

Kids learn new technologies effortlessly, multi-tasking through a complex mix of sound, graphics, text and images.

They have become managers, creators and distributors of information.



“

Many students feel that when they come into school they have to ‘power down’ to fit into an environment that offers fewer options for learning than are available in the life they live outside of the school.

This can erode students’ perceptions of the relevance of education as they experience it in many schools today.

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What If: Technology in the 21st Century Classroom

Young people need to develop knowledge, values, critical thinking, communication and information management skills.



WHAT IS MEDIA LITERACY?

Media Literacy is

- the ability to *access, analyze, evaluate* and *produce* media
- the process of becoming *active*, rather than *passive*, consumers of media



Key Concepts

Media are constructions

Media have commercial implications

Audiences negotiate meaning

Media have social and political implications

Each medium has a unique aesthetic form

WHAT IS DIGITAL LITERACY?

Key Concepts

Digital media are networked

Digital media have unexpected audiences

Digital media are shareable and persistent

Interactions through digital media can have real impact

Digital media experiences are shaped by the tools we use

WHAT IS DIGITAL LITERACY?

Digital Literacy Key Concept 1:

Digital Media are Networked

There are no one-way connections in digital media. Follow enough links, and everything and everyone is connected to everyone else.



WHAT IS DIGITAL LITERACY?

Digital Literacy Key Concept 2:

Digital Media are Shareable and Persistent

Everything that is transmitted by digital networks is stored somewhere and can be searched for and indexed. It can also be **copied, shared** and **spread**.



Digital Literacy Key Concept 3:

Digital Media Have Unexpected Audiences

What you share online may be seen by people you didn't intend or expect to see it — including audiences you don't know about.



Digital Literacy Key Concept 4:

Interactions Through Digital Media Can Have Real Impact

We respond to things online as though we were really there, but the cues that tell us how people feel are absent.



Digital Literacy Key Concept 5:

Digital Media Experiences are Shaped by the Tools We Use

Digital platforms reflect the biases and beliefs of their creators, which affects our experiences and behaviours when we're using them.



The *networked* nature of digital media means...

Students can **find** information more quickly and easily

Students can **access** the world outside the classroom



The *shareable* nature of digital media means...



Students can **publish** their work for wider audiences

Students can **collaborate** inside and outside the classroom

The *reality* of digital media means...

Students can **participate** as full digital citizens

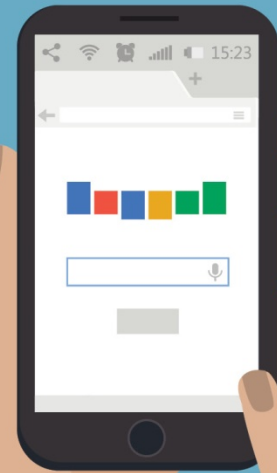
Students can **contribute** to online communities

Students can **access** expert advice, mentorship and feedback



REFLECTION

1. With a partner, pick one of the five key concepts of digital literacy:
 - Digital media are networked
 - Digital media are shareable and persistent
 - Digital media have unexpected audiences
 - Interactions through digital media can have real impact
 - Digital media experiences are shaped by the tools we use
2. Pick a grade and subject relevant to you.
3. Create an activity to communicate an aspect or implication of your key concept in this grade and subject.



REFLECTION

4. Join with another pair and share each other's activities. Challenge and suggest improvements to each other's activities.
5. Pick one of the activities to share with the whole group.



