

MEDIA MATTERS

MODULE 6:

MEET THE TEAM

IN PARTNERSHIP WITH



Coimisiún
na Meán

ACTIVITY #1

THE MEDIA MATTERS MEGA QUIZ

How much can you remember from last year's modules? Read each question, tick the answer you think fits best, then check the answers at the end. Take your time going through the answers ... but only after you've completed the quiz.

Name: _____ Class: _____

Round 1: What Is Media?

1. What does the word 'media' actually mean?

- ☐ A. A type of television channel
- ☐ B. The different ways we send and receive information
- ☐ C. Only things you find on the internet
- ☐ D. A company that makes films

2. How is traditional media (TV, radio, newspapers) different from online media?

- ☐ A. Traditional media is always boring
- ☐ B. Anyone can publish online, while traditional media usually follows strict rules on accuracy and fairness
- ☐ C. Online media is always true
- ☐ D. Traditional media can't be watched on a screen

3. Coimisiún na Meán is sometimes referred to as a media 'watchdog'. What is its job?

- ☐ A. To make all the TV programmes in Ireland
- ☐ B. To sell adverts to companies
- ☐ C. To help keep media in Ireland fair, trustworthy and safer to use
- ☐ D. To decide what you're allowed to watch

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Round 2: Who Owns the Media?

4. RTÉ and TG4 are 'public service' broadcasters. What does that mean?

- ☐ A. They belong to the public and are funded partly by the TV licence fee
- ☐ B. They are owned by a company in another country
- ☐ C. They are never allowed to show anything popular
- ☐ D. They only broadcast in the summer

5. Why does it matter who owns the media?

- ☐ A. It doesn't matter at all
- ☐ B. Owners choose which stories to tell and which to leave out, so fewer owners can mean fewer voices
- ☐ C. Because owners write every single word themselves
- ☐ D. Because you have to pay them to watch anything

6. Which of these best describes 'independent media'?

- ☐ A. A giant company that owns TV, radio and newspapers all at once
- ☐ B. Something small, like a podcast by one person or a community radio station
- ☐ C. Media that never contains any opinions
- ☐ D. A channel owned by the government

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Round 3: Fact or Fake?

7. Which of these is a FACT?

- ☐ A. Blue is the nicest colour
- ☐ B. Water boils at 100 degrees
- ☐ C. Summer is better than winter
- ☐ D. That song is brilliant

8. What is the difference between misinformation and disinformation?

- ☐ A. There is no difference
- ☐ B. Misinformation is shared not knowing it is false; disinformation is spread on purpose to mislead
- ☐ C. Misinformation is always about sport
- ☐ D. Disinformation is a type of newspaper

9. False stories often spread faster than true ones. Why?

- ☐ A. They are usually longer
- ☐ B. They are often designed to shock or excite you, so people share before checking
- ☐ C. They are always about famous people
- ☐ D. True stories aren't allowed online

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Round 4: Stop • Think • Check

10. In STOP • THINK • CHECK, what does the 'STOP' step ask you to do?

- ☐ A. Turn off your device completely
- ☐ B. Pause before you react or share, and notice how you're feeling
- ☐ C. Stop using the internet for a week
- ☐ D. Report everything you see

11. You get a message: 'URGENT! Your account will close today – click now!'
What's the smart first move?

- ☐ A. Click straight away so you don't lose the account
- ☐ B. Pause – pressure to 'act now' is a common warning sign of a scam
- ☐ C. Forward it to all your friends
- ☐ D. Reply with your password

12. What's a good way to CHECK whether a surprising story is true?

- ☐ A. Believe it if it has a dramatic headline
- ☐ B. See whether other trusted sources are reporting it too
- ☐ C. Share it and see if anyone complains
- ☐ D. Trust it if it uses lots of capital letters

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Round 5: Advertising and Persuasion

13. What is 'persuasion'?

- ☐ A. When media is created to influence what you think, feel or do
- ☐ B. A type of camera
- ☐ C. A rule made by the government
- ☐ D. When a programme is really long

14. An influencer calls a new game 'amazing', and there's a '#ad' label on the video. What does that tell you?

- ☐ A. The influencer definitely hates the game
- ☐ B. They've been paid or given something to promote it, so it's also advertising
- ☐ C. The game is free for everyone
- ☐ D. The label means nothing

15. What's the difference between a 'want' and a 'need'?

- ☐ A. There's no real difference
- ☐ B. A need is something you genuinely require; a want is something appealing you could do without
- ☐ C. A want is always more important than a need
- ☐ D. Needs are only things you see in adverts

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Round 6: Meet the Team

**16. Module 6 introduces four people who work at Coimisiún na Meán.
What do they all have in common?**

- ☐ A. They all present the news on TV
- ☐ B. They all work to help make media in Ireland fairer, safer and more trustworthy
- ☐ C. They all make video games
- ☐ D. They all work in different countries

**17. One team member works on a fund called Sound & Vision.
What does it do?**

- ☐ A. It fixes broken televisions
- ☐ B. It helps pay for TV and radio programmes to be made here in Ireland
- ☐ C. It sells tickets to concerts
- ☐ D. It writes the news

**18. Coimisiún na Meán has a Youth Advisory Committee –
a group of young people who share what life online is really like. Why?**

- ☐ A. To give young people homework
- ☐ B. So decisions about young people are shaped by young people's real experiences
- ☐ C. To choose which adverts to show
- ☐ D. To run the TV channels

Before you check your answers, predict your score!
I think I got: ____ out of 18.

