MINDING MEDIA

DIGITISED AND INTERACTIVE MEDIA LITERACY EDUCATIONAL RESOURCES

Media Literacy for All

Our Partnership

ΔTERMON
EDUCATIONAL PLAY

BALLYRAINE N.S

European
E-Learning
Institute

ATU
Ollscoil
Teicneolaíochta
an Atlantaigh
Atlantic
Technological
University

metka

NOVOSADSKA NOVINARSKA ŠKOLA
NOVI SAD SCHOOL OF JOURNALISM

minding
media

Erasmus+
Enriching lives, opening minds.

Why focus on children aged 8-12?

93% of 8-12 year olds own a personal **smart device** (47% own a smartphone) (74% of 12 year olds own a smartphone)

84% had their **own social media** and/or instant messaging account

Top 4 most popular apps:
- **76%** YouTube
- **39%** WhatsApp
- **37%** Tik Tok
- **37%** Snapchat

33% of **children gamed with strangers onlin** 61% were contacted by a stranger in an online game

28% of boys **played over-18s games**

26% have **seen or experienced something online in the last year that "bothered" them.** 31% kept it to themselves

25% have **experienced bullying behaviour** online. 28% did not tell anyone about it

31% have unrestricted access to the online world

(Cybersafe Kids, 2023, available at: Resources – CyberSafeKids)

Why focus on children aged 8-12?

- Key developmental stage – savvy – capable of making informed choices, if they are enabled.

- Media literacy training that highlights the persuasive intent of organisations, and engenders persuasion knowledge in children, will empower them to critically evaluate commercial messages and make informed choices.

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Media literacy for Generation Alpha

- DigComp framework

- Literacy goes beyond technical know-how

    - refers to the knowledge, skills and attitudes that allow

        children to be both safe and empowered in an increasingly

        digital world

- Digital literacy is a growing part of any approach to skills

    development.

Barriers to teaching Media literacy

- Teachers' and trainers' capacity

  - Curriculum in primary school is crowded

  - Challenging for teachers to stay abreast of new applications and stealth marketing techniques

- ICT infrastructure; connectivity (remote areas)

Media literacy curriculum across Europe

- The European Framework for the Digital Competence of Educators

  - *need to deliver pedagogy that focuses on "information and media literacy" and the ability to "compare and critically evaluate the credibility and reliability of information and its sources".*

- Demand from educators for support and resources for teaching media literacy in classrooms

- Critical media literacy education in European primary schools is not homogenised

Available at: DigComp: the EU Digital Competence Framework | Digital Skills & Jobs Platform (europa.eu)

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Guidelines for t
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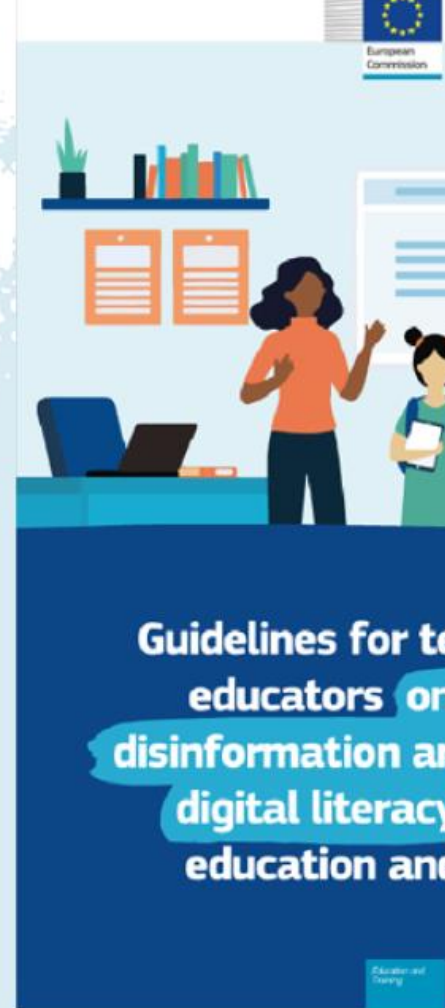
Minding Media Educational Resources

1. **Minding Media Video Training Library**: Short videos on topics including media, advertising, fake news and social media
   - Interactive online quizzes
2. **Minecraft Education Worlds**: 4 worlds dedicated to solving media literacy challenges through quests, treasure hunts and puzzles
   - Teachers Handbook to guide teachers
3. **Teachers' Toolkit**: step-by-step lesson plans for teaching about media, advertising tactics, fake news and social media
   - Lesson plan slides to support each lesson

Video Training Library

- 8 interactive training videos

  - 4 modules : **What is Media**, **Advertising Literacy**, **Fake News** and **Social Media**

  - Approximately 10-minutes in duration.

  - Moving graphics, and written text and spoken word with background music

  - Child narrators

  - The Minding Media Monster

  - Gamification strategies

https://mindingmedia.eu/courses/

What is Media?

Are you ready to become a Minding Media Master?

