

# Assessing BASC Student-Leaders & Campus-Advisers' Social Media Evaluation Skills through Media Literacy

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## Abstract

This study aimed to assess the awareness level of BASC student-leaders and campus-advisers to the concept of media literacy to the three most accessible sites common to the students and faculty members - Facebook, Google and Youtube. Their confidence/trust level with their social media evaluating skills was also described. Quantitative research design and purposive sampling were utilized in this study.

Student-leaders were moderately aware with the concept of media literacy and they need more knowledge on handling fake news. Their trust level somehow needs to be improved to avoid trusting on pop-ups telling “Click here” which are really what were called as Click baits which are malicious contents by nature. Therefore, further information about click baits should be disseminated.

Campus-advisers were extremely literate on media literacy, although they still need to continuously improve their social media evaluating skills in identifying fabricated contents.

Both student-leaders and campus-advisers were strongly expose to Facebook and more often used it for entertainment and socialization purposes. Google was both used for educational purposes, while Youtube served as an entertainment medium for both student-leaders and campus advisers.

It can be concluded that the exposure to the three sites has a significant relationship on some awareness statements. The researchers have observed that as some of the exposure increases, the awareness statements that were very familiar to the respondents also increases.

**Keywords:** preferences; confidence/trust level; exposure; internet sites; leadership