

# MINDING MEDIA

## *DIGITISED AND INTERACTIVE MEDIA LITERACY EDUCATIONAL RESOURCES*

Media Literacy for All



# Our Partnership



# 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)



**28%**

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



**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



**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



**33%**

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



**31%**

have **unrestricted access** to the online world



# 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.



# 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)



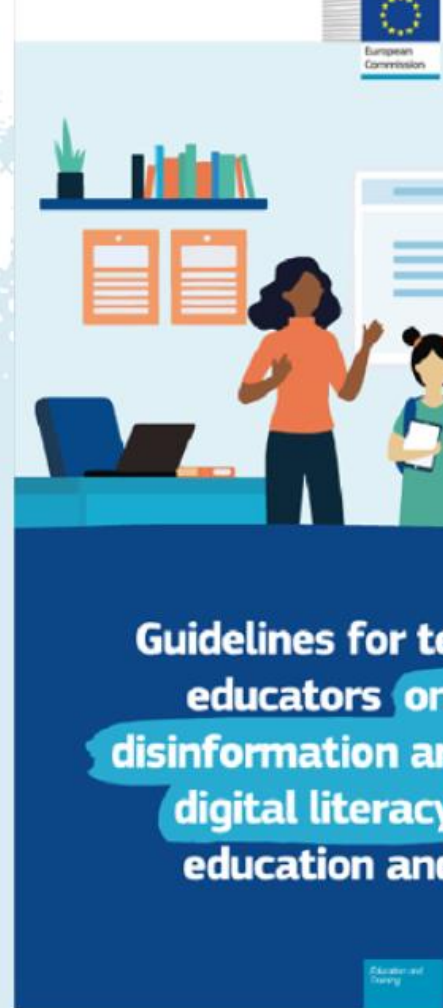
# Media literacy curriculum across Europe

- 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 \(europa.eu\)](#)



**minding  
media**



# 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/>



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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



