

The Key to Keywords

*** DID YOU KNOW ...**

Google receives over **FOUR MILLION** searches every minute!

Unjumble to find the hidden words

1. krewoyds _____

2. rulest pgae _____

3. cyrubblely _____

4. pscreie _____

5. snnomyys _____

6. aanivrettle _____

*** WHAT DO YOU THINK?**

Is it better to use more than one keyword in a search? Why, or why not?



*** DO YOU REMEMBER ...**

How to pick keywords that will give you the best search results?

1. Family Activity

Can you figure out how to find the below information without using any of the words in the subject? See if you can think of keywords that are synonyms, alternative words, or related phrases. If you're up for a challenge, challenge a family member to see who can come up with more keywords in 60 seconds for each of the following searches. Then, circle the two keywords you think would be MOST likely to help you find what you're looking for:

"Inexpensive plane tickets"

"Most popular movies last year"

"Best dessert in my town"

2. Tech It Up!

Test out your searches by typing the two keywords you circled into Google or another search engine. See whose keywords turn up the information you're searching for closest to the top of the results page!

3. Common Sense Says ...

Be a smart and savvy searcher online by searching with keywords that are the most important words related to a subject. If you can't find what you're looking for, try using more keywords and even using synonyms -- words that have a similar meaning -- to increase the power of your search.

Private and Personal Information

*** DID YOU KNOW ...**

One poll of tweens and teens found that one out of three kids shared information online that they wouldn't share in public. Yikes!

Word Search

r	e	s	p	e	c	t	i	c
e	e	i	c	s	i	c	r	o
e	e	t	r	r	e	i	m	
e	e	a	s	t	m	s	r	m
g	e	a	o	i	i	i	o	u
e	a	i	r	p	g	c	o	n
s	c	i	h	t	e	e	e	i
e	a	s	p	c	i	r	r	t
e	r	a	r	i	t	p	o	y

community ethics precise respect register

*** WHAT DO YOU THINK?**

What would be a good rule for kids about giving out private information online?

*** DO YOU REMEMBER ...**

How you can protect yourself from online identity theft?

1. Family Activity

Take a set of flash cards or cut a large piece of paper into smaller strips. With a family member, write different pieces of information about you, your family members, or your family on each piece of paper (for example: "I love dogs," "I'm in Ms. Smith's class," or "We live at 123 Pine Road."). Take two jars or cups and label one "private information" and the other "personal information." Then, sort the strips of paper into the correct jar to practice identifying which pieces of information are private versus personal.

2. Tech It Up!

Ask a family member to show you a website that collects information about users. Together, look at the information the website asks users to fill out, and see whether you can identify the questions that prompt you for personal information vs. private information. (Hint: If an adult in the family is a Facebook user, Facebook or another social media platform can be used for this exercise.)

3. Common Sense Says ...

Private information is information that can be used to identify you, such as your social security number or your address. Personal information is information about you that can't be used to identify you, such as your age or your favorite foods. Personal information is usually safe to share online, but private information is usually unsafe to share online.



Rings of Responsibility

*** DID YOU KNOW ...**

People online who post hurtful comments intended only to upset other people are called "trolls." Trolls are definitely NOT practicing good digital citizenship!

Unjumble to find the hidden words

1. rsletnispobiy _____

2. piarasilgm _____

3. citaoitn _____

4. cmniumtoy _____

5. diagitl ciztien _____

6. ehitcs _____

*** WHAT DO YOU THINK?**

Is there a responsibility you have to others both online and offline?

*** DO YOU REMEMBER ...**

What kinds of responsibilities a good digital citizen has?

1. Family Activity

Make your very own Rings of Responsibility. Draw three circles [note: add diagram] on a piece of paper or on a paper plate. Label the innermost circle "Self," the middle circle "Friends and Family," and the outer circle "Larger Community." With a family member, collect photographs or magazine images that represent the types of responsibilities you have within each ring. You can paste or tape the printed images onto your collage.

2. Tech It Up!

Use a digital camera to go on a photo journey and take pictures of the items for your collage! When you're finished, you can either print them out and make your collage on paper or you can use Pixlr Express on a smartphone or tablet.

3. Common Sense Says ...

As a digital citizen, you're a member of a worldwide community linked by the Internet. Being a good digital citizen means taking care of your responsibilities to yourself, to your friends and family, and to the larger community! Visiting only sites that are safe and appropriate is a responsibility you have to yourself. Never sharing a friend's private information or your family's address is an example of a responsibility you have to friends and family. Never calling people names online is a responsibility you have to the larger community.



The Power of Words

*** DID YOU KNOW ...**

Author Mark Twain said, "Kindness is a language which the deaf can hear and the blind can read."

Match the words to their definition

digital citizen	information that can't be used to identify you, such as your age, gender, how many brothers and sisters you have, your favorite food, etc.
personal information	a member of a worldwide community linked by the Internet
private information	when a thief steals someone's private information in order to pretend to be that person
identity theft	information that can be used to identify you, such as your Social Security number, postal address, email address, phone number, etc.

*** WHAT DO YOU THINK?**

Why is it a bad idea to send mean or scary messages online? How is this like what Mark Twain said?

*** DO YOU REMEMBER ...**

What you should do when someone uses mean or scary language on the Internet?

1. Family Activity

With a family member, create a comic strip about a cyberbullying situation. In the first frame, show the cyberbullying scenario: Who says something mean and hurtful, to whom is it said, and what exactly is said? In the next frame, show how the recipient might feel when receiving the message. In the last frame, show a positive outcome of the situation, which might involve confiding in a trusted adult.

2. Tech It Up!

Use Make Beliefs Comix (www.makebeliefscomix.com) or Comic Life (Comiclfe.com), free online tools, to make your comic online.

3. Common Sense Says ...

Cyberbullying is using technology tools such as the Internet and cell phones to deliberately upset someone else, and cyberbullying is NOT OK. Never say something online that would hurt someone's feelings if you said it to his or her face.



Whose Is It, Anyway?

* DID YOU KNOW ...

Signatures are one way that people give themselves credit for their work. John Hancock's signature on the Declaration of Independence is one of the most famous signatures in American history, and sometimes people even call a signature "your John Hancock."

