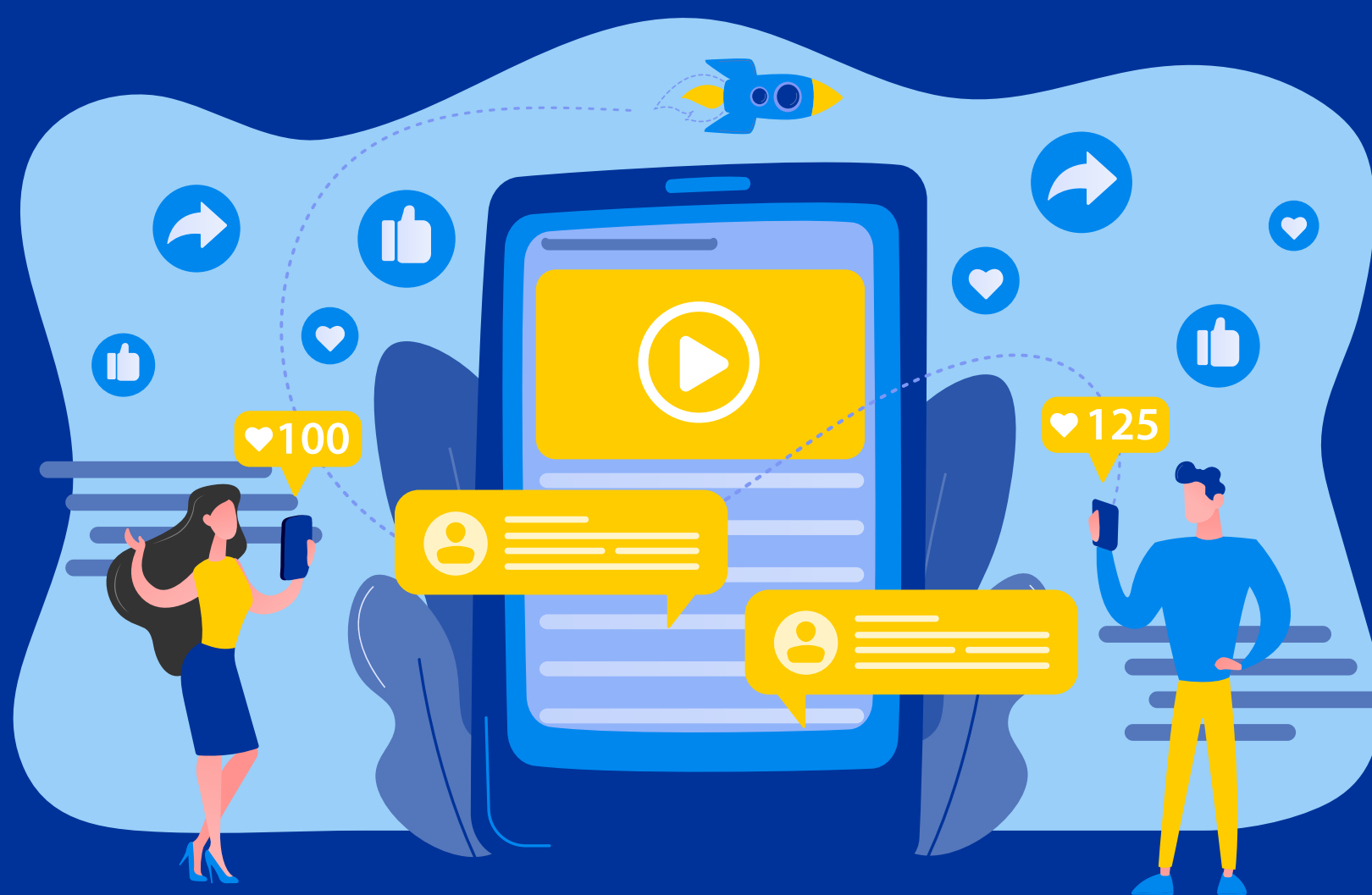# information matters

Training Programme
for Online Courses

Module 7

Media Literacy and Social Media Platforms

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Contents

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Description for online Lesson

Hello and welcome to Module 7 of our course. Today we will cover the topic of media literacy and social media. In the age of information abundance, media literacy plays a pivotal role in navigating the complex landscape of social media platforms. These platforms have become powerful conduits for information dissemination, shaping public discourse and influencing opinions. Understanding the intricate relationship between media literacy and social media is essential for fostering responsible digital citizenship.

