

# Media Literacy Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

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- 1. Which cognitive bias causes people to judge the likelihood of events by how easily examples come to mind?**
  - A. Availability Heuristic**
  - B. Confirmation Bias**
  - C. Hindsight Bias**
  - D. Representativeness Heuristic**
  
- 2. Which term describes believing something because many others do?**
  - A. Deepfake**
  - B. Bandwagon Effect**
  - C. Misinformation**
  - D. Cherry-Picking**
  
- 3. A statement presented as true is called what?**
  - A. Claim**
  - B. Evidence**
  - C. Trust**
  - D. Information Vacuum**
  
- 4. Which practice helps determine credibility by evaluating the author's qualifications, affiliations, and track record?**
  - A. Contextualization**
  - B. Pause Before Sharing**
  - C. Authority Check**
  - D. Red Flag Identification**
  
- 5. Which term describes a gap created when credible information is missing?**
  - A. Credibility**
  - B. Evidence**
  - C. Information Vacuum**
  - D. Trust**

- 6. What is Media Literacy?**
- A. The ability to find, read, and think critically about media and information—knowing who made it, why, and whether to believe it.**
  - B. The skill of memorizing facts about current events.**
  - C. The capability to create content that goes viral.**
  - D. The process of distributing media to a broad audience.**
- 7. Which discipline involves evaluating sources, questioning assumptions, and reasoning toward conclusions?**
- A. Fact-Checking**
  - B. Vertical Reading**
  - C. Critical Thinking**
  - D. Source Triangulation**
- 8. Statistics that are technically accurate but framed to lead you to a false conclusion are described as what?**
- A. Evidence**
  - B. Misleading Data**
  - C. Claim**
  - D. Information Vacuum**
- 9. What term describes platforms tailoring your feed to your preferences?**
- A. Filtering**
  - B. Personalization**
  - C. Targeted Content**
  - D. Curation**
- 10. Which term describes the practice of thinking that there are hidden forces behind events, often disregarding conflicting evidence?**
- A. Conspiratorial Thinking**
  - B. Conspiracy Theory**
  - C. Narrative**
  - D. Censorship**

## Answers

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1. A
2. B
3. A
4. C
5. C
6. A
7. C
8. B
9. B
10. A

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## **Explanations**

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**1. Which cognitive bias causes people to judge the likelihood of events by how easily examples come to mind?**

- A. Availability Heuristic**
- B. Confirmation Bias**
- C. Hindsight Bias**
- D. Representativeness Heuristic**

The main idea here is that memory shape probability judgments. The availability heuristic is the tendency to judge how likely or frequent something is based on how easily examples come to mind. If you can quickly recall several sensational stories or vivid incidents, you'll feel those events are more common than they actually are, even if the base rates don't support that impression. For example, after hearing about a few dramatic airplane accidents, you might overestimate the danger of flying, simply because such events are easy to recall. This differs from confirmation bias, which is about seeking information that confirms what you already believe; hindsight bias, which is about believing you would have predicted an outcome after it has happened; and the representativeness heuristic, which is about judging probability based on how similar something is to a stereotype or prototype rather than on how often it occurs in reality. So the idea that recall ease drives probability judgments best captures why the answer is the availability heuristic.

**2. Which term describes believing something because many others do?**

- A. Deepfake**
- B. Bandwagon Effect**
- C. Misinformation**
- D. Cherry-Picking**

The bandwagon effect describes believing something because many others do. This happens when the sheer number of people endorsing a belief acts like social proof, nudging you to accept it without thoroughly evaluating the evidence. The pull comes from wanting to fit in or not be left out, so popularity can feel like a signal of truth even when the underlying facts aren't solid. In media literacy, recognizing this tendency helps you pause and assess the actual information rather than following the crowd. Deepfake is about realistic fake media created with AI, not the social pressure to believe something. Misinformation refers to false information that may be spread intentionally or unintentionally, which can be reinforced by the bandwagon effect but isn't the name for the crowd-driven belief itself. Cherry-picking is selectively presenting only favorable data to support a claim, another tactic but not the crowd-driven belief described here.

### 3. A statement presented as true is called what?

- A. Claim**
- B. Evidence**
- C. Trust**
- D. Information Vacuum**

In media literacy, a claim is a statement presented as true. It's an assertion about something—an event, a situation, or a cause—that someone says is the case. The key idea is that the claim is the proposition you would evaluate or test with evidence. It isn't the proof itself, but the statement that needs backing. That's why this term fits best: it names the thing being asserted, which then invites examination through evidence and credibility. Evidence are the facts, data, or reasoning used to support the claim, not the claim itself. Trust refers to how credible or reliable the source is, which affects how we judge the claim, but trust isn't the label for the statement. An information vacuum isn't a standard term for a type of statement. For example, "This policy will reduce costs" is a claim; the supporting data would be the evidence you'd look for to evaluate it.

### 4. Which practice helps determine credibility by evaluating the author's qualifications, affiliations, and track record?