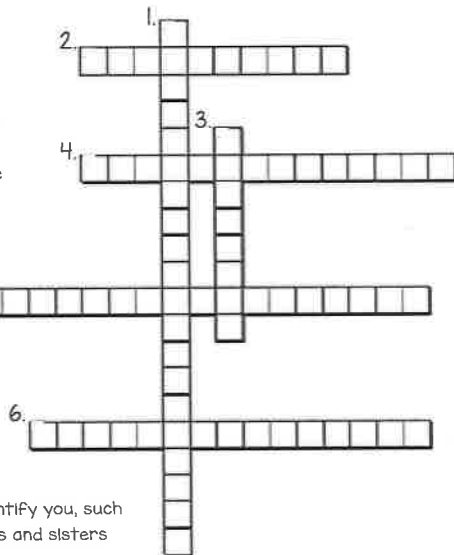
Crossword Puzzle

Across:

2. someone who uses technology tools such as the Internet and cell phones to deliberately upset someone else
4. when a thief steals someone's private information in order to pretend to be that person
5. information that can be used to identify you, such as your Social Security number, postal address, email address, phone number, etc.
6. a member of a worldwide community linked by the Internet

Down:

1. information that can't be used to identify you, such as your age, gender, how many brothers and sisters you have, your favorite food, etc.
3. a formal note of credit to an author that includes their name, date published, and where you found the information



* WHAT DO YOU THINK?

When is it OK to use someone else's words or ideas?

1. Family Activity

Put it in your own words! Practice paraphrasing -- expressing something in your own words -- with a family member. Paraphrasing is an important way to avoid plagiarism. Pick your favorite song or book. Listen (if it's a song) or read (if it's a book) together. Then, see if you can put the main ideas into your own words to tell your family member what the song or book is about. When you're finished, ask your family member to score your paraphrasing by the number of items you completed correctly:

1. Did you use your own words?
2. Did you use quotation marks when using a direct quote?
3. Did you provide a citation that includes the author's name and the title of the work?

* DO YOU REMEMBER ...

How you can show respect for people's work?

2. Tech It Up!

Check out News-O-Matic Daily Reading for Kids, an interactive news app written for kids your age. With a family member, pick an article to read and practice your paraphrasing and citation skills by 1). writing a summary of the article using your own words (and quotation marks for any direct quotations), and 2). writing a citation for the article.

3. Common Sense Says ...

If you're using someone else's exact words, make sure to use quotation marks AND provide a citation. If you're using their ideas but you put them into your own words, you don't need quotation marks, but you DO still need to provide a citation.



Digital Citizenship Pledge

*** DID YOU KNOW ...**

Club Penguin encourages good digital citizenship by using a special tool that stops members from swearing or sharing private information online.

Word Search

a	c	i	e	u	e	a	r	y
k	p	l	e	d	g	e	t	m
j	e	e	d	e	e	i	a	l
u	e	e	e	d	n	p	r	i
n	t	d	u	u	s	a	i	a
k	a	a	m	n	a	a	i	m
s	n	m	p	p	n	r	i	o
n	o	i	t	a	t	i	c	o
c	m	u	k	a	a	r	i	o

pledge junk mail citation community spam

*** WHAT DO YOU THINK?**

What is a pledge? What do you pledge to do as a digital citizen?

*** DO YOU REMEMBER ...**

How you can help create a positive online community?

1. Family Activity

Part of being a good digital citizen is making sure to follow your family's values and expectations when you use the Internet. With a parent or family member, fill out Common Sense Media's Family Media Agreement (www.commonsensemedia.org/educators/parent-media-education/family-media-agreements). You can make revisions to the document as you see fit. If you and your parent agree on the terms outlined in the document, you can sign it to make it official.

2. Tech It Up!

Together, watch "Pause and Think Online" (<https://www.youtube.com/watch?v=rgbZAWnOWOo>). After you watch, discuss the following questions with a parent or family member: 1). What does it mean to "listen to your gut"? Can you think of a time when you listened to your gut? 2). Why is it important to feel with your heart when you're online? 3). How do you balance your time on the Internet with other activities? 4). Can you think of a situation when you would need to stand up for something or someone?

3. Common Sense Says ...

Be a good digital citizen by communicating responsibly with one another, protecting your own and others' private information online, standing up to cyberbullying, respecting others' ideas and opinions, and giving proper credit when you use others' work.

How to Cite a Site

*** DID YOU KNOW ...**

Creators can choose how to sign their work. Some creators use their real names, some use nicknames, and some use "pen names" (similar to code names authors give themselves to keep their real identities secret). Dr. Seuss' real name was Theodore Seuss Giesel. He chose Dr. Seuss as his pen name.

Unjumble to find the hidden words

1. serecn nmae _____

2. suocre _____

3. dgtiial citiezn _____

4. coittian _____

5. brghaoipliby _____

6. uatdpe _____

*** WHAT DO YOU THINK?**

Why include a bibliography in a report or research project?

*** DO YOU REMEMBER ...**

What kinds of information you need to cite an online source?

1. Family Activity

Go on a scavenger hunt around your house to find: one book, one magazine article, and one newspaper article. Once you've collected your sources, try to write citations for all three using MLA format [include example of MLA on handout].

2. Tech It Up!

With the help of a parent, try using EasyBib, a helpful online tool, to create an online bibliography for your three sources (easybib.com/mla-format/). Check the citations you wrote out against the citations you generated using EasyBib.

3. Common Sense Says ...

When you're working on a research project, make sure to record sources as you go rather than waiting until the end. Otherwise, you might lose track of them and not be able to find the citations again later!

Picture Perfect



* DID YOU KNOW ...

One of the most popular ways to change a digital image is through a computer program called Photoshop. Photoshopping is common in the media, not only to make people look better but even to make nature look brighter! A New York Times article on Photoshopping described the editing of nature pictures: "Skies are made brighter, animals become flawless, grass is made to look greener, and, in a recent issue of Women's Health, sheep were made to look whiter."

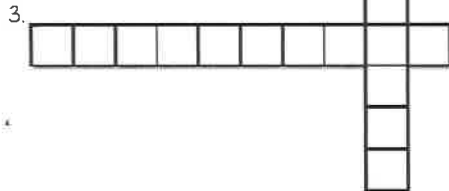
Crossword Puzzle

Across:

- 2. something that a company advertises and sells
- 3. to manage skillfully and especially with intent to deceive

Down:

- 1. to change the way something looks
- 2. a way of regarding or understanding something



* WHAT DO YOU THINK?

Why do you think so many photos in magazines and advertisements are altered? How might altering a photo help sell a product?

* DO YOU REMEMBER ...

How photos can be changed on the computer and how that can affect our feelings about the way we look?

1. Family Activity

With a family member, watch the video "McDonald's Ads Versus the Real Thing" (<https://www.youtube.com/watch?v=zx1lvvLuuEI>). What differences do you notice between the advertisements and the real versions?

2. Tech It Up!

Try your hand at enhancing a photo to make it look even more perfect, fun, or appealing! With Pixlr, upload a picture you've saved to your desktop and play with the editing tools to enhance the image (<http://apps.pixlr.com/editor/>). (Hint: In Pixlr, go to "File --> Open Image" to open a picture you've saved on your computer.)

3. Common Sense Says ...

Photos that appear in advertisements are usually Photoshopped, which is why they look so perfect. Don't be fooled!



Strong Passwords

*** DID YOU KNOW ...**

One of the most commonly used passwords is "qwerty," and this is NOT a secure password! (Can you figure out why so many people might use this password? Hint: Try typing it out on a computer keyboard.)

