



RURAL GCE

TRAINING MATERIAL FOR
GCE IN RURAL AREAS

The RURAL GCE Handbook



Co-funded by the
Erasmus+ Programme
of the European Union

RURAL GCE
TRAINING MATERIAL FOR
GCE IN RURAL AREAS

The RURAL GCE Consortium

The consortium consists of six organisations, each one with its own experience and field of expertise. Their aim is to motivate people to become active citizens of their communities and to branch out into the wider context.



CIVIC

The UK



UNIVERSITY OF
THESSALY

Greece



RUSE CHAMBER OF
COMMERCE AND INDUSTRY

ESTABLISHED 1890

Bulgaria

Emphasys
CENTRE

Cyprus

F | fyg
consultores

Spain



ΔTERMON
EDUCATIONAL PLAY

The Netherlands



Introduction



The RURAL GCE project

Its definition

A KA2 Erasmus+ project that focuses on the adult sector



Its duration

24 months (December 2020-November 2022)



Its aims

It aims to introduce global issues to motivate people to become active citizens of their communities and to branch out into the wider context



Its target group

NGO activists in rural areas, rural CSO members, rural municipalities (staff and politicians), social educators, rural development agents, rural schools (teachers and staff)

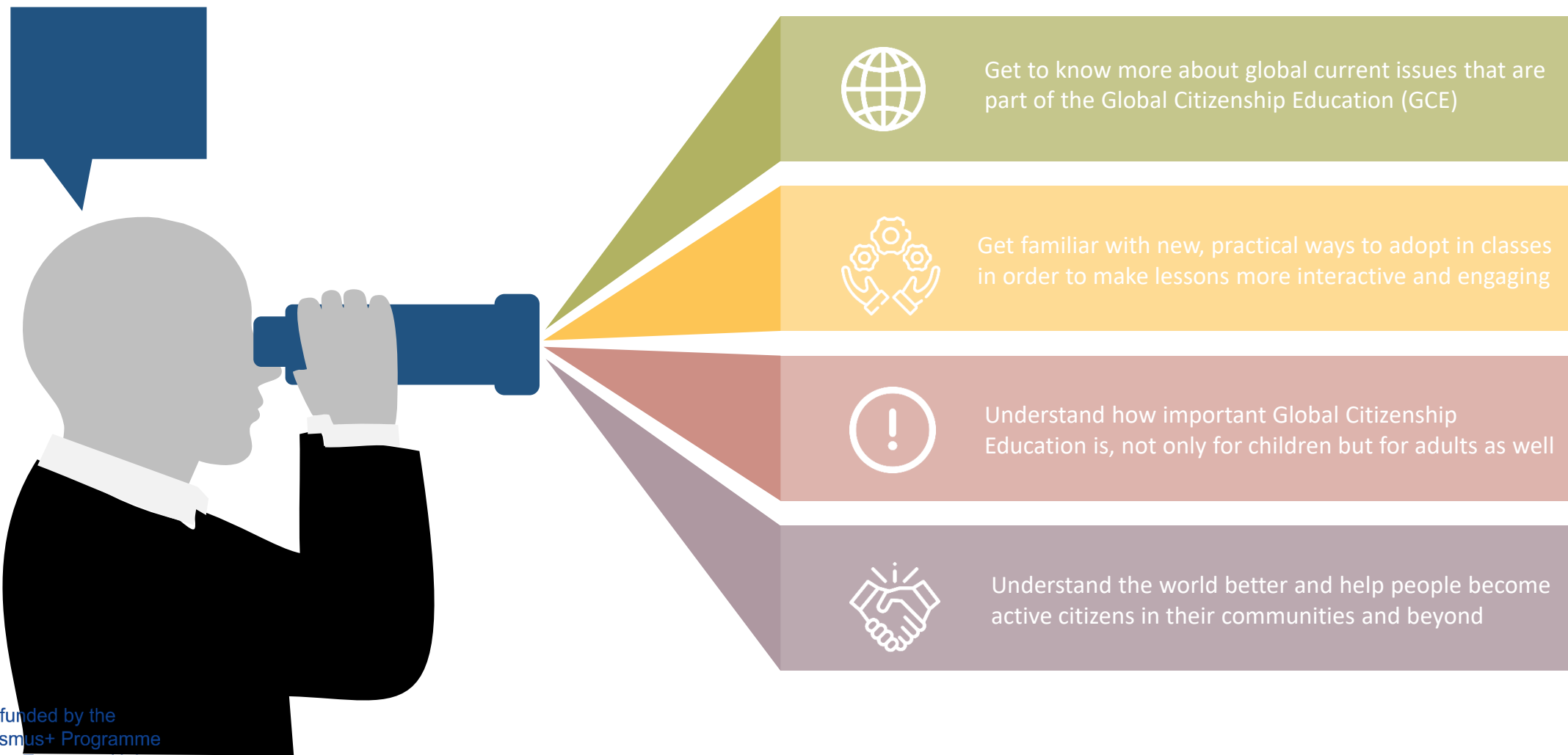


Its results

A Handbook that will make GCE-related education feasible and easily accessible to any interested individual. An online tool that will integrate distance-learning strategies, and deliver digital tools as well as professional development for tailor-made and easy-to-follow courses with interesting assignments.



Expectations of the reader





Theoretical Background



Modules

1

Module 1

Inequality and poverty - causes, actors, interests and responsibilities

2

Module 2

Cultural diversity, identities, stereotypes and dismantling prejudice. Human rights

3

Module 3

Media literacy and internet safety

4

Module 4

Sustainability and consumption. The limits of the planet

5

Module 5

Community actions - methods of participation, influencing decision making, activism





Media literacy and internet safety



Overview

Media Industry

- The evolution of mass media
- The advantages and disadvantages of new media

Information Literacy

- The definition of information literacy and its importance.
- The information disorder and types of false news.

- The concept of netiquette and its importance
- Tips on how to have good netiquette

Netiquette

- The concept of the digital footprint and its division into active and passive
- Tips on how to maintain a good digital footprint

Digital Footprint



Topics


01

Media Industry

The evolution of the media industry.


02

Information Literacy

The definition and importance of information literacy and the information disorder in our lives.


03

Netiquette

The importance of netiquette in our lives and how to maintain it daily.


04

Digital Footprint

The definition of the digital footprint and its types as well as its connection with cookies.





01

Media Industry



Overview

- ❑ The Greek philosopher Socrates once said “*I know that I know nothing*” showing how valuable and infinite knowledge is. People even today are trying to learn new things and be up to date with global news. Through the years, media have evolved, adapting to new realities and to the needs of society.
- ❑ In this topic, the definition as well as the evolution of the media industry will be explained, followed by the advantages and disadvantages of the new media in society.

Media industry

What is media?

? Media is the definition of communication that **disseminates information from one or more sources** to the target public and any media intended for the larger audience is called **mass media**. It has been the prime source of information to society and it has **evolved** through the years based on society's needs and new realities.