Simply watch each short video lesson and complete each fun quiz!
Complete all 4 modules below...will you be the next Minding Media Master?
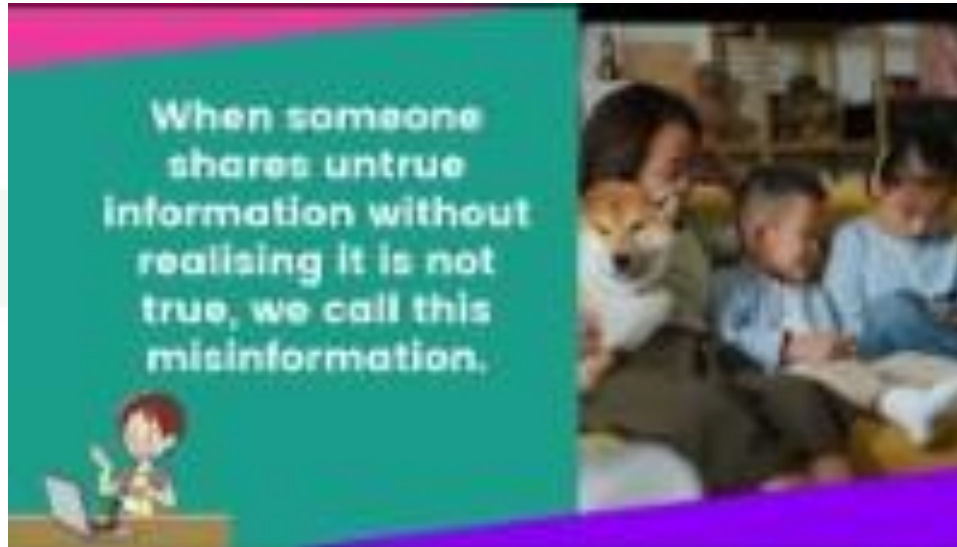
Let's get started!

Login

8-10 years

10-12 years

Free

Free

Media Literacy

Media Literacy

minding media

Video Training Library

Fake News 8-10: What is Fake News?

Quiz: https://mindingmedia.eu/courses/fake-news/quizzes/what-is-fake-news/

Video Training Library

Fake News 8-10: Why do we believe Fake News?

Quiz: Why do we believe fake news? - Minding Media

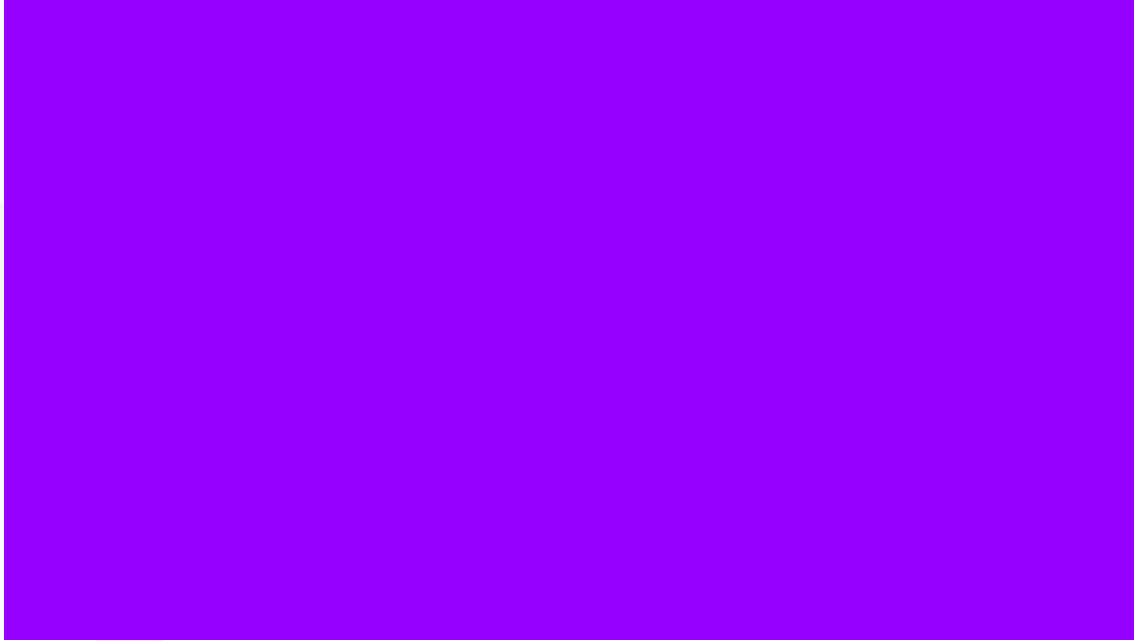# Minecraft Education Worlds

- A Minecraft Education World/Educational challenges dedicated to media and advertising literacy

- 4 worlds developed: What is Media, Advertising Literacy, Fake News and Social Media