Unjumble to find the hidden words

1. srteiuycy _____

2. etatopecxin _____

3. bolbhaipirgy _____

4. pawrossd ptriooectn _____

5. rodnam _____

6. seeern nmae _____

*** WHAT DO YOU THINK?**

How can we remind ourselves, other students, and our families to keep passwords secure?

1. Family Activity

With a family member, review the Common Sense dos and don'ts of creating a safe password. Then, pick your favorite cartoon character and draw a picture of him or her on a piece of paper. On the back of the paper, make a list of personal information (interests, fun facts) about the character and use it to make up a safe and secure password for your character. Check that you haven't included any PRIVATE information -- only use personal information. Next, try to come up with a story to remember the password.

*** DO YOU REMEMBER ...**

How a secure password helps you protect your private information?

2. Tech It Up!

DinoPass (<http://www.dinopass.com/>) is a password generator for kids that has two options: SIMPLE passwords and STRONG passwords. Try generating at least three of each and write them down. With a family member, see if you can spot a pattern to figure out the difference between the STRONG and the SIMPLE passwords. Together, come up with at least one pro and one con of using each type of password.

3. Common Sense Says ...

Smart and safe passwords: 1). have at least eight characters; 2). use a combination of letters, numbers, and symbols; and 3). aren't easy for other people to guess! Passwords should NOT have private information in them, such as your full name (first and last), date of birth, mother's maiden name, street address, school name or address, credit card number, phone number, or social security number.

You've Won a Prize!

* DID YOU KNOW ...

According to the government's CAN-SPAM Act, businesses are required to let people stop getting emails from them. That means you should always see a way to "unsubscribe" from an email listserv, which is something businesses use to send the same email to A LOT of people at the same time.

Match the words to their definition

password protection	something that a company advertises and sells
computer virus	the requirement that visitors use a password when they access a website so that only certain people can view the site and participate in its online activities
citation	key information about a source used for a report or other research project, including its author, title, publisher, and date of publication
product	a software program that can damage other programs on the computer

* WHAT DO YOU THINK?

What is the safe thing to do if you get an email or IM from a stranger?

* DO YOU REMEMBER ...

What spam is and what you can do about it?

1. Family Activity

With a parent or family member, create a poster about how to identify and deal with spam. Design the posters for kids who are two years younger than you and who likely do not know anything about spam. Ask your family members what they do when they receive spam, and consider adding their tips to your poster. If you have a computer at home, put your poster up near the computer to remind everyone what to do with spam.

2. Tech It Up!

Use Glogster (www.glogster.com) to make a digital version of your poster.

3. Common Sense Says ...

Spammers want you to open their emails. Follow these spam-stopping tips -- don't fall for tricks!

- Don't open messages from people you don't know.
- If you open a message by mistake, don't click on links or download files that come with it.
- Never reply to emails or IMs from people you don't know.
- Don't reply to spam, even to tell the spammer not to send any more messages.
- Flag emails as "junk" or "spam."
- Watch out for messages that ask for your private information. No one should ever do this.
- Tell an adult you trust about any message that makes you uncomfortable or that comes from someone you don't know.

Privacy Rules

*** DID YOU KNOW ...**

Kids have special legal protection online. All websites that collect information about kids under the age of 13 are required by law to follow a law called COPPA (the Children's Online Privacy Protection Act), which is meant to give parents control over the information websites collected about their kids.

Match the words to their definition

privacy policy	a sign or stamp that states that a website, company, or group meets a certain set of standards and is doing a good job
seal of approval	using technology tools such as the Internet and cell phones to deliberately upset someone else
cyberbullying	a legal document that explains how a website gathers and uses your private information
stereotype	an idea about a group of people that's not always true

*** WHAT DO YOU THINK?**

Why should you not give out your private information?

*** DO YOU REMEMBER ...**
How you can tell if a website protects your private information?

1. Family Activity

With a family member, come up with a privacy policy for your bedroom.

What are some privacy rules you would like other family members to follow? Why are they important to you? Some examples might include knocking before entering or asking before borrowing something. Discuss your expectations with one another and agree on privacy policies for your bedrooms. Write down the rules you both agree on to formalize your privacy policy.

2. Tech It Up!

Websites have privacy policies too. With a parent, visit three sites you like to explore online. On each site, see if you can find the privacy policy. Next, look to see if the website has a privacy seal of approval and whether there's a contact to whom parents can reach out with questions about privacy.

3. Common Sense Says ...

Even if a site has a privacy policy, be careful! The site still might use your private information in ways you don't want it to. Look for websites with privacy seals of approval. Also, avoid giving out your full name, address, phone number, or email address on websites without getting permission from a parent or trusted adult.

Selling Stereotypes

*** DID YOU KNOW ...**

Kids age 2-11 see more than 25,000 ads per year on TV alone.

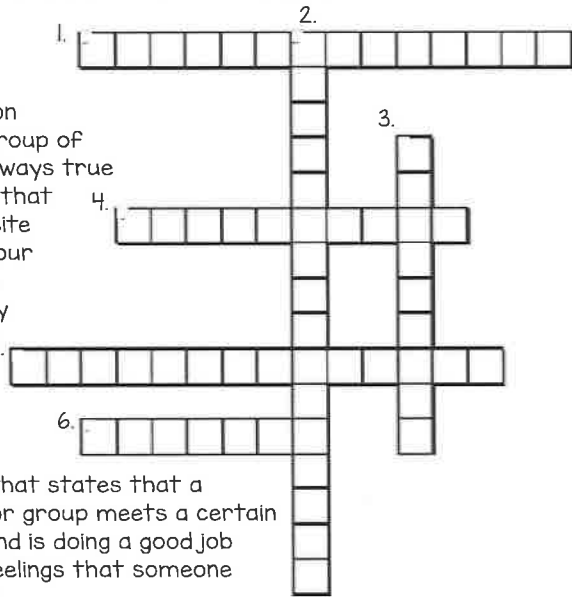
Crossword Puzzle

Across:

- 1. a duty or obligation
- 4. an idea about a group of people that's not always true
- 5. a legal document that explains how a website gathers and uses your private information
- 6. to observe closely

Down:

- 2. a sign or stamp that states that a website, company, or group meets a certain set of standards and is doing a good job
- 3. 'to imagine the feelings that someone else is experiencing'



*** WHAT DO YOU THINK?**

How can stereotypes about girls and boys make people feel?

*** DO YOU REMEMBER ...**

What stereotypes are and how we learn stereotypes about boys and girls from the world around us?

1. Family Activity

Find a toy commercial with your parent -- either online or on TV -- and discuss the following three questions with them: 1). Who created this commercial? 2). How is the commercial trying to get our attention? 3). Does this commercial encourage certain messages about boys and/or girls?

