The Digital Revolution's Impacts on Our Brain

And How to Respond with Our Pedagogy & Curriculum.
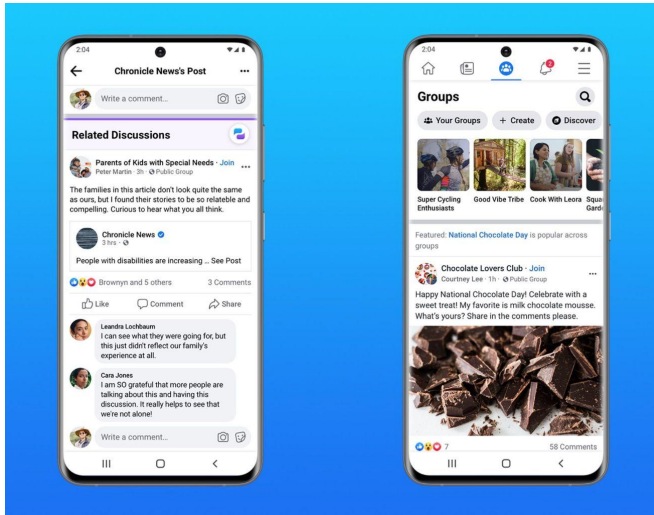
Actualizing the Human Imagination

What is your Digital Media Identity?

Does it reflect reality?

What's in your news feed right now?

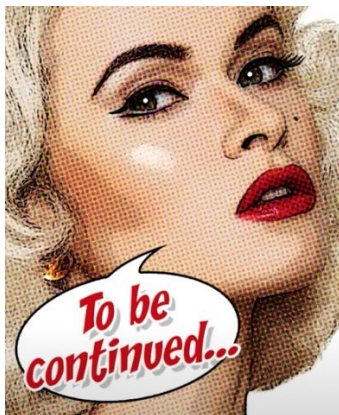# Create Your Own Snapchat Filter

3D Objects

Portrait Color and Light
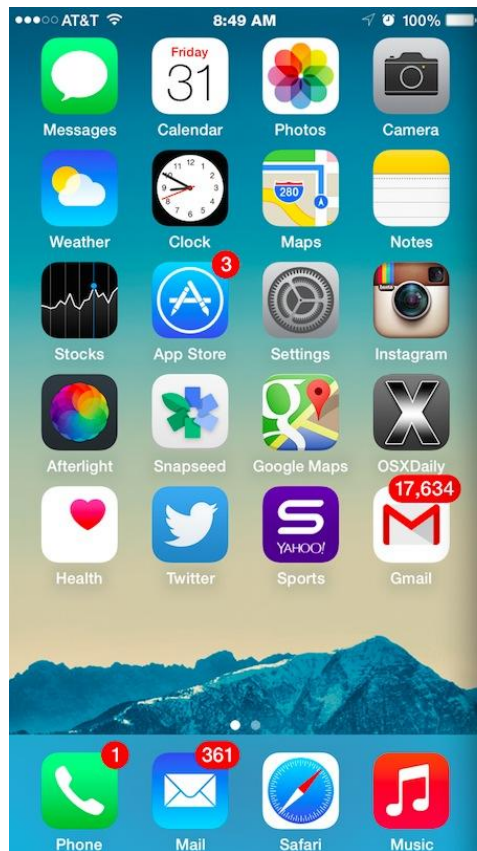
Ink Portraits

Pop Art

OBEY
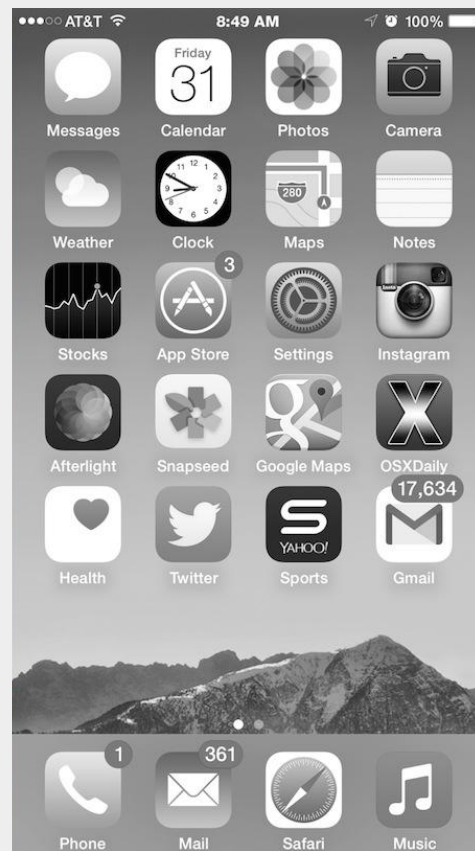
Doll Eyes

Glowing Skin

How Snapchat Filters Work.

Which image?

How does this one make you feel?

How does this one make you feel?

How about this?

When you're in a group chat and get 372 messages in 7 minutes

My Brain Responding to a Group Text Thread

Take a moment to think about these questions:

- How many notifications do you get in a day?
- How many texts do you read and send?
- How much time do you spend on your phone?