? **Traditional media**
Traditional media is **one of the oldest types of mass media** and its main characteristic is that news and information are communicated to the targeted audience **without the use of internet**.

For example:

- Books
- Radio
- Television
- Newspapers
- Magazines



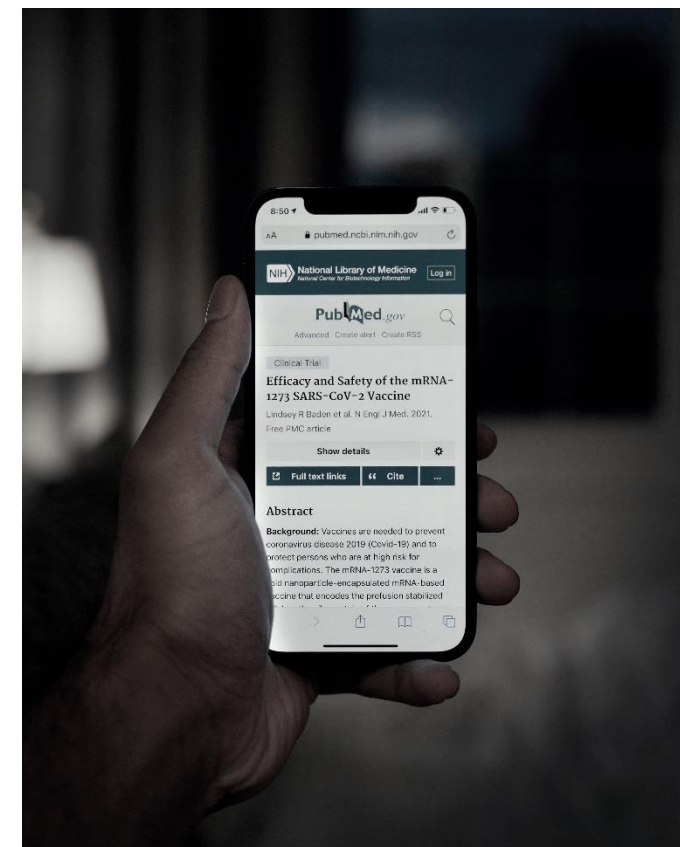
Media industry

The evolution of traditional media to new media

? **New media**
 Since the **Internet** has acquired a major role in our lives, it has also **taken over all the types of traditional media** due to faster and easier news dissemination. After the introduction of the internet in our lives (in the 1960s), the **New Media Era*** started and it is mainly a **re-conceptualization** of the existing media.

For example:

- e-Books
- Online radio
- Streaming television
- Online newspapers
- Online magazines



**explained in the glossary*

Media industry

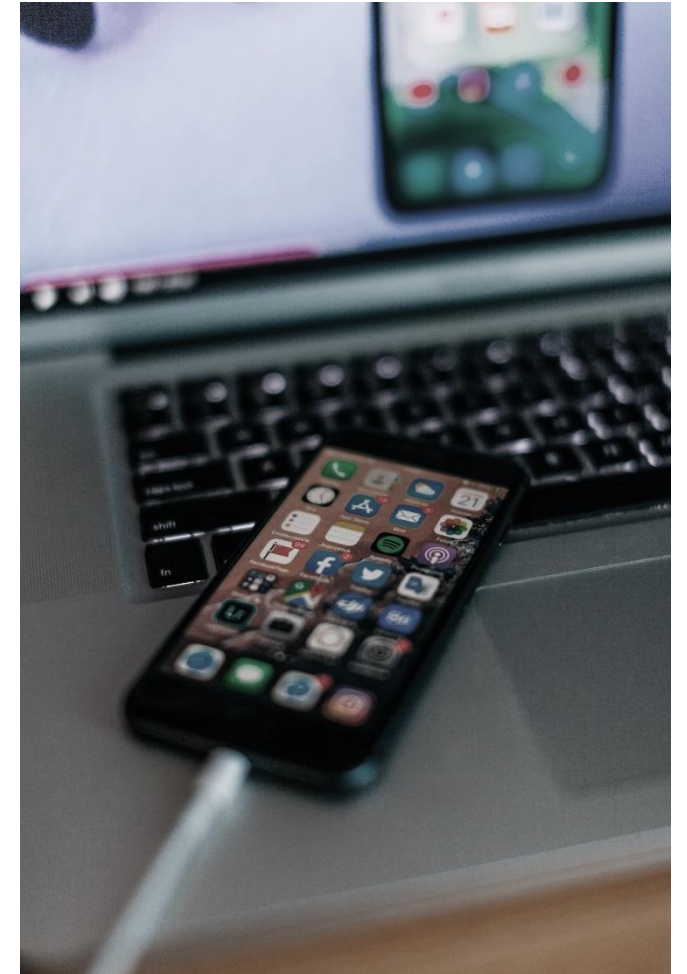
The evolution of traditional media to new media

New media

In addition to the “digitalisation” of traditional media, there are additional media that can be characterised as new ones, such as **social media***. These are websites or applications that facilitate the sharing of ideas, thoughts, videos and photos through virtual communities. Nowadays, they are so common that many of them have their own specific **target group** and/or **purpose**.

For example:

- Facebook – for social networking in general
- Instagram – for photos sharing
- Twitter – for political views and news sharing
- LinkedIn – for job applications and vacancies
- YouTube – for videos and tutorials
- TikTok – for shorter videos



How is Social Media Changing Journalism? by the Atlantic

<https://www.youtube.com/watch?v=-7esKJDZqzQ>



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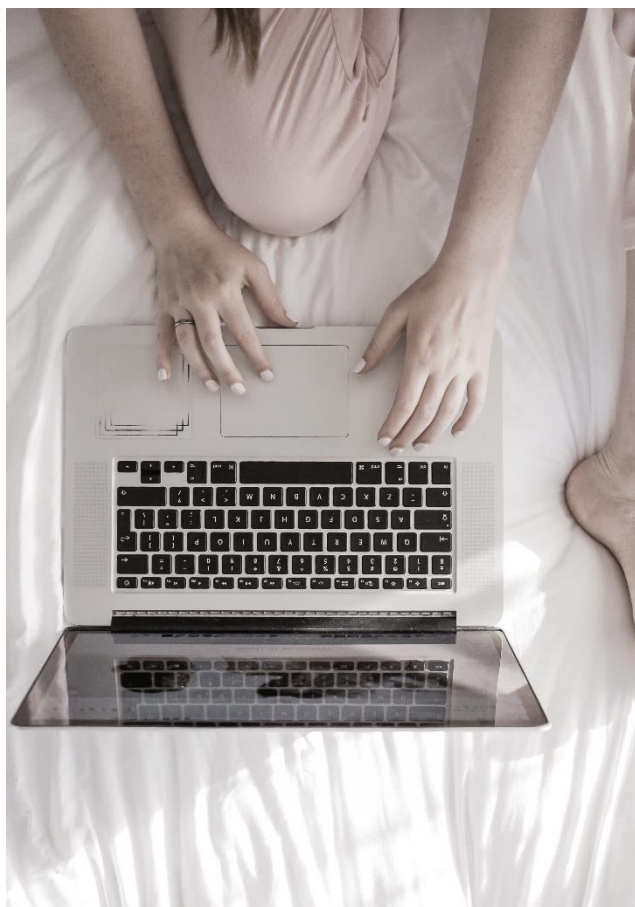
**explained in the glossary*

Media industry

What are the advantages and disadvantages of new media?