2. Tech It Up!

Create a new advertisement for a toy that's designed to attract both boys and girls -- and that doesn't send the message that the product is a "boy's" toy or a "girl's" toy. Use Shadow Puppet EDU on a smartphone or tablet to design your ad!

3. Common Sense Says ...

It can be hard to identify ads online, especially because so many are disguised as games or contests. Even adults get confused! Ask yourself: Does what I'm seeing or doing make me want to buy something (such as a toy, a certain snack, or a ticket to a movie)? If the answer is yes, there's a good chance you're seeing an ad.



Super Digital Citizen

*** DID YOU KNOW ...**

The word "citizen" is related to the Latin word "civitas," which refers to a city or a community of people.

Word Search

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r e s p o n s i b i l i t y
e y r i p o n e s i t i o e
e a r o t a t p i n b a e e
t a z l a s c e o p f i e n
i a i e i l a e o g y j a n
e a i m n r u l i r e q y e
e o i y r i i p m t t e c a
e t p o n c v m b e e e e
e o i o y l p o i e w e v r
e e i o n v u n h e t t i y
e a t t a e a i p g k e r v
e r p t e e e t e r t e p r
t r y t a o d o h e v t n r
a o r n a i d r r t e p a t
    
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monitor citizen target privacy policy responsibility

*** WHAT DO YOU THINK?**

What does it mean to be a digital citizen?

*** DO YOU REMEMBER ...**

How you can help others be good digital citizens?

1. Family Activity

Design a "super digital citizen" word collage. First, list words that describe how a super digital citizen acts. (What does it mean to act safely? How do digital citizens behave responsibly? What kind of behavior is respectful online?) Then, see if you can find your keywords in a newspaper or magazine and cut them out for your collage. Add in any keywords you can't find by writing them in with a marker.

2. Tech It Up!

Create a super-digital-citizen word cloud online by using a site such as ABCYa (www.abcya.com/word_clouds.htm). Save your word cloud as a JPG (.jpg) or a screenshot, and then upload the image as a screensaver or as wallpaper.

3. Common Sense Says ...

A digital citizen is someone who acts safely, responsibly, and respectfully online. Just as superheroes take action when someone needs help or when they see something that doesn't seem right, super digital citizens jump in to help protect themselves and others on the Internet.

Talking Safely Online

*** DID YOU KNOW ...**

Many websites that allow you to chat with other people have a “block” feature, which allows you to stop receiving messages from a particular person. You can even block certain phone numbers from texting you. Don’t be afraid to ask a parent for help figuring out how to block a person who makes you feel unsafe.

Unjumble to find the hidden words

1. uaoltrfncmobe _____

2. ehpaizitme _____

3. spetteroye _____

4. messgae _____

5. clbryulibyneg _____

6. mitnoor _____

*** WHAT DO YOU THINK?**

What kind of information should you not share with online-only friends?

*** DO YOU REMEMBER ...**

What the differences are between Internet friends and in-person friends?

1. Family Activity

Come up with a clever way to remember examples of private information in the future. Pick the tune of a song, such as “Happy Birthday,” “Mary Had a Little Lamb,” or even the theme song from your favorite TV show. Write a song to that tune that helps you remember private information: your full name, street address, school name, school address, email address, phone number, computer password, mother’s maiden name, or parent’s place of work.

2. Tech It Up!

Use an audio recorder on a family member’s phone (with their permission) or the GarageBand app to record your song!

3. Common Sense Says ...

If things get creepy or uncomfortable when you’re chatting online, take action.

- Log out of the website or messaging service.
- Tell a parent or trusted adult.
- Ignore the person or block that person from chatting with you.



What's Cyberbullying?

*** DID YOU KNOW ...**

Eighty percent of the time, witnesses of cyberbullying are bystanders (people who see others being cyberbullied but do nothing), but when they do intervene, they stop the bullying more than half the time.

Unjumble to find the hidden words

1. mssagee _____

2. mniootr _____

3. epimthzae _____

4. teagrt _____

5. uroabcfntolme _____

6. rtieloinspibsy _____

*** WHAT DO YOU THINK?**

What are some words or phrases to describe how it feels to be cyberbullied?

*** DO YOU REMEMBER ...**

What cyberbullying is and how you deal with it?

1. Family Activity

Interview a family member about an incident of bullying that he or she either has been part of or witness to. First, write five to six interview questions that invite your family member to share a story and to reflect on how he or she thinks technology has or has not changed the way bullying affects kids (and adults). Then sit down and interview your family member.

2. Tech It Up!

Use an audio recorder to record the interview! Make sure to sit in a place without too much background noise and put the recorder in a place where both your voice and your family member's voice can be heard. To record like a real pro, do a test recording before your interview starts.

3. Common Sense Says ...

If you see or experience cyberbullying online: 1.) Ignore, then block and unfollow using the privacy settings; 2.) Flag and report the behavior. Use the community reporting tools to let the company know someone is abusing their guidelines; 3.) Take screenshots. If the trolling is threatening, personal, or hateful, save the evidence in case things escalate.

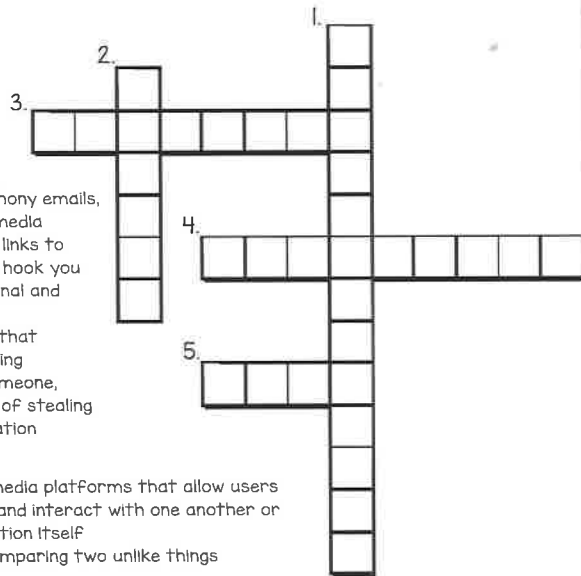
A Creator's Rights



*** DID YOU KNOW ...**

"Copyright" is a law that protects your control over the creative work you make so people must get your permission before they copy, share, or perform your work. "Creative Commons" is a kind of copyright that makes it easier for people to copy, share, and build on your creative work, so long as they give you credit for it.

Crossword Puzzle



Across:

- 3. when people send you phony emails, pop-up messages, social media messages, texts, calls, or links to fake websites in order to hook you into giving out your personal and financial information
- 4. to imagine the feelings that someone else is experiencing
- 5. an attempt to trick someone, usually with the intention of stealing money or private information

Down:

- 1. electronic devices and media platforms that allow users to create, communicate, and interact with one another or with the device or application itself
- 2. a literary device for comparing two unlike things

*** WHAT DO YOU THINK?**

Why is it important to give credit when using other people's creative work?

