Media Literacy & Academic Integrity for Higher Education Students

Navigating the digital age while upholding the standards of scholarship.

Why Media Literacy Matters in Higher Education

Media literacy is a critical skill for success in HEI, enabling students to navigate complex information landscapes and contribute responsibly to digital discourse.

Critical Evaluation

Enables critical evaluation of sources: spotting bias, misinformation, and fake news.

Effective Research

Empowers effective research by distinguishing credible academic materials from unreliable content.

Ethical Participation

Supports informed citizenship and ethical digital participation beyond the academic environment.

Academic Integrity: The Foundation of Trust & Scholarship

Academic integrity underpins the value of a degree and ensures fairness across the university community.

Core Principles

- Honesty, trust, fairness, and respect.
- Responsibility and academic courage.

Rising Challenges

- Combating traditional plagiarism and cheating.
- Ethical use and misuse of generative AI tools (e.g., ChatGPT).

Bridging the Skills Gap

Many students lack foundational skills in proper citation, paraphrasing techniques, and ethical use of information upon entry to university.

Institutions must proactively update honor codes and provide clear guidance on AI and digital ethics to maintain scholarly standards.

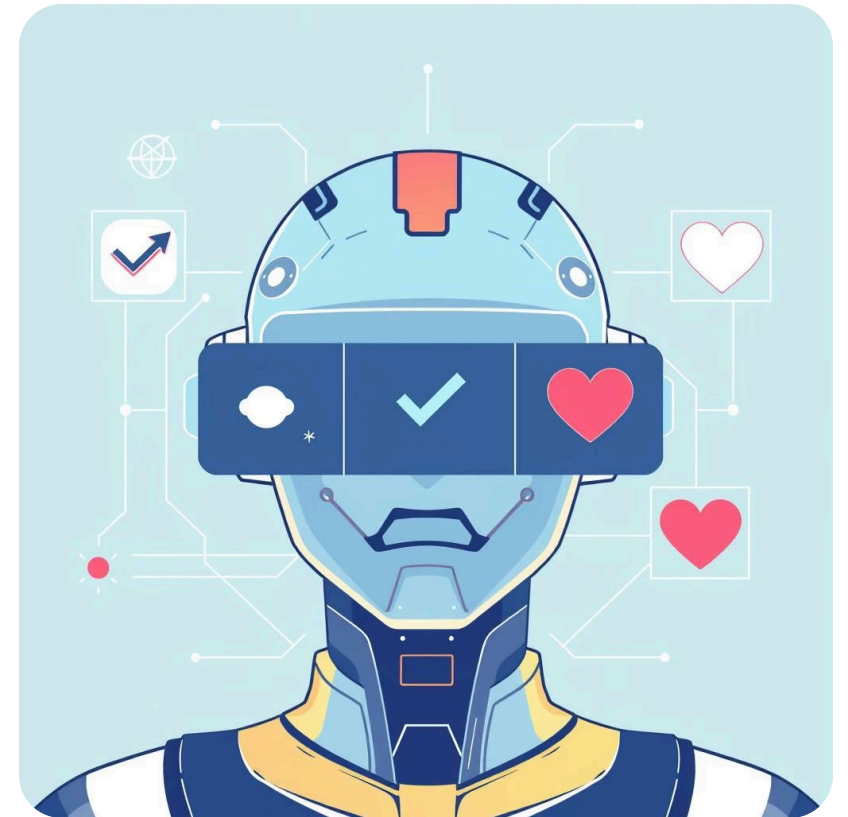# Navigating New Challenges: AI & Digital Information Overload

→ **Generative AI Dualism**

AI offers powerful research tools but presents significant concerns regarding academic dishonesty and authenticity.

→ **Need for AI Literacy**

Students must understand AI's mechanics, potential biases, and the ethical parameters for its use in academic work.

→ **Battling Misinformation**

Digital overload and algorithmic filter bubbles increase the risk of confirmation bias and exposure to false information.

Universities are encouraged to integrate media and AI literacy seamlessly into curricula to foster responsible technology use among students.

Practical Steps for Students: Building Integrity & Literacy

Develop Critical Thinking

Question sources rigorously, cross-check facts, and actively seek out diverse and opposing perspectives.

Master Referencing

Learn and apply citation and referencing styles accurately to avoid plagiarism and respect intellectual property.

Engage Institutional Resources

Attend academic workshops, utilise plagiarism detection tools, and seek support from university learning centres.

Embrace Ethical AI Use

View AI as a supplementary learning aid for drafting and summarising, not a shortcut for fundamental thought or writing.