Advantages

- Easier and faster communication and information.
- Instant updates on news no matter the place of the incident.
- Easier promotion of noble causes and activism.
- Raise awareness on any kind of issue.
- Existence of more than one opinion with just one click.
- Existence of news in any language possible.



Disadvantages

- Risk of reading something that is not true (Fake news – topic 2 for more information).
- Bombardment of news due to wide variety of sources.
- **Hate speech*** and **cyberbullying***
- Cause of distractions and lack of concentration
- Development of laziness and/or addiction

Media industry

Conclusion



Mass media have evolved and adapted to the new realities that we live in, in which internet has a fundamental role. Online newspapers and magazines, e-books and social media are some of the ways to get informed as quickly as possible. While it is easier and faster to inform ourselves about any topic possible, new risks have emerged that require us to be more cautious with everything that can be found online. In the next topic, more emphasis is given to these risks such as fake news and misinformation.



02

Information Literacy



Overview

- ❑ Since information and news have become accessible to everyone at any moment, people are able to get informed whenever they want. Almost free and immediate, information travels as fast as possible. However, all the information being provided online does not necessarily mean that it is valid.
- ❑ In this topic, the notion of information literacy and information disorder will be introduced, highlighting the most important risks that should be taken into consideration and tips in order to avoid them will be given.

Information literacy

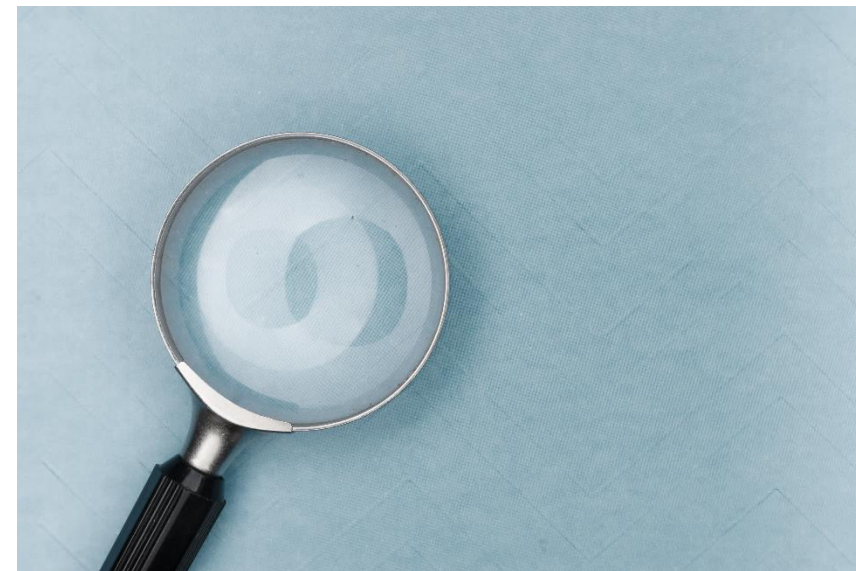
What is information literacy?

? Information literacy is a **set of abilities** that are required of people in order to be able to **recognise when information is needed and to identify, evaluate and use this needed information**.

Some of the necessary abilities in order to be information literate are:

- To be aware of **how you engage** with the digital world
- To be able to **find meaning** in the information you discover
- To articulate **what kind of information** you require
- To use information **ethically**
- To evaluate information for **credibility** and **authority**

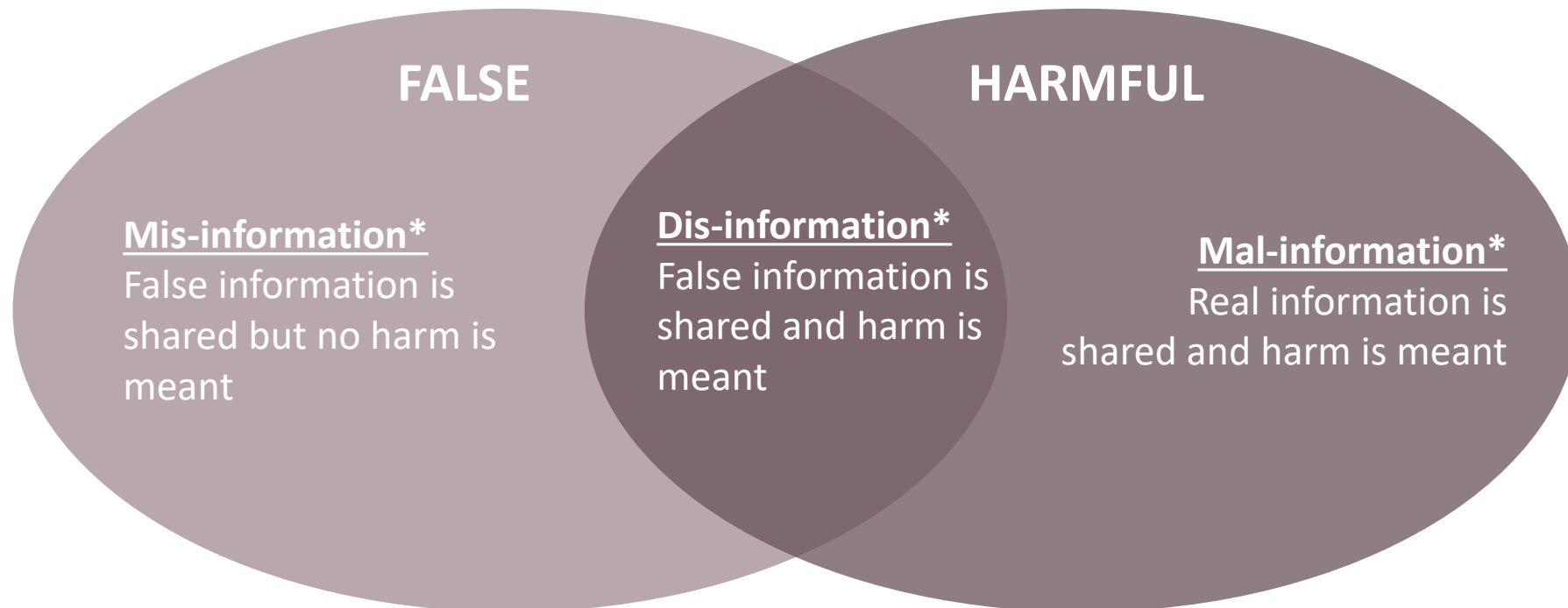
→ These abilities are seen as fundamental even from a young age, since new media play a major role in our lives and information is accessible to anyone at any time (*Media industry – topic 1 for more information*).