Curriculum Links

Wellbeing

ÉzĤJHq

SPHE
Health Education
Media and Digital Wellbeing
Stage 4 – 5th and 6th Class

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DL – Being a digital learner
AL – Being an active learner
AC – Being an active citizen
W – Being well

MODULE 4 – STOP • THINK • CHECK

Strand	Wellbeing
Area	Media and Digital Wellbeing
Stage	Stage 4 – 5th and 6th Class
Learning Outcomes	Identify strategies to evaluate the credibility of information and consider how media ownership and perspective influence content. W, DL, AC Critique depictions of topics in the media, recognising examples of stereotypes and bias. W, DL, CL
Key Competencies	DL – Being a digital learner CL – Being a communicator and using language AL – Being an active learner AC – Being an active citizen W – Being well
Learning Intentions	Understand how to evaluate information critically using a structured method; recognise the warning signs of false information and scams; develop confidence in checking claims before believing or sharing them.
Success Criteria	I can explain the three steps of Stop • Think • Check and when to use them. I can identify warning signs (red flags) of false information or scams. I can describe how to verify a claim using reliable sources.
Methodologies	Discussion; guided questioning; comparison of texts; group work; reflection.
Assessment	Written responses; oral explanations; observation; justification using evidence.
Differentiation	Support: structured questions, paired work, sentence starters. Challenge: evaluate conflicting sources; explain how scams exploit emotions; create own red-flag checklist.
Safety Notes	Reassure pupils that everyone can be fooled; focus on empowerment, not fear; remind pupils to talk to a trusted adult if unsure.
Teacher Reflection	Pupils practised evaluating information using Stop • Think • Check and identified warning signs of false information and scams.

Answers

1. B. 'Media' simply means the many ways we share information. A book, a film, a podcast, a website and a text are all media – each carries a message from someone who made it to someone who receives it. The word even comes from the Latin medium, meaning 'middle'.

2. B. Newspapers, TV and radio usually follow strict rules about being accurate and fair. Online, almost anyone can publish almost anything, and it travels fast – exciting, but it means it's up to you to think about what's reliable.

3. C. Coimisiún na Meán is Ireland's media regulator. It doesn't make the media or tell you what to watch – it checks that services follow the rules, so the media around you is fairer and safer to use.

4. A. Public service media belongs to everyone, not a private owner. A TV licence fee helps fund RTÉ and TG4, and their job is to inform, educate and entertain everyone, reflecting all kinds of people in Ireland.

5. B. Owners choose which stories get told and which get left out. Lots of different owners means lots of different voices; when only a few control most of it, some stories – and some communities – can be left out.

6. B. Independent media is the smaller stuff – a one-person podcast, a local news site, a community radio station. There's more freedom to cover local voices, usually with less money and fewer people behind it.

7. B. A fact can be checked and proven true or false with evidence – water boiling at 100 degrees can be tested. The others are opinions: thoughts and feelings that can't be proven either way, and that's perfectly fine.

8. B. Both are false – the difference is the intention. Misinformation is shared by someone who doesn't realise the information is false. Disinformation is created and spread on purpose to mislead. Spotting which is which tells you why something was really made.

9. B. False stories are often built to grab you – shocking, surprising or made to spark a strong feeling – so people share before checking. True reporting takes time to get right. That's exactly why slowing down is so powerful.

10. B. STOP is the pause. Before you react or share, take a breath and notice what grabbed you and how you feel. Strong feelings are a signal to slow down, because false information and scams are built to make you act fast.

11. B. Words like 'urgent' and 'act now' are designed to rush you past your own thinking. Pausing is the safest first step. Then check it properly – go to the real website yourself instead of clicking, and if unsure, ask a trusted adult.

12. B. If something big really happened, more than one reliable source will usually report it. Checking other sources, looking at the date and reading beyond the headline all help. One unfamiliar source alone is a reason to be careful.

13. A. Persuasion is media made to influence you – to shape what you think, feel or do. Advertising is the most common kind, and its goal is usually to get you or your parents to buy something. Spotting it puts you back in charge.

14. B. Labels like '#ad', 'paid partnership' or 'gifted' signal that money or products have changed hands. The recommendation might still be honest, but it's advertising too – and knowing that helps you weigh it up rather than take it as friendly advice.

15. B. A need is something you truly require; a want is something tempting you could manage without. Advertising often focuses on wants and tries to make them feel like needs, so telling them apart helps you choose what really matters to you.

16. B. The four do very different jobs – media literacy, funding programmes, policy on children's rights and democracy – but they share one aim: helping make media in Ireland fairer, safer and more worthy of your trust.

17. B. Coimisiún na Meán isn't only about rules – part of its work is helping programmes get made. Sound & Vision uses money from the TV Licence Fee to support hundreds of Irish TV and radio shows, in Irish and English, for audiences here.

18. B. One team member leads a group of young people who share what life online is really like. Hearing directly from you shapes the decisions they make – because the people affected by something usually understand it best.