- Resources will be made part of Microsoft Education Lessons

https://mindingmedia.eu/minecraft-world/
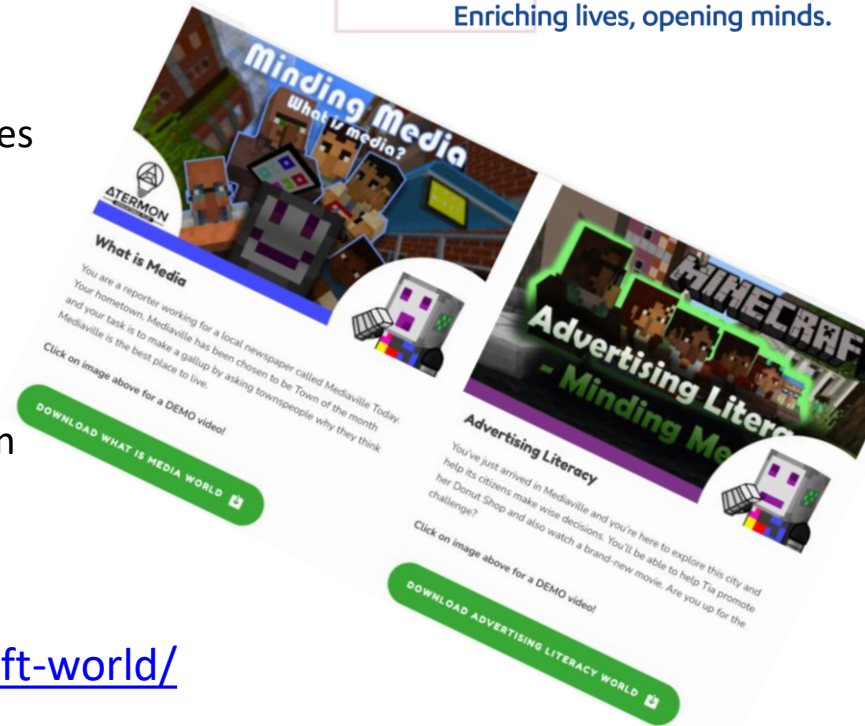
Minecraft World

Minecraft World

Minding Media Minecraft World Handbook for Educators

- Introduction to Minecraft Education

- How to log in

- How to navigate the worlds

- How to solve the quests (cheat sheet!)

Minding Media Minecraft World Troubleshooting Guide

Minecraft Education World - Minding Media

Minding Media
Minecraft Education
TEACHERS' HANDBOOK

Teaching Toolkit

- Handbook detailing the key concepts of media and advertising literacy

- Overview of the MINDING MEDIA Video Training Library and the Minecraft Education Worlds, Glossary of terms

- 8 step by step lesson plans to for teachers to use alongside each of the training videos

  - recommendations for in-class activities

  - Slides to support lesson plans
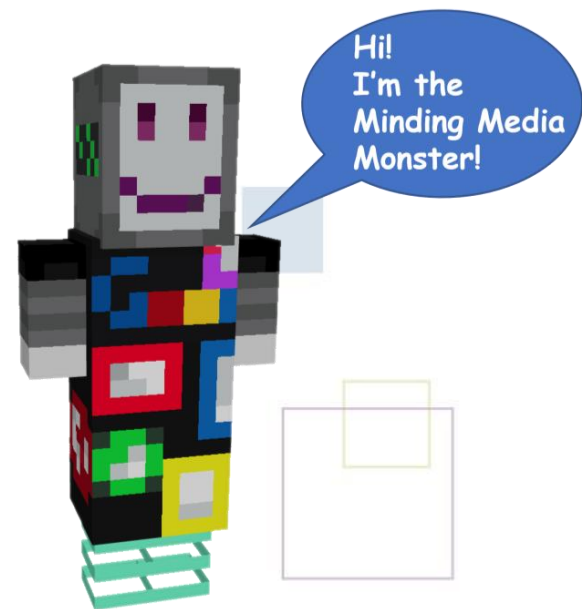
Hi! I'm the Minding Media Monster!

MEDIA LITERACY FOR ALL

Teaching Toolkit

Hi!
I'm the Minding Media Monster!

[Teaching Toolkit and Lesson Plans - Minding Media](#)

MEDIA LITERACY FOR ALL

Free Media Literacy Educational Resources

All resources are free to download at:

[Home - Minding Media](#)

For further information, please contact:
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MINDING MEDIA Video Training Library

The Video Training Library address the need to provide usable resources for raising awareness in children of "disinformation" and improving their resilience by promoting media literacy skills

Project Activities

MINDING MEDIA Minecraft Education World

A custom Minecraft education world will be conceptualised specifically to support the delivery of Problem Based Learning challenges to enhance media literacy. The MINDING MEDIA world will provide the thematic environment in which all activities will take place.

MINDING MEDIA Teaching Toolkit

Our project result three represents a toolkit of resources to support teachers in teaching the fundamental elements of advertising literacy and engenders a critical media literacy mindset in educators.