Information literacy

What is information disorder?

? Information disorder is the sharing and/or the development of false information with or without harmful intentions. It is categorised into three types:



Information literacy

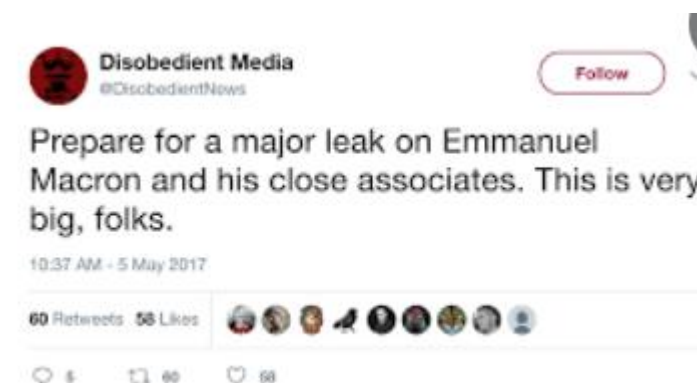
Examples of information types



Example of **disinformation** since false information is given with the purpose of harming someone (migrants)



Example of **misinformation** since false information is given without the purpose of harming someone



Example of **mal-information** since real information is given with the purpose of harming someone (Emmanuel Macron before elections)

Information literacy

How to choose your news?



- Be cautious of **headlines**. **Catchy** titles with **caps** and **exclamation marks** are often used for false news articles.
- Investigate the **source**. Ensure that the source is **trustworthy** and with a **good reputation**. If you don't recognise the source, it should be a good idea to see their "About" page.
- Watch for **wrong formatting**. False news articles sometimes tend to have **repetitions** and **spelling mistakes**.
- Watch any **photos** or **videos** carefully. The ones used for false news are often **manipulated** or even **taken out of context**. It would be wise to verify where these sources came from.
- Check the **dates**. Timelines can be wrong and may not make sense.
- Inspect the **evidence**. False news cannot be justified therefore evidence is important.
- Read **other articles** related to the same topic. If the same story is not reported in any credible source, it is probably false news.
- Some stories are **intentionally false**, even with the aim of **sarcasm**. Share the news that you believe comes from a credible source and think critically if an article is informative or sarcastic.



How to choose your news by Damon Brown

<https://www.youtube.com/watch?v=q-Y-z6HmRgl>



Information literacy

How to choose your news?



No one can determine with absolute certainty if a piece of information is "real" or "fake"; however, five main questions can help:

WHAT?



What is this article about? Do its main outcomes sound reasonable and unbiased? Is there evidence to justify them?

WHERE?



Where was this article found? Can the same story be found in other sources? Does the website look reliable?

WHO?



Who wrote this article? Is there consistent information about the author online? Do they have active and verified social media profiles?

HOW?



How can this article be described? Is it structured and formal? Are there any spelling or grammar mistakes, any repetitions?

WHY?



What's the purpose of this article? Is there a hidden meaning? Does it seem biased?

Information literacy

Conclusion



Now that information has become accessible to anyone, people need to be cautious of what they read and of what they share. Global issues such as the presidency of Donald Trump, Brexit and COVID-19 are just a few examples of how quickly news can travel and how things can escalate. Therefore, having critical thinking and being ready to evaluate all sources available is the best thing you could do before sharing any kind of information with others.



Wardle, C., 2017. INFORMATION DISORDER: Toward an interdisciplinary framework for research and policy making. [online] Available at: <<https://rm.coe.int/information-disorder-report-version-august-2018/16808c9c77>> [Accessed 16 July 2021].



03

Netiquette



Overview

- ❑ It is difficult to imagine life without technology. We are constantly in front of a screen, whether it is for work or pleasure. What we tend to forget is that online communication works the same as face to face communication. For example, we should let people finish what they are saying and be polite even if we disagree with their opinion.
- ❑ Through this topic, the importance of maintaining good manners online will be explained and advice will be given in order to help you do so.



Netiquette

What netiquette is and when it is needed

? **Netiquette*** is the combination of words “network” and “etiquette”. It can be defined as the use of **good and acceptable manners** in online communication tools such as social media, emails, chats and forums.

It is essential to always use netiquette online because it:

- Helps people interact **clearly** and **respectfully** with each other
- Offers **effective** online communication
- Eliminates any **conflicts** or **disagreements**

Without netiquette there is the risk of:

- **Rude language** that can result in online conflicts
- **Misunderstandings** and **misinterpretations**
- Destroying any kind of **relations** (friendships, professional relationships, etc.)



**explained in the glossary*

Netiquette

What can cause online arguments?

- **Trolls**: people who are **rude** or **make offensive comments** on purpose in order to get attention or to upset someone.
- **Online resources** (videos, photos, articles, posts, memes, gifs): the online resources found online are unlimited, and many can have **offensive** or **controversial content**.
- **Ignorance**: we tend not to take into account or simply do not know the **background** or the **situation** of other people, therefore, we may say or do something that can offend others.
- **Misunderstandings due to different writing and punctuation styles**: writing in caps or using **exclamation marks** or many **bullet points** can be misinterpreted since emotions and body language can not be seen through a screen.
- **Lack of social interaction / anonymous posting**: people feel more comfortable sharing their views online because they feel **safer** in front of a screen



Netiquette

How to have good netiquette online?

