



Public Awareness Campaign

Social Media

„Consume Social Media in reasonable quantities“

Nr.	Topic	Utilization	Feedback
1.	Powerpoint Presentation – Social Media	<ul style="list-style-type: none"> English lessons IT lessons 	<ul style="list-style-type: none"> discussion leaflet of Social Media (advantages and disadvantages)
2.	School noticeboard – Social Media	<ul style="list-style-type: none"> info for students and public 	
3.	Leaflet – Advantages and Disadvantages of Social Networks	<ul style="list-style-type: none"> school noticeboard + distributed among students 	
4.	Questionnaire – Social Media	<ul style="list-style-type: none"> English lessons IT lessons 	<ul style="list-style-type: none"> evaluation of the quiz discussion
5.	Powerpoint Presentation - Cyberbullying	<ul style="list-style-type: none"> IT lessons law lessons 	<ul style="list-style-type: none"> discussion, printed brochure for students, parents...
6.	School noticeboard - Cyberbullying	<ul style="list-style-type: none"> info for students and public 	
7.	Leaflet – Don't be caught on the Internet	<ul style="list-style-type: none"> English lessons IT lessons 	<ul style="list-style-type: none"> part of a school noticeboard (Social Media) printed leaflet distributed among students

1) Powerpoint Presentation – Social Media

- present Social Media in classes within English and IT lessons
- after the presentation, time for discussion among students and teachers:
 - *Do you consider Social Media beneficial? If yes, in what way?*
 - *Do you consider Social Media harmful? If yes, in what way?*
 - *How much of Social Media is too much?*
 - *Are you afraid of Social Media addiction?*
 - *Why is using of Social Media more popular among youngsters?*
 - *Are Social Networks real communities?*
 - *Are users of Social Media entitled to privacy? Why or why not?*
 - *Can people learn (thanks to Social Media) good interpersonal skills?*
 - *etc.*