*** DO YOU REMEMBER ...**
What rights you have as a creator?

1. Family Activity

Compare copyright messages in at least two of the following: books, movies, TV shows, and video games. What is the same? What is different? Why do you think it might be different across different types of products?

2. Tech It Up!

Check out YouTube videos featured as examples of different kinds of fair use (<https://www.youtube.com/yt/copyright/fair-use.html>).

3. Common Sense Says ...

Authors often use Creative Commons to specify how their work can be used. Some authors are stricter than others about their work. Remember, when you want to copy, paste, share, or use something, you should follow these steps:

1. Ask: How does the author say I can use the work? Do I have to get the creator's permission first?
2. Acknowledge: Did I give credit to the work I used?
3. Add value: Did I rework the material to make new meaning and add something original?



Cyberbullying: Be Upstanding

*** DID YOU KNOW ...**

One in four teens has been cyberbullied, but only one in 10 tells an adult, meaning that many suffer without support. Speak up! Adults can help.

Unjumble to find the hidden words

1. hgrycopti _____

2. ettiidny thtfe _____

3. atmzipehe _____

4. ynsredbta _____

5. bnavullree _____

6. daeim _____

*** WHAT DO YOU THINK?**

What kinds of online behaviors could be considered cyberbullying?

*** DO YOU REMEMBER ...**

How you can show bravery if someone is being cyberbullied and you're a witness?

1. Family Activity

Interview a friend or family member to find out if he or she has ever witnessed someone being mean or cruel online. Find out what he or she did at the time, and ask what he or she might do differently today. Then, share your perspective: Have you ever witnessed someone being mean or cruel online? What did you do at the time, and what might you do differently today?

2. Tech It Up!

With a friend or family member (or on your own!), watch Coke's 2015 #MakeItHappy commercial (<https://www.youtube.com/watch?v=ibgvkXm9Qkc>). If either of you has a social media page, look at a few posts or comments and see how you could improve them to #MakeItHappy! You also could do this by looking at the comments section of an article you recently read or a YouTube video you recently watched.

3. Common Sense Says ...

Be an upstander, not a bystander! If you witness cyberbullying, you can help by supporting the target and letting the bullies know their behavior is not acceptable. Here are some things you can do:

- Step in to help in a cyberbullying situation by letting the target know you're there for him or her.
- Listen to and empathize with the target.
- Do not spread rumors. Instead, tell the cyberbully to stop.
- Report what's happening to a trusted adult or website administrator or encourage the target to tell a trusted adult. A trusted adult is someone whom you believe will listen and who has the skills, desire, and authority to help you.



Digital Life 101

*** DID YOU KNOW ...**

Snapchat started in 2011, Instagram launched in 2010, Twitter began in 2006, and Facebook, the oldest of the bunch, was founded in 2004.

Unjumble to find the hidden words

1. iinecfffet _____
2. urvlbelean _____
3. bnrdtaysa _____
4. eaimd _____
5. tlidagi iadem _____
6. ilmies _____

*** WHAT DO YOU THINK?**

Why might people feel differently about their digital lives?

*** DO YOU REMEMBER ...**
What digital media are and what role they play in our lives?

1. Family Activity

Create a simile about your digital life: Finish the sentence, "My digital life is like a ____." Then write a haiku using your simile as inspiration! (Haiku are short, three-line poems that follow the pattern of five syllables in the first line, seven syllables in the second line, and five syllables in the third line). For example: "My phone, always on / the city that never sleeps / can I get some rest?"

2. Tech It Up!

Ask your family members which similes they would use to describe their digital lives. Write a haiku for each family member. Then, if you're feeling especially creative, use GarageBand to record your haiku and even turn them into a song. When you're finished, share your track with your family members. You can animate their similes using free programs such as Pencil (www.pencil-animation.org) or Animoto (www.animoto.com).

3. Common Sense Says ...

Creating good habits is key to being a savvy media user. Most teens find that technology gets in the way of their sleep unless they leave devices in another room. Consider leaving your phone to charge in another place in your home or at least putting it across the room on silent volume and switched to "do not disturb," so you won't see it light up. Make sure you also unplug from technology, television, and the Internet at least 30 minutes before bed to give yourself time to unwind.



Scams & Schemes

*** DID YOU KNOW ...**

"Malware" is short for "malicious software." It's the term used to refer to software programs or viruses that are designed to harm your computer or other digital devices.

Match the words to their definition

phishing	a type of crime in which your private information is stolen and used for criminal activity
identity theft	a kind of copyright that makes it easier for people to copy, share, and build on your creative work, as long as they give you credit for it
creative work	when people send you phony emails, popup messages, social media messages, texts, calls, or links to fake websites in order to hook you into giving out your personal and financial information
Creative Commons	any idea or artistic creation that is recorded in some form, whether it's hard copy or digital

*** WHAT DO YOU THINK?**

Can people get scammed on the Internet? How?

*** DO YOU REMEMBER ...**
What identity theft is and how you can protect yourself from it?

1. Family Activity

Help a family member become a safer Internet user so he or she doesn't fall victim to scams or schemes. Share the tips you've learned to spot phishing emails and what to do if he or she receives spam. Together, come up with a concrete way each of you can improve your online security (for example, changing a password so it's more secure or backing up files).

2. Tech It Up!

With your family member (or on your own!), look at the security rules on OnGuardOnline (www.onguardonline.gov/articles/0009-c-computer-security). You can read the rules or watch a short (about three minutes) video. Does what you learned on OnGuardOnline give you any additional ideas about what you can do to improve your online security?

3. Common Sense Says ...

Know the features of a phishing or scam email so you're not fooled. Features include: the need to verify account information, a sense of urgency, spelling errors, an alert that your account is in trouble, a link in the email or as an attachment, something that sounds too good to be true, or a generic greeting. If you get an email you think might be spam, avoid opening it; just click delete. If you open it by accident, do not click any links or download any attachments, since they might contain malware.

Strategic Searching

*** DID YOU KNOW ...**

Google provides search results in under a second, but its algorithm takes more than 200 factors into consideration in that time.

Word Search

t	h	g	i	r	y	p	o	c
r	s	e	a	l	a	t	s	r
e	e	l	s	i	i	r	t	r
e	e	c	a	c	d	y	r	i
e	a	e	a	e	e	r	a	i
m	e	g	a	n	m	y	t	g
i	i	e	a	s	a	e	e	i
c	i	e	g	e	d	c	g	i
d	i	g	i	t	a	l	y	i

digital media strategy license scam copyright

*** WHAT DO YOU THINK?**

Why is it important to have a search plan?

*** DO YOU REMEMBER ...**

What steps can help you conduct efficient and effective searches when you're looking for information online?

1. Family Activity

Make a poster that outlines a five-step search plan using the SEARCH anagram (see the "Use Common Sense!" tip box for a reminder). As a bonus, pick an example and use it to clarify each step. For example, if someone were trying to do a project on the building of the Egyptian pyramids, what would his or her research question be? What keywords and terms should he or she use?