- A. Contextualization**
- B. Pause Before Sharing**
- C. Authority Check**
- D. Red Flag Identification**

Evaluating credibility by checking who wrote it is about the author's authority. When you look at the qualifications, affiliations, and track record, you're assessing whether they have real expertise, whether their affiliations suggest potential biases, and whether their past work has been reliable. This gives you a solid basis to trust or question the information, because credibility often rests on the author's credentials and history. Contextualization, while useful for understanding how information fits into a larger picture, doesn't directly verify the author's credibility. Pausing before sharing is a good habit to prevent impulse sharing, but it doesn't assess who authored the content. Red flag identification helps notice warning signs in content, yet it's broader and doesn't specifically focus on the author's qualifications or history.

5. Which term describes a gap created when credible information is missing?

- A. Credibility
- B. Evidence
- C. Information Vacuum**
- D. Trust

Information vacuum describes a gap where credible information is missing. When reliable details aren't available, you get a space of uncertainty that people may fill with speculation, rumors, or incomplete conclusions. That gap is precisely what the term captures. Credibility is about how believable information or a source is, not the absence of information. Evidence refers to the data or facts that support a claim, not a missing-information gap. Trust is belief in a source, which can influence how you respond to incomplete information but doesn't denote the gap itself. Recognizing an information vacuum helps explain why audiences might gravitate toward speculation until solid details emerge.

6. What is Media Literacy?

- A. The ability to find, read, and think critically about media and information—knowing who made it, why, and whether to believe it.**
- B. The skill of memorizing facts about current events.
- C. The capability to create content that goes viral.
- D. The process of distributing media to a broad audience.

Media literacy means being able to find, read, and think critically about media and information—understanding who made it, why, and whether to believe it. This goes beyond just absorbing messages; it's about interrogating their origin, purpose, and evidence, and spotting biases or hidden agendas. In practice, you check sources, look for corroboration, recognize persuasive techniques, and consider how funding or motives might shape what's presented. This helps you separate reliable information from misinformation or propaganda and make informed choices about what to trust or share. The other tasks described—memorizing current events, making content go viral, or distributing content widely—are about production or dissemination, not the critical evaluation that media literacy emphasizes.

**7. Which discipline involves evaluating sources, questioning assumptions, and reasoning toward conclusions?**

- A. Fact-Checking**
- B. Vertical Reading**
- C. Critical Thinking**
- D. Source Triangulation**

Evaluating sources, questioning assumptions, and reasoning toward conclusions are hallmarks of critical thinking. This approach treats information as something to be analyzed rather than accepted at face value. You consider who is presenting the information and why, what evidence supports the claim, and whether there are biases, gaps, or alternative explanations. Then you connect the evidence to a logical conclusion, checking that the reasoning actually follows from what's been presented. Think of it as a confidence-raising process: you weigh credibility, look for missing or misleading parts, and test whether the conclusions would still hold if different evidence were examined. While fact-checking focuses on whether specific statements are true, and source triangulation involves comparing multiple sources to verify consistency, critical thinking encompasses both of those activities plus the broader habit of evaluating arguments and conclusions as a whole.

**8. Statistics that are technically accurate but framed to lead you to a false conclusion are described as what?**

- A. Evidence**
- B. Misleading Data**
- C. Claim**
- D. Information Vacuum**

Numbers can be technically accurate and still steer you toward a false conclusion when the way they're presented is designed to mislead. That's the essence of misleading data: the data itself isn't false, but the framing, selection, or visualization changes how you interpret it, nudging you to a particular conclusion. This can happen through cherry-picking only certain figures, citing a relative change without the baseline, using confusing denominators, or choosing visuals that exaggerate differences while omitting important context. This fits best because it specifically calls out the deceptive use of data through presentation, not the truth of the numbers themselves. Evidence is a broad term that doesn't inherently imply misdirection; a claim is a statement, which may or may not be supported; and information vacuum isn't a standard term for this idea.

**9. What term describes platforms tailoring your feed to your preferences?**

**A. Filtering**

**B. Personalization**

**C. Targeted Content**

**D. Curation**

The concept being tested is how platforms customize a user's feed to match their interests through personalization. Personalization uses signals from your activity—likes, follows, time spent, searches, and interactions—to infer what you find interesting and then recommend or reorder content accordingly. This makes the feed feel custom-made for you and evolves as your tastes change, keeping the experience relevant. Filtering focuses on removing content you don't want, rather than shaping what you see next. Targeted content usually refers to ads or messages aimed at a specific group, not the entire feed for an individual. Curation is the act of selecting content, which can be done by humans or algorithms; personalization specifically describes tailoring to an individual user's behavior and preferences. Therefore, personalization best describes tailoring your feed to your preferences.

**10. Which term describes the practice of thinking that there are hidden forces behind events, often disregarding conflicting evidence?**

**A. Conspiratorial Thinking**

**B. Conspiracy Theory**

**C. Narrative**

**D. Censorship**

Conspiratorial thinking is a pattern of thought where people assume hidden plots control events and ignore evidence that disagrees with that belief. This mindset explains why someone would consistently look for secret motives behind different happenings, even when there isn't solid proof. It's different from a conspiracy theory, which is a specific claim about who is behind a plot and what they did. A narrative is about constructing a story to make sense of events, which could be true or false, but doesn't explicitly refer to the belief in hidden forces. Censorship is about blocking information, not about how we interpret events. Therefore, the best term for the described practice is conspiratorial thinking.

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://medialiteracy.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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