Media Self-Assessment
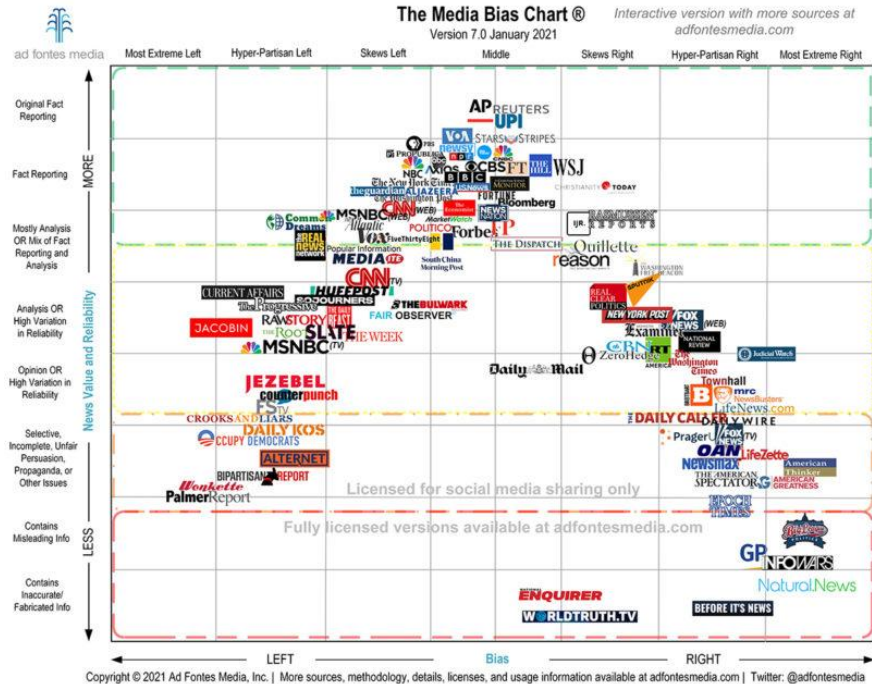
Personal Media Assessment

- **Communications:** Collect a series of recent digital communications you have had. Now share them with a partner for critique.
  - What aspects of these communications stand out most?
  - How does your partner interpret your dialogue? Does it match with your intentions?
  - How does your digital communication differ from your physical communications?
  - How can you make small changes to improve your digital communications?
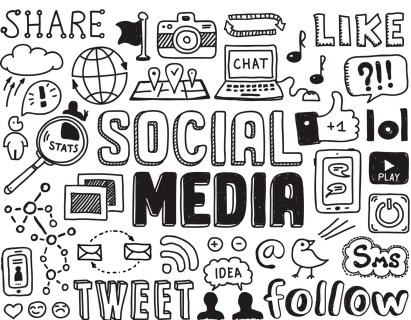
You will use this information in a future project.

- **Time:** Collect data over at least 1-week about your phone and other tech usage.
  - Log each day's findings.
    - How much time on the tv and computer, how much time on the phone, which apps did you use most?
  - Compare differences and irregularities between days.
  - Compile this into a bigger picture assessment of your technology usage.

- **Production:** Consider yourself the producer of a film that is your digital contributions to society and your media-spheres .
  - What type of content have you shared?
    - Find commonalities and break this into categories.
  - What content have you created recently?
  - What content are you most proud of and least proud of? Why?

- **Influencer:** Consider this question upon completion, "How does your behavior inform what you see?" Consider LIKES, clicks, geographic location, and your friend networks.

Media Bias

The Media Bias Chart ®
Version 7.0 January 2021
Interactive version with more sources at adfontesmedia.com

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[Go to Interactive Chart](#)

We ALL have Bias

Information Literacy: Activity

Students view the *We The Voters* film "MediOcracy," and then examine current news stories from the three main cable news outlets. They will conclude by assessing the news stories on bias/point of view.

Materials

- *We The Voters* film, "MediOcracy"
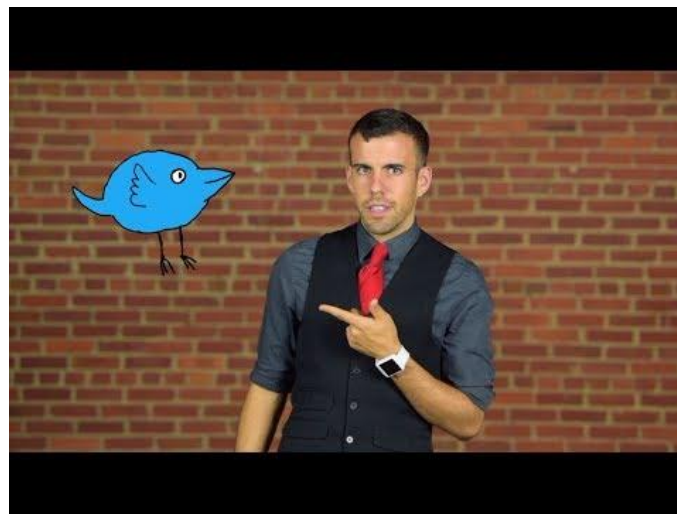- Copies of Student Handout #1: Media Website Examination
  - CNN: **http://www.cnn.com**
  - Fox News: **http://www.foxnews.com**
  - AssociatedPress: **https://apnews.com/**

Warm Up: Where do you go to read the news?

Mediaocracy & Fake News

- What is Bias?
  - Unconscious Bias
  - Implicit Bias
- What is Fake News?
  - How is it created?
  - What is my role in this?
- What does it mean to be American?

FAKE NEWS Timeline

The difference between
Malinformation, Misinformation and Disinformation

Malinformation - Information which is true, but parts of which are cherry picked or other parts purposefully left out, or edited in a way to alter it to be exploited.

Misinformation - Unintentional mistakes and inaccurate information such as photo captions, dates, statistics, translations, or when satire is taken seriously.