Social media platforms serve as **amplifiers**, rapidly disseminating information to a global audience. Media literacy is crucial in discerning the accuracy and reliability of content as it traverses through these digital networks.

The **virality of content** on social media can contribute to the spread of misinformation. Media literacy empowers users to critically evaluate information, fact-check, and differentiate between credible sources and disinformation.

Media literacy fosters **critical consumption**, encouraging users to question the narratives presented on social media platforms. This skill is vital for resisting manipulation and understanding the underlying motives behind content dissemination.

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Social media algorithms may reinforce existing biases by presenting users with content that aligns with their preferences. Media literacy equips individuals to recognize and counteract these biases, promoting a more balanced and nuanced understanding of information.

An important issue is cyberbullying and online harassment. Solving it needs respectful communication and ethical behaviour in the digital space.

Understanding the privacy implications of sharing information on social media is a key aspect of media literacy. People need to be aware of the potential consequences and adopt privacy settings to protect their personal information.

In conclusion, the convergence of media literacy and social media platforms defines the digital landscape we inhabit. Empowering individuals with the skills to critically engage with content, navigate biases, and responsibly contribute to online discourse is imperative. As we embrace the interconnected world of social media, a media-literate society becomes the vanguard against misinformation, ensuring that these platforms serve as instruments of knowledge and connection rather than sources of discord and confusion

We hope you feel more empowered with our lesson 7. We welcome you to continue with lesson 8 of our course.

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Introduction

It is important to see how the elderly population interacts with social media and the potential benefits and dangers of this interaction. The influence of social media on older individuals has gained considerable significance, with this age group often displaying a higher level of immersion in social media compared to younger generations.

Learning Outcomes

Participants will be able to understand the features of popular social media better to use these platforms confidently. They will be able to evaluate the credibility of information shared on social media. Apply privacy and security settings to protect personal information.

Utilise social media platforms as tools for communication, connecting with others, and accessing relevant content, enhancing their digital social engagement.

Main keywords

Social media, social platforms, online services, online surfing, online privacy and security

Subjects

Understanding and critically evaluating social media platforms such as Facebook and other platforms popular with older people;

Discuss key features to be used for connecting, accessing information and participating;

Illustrate the importance of privacy and ethical engagement.

Ethical engagement online refers to the conscientious, responsible, and respectful behaviour exhibited by individuals in their digital interactions. It involves adhering to ethical principles, fostering positive communication and contributing to a constructive and inclusive online community. This includes practices such as respecting others' privacy, avoiding cyberbullying, promoting truthful information, and upholding digital citizenship values.

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Description

Privacy on Social media:

- Personal information control - Personal information control refers to the ability of individuals to manage and have authority over their own personal data. This includes the right to decide what information is collected about them, how it is used, and with whom it is shared. In the context of privacy and data protection, personal information control emphasises the importance of individuals having the autonomy to make informed choices about the collection, processing, and dissemination of their personal data.

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- Privacy settings awareness - Privacy settings refer to the configurable options within digital platforms, applications, or devices that allow users to control and manage the visibility, accessibility, and sharing of their personal information. These settings empower individuals to customise their privacy preferences, determining who can access their data, view their content, or interact with them online.

- Data security, incl pictures - Data security involves safeguarding digital information, including pictures, from unauthorised access, disclosure, alteration, or destruction. It encompasses measures and protocols designed to protect sensitive data, ensuring its confidentiality, integrity, and availability, particularly in digital environments.

- Thoughtful posting and sharing - carefully considering and purposefully sharing content, such as thoughts, opinions, or media, with an awareness of its potential impact on oneself and others. This approach emphasises responsibility, empathy, and a mindful approach to online communication.