Media Literacy

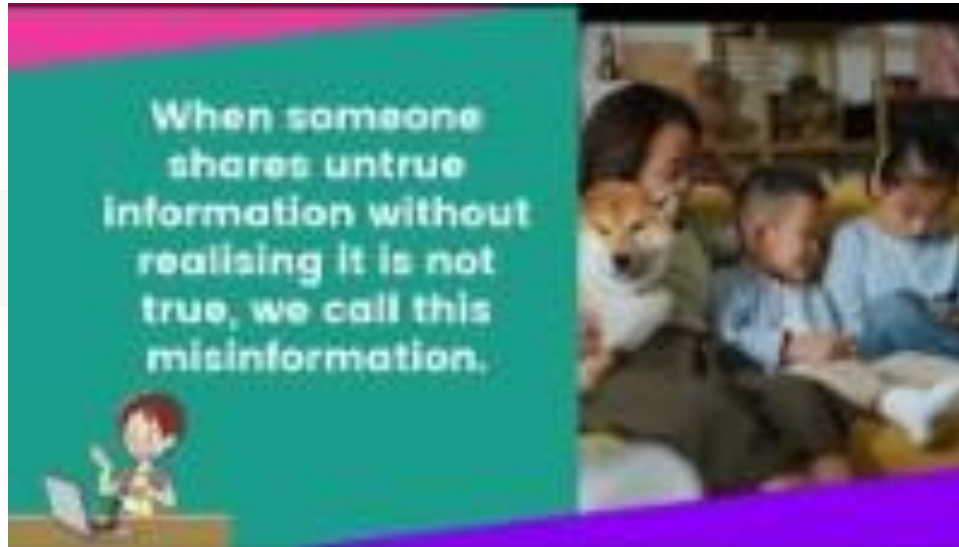
10-12 years



Media Literacy

# Video Training Library

## Fake News 8-10: What is Fake News?

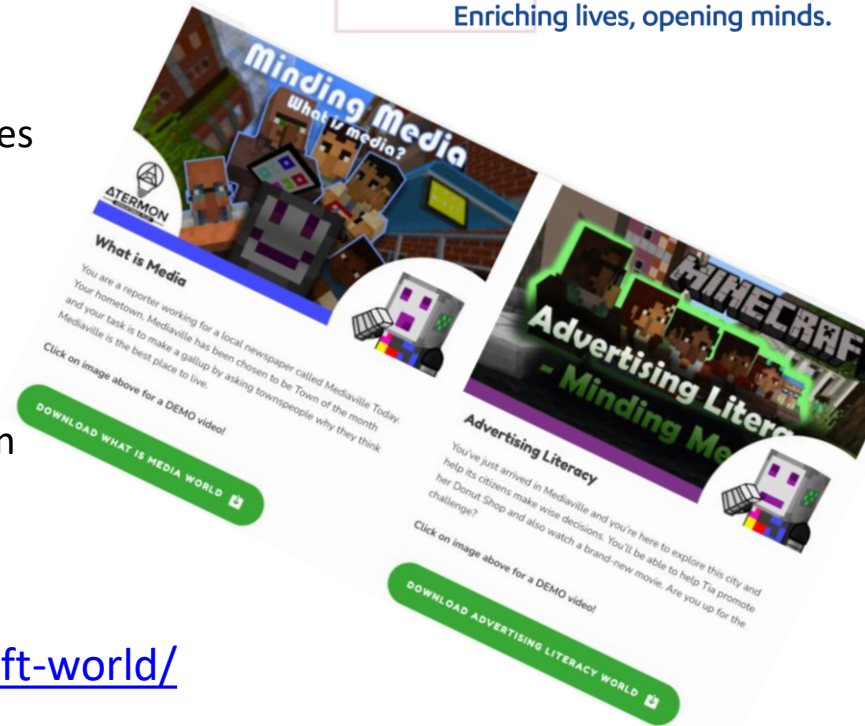


## Fake News 8-10: Why do we believe Fake News?



# Minecraft Education Worlds

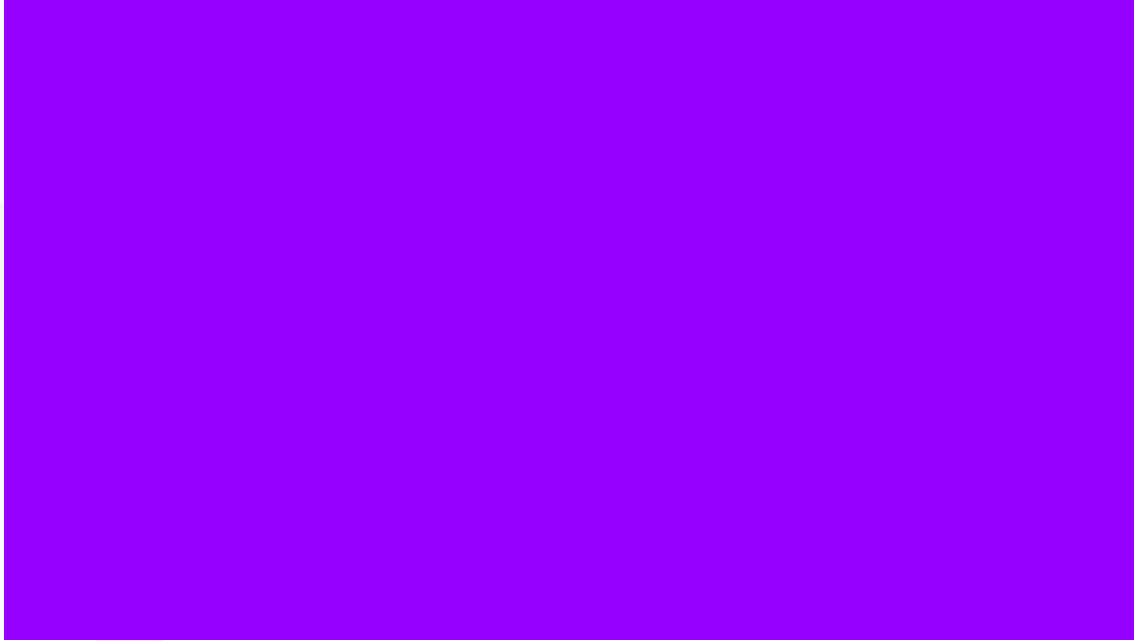
- A Minecraft Education World/Educational challenges dedicated to media and advertising literacy
- 4 worlds developed: What is Media, Advertising Literacy, Fake News and Social Media
- Resources will be made part of Microsoft Education Lessons



<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



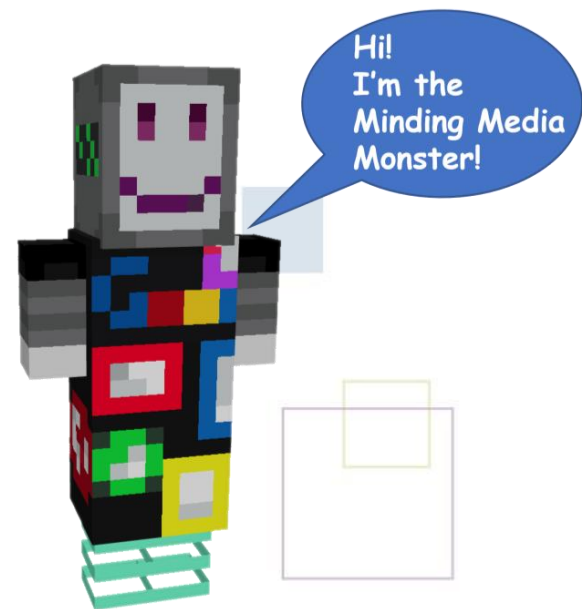
[Minecraft Education World - Minding Media](#)



- 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





# 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](https://mindingmedia.eu)

For further information, please contact:

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