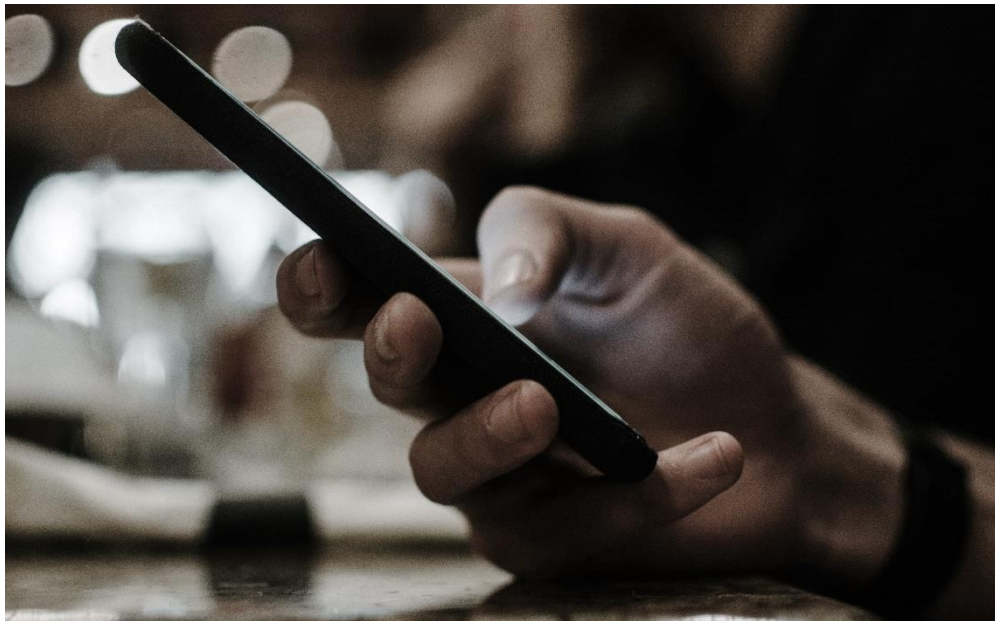


- Use **respectful** language. Do not write something that you wouldn't say in person.
- Use the **right punctuation**. Do not type ALL CAPS as it is considered rude, like when you are shouting at someone.
- Share with **discretion** and respect people's **privacy**.
- Post or repost something after **checking the facts**. This is a way to avoid **misinformation** and **fake news**.
- Be cautious with **sarcasm**. People cannot read your voice or facial expressions, therefore sarcasm is lost when typing. It is important to remember the **Poe's law***; that everything can be mistaken.
- Practice the **Golden Rule**. Treat people the way you would like to be treated.
- Use the **right tone**. An email can be more formal whereas a message in a chat is more informal.
- Remember the **human**. No matter how big a disagreement is, there is a person with **feelings** on the other side of the screen.
- Be **responsible** online. Report something offensive and do not participate in cyberbullying incidents.

**explained in the glossary*

Netiquette

Conclusion



Online communication is nowadays a big part of our lives. This way of communicating does not change the way we should behave nor the way we treat people. Therefore, having good netiquette is fundamental and needs to be used daily in any environment and situation. Tips and suggestions have been given in this topic in order to allow easier and more efficient communication with other online users.

Lastly, Netiquette is also highly linked with the next topic, digital footprint.



04

Digital Footprint



Overview

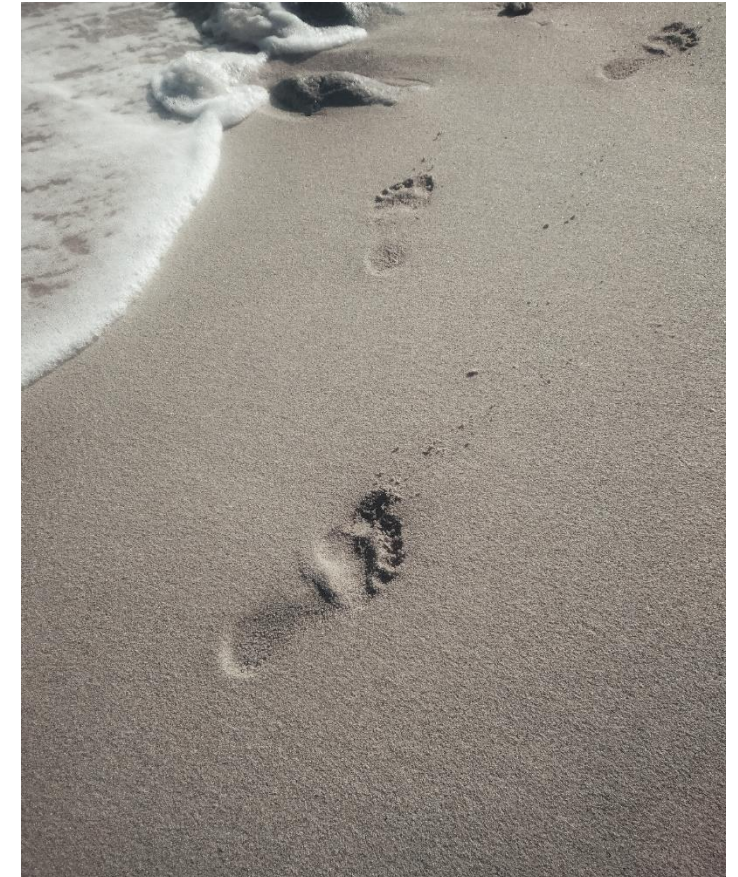
- ❑ One of the reasons why it is important to maintain a good online identity is because online actions will be always available on the internet. Your posts, likes, shares and comments are just examples of the tracks you are leaving behind by using the internet. Therefore, you should be constantly aware of it.
- ❑ Through this topic, the notion of the digital footprint will be explained, as well as its types (active/passive footprint), how it is connected to web cookies and lastly, tips and suggestions to maintain a good digital footprint will be proposed.

Digital Footprint

What is a digital footprint?

- ?** A **digital footprint*** is the **trail you leave behind when you use the internet**. It can include:
- the websites you visit,
 - the photos and videos you upload on social media
 - your interactions with other people on any social online spaces.

A common comparison is the footprint you leave when you are walking at the beach. However, unlike the footprint at the beach, which eventually will fade away, **the digital one will not as it will remain permanently online**. Therefore, it is important to think before you post, since it can be copied or shared really quickly.



**explained in the glossary*

Digital Footprint

What is the difference between an active and a passive footprint?

All your online actions form your digital footprint and it can be divided based of them in two categories: the active one and the passive one.

Active Footprint

It is developed by the traces we **intentionally** leave behind by making deliverable online actions.

For example:

- Social media posts, shares, likes and comments
- Subscriptions and newsletters
- Image and video uploads
- Cookies acceptance



Passive Footprint

It is the information that we **unintentionally** leave behind online, even without realising it.

For example:

- Data left by others (posts in which we were tagged)
- Information gathered when we do various activities online such as location and **IP address***.

Digital Footprint

What are cookies and how are they related to the digital footprint?

? **Cookies*** are **text files with small pieces of data** that are used to identify your computer while you use a network. They aim to improve your web browsing experience by **identifying your preferences**.

All the data stored in a cookie are labelled with an **ID unique** for you and your computer; this is why web browsing is becoming more and more personalised.

? Cookies also allow other sites to track you across the web in a process called **Cookie Profiling***. This process is the **compilation of multiple cookies** through your browsing activities in order to create a profile for you. In other words, **your digital footprint is used through cookies** in order for you to be targeted online with personalised advertisements.



Digital Footprint

What information do cookies collect?

- **IP address**
- **Hobbies** and **interests**, based on the websites you visit
- The type of **device** you use
- The **applications** you use
- The **posts** and the **chat history** on your social media accounts
- Your **likes**, **preferences** and **dislikes** (if you like/dislike a singer, film)
- Your **relationships** with other people (family members, close friends)

→ **Just a small exercise:**

Find out what Google thinks about you here:

<https://adssettings.google.com/authenticated>

(if the ad personalization setting is on)



How cookies can track you (Simply Explained)

<https://www.youtube.com/watch?v=QWw7Wd2gUJk>



Tracking the trackers by Gary Kovacs

https://www.youtube.com/watch?v=f_f5wNw-2c0



Digital Footprint

How to manage your digital footprint?