2. Tech It Up!

Challenge a friend or family member to "A Google a Day," an online search game in which you try to find the answer to a complex search question from a myriad of topics. See who can rack up the most points! Then, learn more about how to conduct savvy searches under Google's "Tips and Tricks" link (<http://www.google.com/insidesearch/tipstricks/basics.html>). After you review the tips, see if you can improve your score on the "A Google a Day" game. Points go down the longer it takes you to find the correct answer!

3. Common Sense Says ...

Use the SEARCH anagram to remember five tips for strategic searching:

- Select research questions: Make sure you have one or more questions that get to the core of what you want to find out in your search.
- Extract keywords and terms: You can find effective keywords by highlighting the key terms in your search question.
- Apply search strategies: Use quotations marks or the minus sign to specify exactly what you're searching for.
- Run your search: Remember to check out multiple sources.
- Chart your search: Keep track of which search terms you use on which search platforms so you don't end up duplicating your efforts.

A Creator's Responsibilities

* DID YOU KNOW ...

Streaming websites, such as Spotify for music and Netflix for TV shows and movies, allow people to legally access others' creative work for free or a fee. Since their launches, these sites have helped decreased piracy rates.

Word Search

```

e y e r i o a e t e
e e e r i y u y t p
p y a r i o t y n y
i e a t i i o r y t
r a a r t o e t n o
a n a n p o t t a e
c e e i a n t t n r
y d r a t a v a i e
i e a e l a t n s t
e a n o n y m o u s
    
```

piracy identity anonymous stereotype avatar

* WHAT DO YOU THINK?

Why do you think it's illegal for people to pirate or plagiarize other people's work?

*** DO YOU REMEMBER ...**
What responsibilities do you have to respect others' creative work?

1. Family Activity

Find a publication that you have from your school, such as a literary or art magazine, yearbook, or newsletter. How are the creators given credit? Do the creators cite any other creative work? Can you find key information that you would need if you wanted to cite the work (such as author's name, the title of the piece, the date it was published, and the name of the publication)?

2. Tech It Up!

Scratch is a program that enables kids to code to create stories, games, and animations. Check out a project made by a user named Natalie on Scratch (<https://scratch.mit.edu/projects/10012676/>). How does Natalie give credit to the project that inspired her work? Review a few of the remixes that Natalie's project inspired and how users give her credit (under "remixes"). What are some of the changes they made? Do you think it would be acceptable if they forgot to give her credit?

3. Common Sense Says ...

Don't break the law! Piracy is stealing copyrighted work by downloading or copying it to keep, sell, or give it away without permission and without paying. Using the Internet to steal hurts both creators and you. People who pirate or plagiarize not only risk getting in trouble at school or with the law, but their behavior also is unethical and disrespectful to creators. Always show respect for the creative work they use by acknowledging -- or giving credit to -- the work you use.



Gender Stereotypes Online



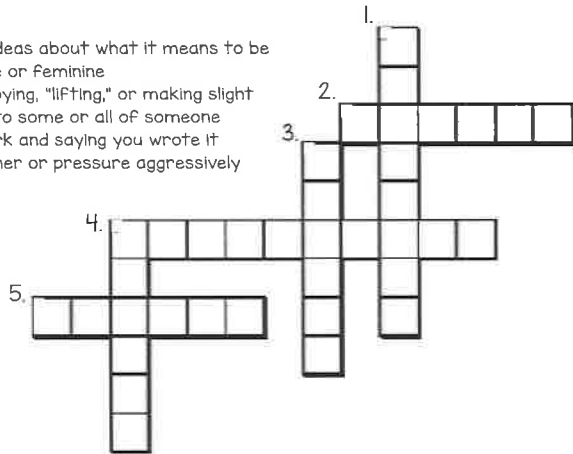
*** DID YOU KNOW ...**

If Barbie was a real woman, she would have to crawl! Her proportions are so unrealistic that she wouldn't be able to support herself to walk on two legs.

Crossword Puzzle

Across:

- 2. social ideas about what it means to be masculine or feminine
- 4. the copying, "lIFtIng," or making slight changes to some or all of someone else's work and saying you wrote it
- 5. to bother or pressure aggressively



Down:

- 1. all of the factors that make up who you are
- 3. an image or character that represents a person online
- 4. the stealing copyrighted work by downloading or copying it in order to keep, sell, or give it away without permission and without paying

*** WHAT DO YOU THINK?**

What role do media, such as virtual worlds, play in shaping gender stereotypes?

*** DO YOU REMEMBER ...**

What gender stereotypes are and how they can shape our experiences online?

1. Family Activity

Interview a grandparent or another older family member or friend to find out how girls and boys, as well as women and men, were expected to look, dress, and act when they were younger. Ask them to describe how gender roles and stereotypes have changed in their lifetimes. Think together about how ideas about gender can change depending on era, place, and culture. (You can use a smartphone's voice recorder or a laptop's microphone or download the free audio editor Audacity [www.audacity.sourceforge.net] to capture interviews.)

2. Tech It Up!

Together, check out the following slide show from the New York Times, which depicts people from around the world with their avatars. How do their avatars seem similar to or different from them? Do you think gender plays any role in the design of their avatars? (www.nytimes.com/slideshow/2007/06/15/magazine/)

3. Common Sense Says ...

Did you know that gender and sex aren't the same thing? Gender has to do with your identity (whether you feel like a girl or a boy), and sex has to do with your anatomy and biology. For some people, their gender and sex match and are the same, while for others they don't!



My Media

*** DID YOU KNOW ...**

Over 50 percent of 13- to 32-year-olds have taken a selfie in the last week!

Unjumble to find the hidden words

1. ngwloeakecd _____

2. eggeetraax _____

3. enocnuscseeq _____

4. otmtavei _____

5. rpnopiutty _____

6. aibth _____

*** WHAT DO YOU THINK?**

What are some of the most common activities for which you use digital media? What would a day be like without any digital media?

*** DO YOU REMEMBER ...**

How you can assess your personal media habits and how much time you spend with different forms of media?

1. Family Activity

Use the My Media Log to track your media habits for at least 24 hours.

After you finish, share your log with a friend or family member. Are you surprised by your media time in any of the categories? Is it more or less than you expected? Ask your friend or family member how his or her media use compares to yours.

2. Tech It Up!

Create a graph, a chart, or an infographic to display your media use over a 24-hour period. Tech up your chart by using a free website such as Infogr.am (<https://infogr.am/app/#/library>) or Piktochart (<http://piktochart.com/>).

3. Common Sense Says ...

We all need valuable relationships! Make sure you're not missing out on valuable time with the people you care about because you can't put down your device. Take tech breaks every day, and don't be afraid to ask the person you're hanging out with to do the same so you can spend some uninterrupted time together.