Disinformation - Intentional false information meant to deceive the public. Fabricated or deliberately manipulated content.

Which of these pictures is real?

There's no easy way to spot misinformation online.
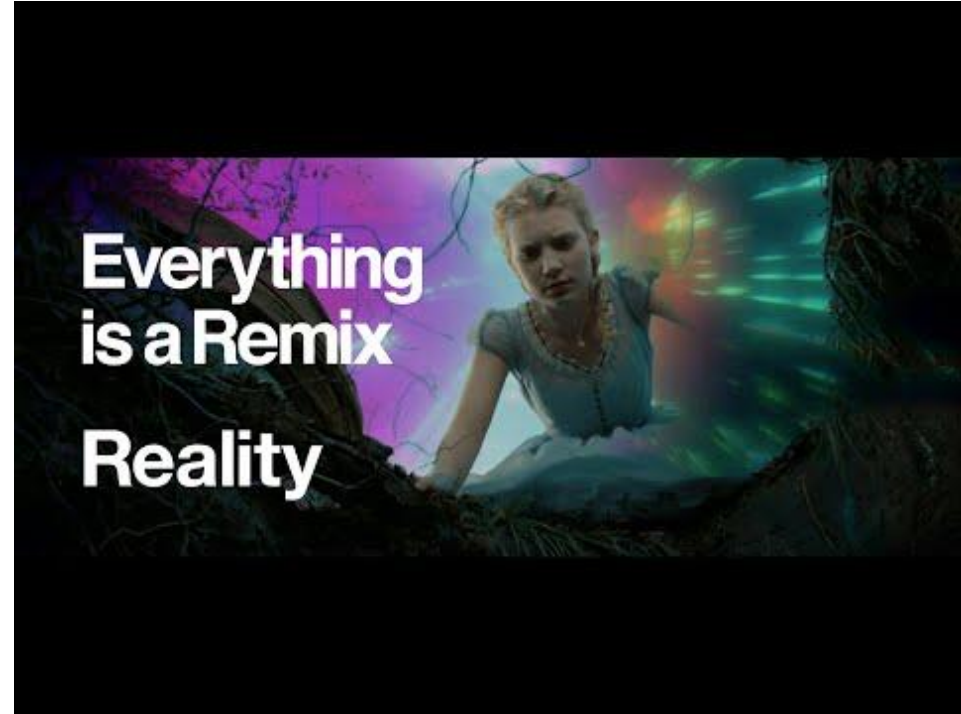

2016

2019

WHAT'S REAL!!!!

CRITICAL thinking isn't about doubting everything. It's about learning how to find out what is true.

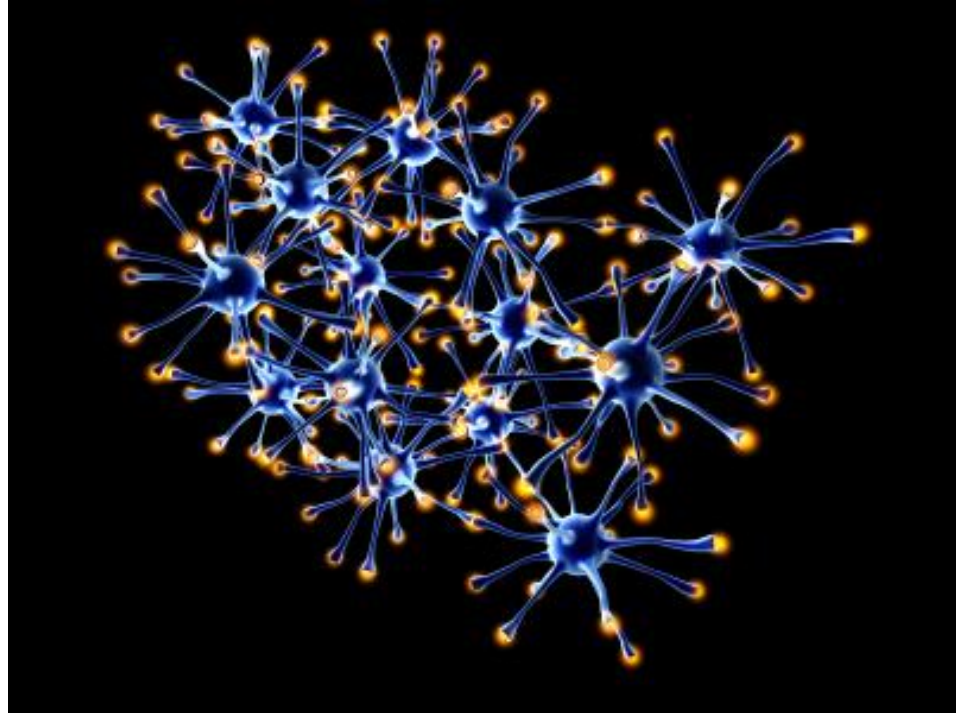Because only truth can Break the Fake.

How do I check my bias?