- Remove any **unflattering** or **unnecessary information** you once entered, especially on social media.
- Delete all the social media accounts you created and you are **not currently using** and uninstall **any unused applications**.
- Configure your social media accounts' **privacy settings** (e.g. change your profile settings).
- Authorise **beforehand** posts, photos, videos or any other resources involving yourself.
- Be careful when **linking accounts**.
- Read the **Terms and Conditions*** even if you feel that it is unnecessary and boring.
- Think before **accepting cookies**.
- Search for yourself on various search engines and **remove anything that you do not like**.
- Be careful of your **social interactions online** (*Netiquette – topic 3 for more information*)
- Post more things you would like people to know about you such as **achievements, hobbies and/or interests**.

Digital Footprint

Conclusion



The concept of digital footprints should make us realise that we should think of our online actions beforehand. This is because everything that we do online will be there forever. In addition, it will be used alongside with a wide collection of data in order to make our web browsing experience more personalised and suitable for us based on our preferences, actions and searches online.

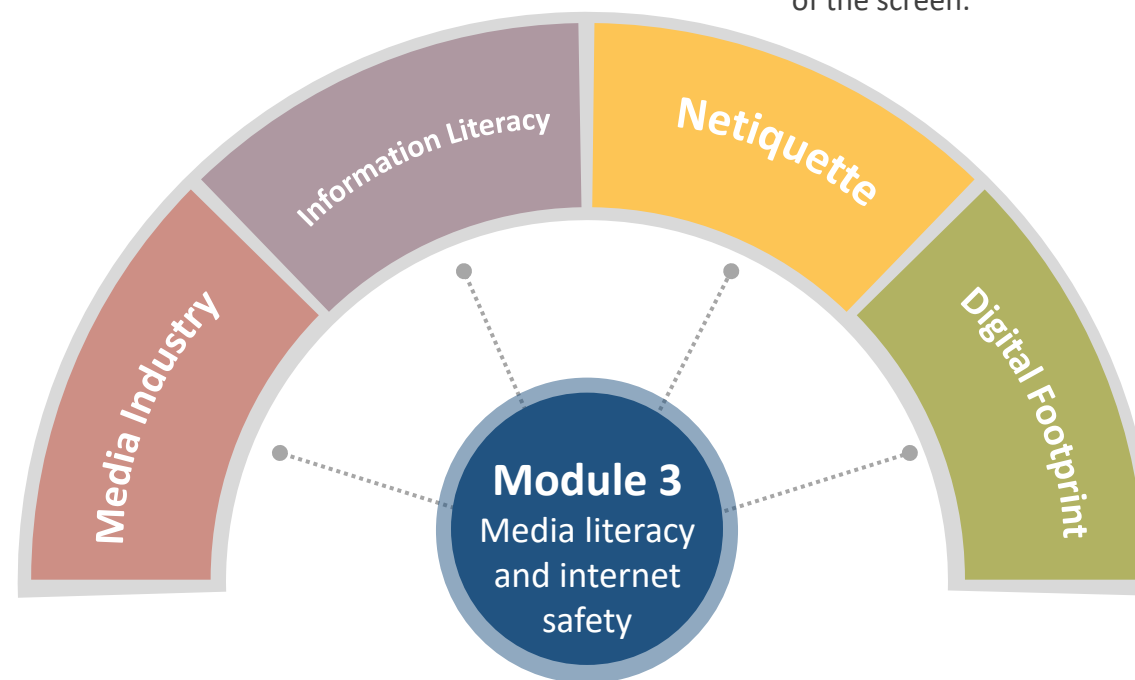
Think about your the digital footprint the next time you search online for a pair of shoes and you find an advertisement of the exact same pair or of the online store 5 minutes later. Or think about it the next time you accept the cookies of a website. It's because of the online trails you leave behind.

Highlights of the Module

Not all the information available is credible. Think twice before sharing or spreading the information you just read in an article. Be aware of information disorder and its three types.

It is fundamental to keep your good manners not only during face-to-face communication but also online. Keep in mind that you should respect the person on the other end of the screen.

Information has been accessible to anyone at any time. New media are more important and present in our lives than the traditional ones, however, many risks can emerge. That's why it is important to be cautious of what can be found online.



It is important to distinguish the active and the passive digital footprint and be cautious when surfing online and when accepting cookies on various websites.

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University of Louisiana at Lafayette. 2019. *10 Online Etiquette Tips for Students*. [online] Available at: <<https://online.louisiana.edu/blog/10-tips-ensure-youre-using-good-netiquette>> [Accessed 14 July 2021].

Wardle, C., 2017. *INFORMATION DISORDER: Toward an interdisciplinary framework for research and policy making*. [online] Available at: <<https://rm.coe.int/information-disorder-report-version-august-2018/16808c9c77>> [Accessed 16 July 2021].



Glossary

TERM	DEFINITION
Cookie profiling	It is the process of compilation of multiple cookies through your browsing activities in order to create a profile for you.
Cookies	Text files with small pieces of data that are used to identify your computer while you use a network. They aim to improve your web browsing experience by identifying your preferences.
Cyberbullying	It is the use of online communication to bully a person, typically through social media.
Digital footprint	It is the trail you leave behind when you use the internet. It can include the websites you visit, the photos and videos you upload on social media and your interactions with other people on any social online spaces.
Dis-information	False information is shared and harm is meant
Hate speech	Any kind of communication (written, spoken, behaviour) that attacks a person on the basis of who they are.
IP address	A unique address that identifies a device connected on an online network.

Glossary

TERM	DEFINITION
Mal-information	Real information is shared and harm is meant
Misinformation	False information is shared but no harm is meant
Netiquette	It can be defined as the use of good and acceptable manners in online communication tools such as social media, emails, chats and forums.
New Media Era	The era in which media rely on the internet and computers for distribution.
Poe's law	It is an adage of internet culture that if there is no clear indications of the author's intents, every parody of extreme views can be mistaken by some readers for a sincere expression of these views.
Social media	Websites and applications that enable users to create and share content or to participate in social networking.
Terms and Conditions	The document governing the contractual relationship between the provider of a service and its user





Practical Recommendations



Learning outcomes

Knowledge

- ☐ Describe the **evolution** of mass media
- ☐ List the **different types** of false news
- ☐ Define the **concept** of netiquette
- ☐ Define the **concept** of a digital footprint

Skills

- ☐ Identify the **traditional** and the **new** media
- ☐ Differentiate between **true** and **false** news
- ☐ Apply the **tips** on how to have a good netiquette
- ☐ Maintain the **right** digital footprint