- Consent and tagging - obtaining permission before including someone in a post, photo, or online content, and explicitly identifying them using tags. This practice respects individuals' privacy and allows them to control their online representation.

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Ethical engagement on Social media:

- Respectful communication
- Authenticity
- Credible sharing
- Informed consent

- Social responsibility
- Digital empathy
- Community guidelines

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Useful resources

Older People in the Platform Economy, Eva Berde

🔗 https://www.frontiersin.org/articles/10.3389/fsoc.2019.00008/full

Social media and elderly people, Coto, Lizano, etc.

🔗 https://www.researchgate.net/publication/317173038_Social_
Media_and_Elderly_People_Research_Trends

Effects of social media use on the health of older adults:

🔗 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8465959

Exploring Social Media:

🔗 Senior Planet from AARP

Social Sites and Apps: Popular Articles and Free Courses

🔗 techboomers.com

Is Social Media Good or Bad for the Brain?

🔗 aarp.org

How to Promote Evidence-Based Falls Prevention Programs on Social

🔗 ncoa.org

How To Keep Seniors Safe in the Digital Age: A Social Media Guide:

🔗 https://allaboutcookies.org/social-media-safety-for-seniors

Activity 1#: Social media can be fun, but has to be save space as well

Make a list with all things that combine a contemporary smartphone. How many devices are incorporated in it nowadays?

Learning objectives:

- Empower adults with the knowledge and skills to navigate social media safely and foster a secure online environment.

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Settings/materials/duration

- Presentation slides or whiteboard
- Internet-connected devices (optional)
- Handouts on online safety tips
- Scenario cards highlighting potential online safety issues

Implementation of the activity:

Step 1 - Introduction:

(5 minutes)

- Start with a brief discussion on the positive aspects of social media and its role in communication.
- Introduce the main objective: to ensure a safe and enjoyable social media experience.

Step 2 - Online Safety Presentation:

(15 minutes)

- Present key online safety tips, including privacy settings, recognizing phishing attempts, password security, and identifying reliable sources.
- Emphasize the importance of digital citizenship and ethical online behavior.

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Step 3 - Case Scenarios:

(15 minutes)

- Provide participants with scenario cards depicting common online safety situations.

- Have them discuss each scenario in small groups, identifying potential risks and proposing safe solutions.

- Encourage group discussions and share insights as a whole.

Step 4 - Hands-on Privacy Settings:

(15 minutes)

- Guide participants through the privacy settings of a popular social media platform.

- Demonstrate how to customize settings to control who sees their information and posts.

- Encourage participants to update their own privacy settings during the session.

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Step 5 - Cybersecurity Tips:

(10 minutes):

- Discuss basic cybersecurity practices, such as recognizing and avoiding phishing emails, using strong passwords, and updating software regularly.

- Provide resources or tools that can assist in maintaining a secure online presence.

Step 6 - Role-Playing Scenarios:

(15 minutes):

- Divide participants into pairs and assign them different online safety scenarios.

- Encourage them to role-play potential conversations or actions that would address safety concerns.

- Each pair shares their role-play experience and receives feedback.

Step 7 - Reflection and Q&A

(5 minutes):

- Conclude the session with a reflection on what participants learned about online safety.

- Open the floor for questions and address any concerns or uncertainties they may have.

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Follow-Up:

Encourage participants to implement the safety tips discussed during the session on their personal social media accounts. Provide additional resources for ongoing learning, such as articles on cybersecurity best practices and reputable online safety organisations.

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Evaluation of the Module

Questionnaire

To be answered by learners at the end of the module to measure the overall impact of the training program. For a printable version please see the annex.

Quiz for Self-Assessment

To be answered by learners at the end of the module.

You can find a printable version in the annex.

Validation of the Module

At the end of the Module, learners will have acquired.