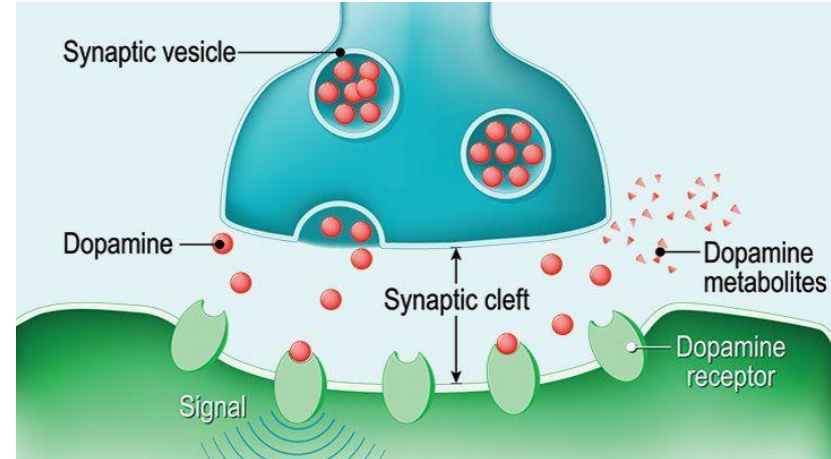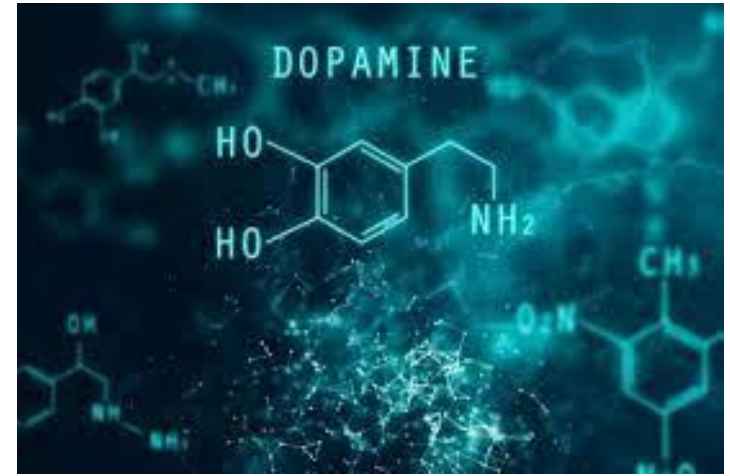- What even is Bias?
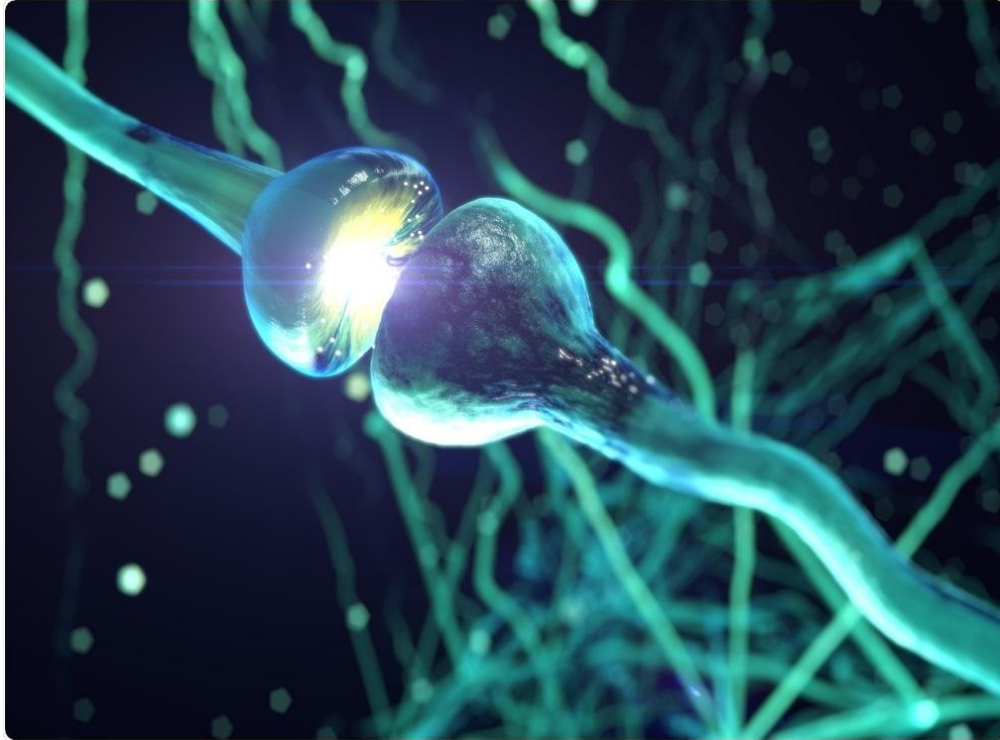 - Unconscious Bias
  - Implicit Bias

Your Brain is a System of Connections

Neural Connections

Dopamine is a Neurotransmitter

Synaptic vesicle

Dopamine

Synaptic cleft

Dopamine metabolites

Dopamine receptor

Signal

Dopamine Plays a Role in the Brain's Rewards System
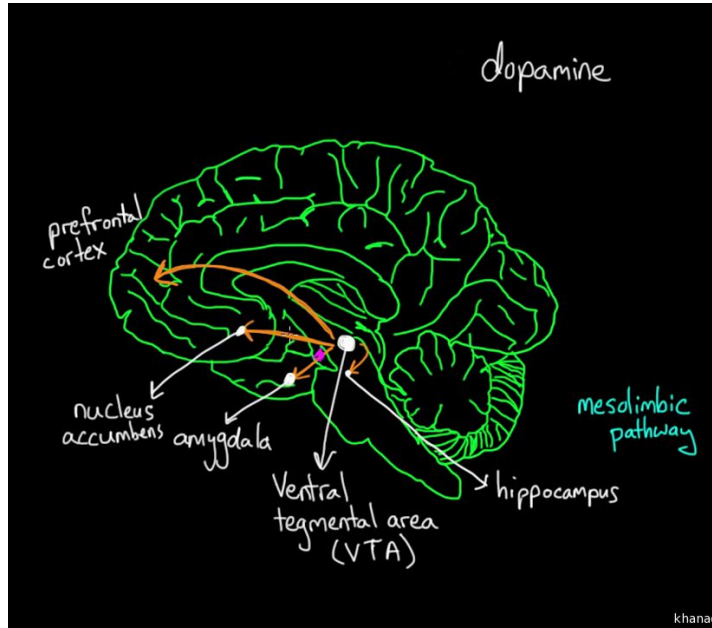
It's connected to our emotions, behaviors, and how we learn.