Attitude

- ☐ Appreciate **good** behaviour online
- ☐ React to **bad** behaviour online



Lesson plans



01

Lesson plan 1



02

Lesson plan 2



03

Lesson plan 3



04

Lesson plan 4



Lesson plan 1

Media Literacy and Internet Safety

Media Industry

The evolution of media

Duration: 40 minutes

Aim	This lesson plan aims to explain the evolution of media industry through the definition of traditional and new media and the classification of new media's advantages and disadvantages.
Target Group	Adults living in rural areas
Facility/ Equipment	<ul style="list-style-type: none">• Classroom• Projector• Internet
Tools/ Materials	<ul style="list-style-type: none">• Presentation• Videos
Main Activity	<ul style="list-style-type: none">• Activity 1: Ask a reflective question: <i>what is media and its types?</i> Adult learners should reflect and name different types of media (phone, TV, radio, social media etc.) (10 minutes)• Activity 2: Classify the traditional and new media by introducing their definitions and concluding with their differences (15 minutes)• Activity 3: Present the video “<i>How is Social Media Changing Journalism</i>” and lead a discussion on the advantages and disadvantages of new media, especially social media (8 minutes)• Activity 4: Present their division which is included in the presentation (5 minutes)• Activity 5: Conclude on the importance of new media and highlight the dangers that exist (2 minutes)
Reflection	<ul style="list-style-type: none">• Do you believe that a new media evolution will emerge sooner or later?• What is the most severe risk that people are facing now with new media?• Do you believe that you are capable of defending yourself against new media?



Real-life example/case study 1

Media Literacy and Internet Safety

Media Industry

The evolution of The Guardian

Duration: 15 minutes

Aim	This case study aims to present the evolution of the British newspaper The Guardian based on the needs and the new realities of our society.
Target Group	Adults living in rural areas
Case study description	The Guardian is a British daily newspaper that was founded in 1821 as The Manchester Guardian and changed its name in 1959. During all these years until today, it has incorporated new topics in order to attract a greater audience such as sports and job openings sections and it has changed its design many times. In 2000, The Guardian launched its website, since technology had evolved in society, and it was even named the online news service of the year at the British Press Awards. During the same year, the Guardian Weblog was launched; it was the newspaper's first blog. In 2003, The Guardian launched its first paid-for website services with a new digital edition of the newspaper and in 2009, The Guardian App for iPhone was launched, followed by one for Android and Windows in 2011. All these actions demonstrate the fact that The Guardian is no longer a printed newspaper, but one that has evolved alongside with the society.
Connection with the topic	The case study of The Guardian shows the evolution of traditional media (a newspaper) into a modern one (through the apps, the blog and the website). It can be introduced in lesson plan 1 after activity 2.
Follow up questions	<ul style="list-style-type: none">• Do you think that it is necessary for a newspaper to evolve?• What are the advantages and disadvantages of such actions?• Do you prefer a traditional newspaper instead of an online one? Why?
References	Guardian News and Media. (2017, December 11). <i>History of the Guardian</i> . The Guardian. Retrieved November 1, 2021, from https://www.theguardian.com/gnm-archive/2002/jun/06/1 .



Lesson plan 2

Media Literacy and Internet Safety

Information Literacy

The world of fake news

Duration: 55 minutes

Aim	This lesson plan aims to introduce the notions of information literacy and information disorder and help adults identify the different types of false information.
Target Group	Adults living in rural areas
Facility/ Equipment	<ul style="list-style-type: none">• Classroom• Projector• Internet
Tools/ Materials	<ul style="list-style-type: none">• Presentation• Video• Handout
Main Activity	<ul style="list-style-type: none">• Activity 1: Deliver presentation – Theoretical Background on information literacy and information disorder (15 minutes)• Activity 2: Project the video “How to understand Misinformation, Disinformation and Malinformation” (5 minutes)• Activity 3: Group Exercise - Provide adults with the handout for this lesson plan (next page) and let them discuss and decide what type of false information each photo is. Have a brief discussion to explain their choices (15 minutes)• Activity 4: Deliver presentation – Tips on how to choose your news (15 minutes)• Activity 5: Conclude on the risks of false information by linking the first topic with this one and highlight on the importance of critical thinking when choosing news (5 minutes)
Reflection	<ul style="list-style-type: none">• Do you believe that you are capable of identifying false news?• What are the tips that you would suggest to your peers for being cautious online?• Have you witnessed examples of false information online? If yes, what was it and which type?



Handout for Lesson Plan 2

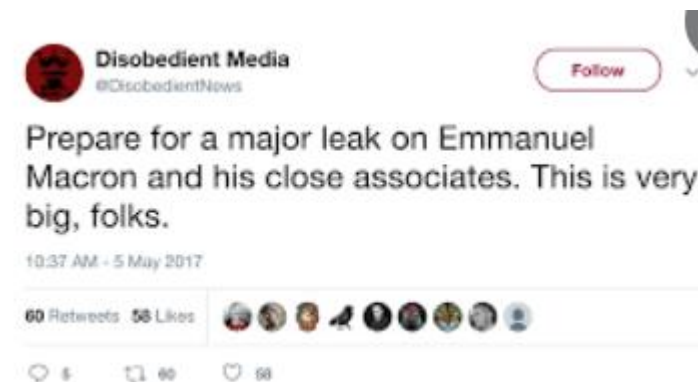
Media Literacy and Internet Safety

Information Literacy

The world of fake news

Handout

Identify the type of false information with your group (Misinformation, Disinformation and Malinformation)



Real-life example/case study 2

Media Literacy and Internet Safety

Information Literacy

Fake news and pizza

Duration: 15 minutes

Aim	This case study aims to show how easy it is to find fake news online and how dangerous it is to believe them.
Target Group	Adults living in rural areas
Case study description	<p>In 2016, a 28-year-old man was arrested after entering the Comet Ping Pong Pizza restaurant and started shooting, fortunately without anyone getting hurt. He did so after claims that the restaurant was running a pedophile ring from its basement with the help of Bill and Hilary Clinton. This false allegation started a month earlier when false tweets spread on the Internet and the employees of the pizza restaurant started receiving death threats from right wing activists who believed that these statements were true. After questioning the man who entered the restaurant, it seemed that he only wanted to save the children trapped in the shop.</p>
Connection with the topic	This case study is an example of how far fake news can go and what consequences may have on people who are not cautious enough to think twice the validity of them.
Follow up questions	<ul style="list-style-type: none">• Have you ever been influenced by fake news?• Do you think that fake news can be very dangerous?• Can you think of other examples of fake news that influenced people's thoughts and actions?
References	Samuelson, K. (2016, December 5). <i>Pizzagate: What to know about the conspiracy theory</i> . Time. Retrieved November 1, 2021, from https://time.com/4590255/pizzagate-fake-news-what-to-know/ .