Knowledge:

The learners are able to

- Understand safety on social media

- Basic concepts on social media

- Surf on social media safer

Skills:

The learners are able to

- Upload safely content on social media

- Tag and know when it is OK to tag people

- Set up privacy settings on social media

Competencies:

The learners are able to

- To surf safer on social media

- To upload content on social media with understanding about safety

- To setup privacy settings on social media

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ANNEX For Module 7
Media Literacy & Social Media Platforms

Entry Level Test - Media Literacy & Social Media Platforms

Question 1: Social media platforms are exclusively used by younger generations and have no relevance for elderly people.
- a. True
- b. False

Question 2: Which of the following is NOT a key feature of social media platforms?
- a. Connecting with friends and family
- b. Accessing news and information
- c. Participating in online discussions and forums
- d. Playing video games

Question 3: What is one important aspect to consider when using social media platforms.
- a. Posting personal information publicly
- b. Ignoring privacy settings
- c. Engaging in unethical behaviour
- d. Protecting personal privacy

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Question 4: Social media platforms can be a safe space for elderly people to connect with others, access information, and have fun.
  a. True
  b. False

Correct answers:

Question 1: b) False

Question 2: d) Playing video games

Question 3: Protecting personal privacy

Question 4: a) True

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Exit Level Test - Media Literacy & Social Media Platforms

Question 1: Facebook is the only social media platform popular among older people.
    a. True
    b. False

Question 2: Which of the following is NOT a key feature of social media platforms?
    a. Connecting with friends and family
    b. Accessing information and news
    c. Participating in online games and quizzes
    d. Creating and sharing content

Question 3: Privacy settings on social media platforms allow users to control who can see their posts and personal information.
    a. True
    b. False

Question 4: What is the importance of ethical engagement on social media platforms?
    a. It helps in building a large number of followers
    b. It ensures the safety and well-being of users
    c. It helps in promoting advertisements and sponsored content
    d. It allows users to access exclusive features and benefits

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Correct answers:

Question 1: b) False

» **Explanation:** While Facebook is indeed popular among older people, there are several other social media platforms, such as Instagram, Twitter, and LinkedIn, that are also used by older adults.

Question 2: c) Participating in online games and quizzes

» Explanation: While social media platforms offer various features, such as connecting with others, accessing information, and creating and sharing content, participating in online games and quizzes is not a core feature of these platforms.

Question 3: a) True

» **Explanation:** Social media platforms typically provide privacy settings that allow users to control the visibility of their posts and personal information. Users can choose to make their content public, limit it to friends only, or customize the audience for each post

Question 4: b) It ensures the safety and well-being of users
Explanation: Ethical engagement on social media platforms implies behaving responsibly, respecting others, and maintaining a safe environment. By practicing ethical engagement, users contribute to the overall safety and well-being of themselves and others in the online community.

Questionnaire

To be answered by learners at the end of the module to measure the overall impact of the training program.

Thank you for participating in our training program. Your feedback is crucial in assessing the effectiveness of the module and making improvements. Please take a few minutes to answer the following questions honestly.

1. On a scale of 1-10, how would you rate your understanding of the topics covered in this module?

- 1 being low understanding,
- 10 being high understanding

2. To what extent do you feel the training program has enhanced your knowledge and skills in [specific topics covered]?

» (Not at all, Somewhat, Moderately, Very much, Extremely)

3. Were the learning objectives of the module clearly communicated and achieved?

» (Yes, No, Somewhat)

4. How would you rate the effectiveness of the training materials (e.g., presentations, handouts, activities) in facilitating your learning?

» (Poor, Fair, Good, Very Good, Excellent)

5. Did the practical activities and hands-on exercises contribute to your understanding of the topics?

» (Not at all, Somewhat, Moderately, Very much, Extremely)

6. Were the facilitators knowledgeable and effective in delivering the content?

» Not at all, Somewhat, Moderately, Very much, Extremely)

7. To what extent do you feel more confident in applying the knowledge and skills gained in real-life situations?

» (Not at all, Somewhat, Moderately, Very much, Extremely)

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8. Did the module meet your expectations? Why or why not?

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9. What aspect of the training program did you find most valuable or beneficial?

_____

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10. What suggestions do you have for improving this
training module in the future?

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11. Would you recommend this training program to others?
Why or why not?

_____

_____

_____

_____

12. Do you feel more equipped to [apply the skills/strategies learned] in your personal/professional life?

» Yes, No, Unsure

13. Any additional comments or insights you would like to share regarding the module?

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