- It reinforces certain behaviors that result in reward.
- Dopamine creates feelings of pleasure.
- Dopamine also helps to aid the flow of information to the brain regions responsible for thought and emotion.
- Prosocial behavior is rewarded with dopamine and thereby reinforced.
- Dopamine is a part of the Body's Stress Response.
- At its most basic level, the brain is all about Rewards and avoidance.

How would you cope with 15 minutes in an empty room?

Nearly 50% of participants shocked themselves.

- Absolutely nothing to do.
- Your arm is connected to a button.
- If you push it you will feel pain by electrical shock. That's it.
- Nothing to do except push a button that makes you feel pain.

What does this say about us?

Habits

We form habits by pattern matching, by learning what provides relief. Pattern matching is something the brain is really good at. So, if the brain feels discomfort and finds something that relieves it, that's what it forms the habit around.
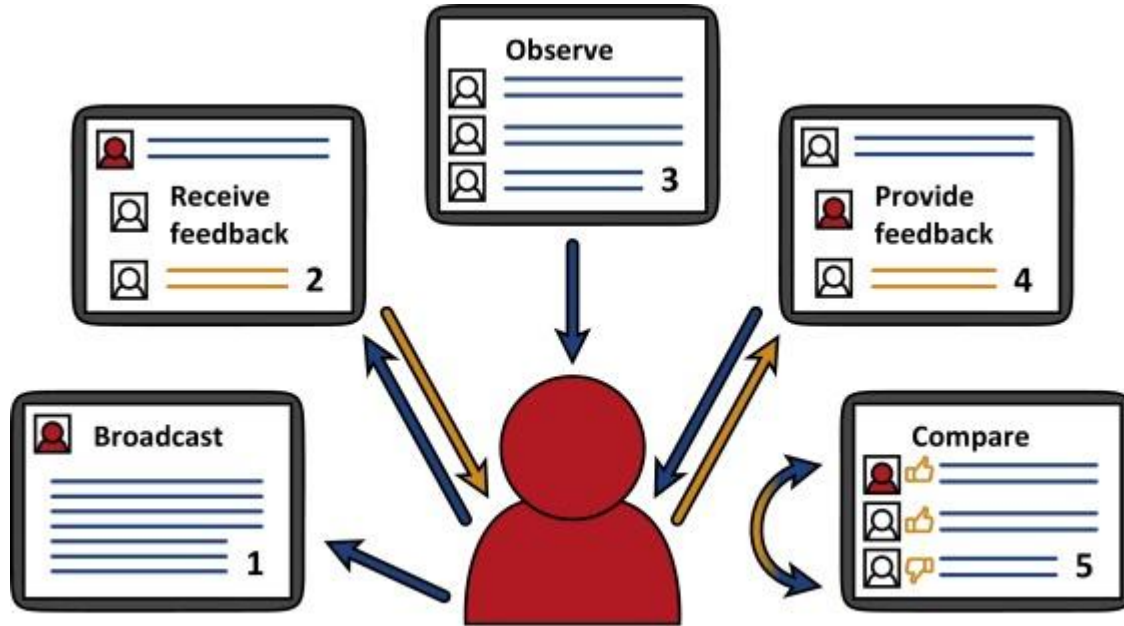
What habits have you formed around social media use?

Trends in Cognitive Sciences

Ceci n'est pas un "Like".
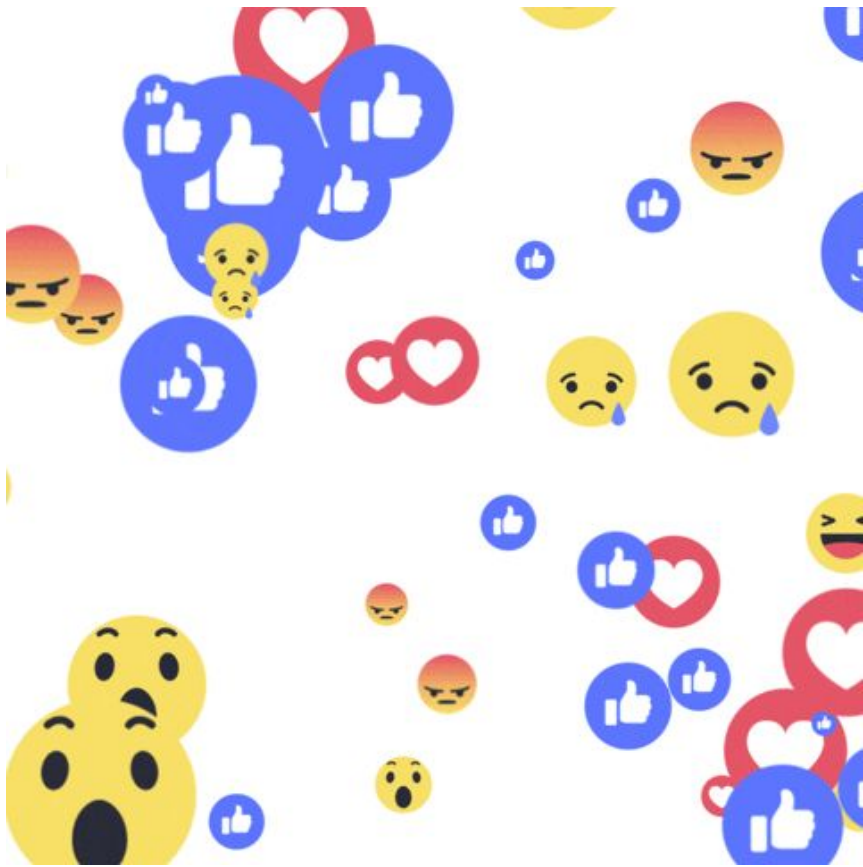
This is not a Like

