

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**PERFORMANCE TASK: Memes4News**

Today, some people take memes as their sources of news. As ridiculous as it is, this seems to be the rule in the post-truth era: *“If it seems to be true, it must be true.”* This is a very dangerous premise why “fake news” spread so easily and so widely today. Whether a meme is well edited or poorly edited does not matter; these fabricated and manipulated content rely on their emotional load. Memes, after all, are designed to be funny, sarcastic, or provoking--not be instructional or informative.

Directions: In this Performance Task, you will produce a creative portfolio of memes (3-5 memes) that have become viral over the course of the COVID-19 pandemic. Collect information and analyze these memes and look for credible news and information sources to fact-check them. Provide the following information for each meme:

Text	What words or phrases are written in the meme?
Image	What images are included in the meme?
Claim	What does the meme want to say?
Source	Who created or shared this meme?
Reach	How many reactions, shares and comments did this meme receive?
Purpose	What do you think is the purpose of the creator of the meme?
Example comment	Copy a comment on the meme that was posted by any random user.
Evaluation	Based on the meme’s content, claim, source, reach, and purpose, how harmful do you think is this meme? What is the likelihood that this meme can misinform people?
Facts	What are the actual facts about the claim of meme?
Source of fact-check	Where did you get these facts?
Manipulated or fabricated?	Is the meme a manipulation of existing images, quotes, or headlines, or is the meme 100% false and made-up?
Satire?	Was the meme created for satire? Why do you think so?

**What are memes?**

A meme is a virally transmitted image embellished with text, usually sharing pointed commentary on cultural symbols, social ideas, or current events. A meme is typically a photo or video, although sometimes it can be a block of text. When a meme resonates with many people, it’s spread via social platforms like Twitter, Facebook, Instagram, texting, and more. The more a meme is spread, the greater the cultural influence it has.

Definition from Gil, P. (22 June, 2020). What is a Meme?. Lifewire.com. Retrieved from <https://www.lifewire.com/what-is-a-meme-2483702>

LEARN MORE about memes in the instructional video of OOTB Media Literacy Initiative, titled “MediaXMemes” on YouTube!

## Performance Task Grading Rubric: Memes4News

Criteria	Beginning (1)	Developing (2)	Accomplished (3)	Exemplary (4)
Meme analysis and evaluation (40%)	Student failed to collect 3-5 appropriate memes for analysis	Student made the effort to analyze and evaluate the memes but some information are missing	Student successfully provided all re-quired analysis and evaluation of the memes	Student successfully provided well-supported analysis and articulate evaluation of the memes
Use of supporting materials for fact-checking (30%)	Student did not provide any fact-check or sources to back up the fact-checks given	Student provided limited or unreliable sources to back up the fact-checks	Student provided accurate fact-checks of the memes with reliable sources cited. All sources are hyperlinked (for online/digital outputs).	Student was able to provide substantive fact-checks with enough background context and details. All sources are hyperlinked (for online/digital outputs).
Creativity and Organization (30%)	The portfolio demonstrates little creative expression and organization.	The portfolio demonstrates an average amount of creative expression and organization.	The portfolio demonstrates some creative expression and organization.	The portfolio demonstrates creative expression and outstanding organization.