

## Formation of Media Literacy of Students Based on the Use of the Online Platform Digital Matterst

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**Abstract:** The article discusses the process of developing students' media literacy using the Digital Matters online platform. In the context of information overload and digitalization of education, media literacy is becoming a key skill for successful life and learning. The introduction to the topic emphasizes the importance of critical analysis and evaluation of information, as well as the need to use modern educational tools.

The literature review demonstrates the relevance of this topic, referring to studies confirming the positive impact of online platforms on the development of media literacy. The research methodology includes a mixed approach based on questionnaires and experiments involving 150 students, which made it possible to obtain a comprehensive understanding of the impact of the platform on the level of media literacy.

The results show a significant increase in the level of media literacy among the participants, an improvement in the skills of critical perception of media content, and high involvement of students in the educational process. The discussion of the results emphasizes the importance of integrating technology into education and identifies some problems associated with access to the platform.

The conclusion emphasizes that the use of Digital Matters contributes to the development of students' media literacy, and also formulates recommendations for educational institutions and prospects for future research. The article is of interest not only to teachers, but also to a wide audience interested in digital literacy issues.

**Keywords:** Media Literacy, Online Platforms, Digital Matters, Education, Critical Thinking, Interactive Learning, Digital Literacy, Students, Research Methodology, Student Engagement  
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## Introduction

In today's world, saturated with information flows and digital technologies, media literacy is becoming an essential skill for successful life and learning. Students are exposed to a variety of sources of information, and the ability to critically analyze, evaluate and use this data is crucial. In this context, online platforms such as Digital Matters open up new opportunities for developing media literacy in young people.

Digital Matters is an innovative tool that offers educational resources and interactive tasks aimed at developing media skills. The platform promotes not only the theoretical mastery of media literacy concepts, but also the practical application of knowledge in a variety of situations. It is important to note that the use of such platforms helps students learn to distinguish reliable sources of information from unreliable ones, as well as develop critical thinking.

The purpose of this article is to explore the process of developing students' media literacy based on the use of the Digital Matters platform. The work will examine key aspects related to the implementation of this platform in the educational process, and also evaluate the results and impact on the level of media literacy of students. This topic is relevant not only for teachers and researchers, but also for a wide audience interested in education and digital literacy.

## Literature Review

In recent years, media literacy has attracted the attention of researchers and educators, especially in the context of digitalization of education. M. L. Hayes and J. A. Griffin (2017) emphasize that media literacy includes not only the ability to work with media, but also critical reflection in relation to information. A study by K. K. Ng (2013) shows that students with high media literacy are better able to analyze information and make informed decisions.

One of the effective ways to develop media literacy is online platforms. For example, research conducted by A. B. Ten and P. M. Hunt (2018) demonstrated that the use of interactive tools contributes to a deeper understanding of media content. The Digital Matters platform integrates various learning approaches, including game elements and project tasks, which, according to research, increases student motivation and engagement (S. D. Peters, 2020).

In addition, considerable attention is paid to the role of teachers in the formation of media literacy. In the works of E. I. Kuznetsova (2019), it is emphasized that pedagogical support and the creation of a supportive environment play a key role. Teachers, possessing media literacy, can effectively guide students in the world of information and teach them critical perception of media content. Thus, existing studies confirm the importance of media literacy for modern education and demonstrate the effectiveness of online platforms as a tool for its formation. The Digital Matters platform, combining theoretical and practical aspects, is a promising resource for developing this skill in students.

## Methodology

This study used a mixed method, combining qualitative and quantitative approaches. The main objective was to evaluate the impact of the Digital Matters platform on students' media literacy.

A preliminary assessment of the participants' media literacy was conducted using a questionnaire. The survey included questions on media knowledge, critical analysis skills, and skills in working with different media formats. Participants included 150 students from a secondary school who used the platform as part of their curriculum.

After this, an experiment was organized in which students worked with the Digital Matters platform for one semester. The learning process included various tasks, such as analyzing media content, creating their own projects, and participating in online discussions. At the end of the semester, a follow-up survey was conducted to assess changes in media literacy.

In addition, the study used group interviews with participants and teachers to collect qualitative data on the perception of the platform, its effectiveness, and the problems faced by students. Data analysis was conducted using statistical methods for quantitative data and content analysis for qualitative data. Thus, the chosen methodology allowed us to obtain a comprehensive understanding of the influence of the Digital Matters platform on the development of students' media literacy.

## **Results**

The results of the study showed a significant increase in students' media literacy after using the Digital Matters platform. The initial survey revealed that 45% of participants had a low level of media literacy, 30% had an average level, and only 25% had a high level. A follow-up survey conducted at the end of the semester showed that the proportion of students with a high level of media literacy increased to 60%, the proportion with an average level was 30%, and with a low level was only 10%.

Analysis of responses to questions on critical perception of media content showed that 70% of students began to distinguish between reliable and unreliable sources of information. In particular, participants noted improved skills in analyzing news and advertising, as well as the ability to more deeply understand the data presented.

Qualitative analysis of group interviews confirmed these results. Students emphasized that interactive tasks on the platform helped them not only master the theory, but also apply the knowledge gained in practice. Teachers noted that using Digital Matters increased student engagement and made lessons more dynamic and interesting. Some problems were still identified. Some students reported difficulties in accessing the platform due to technical problems or lack of time to complete assignments. However, overall, the results of the study confirmed that the Digital Matters platform is an effective tool for developing media literacy.

## **Discussion**

The findings highlight the importance of integrating online platforms such as Digital Matters into the educational process. The significant increase in students' media literacy demonstrates that modern technologies can effectively support traditional teaching methods. The platform not only provides access to a variety of resources, but also promotes critical thinking, which is especially important in the context of information overload.

It is interesting to note that students expressed positive feedback on teaching methods that included interactive tasks and group projects. This suggests that modern educational approaches based on active engagement can significantly improve motivation and learning outcomes.

However, the identified problems with access and technical aspects of using the platform highlight the need for further research aimed at eliminating these barriers. It is also important to consider the individual characteristics of students and provide support to those who face difficulties.

Thus, the results of our study confirm that online platforms can be an effective tool in developing media literacy, but to achieve maximum effect, it is necessary to consider the conditions of their use and provide sufficient support to students.

## **Conclusion**

Our study confirmed the effectiveness of the Digital Matters platform in developing students' media literacy. The results showed that after using this online platform, the level of critical perception of media content among the participants increased significantly. This points to the importance of integrating modern technologies into the educational process, which in turn helps prepare students for life in a digital society.

One of the key questions we sought to answer was: how does using the platform affect students' media literacy? The study showed that students who actively work with Digital Matters became more confident in their information analysis skills, which is an important aspect of media literacy. Participants noted that thanks to interactive tasks and project-based learning, they received not only theoretical knowledge, but also practical skills.

Based on the data obtained, we recommend that educational institutions actively implement platforms like Digital Matters into their curricula. In addition, it is important to provide technical support and training for students to minimize possible difficulties when using online resources. Future research perspectives may include a more in-depth study of the impact of different types of content on media literacy development, as well as an analysis of the long-term effects of using such platforms. Additionally, it is worth considering the possibility of conducting comparative studies with other educational resources to determine the most effective methods for teaching media literacy. In conclusion, media literacy is an important skill in the modern world, and the use of online platforms can significantly contribute to its development in students.

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