What is a Like?

YOU LIKE ME!

How does Facebook, Instagram, etc…
make money?

- Likes are Currency
  - Literally and Figuratively
- An Exchange
  - Regifting
- Feelings
  - Momentary manifestations
- Political
  - Votes
- Algorithm Food
  - The more you like it, the more you see it

Let's watch these:

Imagine a World Without:

That's what Canadian writer and designer Elan Morgan tried back in 2014.

The upshot was surprisingly positive.

- Morgan was forced to actually interact with their friends in the comments section.
- The brand content disappeared.
- Their Feed suddenly seemed more sane.

Is this the solution to our Like crisis, to Like inflation?

Can we end the obligation of the Like exchange by simply declaring that we "never Like anything anymore"?

Another Video:

Don't forget about this guy

A Final Video:

Design MEME
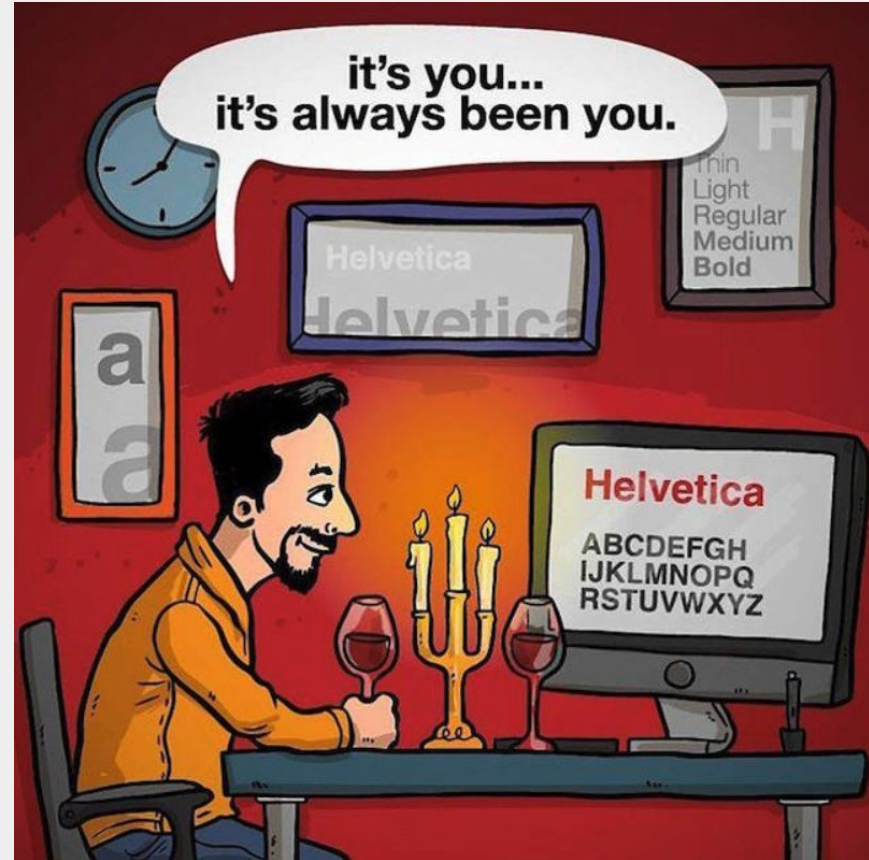
Calendar
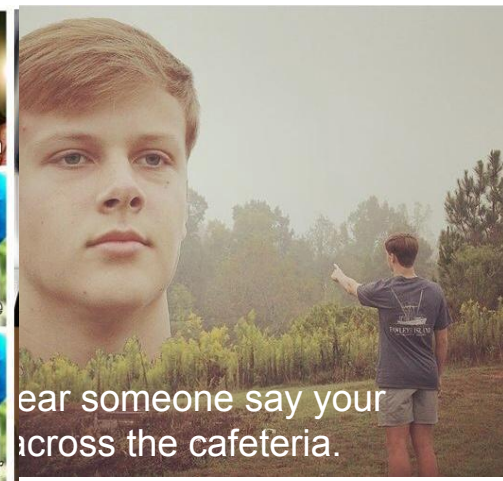
2-3 Move Collage to Meme
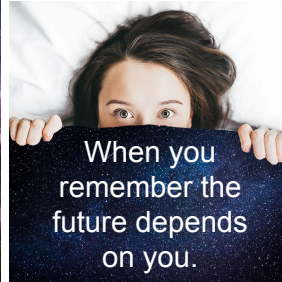
SEL and Media Literacy

Leveraging SEL and Mindfulness to deepen inquiry and sustained awareness through the lens of the CASEL 5

Media Literacy and SEL:

*Why is media literacy an appropriate SEL for high schoolers?

