videos via social media
SCIENCE
WHAT'S IT UP TO?
**Science - What’s It Up To?**

<table>
<thead>
<tr>
<th></th>
<th>Got It*</th>
<th>Lean Towards Got It*</th>
<th>Didn’t Get It</th>
<th>Lean Towards Didn’t Get It</th>
<th>Unclear</th>
<th>Disagreement</th>
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<tr>
<td><strong>25.5%</strong></td>
<td><strong>5.9%</strong></td>
<td></td>
<td><strong>47.1%</strong></td>
<td><strong>9.8%</strong></td>
<td><strong>9.8%</strong></td>
<td><strong>2.0%</strong></td>
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*Less than 1/3 of students could see through the sarcasm to understand the point of the video!*
Student Relevance of Pop Culture
## End of Quarter Survey

<table>
<thead>
<tr>
<th>Question</th>
<th>% Strongly Agree / Agree</th>
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<tbody>
<tr>
<td>The satirical news video clips helped me understand course content.</td>
<td>93.1%</td>
</tr>
<tr>
<td>The use of satirical news video clips made the class more enjoyable.</td>
<td>94.8%</td>
</tr>
<tr>
<td>I would recommend using satirical news video clips in future classes.</td>
<td>94.8%</td>
</tr>
<tr>
<td>The use of satirical news video clips helped me to be a more critical consumer of the media.</td>
<td>88%</td>
</tr>
<tr>
<td>I plan to watch satirical news programs in the future.</td>
<td>62.1%</td>
</tr>
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Instructional Takeaways

Use of satirical news videos **improves** the instructional experience in the information literacy classroom...

...but, videos need to be **discussed** and **contextualized** to clarify confusion that comes with using satirical humor, and are best when they are **relevant** to the students’ interests and experiences.
Article In Progress:
We are finalizing our article for submission; will include discussion of additional themes
Memes and Gaming: Connecting students lived experiences with their research process

Andrew Carlos
Guiding Question: Can the use of games and other elements of popular culture improve a student's learning experience in the IL classroom?
Literature Review

- Popular Culture in other Disciplines
  - Geology, Writing
- Popular Culture in Information Literacy instruction
  - Zombies and TV
Games in Instruction
Games in the Classroom

- Connecting IL standards to game mechanics/outcomes
- Increasing student engagement
Topic Development

- No topical focus for class
- Importance of Background Knowledge/Research
Polemic

polemic

oh, you like that?
Feedback and Sample Conversations

- Interesting conversations came up
- Developed a sense of community quickly
- Students came up with original topics
Memes

such no think

much need write

very pages

amaze

so graduate

wow
Memes in Libraries

- Memes for marketing or signage
- Meme Librarian
- Scholarly work around memes and libraries?
Scholarship as Conversation

Communities of scholars, researchers, or professionals engage in sustained discourse with new insights and discoveries occurring over time as a result of varied perspectives and interpretations.
Meme Assignment
Meme Assignment

I go to gym everyday and the number on the scale won't go down.
Student Feedback

- Like activity - something they are familiar with
- Pretty good at interpreting others memes
- Not all memes are created equal
Incorporating memes into a one-shot

- Takes 10-15 minutes to complete
- Exit Ticket/Check for Understanding
- Develop 2-3 templates
Next Steps
Questions?
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Citations:
https://library.csueastbay.edu/carl2018