Lesson plan 3

Media Literacy and Internet Safety

Netiquette

The need of netiquette in our lives

Duration: 70 minutes

Aim	This lesson plan aims to define the notion of netiquette, explain the reasons why it is important and help adults develop and maintain a good netiquette by providing tips.
Target Group	Adults living in rural areas
Facility/ Equipment	<ul style="list-style-type: none">• Classroom• Projector
Tools/ Materials	<ul style="list-style-type: none">• Presentation• Real-life example/Case study 3
Main Activity	<ul style="list-style-type: none">• Activity 1: Deliver presentation – Theoretical Background on what netiquette is, why it is important and how online arguments can be caused (25 minutes)• Activity 2: Group exercise – use case study 3 in the classroom and let adults work in groups based on the case study's guidelines (25 minutes)• Activity 3: Deliver presentation – Tips on how to maintain a good netiquette (15 minutes)• Activity 4: Conclude on the importance of netiquette and let adults reflect on the image that a good netiquette leaves behind in order to link the following topic with this one (5 minutes)
Reflection	<ul style="list-style-type: none">• Do you think that netiquette is important and why?• Do your online actions constitute the right ones to have a good netiquette? What can be changed?



Real-life example/case study 3

Media Literacy and Internet Safety

Netiquette

The consequences of bad netiquette

Duration: 25 minutes

Aim	This case study aims to provide adults with an example of bad netiquette and let them reflect on its consequences
Target Group	Adults living in rural areas
Case study description	<p>Cameron Reilly, an eighteen year old British man, was working as a Buckingham Palace guard before the royal wedding of Prince William and Princess Kate Middleton in 2011. Cameron posted on a social networking site the following:</p> <p><i>"Hur and william drove past me on friday n all a got was a sh***y wave while she looked the opposite way from me, stupid stuck up cow am I not good enough for them! posh b*tch am totally with u on this 1 who reely gives a f about hur,"</i></p> <p>After the publication of this post, he has been relieved of his duties and the post has since been removed.</p>
Connection with the topic	This case study is a real-life example of bad netiquette and the consequences that this type of action can have. It will be used as activity 2 of lesson plan 3.
Follow up questions	<ul style="list-style-type: none">• Why was this Buckingham Palace guard fired?• Do you believe that it was fair for him to lose his job?• What are the elements of bad netiquette in his post?
References	<p>RadarOnline. (2011, April 25). <i>Guard fired from royal wedding after calling Kate Middleton 'stupid stuck-up cow'</i>. RadarOnline. Retrieved October 29, 2021, from https://radaronline.com/exclusives/2011/04/buckingham-palace-guard-fired-royal-wedding-kate-middleton-stupid-stuck-cow/.</p>



Lesson plan 4

Media Literacy and Internet Safety

Digital Footprint

Watch your online steps

Duration: 75 minutes

Aim	This lesson plan aims to explain what a digital footprint is, differentiate active from passive footprints, introduce the notion of cookies and provide tips to the adults on how to manage a digital footprint.
Target Group	Adults living in rural areas
Facility/ Equipment	<ul style="list-style-type: none">• Classroom• Projector• Internet
Tools/ Materials	<ul style="list-style-type: none">• Presentation• Real-life example/Case study 4
Main Activity	<ul style="list-style-type: none">• Activity 1: Deliver presentation – Theoretical Background on the definition of digital footprint and its division into active and passive categories. Then continue by explaining cookies (25 minutes)• Activity 2: Online exercise – all adults should go to the following link: https://adssettings.google.com/authenticated and discover what information Google has collected for them. Note: ad personalisation settings should be on (5 minutes)• Activity 3: Group exercise – use case study 4 in the classroom and let adults work in groups based on the case study's guidelines (25 minutes)• Activity 4: Deliver presentation – Tips on how to manage a digital footprint (15 minutes)• Activity 5: Conclude on the “think before you post” attitude and highlight the fact that whatever is online stays there forever (5 minutes)
Reflection	<ul style="list-style-type: none">• Have you ever posted something that you regret? Why?• Do you believe that digital footprint can harm you?



Real-life example/case study 4

Media Literacy and Internet Safety

Digital Footprint

The past actions on social media and their consequences

Duration: 25

Aim	This case study aims to demonstrate an example of a digital footprint and how your online actions can be found after years and can affect your future.
Target Group	Adults living in rural areas
Case study description	<p>Sergi Guardiola was hired as a Barcelona B player on the 29th of December 2015. Later the same day, he was fired due to the discovery of a series of tweets published on social media in 2013 showing the player's preferences for Real Madrid and his insulting comments for Catalonia.</p> <p>Some examples of the posts: "It is time for the Clasico... Hala Madrid," "Hala Madrid. Catalonia wh*res. F**k Catalonia today and always hala Madrid".</p> <p>Even if he then deleted the posts, it wasn't enough to change Barcelona's opinion.</p>
Connection with the topic	This real life example/case study shows how our online actions can affect our future even after years and concludes with the importance of being cautious when posting. It should be introduced in activity 3 of lesson plan 4.
Follow up questions	<ul style="list-style-type: none">• Do you believe that what happened to Sergi Guardiola was fair?• What could be done differently?• Can you think of some of your online actions that may harm you in the future?
References	Díaz, L. A. (2019, February 16). <i>Sergi Guardiola, fired by Barcelona over a few tweets, will make his Camp Nou Bow</i> . MARCA in English. Retrieved November 1, 2021, from https://www.marca.com/en/football/barcelona/2019/02/16/5c67faeeca474182668b45ae.html .



Tips



- Use **interactive tools** to keep the learners interested
- Ask **reflective questions** to help learners identify with what you teach
- Know your **audience** and their **needs**
- Use **technology** at your advantage
- Keep your **lesson relevant** to your learners **needs** and **life experiences**
- Encourage **discussion**
- Correct them if needed, but **not** in a **patronizing** way
- Remember their **background** (rural areas)

Assessment Questions

1. _____ media is one of the oldest types of mass media and news are communicated to the targeted audience _____ the use of _____, like newspapers and _____.

_____ media is the _____ of existing media _____ the help of the internet like _____ and e-books.

New, radio, without, traditional, with, online radio, the internet, re-conceptualization

a=traditional, b=without, c=the internet, d=radio, e=new, f=re-conceptualization, g=with, h=online radio

2. Dis-information is:

- False information is shared but no harm is meant
- **False information is shared and harm is meant**
- Real information is shared and harm is meant

3. Spelling mistakes are a common characteristic of false news.

- **True**
- False

4. There are five main questions in order to identify real and fake news:

- **What, where, who, how, why**
- What, which, who, how, why
- What, how much, who, how, why



Assessment Questions

5. The word “Netiquette” is a combination of “network” and “etiquette”.

- **True**
- False

6. Ignoring bad behavior online is a good practice of netiquette since you are not accelerating it.

- True
- **False**

7. Posting online is an action that can be described as:

- **Active footprint**
- Passive footprint

8. Cookies do not collect information about your device.

- True
- **False**





Conclusion



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Final remarks

Content Here

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