In groups, brainstorm: What are the ways that the CASEL wheel intersects with some of our ideas/concepts re: Media Literacy?

Problems of Practice?

Wonderings/Questions to explore as Practitioners?

SELF-AWARENESS
- Digital Identity.

SELF-MANAGEMENT
- Changing Habits & Structure

SOCIAL AWARENESS
- Information Literacy & Impacts

RESPONSIBLE DECISION-MAKING
- Digital Footprint

RELATIONSHIP SKILLS
- Communications & Networking

WHAT ELEMENTS DEFINE YOUR DIGITAL IDENTITY?
Feel free to add or edit existing circles - personalizing the work

DIGITAL LITERACY
• Knowledge
• Values

DIGITAL ATTITUDE
• Motivators
• Behaviors
• Wellness

DIGITAL COMMUNICATION
• Text / Comments
• Context

MEDIA ENGAGEMENT
• Screen Time
• Most used apps

DIGITAL IDENTITY

DIGITAL ACCESS
• Socio Economics
• Gagets

DIGITAL SECURITY
• Private/Public
• Data

CULTURE
• Race, Ethnicity, Religion

DIGITAL SKILLS
• Accomplishments
• Talents

Consider whether you have an ACTIVE or PASSIVE Digital Identity.

SOCIAL AWARENESS = SOCIAL MEDIA AWARENESS

Meta Moment Activity:

Teaching the meta moment to counteract impulses with texts, snaps, emails, etc.

Device/No Device Meditation

Turn off your notifications.

Place your phone or laptop in your hands/lap.

Breathe here. What do you notice?

Now, gently place your device on the table or in your bag, out of reach.

Breathe here. What do you notice?

Simple 5x5x5 Meditation

-Breathe quietly, closing your eyes if comfortable. Otherwise a soft gaze is great.

-Breathe in for 5. Hold for 5. Exhale for 5.

-Repeat as many times as desired.

5

Now imagine the last thing you saw on social media that upset you.

Would you respond differently than before the breathing exercise?
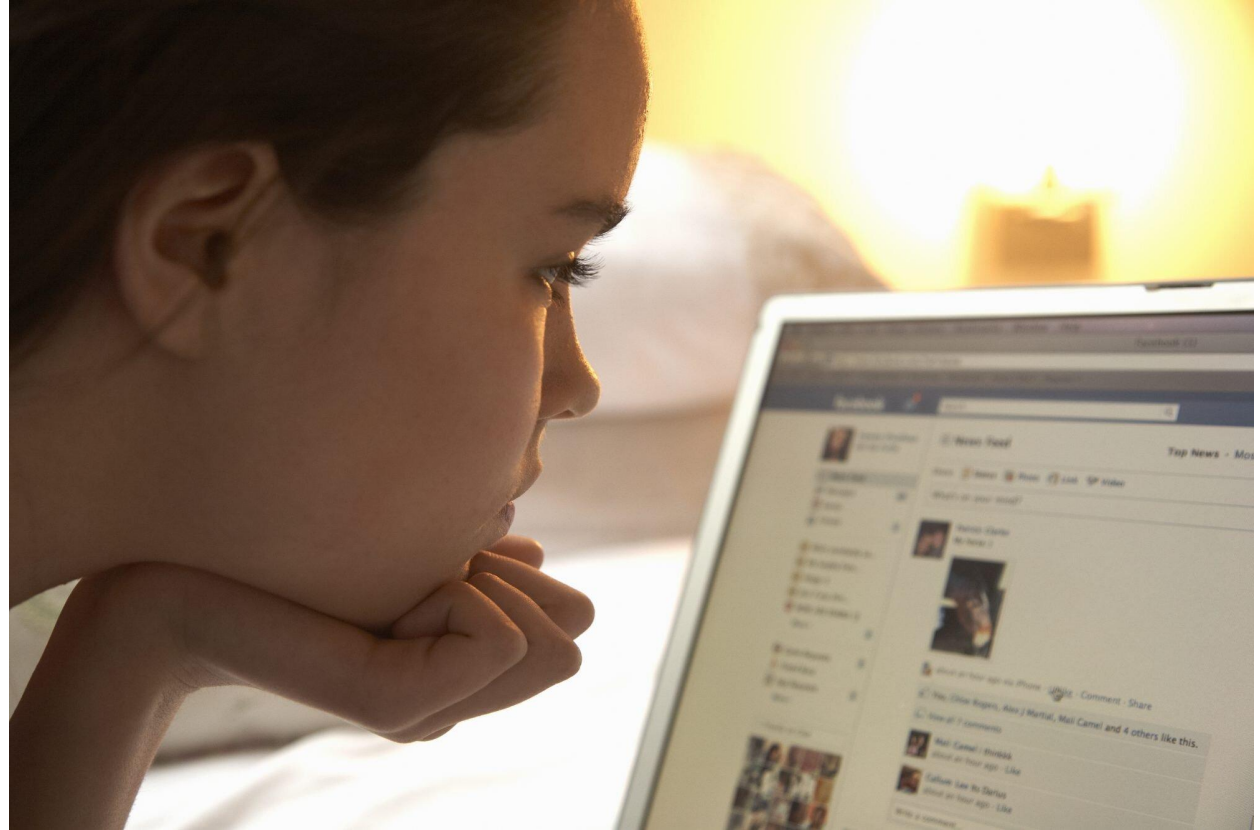
Let's Consider the Positive and Negative Impacts of Social Media:

Pros: Cons:

Helpful Link: https://carrierclinic.org/2019/08/08/the-good-bad-and-in-between-of-social-media/

Digital Identity

Who Are You
(Online)

WHAT ELEMENTS DEFINE YOUR DIGITAL IDENTITY?