Safe Online Talk

*** DID YOU KNOW ...**

“Belt up!” is the British version of “Shut up!” (As in, “I told my sister to ‘belt up’ about the extra cookies we ate.”)

Match the words to their definition

log	an image or character that represents a person online
plagiarism	a written record of an occurrence over time
anonymous	the copying, “lifting,” or making slight changes to some or all of someone else’s work and saying you wrote it
avatar	having an unknown identity

*** WHAT DO YOU THINK?**

What motivates people to present themselves differently online than in person?

*** DO YOU REMEMBER ...**

How you should handle inappropriate online talk?

1. Family Activity

Imagine you’re asked to give a younger kid advice about staying safe online, especially when he or she is using social media or online gaming. Come up with a dos list of how to safely enjoy social networking or gaming and a don’ts list of risky behaviors to avoid. These lists should be created to avoid unwanted contact with strangers or people whom they might already know online. (Bonus: Ask a friend or family member to do the same exercise, and then compare your lists. How many of your dos and don’ts are the same? How many are different? Compile a master list with all the tips you both agree on.)

2. Tech It Up!

Record a video of yourself sharing your dos and don’ts for safe internet behavior. With permission from a parent, consider sharing your video with a younger sibling, cousin, or friend.

3. Common Sense Says ...

When you’re communicating with someone online, keep the following four questions in mind. If you find that you’re answering “yes” to any of the questions, log off and share what’s going on with an adult you trust:

1. Has this person asked to keep anything about our relationship a secret?
2. Has this person hinted at or asked about anything sexual?
3. Have I felt pressured or manipulated by this person?
4. Do I feel true to myself -- sticking to my values -- when I communicate with this person?



Which Me Should I Be?

*** DID YOU KNOW ...**

A "double agent" is a spy whose assignment is to spy on a particular organization or government when they're actually, secretly, a member of the organization they were sent to spy on!

Unjumble to find the hidden words

1. aihbt _____

2. urtoitnoppo _____

3. edceevi _____

4. lweodekangc _____

5. iteitnyd _____

6. vieceedc _____

*** WHAT DO YOU THINK?**

What motivates people to present themselves differently online than in person?

*** DO YOU REMEMBER ...**

What consequences -- positive or negative -- people might experience if they present themselves differently online?

1. Family Activity

Many of us have different parts of ourselves or different traits we present depending on the role or environment we're in. For example, you may behave differently when you're in your "student" role, compared to your "sister" or "brother" role, your "soccer player" role, or your "Instagram poster" role. Pick three roles in your life -- including at least one ONLINE role -- and draw avatars for yourself in each role. What would each wear? Around your avatar, list words or phrases to describe how you act and behave! (Bonus: Invite a friend or family member to do this activity with you and to make three avatars for him or herself. Share with each other when you're finished.)

2. Tech It Up!

Create digital versions of your avatars for free online by visiting Meez (www.meez.com) or DoppelMe (www.doppelme.com).

3. Common Sense Says ...

It can be fun to explore different interests and even different parts of your personality or different identities online, but it's important to think about how your behavior might affect others. Is your exploring deceiving others? Are you lying about who you are in a way that might hurt yourself or other people? Remember that online behavior doesn't always stay anonymous -- so check yourself! If someone finds out that you are the person behind a particular post or profile, are you prepared to take responsibility for everything you do and say?



Cyberbullying: Crossing the Line

*** DID YOU KNOW ...**

Eighty percent of the time, witnesses of cyberbullying are bystanders (people who see others being cyberbullied but do nothing), but when they do intervene, they stop the bullying more than half the time.

Unjumble to find the hidden words

1. tglaiid riotpnoft _____

2. raif ues _____

3. sahm-pu _____

4. rnhgsaais _____

5. heta phsece _____

6. mglafni _____

*** WHAT DO YOU THINK?**

What does it feel like when a teasing situation crosses the line from harmless to harmful?

*** DO YOU REMEMBER ...**

When inappropriate online behavior crosses the line to cyberbullying and what you can do about it?

1. Family Activity

Most kids say that they would report cyberbullying if they did not have to identify themselves. With a family member or friend, brainstorm anonymous ways for kids to report cyberbullying, both online and offline. Do you think your ideas would work? Why, or why not? If you come up with any great new ideas, consider implementing them in your home or asking a teacher whether he or she would consider them for your classroom!

2. Tech It Up!

Perform your search for the largest two states online and review the top five search results you find. Make a table with three columns: "seems trustworthy," "doesn't seem trustworthy," and "not sure." Before you click on any of the sites, put a check in the correct column. Then, follow the link and, with your family member or friend, use the information you find on the website to determine whether or not you were correct about its trustworthiness.

3. Common Sense Says ...

If someone starts trying to cause drama or cyberbully, ignore or block that person and log off the computer, or put your phone in another room for a while. Cyberbullies are often just looking for attention and a response, so don't make them feel that their efforts have worked!



Identifying High-Quality Sites

*** DID YOU KNOW ...**

The word "gullible" is used to describe people who believe everything they're told. A popular joke about being gullible is to say to someone, "Hey, look! 'Gullible' is written on the ceiling." If he or she looks up at the ceiling, it's considered an example of being gullible!

Word Search

```

e e e a t r i o t n y
e a t p u b l i s h h
s i a a r i o m t n e
e m u a r r r r m r s
e a l s r i o i e u k
m g a a e w o w a f s
e e v a t i o t t v a
u r e s h r o t n o h
e y u r k p l a l r l
w r g n i m a l f n l
t a g w r e r t a s l
    
```

imagery trustworthy publish evaluate flaming rework

*** WHAT DO YOU THINK?**

Why should you be careful to evaluate websites before using their information in research projects?

*** DO YOU REMEMBER ...**

How you can know whether to trust the information you find on a website?

1. Family Activity

Which two U.S. states have the largest populations? Which two U.S. states are the best to live in? Imagine you wanted to find the answers to the two above questions and you needed to back up your response with evidence and citations. The first question has a factual answer. The second question will require you to make some decisions about what you think makes a place "the best" to live in. What kinds of sources do you think would be high-quality, valid sources to cite in crafting your response to each question? Are there any sources you would NOT trust? Ask a family member or friend to guess which states have the largest populations, and then see if you can find the answer together! Use what you know about identifying high-quality sources to decide which resources to trust. Next, decide which states you think would be best to live in and see if you can find at least three facts to support your decisions.

2. Tech It Up!

Perform your search for the largest two states online and review the top five search results that you find. Make a table with three columns: "seems trustworthy," "doesn't seem trustworthy," and "not sure". Before you click on any of sites, put a check in the correct column. Then, follow the link and, with your family member or friend, use the information you find on the website to determine whether or not you think you were correct about its trustworthiness.