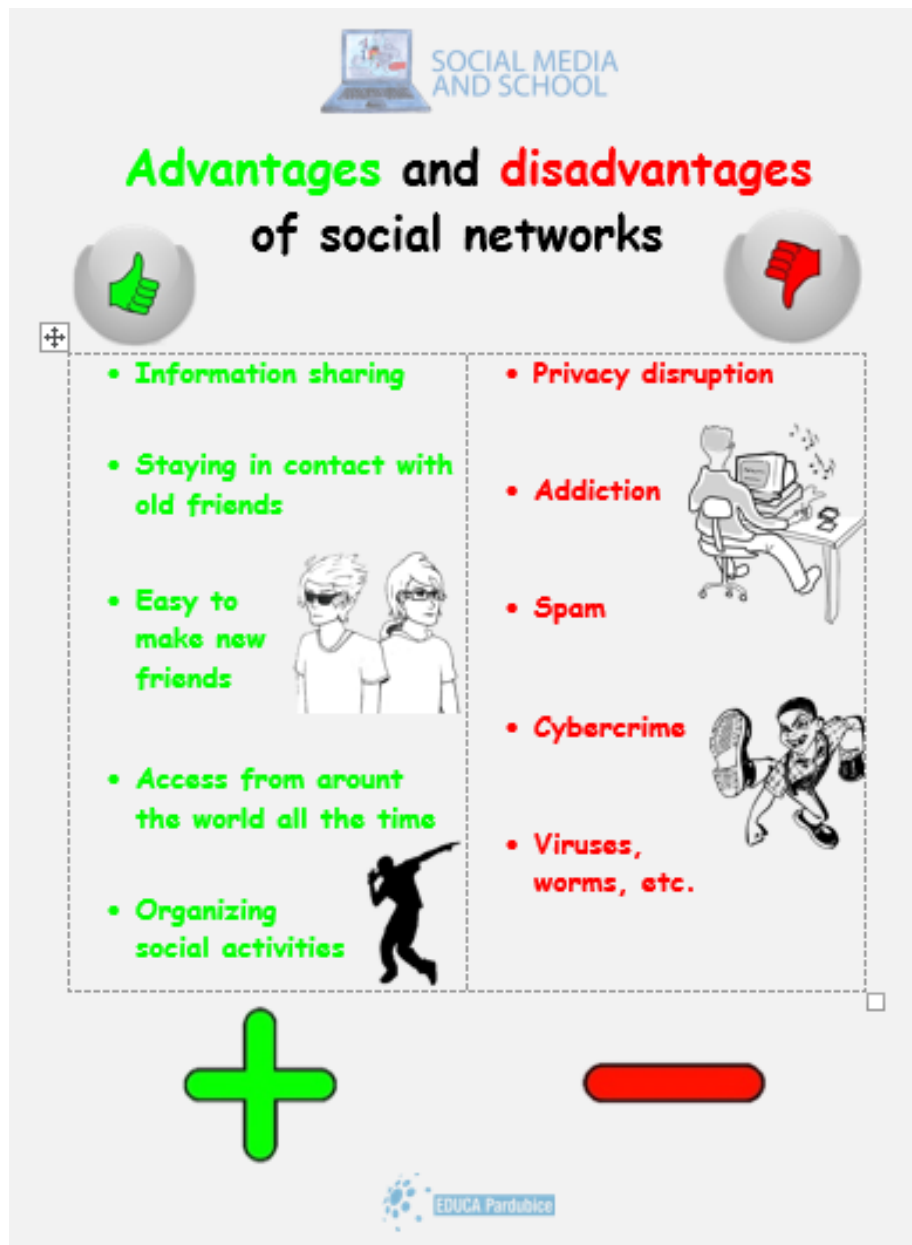
2) School noticeboard – Social Media

- as a feedback of social media presentation and a part of the public awareness campaign, students create a school noticeboard with information about different types of social media with statistics, „symptoms“ of addiction etc.



3) Leaflet – Advantages and Disadvantages of Social Networks

- students create a leaflet of advantages and disadvantages of Social Networks
- the leaflet is used as a part of the noticeboard - „Social Media“
- the leaflet can be distributed among students and their parents as a part of public awareness campaign



4) Questionnaire – Social Media

- students create a questionnaire for all age groups and distribute them among schoolmates, their friends and family members
- evaluation of the questionnaire
- questions from the questionnaire can be discussed further within English lessons, some questions can be debated in greater detail = as a groupwork prepare answers for the following questions, e.g.:
 - *nr. 2. Which social networks do you use? (Why do you prefer a certain network over others?)*
 - *nr. 11. Can you become addicted to social networks? (What does an „addiction“ mean?, When people become addicted to social networks? What are the ways to „cure“ someone?)*
 - *nr. 15. Have you ever experienced cyberbullying? (How would you describe the term „cyberbullying“? Have you ever cyberbullied someone?/being cyberbullied? What do people cyberbully others? Do you know what to do when cyberbullied? etc.)*





SOCIAL MEDIA AND SCHOOL

(project Comenius 2013)



Dear parents, grandparents, students and friends, we would like to ask you to fill in this short questionnaire about Social Media. Please circle 1 or more possibilities or write your own answer.

1. Sex:
a) male
b) female

2. Age:
a) 10-14 years
b) 15-30 years
c) 31-45 years
d) 46-60 years
e) 61+ years

3. Do you understand the term „social networks“?
a) yes
b) no
c) I have a hint but I'm not completely sure

4. Which social networks do you use?
a) Facebook
b) Twitter
c) Instagram
d) Snapchat
e) Google +
f) others.....(fill in)

5. How much time do you spend on social networks?
a) 0-2 hours a day
b) 3-4 hours a day
c) 5-6 hours a day
d) more than 7 hours a day

6. What do you use social networks for?
a) meeting people
b) communication with friends
c) school duties
d) work

7. Are social networks useful?
a) yes
b) no
c) other answer:

8. What are the advantages of social networks?
a) accessibility
b) fast communication
c) fast access to information
d) other answer:

9. What are the disadvantages of social networks?
a) waste of time
b) non-personal communication
c) stolen identity
d) none
e) other answer:

10. Which devices do you use most often for social networks?
a) mobile phone
b) tablet
c) personal computer
d) laptop

11. Can you become addicted to social networks?
a) yes
b) no
c) to a certain level

12. Why do you prefer social networks over personal meeting?
a) I am quite shy
b) I prefer the comfort of my home
c) lack of time
d) other answer:

13. Can you imagine your life without social networks?
a) yes
b) no
c) I haven't thought about it

14. How long could you „survive“ without social networks?
a) 1 day maximum
b) 2-3 days
c) 4 days – 1 week
d) more than 1 week

15. Have you ever experienced cyberbullying?
a) yes
b) no
c) I don't know what cyberbullying means

16. When did you first become acquainted with social networks?
a) my friend showed me
b) at random
c) at work

17. What is the „reasonable“ time spent on social networks?
a) less than 30 minutes a day
b) less than 1 hour a day
c) 1 - 2 hours a day
d) 2 - 4 hours a day
e) 4 and more hours a day

18. Do you know ALL your friends on social networks personally?
a) yes
b) no

19. Do you know what your friends, parents or grandparents chat about on social networks?
a) yes
b) no, I do not care
c) no, I do not want to spy
d) other answer:

20. Are YOU afraid you can become addicted to social networks?
a) yes
b) no
c) just a little bit
d) I haven't thought about it

Thank you for your time!

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SOCIAL MEDIA AND SCHOOL

Questionnaire results

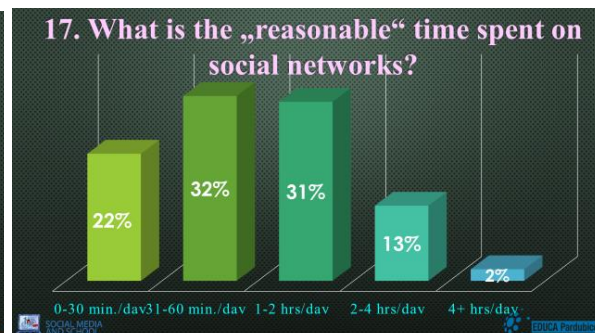
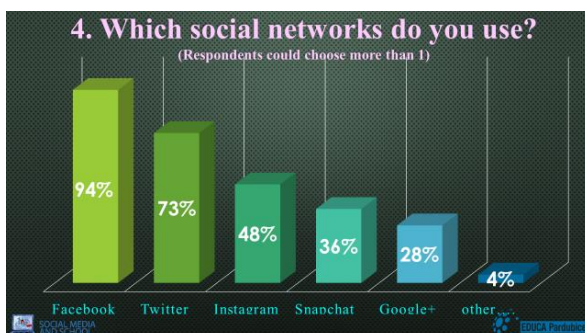




Social Media





How much is too much?



5) Powerpoint Presentation – Cyberbullying

- within law lessons - Powerpoint Presentation about cyberbullying and it's legal consequences

<p>KYBERŠIKANA</p> 	<p>kybergrooming = chování uživatelů kyberprostoru a jeho rizika (zneužívání „virtuálního světa“)</p> 	<p>Sexting</p> <ul style="list-style-type: none"> * 9% do 15 let věku zveřejňuje na sociálních sítích * 60% chlapci - fotky nahého těla * dívky hlavně posílají fotky obličeje, prsou * 75% respondentů zná rizika zveřejnění vlastních sextingových materiálů 	<p>kyberstalking = pronásledování někoho pomocí elektronických prostředků s cílem ublížit</p> 
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6) School noticeboard – Cyberbullying

- as a feedback, students create a school noticeboard with information regarding cyberbullying, cybergrooming, sexting etc., help line info etc.



7) Leaflet – Don't be caught on the Internet

- within IT lessons students prepare a leaflet with basic rules for the safe Internet
- it can be followed by a discussion with personal experience and recommendation regarding the safe Internet – services providing help with problems etc.



Don't be caught on the Internet

- ! **Do not share sensitive information**
- ! **Do not send personal information**
- ! **Do not download illegal software**
- ! **Do not visit dangerous websites**
- ! **Do not open unknown files, use verified web sites**
- ! **Use updated antivirus**
- ! **Keep usernames and passwords to yourself**
- ! **Unsubscribe from accounts**

The Internet is a dangerous place
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