

THE INFLUENCE TECHNOLOGY ON DIGITAL LISTENING AND MEDIA LITERACY

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Abstract: *Listening can be characterized as the act of acquiring, deciphering, and reacting to verbal or non-verbal communications. This brief literature review is about the influence of technology on digital listening and media literacy.*

Key words: *digital listening, media literacy, critical listening, active listening, effective listening*

INTRODUCTION

With the rise of digital media and technology, there is a need to study how digital listening behaviors differ from traditional listening and how individuals navigate information overload, filter misinformation, and engage critically with digital content. Research is needed to develop effective strategies for promoting digital literacy and responsible listening habits in the digital age. (Rubin & Kim, 2019; Coopman & Wood, 2019).

In the contemporary era of digitalization, the widespread dissemination of technology has significantly impacted the manner in which individuals access and interact with digital materials, leading to the emergence of digital listening and transforming the domain of media literacy. The amalgamation of progress in technology, social networking sites, and digital tools for communication has brought about a fundamental shift in the methods through which data is obtained, disseminated, and understood, thereby prompting a reassessment of conventional understandings of listening and media literacy. (Miike, 2003; Garcés-Conejos Blitvich, 2010).

LITERATURE REVIEW

With the advent of digital communication technologies, listening practices have evolved. Scholars such as Rebecca Rubin and Jihyun Kim have explored how digital media platforms shape listening behaviors and attention patterns. In the digital age, active listening faces challenges posed by technological distractions and virtual communication platforms. Researchers like Andrew F. Wood and Stephanie J. Coopman investigate how technology-mediated communication affects listening behaviors and interpersonal dynamics. The proliferation of digital communication

technologies has both facilitated and complicated effective listening practices. Scholars such as Rebecca Rubin and Jihyun Kim explore how digital media platforms shape listening behaviors and attentional patterns, raising questions about the impact of technology on interpersonal communication skills. With the rise of digital communication technologies, researchers have examined how technology-mediated communication influences listening behaviors, attentional patterns, and communication outcomes in virtual environments (Rubin & Kim, 2019; Coopman & Wood, 2019). The impact of technology on digital listening and media literacy is intricate, involving numerous aspects that intersect and mold individuals' engagements with digital media. This opening delves into the evolving connection among technology, digital listening, and media literacy, emphasizing significant patterns, obstacles, and prospects in the digital domain. (Pulley & Ray, 1996; Brownell, 2012).

Firstly, technology has democratized access to information, empowering individuals to actively participate in digital discourse and consume a diverse range of content from around the globe. With the proliferation of smartphones, tablets, and high-speed internet connectivity, individuals can access news, entertainment, and educational resources anytime, anywhere, transcending geographical boundaries and traditional media gatekeepers.

Secondly, social media platforms and digital communication tools have transformed the dynamics of interpersonal communication and information dissemination, facilitating real-time interactions, user-generated content, and viral amplification of messages. Platforms such as Facebook, Twitter, and Instagram serve as virtual arenas where users engage in dialogue, share opinions, and consume news, contributing to the democratization of information and the blurring of boundaries between producers and consumers of media.

1. Digital Listening in the Age of Social Media

The advent of social media platforms has transformed the way individuals engage with digital content and each other. Research by Boyd and Ellison (2007) highlights how social networking sites like Facebook and Twitter facilitate real-time communication, user-generated content, and the sharing of multimedia. These platforms not only serve as channels for information dissemination but also shape the dynamics of interpersonal relationships and digital discourse.

2. Technological Determinism and Media Literacy

Technological determinism posits that technological advancements drive societal change. Scholars like McLuhan (1964) and Postman (1985) argue that the medium

through which information is transmitted influences the way it is perceived and understood. In the digital age, media literacy becomes essential in navigating the complexities of digital communication technologies and discerning the biases and implications inherent in different media formats.

3. Information Overload and Attention Economy

The abundance of digital content and the proliferation of communication channels have led to concerns about information overload and attention scarcity. Research by Wu (2016) explores how individuals navigate the attention economy, where content creators and platforms vie for users' limited attention spans. In this context, digital listening becomes crucial for filtering, prioritizing, and engaging with relevant content amidst the deluge of information.

4. Filter Bubbles and Echo Chambers

Algorithms employed by social media platforms and search engines personalize content based on users' past behavior, preferences, and demographics, creating filter bubbles and echo chambers that reinforce existing biases and limit exposure to diverse viewpoints. Studies by Pariser (2011) and Sunstein (2017) examine how algorithmic curation shapes individuals' information diets and exacerbates polarization in online discourse, underscoring the importance of media literacy in recognizing and mitigating these effects.

5. Critical Thinking and Digital Citizenship

Media literacy education plays a crucial role in fostering critical thinking skills and empowering individuals to navigate the digital landscape responsibly. Scholars like Jenkins et al. (2016) advocate for a participatory approach to media literacy that encourages active engagement, collaboration, and ethical reflection. By equipping individuals with the ability to critically evaluate digital content, identify misinformation, and engage in civil discourse, media literacy promotes informed citizenship in the digital age.

6. Ethical Considerations in Digital Listening

The widespread adoption of digital listening tools and technologies raises ethical concerns regarding privacy, surveillance, and the manipulation of information. Research by boyd (2010) explores the ethical implications of data collection, algorithmic bias, and online surveillance in the context of social media platforms. Ethical guidelines and frameworks, such as those proposed by the Association of Internet Researchers (2019), emphasize the importance of transparency, consent, and accountability in digital listening practices.

CONCLUSION

In summary, the literature highlights the transformative impact of technology on digital listening and media literacy, underscoring the need for proactive efforts to promote critical thinking, ethical engagement, and informed citizenship in the digital age. By understanding the dynamics of digital communication technologies and their implications for information consumption and interpretation, individuals and society can navigate the complexities of the digital landscape effectively and responsibly.

The widespread impact of technology on digital listening and media literacy gives rise to various obstacles and issues. The expansion of false information, disinformation, and algorithmic prejudices jeopardizes the authenticity of digital discussions and weakens individuals' capacity to differentiate trustworthy sources from untrustworthy ones. Furthermore, the self-contained communities and selective information environments produced by tailored algorithms and social media mechanisms perpetuate prevailing biases and restrict exposure to a wide range of viewpoints, impeding the development of critical thinking and media literacy competencies.

In light of these challenges, cultivating media literacy has become imperative in navigating the complexities of the digital landscape and fostering informed, discerning digital citizens. Media literacy encompasses the ability to critically evaluate and analyze media messages, discern fact from fiction, and engage in responsible digital communication practices. By equipping individuals with the knowledge, skills, and ethical frameworks necessary to navigate the digital ecosystem, media literacy empowers them to become active participants in digital discourse and responsible consumers of media.

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