3. Common Sense Says ...

Keep in mind the following criteria as you try to determine whether or not a site is trustworthy: - Is the site opinion or fact? - Does the site have a clearly identified author? - Are sources given for the statistics? - Can you tell the difference between ads and main content on the site? - Is the site a .edu, .gov, .net, or .org site?



Reality of Digital Drama

*** DID YOU KNOW ...**

People sometimes use the words "sex" and "gender" interchangeably, but they're actually not the same thing! Sex refers to a biological feature you're born with, whereas gender refers to your identity. "Male" and "female" are sex categories, whereas "masculine" and "feminine" are gender categories.

Match the words to their definition

invisible audience	a widespread belief about a group of people - often negative - that influences how members of that group are perceived and treated
stereotype	creative work that's not copyrighted and therefore free for you to use however you want
public domain	a creative work that is a funny imitation of something and pokes fun at an original work
parody	anyone who can see information about you or posted by you online

*** WHAT DO YOU THINK?**

Do you think that teens' perceptions of drama can be influenced by what we see on reality TV? Why, or why not?

*** DO YOU REMEMBER ...**

What gender stereotypes have to do with digital drama?

1. Family Activity

With a friend or family member, watch a "one-on-one" interview clip from a reality TV show. (In such clips, a reality TV show cast member is filmed privately, often reflecting upon an event that has already happened or gossiping about another cast member. If you don't see one on TV, you can often find one online by searching for "one-on-one interview" plus the name of a reality show.) Try to imagine the kinds of questions a director, behind the scenes, might be asking the cast member to elicit these kinds of comments. What kind of tactics would a director use to get someone to gossip about another person? What kind of editing might have occurred to shape the story in this TV clip?

2. Tech It Up!

People not only leave traces behind in real life, they also create digital footprints every time they go online. If someone were to search for your digital footprint, what would he or she find? Now that you've practiced looking for good, neutral, and even bad traces offline, see if you can apply your skills to your digital life. Look at an online profile you have (or if you don't have your own, see if a family member or friend will let you look together at his or hers). What are the most positive aspects you see in the digital footprint? What are the neutral aspects? Are there any aspects you think might be polluting your footprint and would be less positive if another person were looking at your digital footprint in the future?

3. Common Sense Says ...

If someone starts trying to cause drama or cyberbully, ignore or block that person and log off the computer, or put your phone in another room for a while. Cyberbullies are often just looking for attention and a response, so don't make them feel that their efforts have worked!



Rework, Reuse, Remix

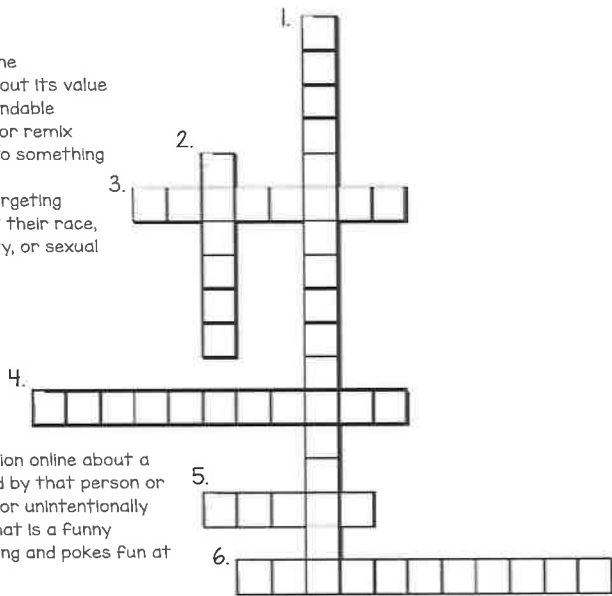
* DID YOU KNOW ...

Sometimes creators choose to adopt pseudonyms (fake names) when they sign their work. These also are called "pen names" or, in French, "noms de plume."

Crossword Puzzle

Across:

- 3. to carefully examine something to figure out its value
- 4. accurate and dependable
- 5. to reform, reuse, or remix copyrighted work into something else
- 6. a verbal attack targeting someone because of their race, gender, religion, ability, or sexual orientation



Down:

- 1. all of the information online about a person either posted by that person or others, intentionally or unintentionally
- 2. a creative work that is a funny imitation of something and pokes fun at an original work

* WHAT DO YOU THINK?

Even if you create something that's fair use, why is it important to give credit to the work you used to make it?

* DO YOU REMEMBER ...
What rights you have as a creator?

1. Family Activity

Practice paraphrasing with a family member or friend. Take turns reading paragraphs of a book or a newspaper article to each other. After one person reads aloud, the other person should repeat back the main idea in his or her own words. To double-check that you aren't stealing the author's language, see whether you can avoid using three consecutive words from the original version.

2. Tech It Up!

Play MLA Master Blaster online to test out your citation skills! (<http://library.williams.edu/citing/game/>)

3. Common Sense Says ...

It might be tempting to copy and paste content you find online into a school assignment, but this is called plagiarism and it will get you in SERIOUS trouble at school. If you want to use something that you find online, no problem! You can either PARAPHRASE the idea (put it in your own words) or use quotations around the text you're taking. Either way, make sure to accompany the content with a citation that makes it clear where you found the information.



Trillion Dollar Footprint

*** DID YOU KNOW ...**

In a survey, about half (49 percent) of Americans age 10-18 said that they regretted something they'd posted online.

Unjumble to find the hidden words

1. pirststne _____

2. ilirnztoznaee _____

3. iievcnegd _____

4. bieivsiln iecaunde _____

5. ladgtii optniftro _____

6. bhplus _____

*** WHAT DO YOU THINK?**

Can you tell what a person is really like offline based on what you find online?



*** DO YOU REMEMBER ...**

What a digital footprint is and what types of information make up your digital footprint?

1. Family Activity

Even when we don't leave actual footprints, people sometimes leave trails behind! Go for a walk outside your school or home (bring a friend or family member if someone is available to join you) and search for the traces recently left behind by other people, such as a hopscotch board drawn on the ground or an empty can of soda left on the sidewalk. Try to find at least two examples that you think are good, two that are neutral (neither good nor bad), and two that you think might be bad. Record your examples by writing them down, drawing what you see, or taking pictures.

2. Tech It Up!

People don't only leave traces behind in real life, they also create digital footprints every time they go online. If someone were to search for your digital footprint online, what would he or she find? Now that you've practiced looking for good, neutral, and even bad traces outside, see if you can apply your skills to your digital life. Look at an online profile that you have (or if you don't have your own, see if a family member or friend will let you look together at his or hers). What are the most positive aspects that you see in your digital footprint? What are the neutral aspects? Are there any that you think might be polluting your footprint and might be less positive if another person was looking at your digital footprint in the future?

3. Common Sense Says ...

You can have a great time online learning from and sharing with others, but: Think before you post, because many things you do online will add to your digital footprint. Remember to review your privacy settings. Perform a search on yourself every so often to see what your digital footprint looks like.