Feel free to add or edit existing circles - personalizing the work

DIGITAL LITERACY
• Knowledge
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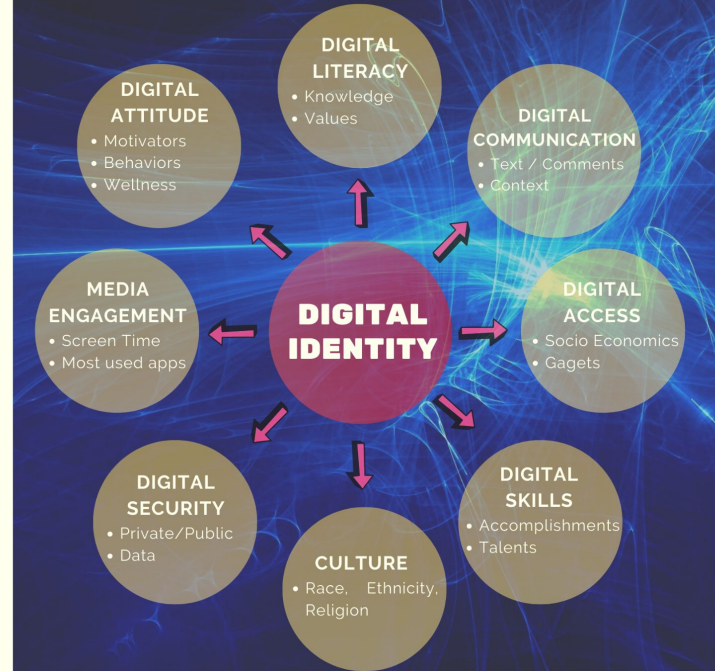
Consider whether you have an ACTIVE or PASSIVE Digital Identity.

Being Seen

Adapted from
LiberatED SEL per
Dena Simmons

Be mindful of how this activity gets at visibility on Zoom vs. in the Room, and how we can help ALL kids feel seen.

What do you need to feel seen?

For each prompt, students freewrite, draw, etc.

1. - What behaviors must I engage in to see myself?
2. - What behaviors from others in my class community are needed for me to feel seen?
3. - What environmental factors will help me feel seen?
4. - What do you need to feel valued?
5. - What do you need to feel important?
6. - What do you need to feel celebrated?
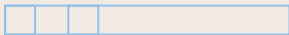
Being Seen Meditation

Sit quietly in your chair.

If comfortable, close your eyes. If not, put your head down on the desk and allow your eyelids to feel heavy.

As you breathe, recall a time when you felt truly SEEN.

What did that feel like in your mind? Your body? Can you give it a color, and image, or another sensory detail?

Breathe and enjoy.

Media balance

Using media in a way that feels healthy and in balance with other life activities (family, friends, school, hobbies, etc.)

Addictive design

Features or aspects of a device or an app that are intended to hook the user into frequent use

Active vs Passive

Reflect:

- What are the key takeaways from the video?

- How does this compare to your personal experience?

Active use

Contributing online via posts, comments, or other forms of communication and expression

Passive use

Scrolling through online content without reacting to the content

We find balance in our digital lives.

Digital Citizenship

AG PARTS

9 elements of digital citizenship

DIGITAL ACCESS
the equitable distribution of technology

DIGITAL COMMERCE
buying & selling goods

DIGITAL COMMUNICATION
understanding different digital tech mediums

DIGITAL ETIQUETTE
encouraging responsible behavior online

DIGITAL LITERACY
understanding the many forms of technology

DIGITAL HEALTH & WELFARE
promoting wellness while using technology

DIGITAL LAW
complying with online policies

DIGITAL RIGHTS & RESPONSIBILITY
freedoms of all online users

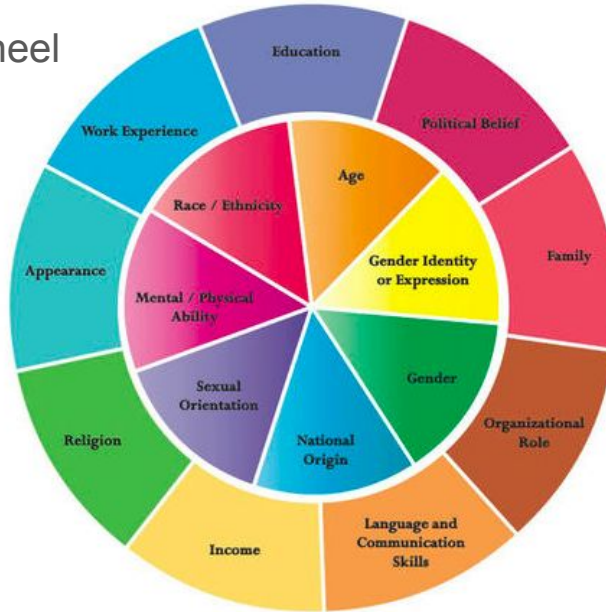**DIGITAL SECURITY & PRIVACY**
online precautions to promote safety

Create a Digital Identity Wheel

Using the 9 Elements of Digital Citizenship, create a Digital Identity Wheel.
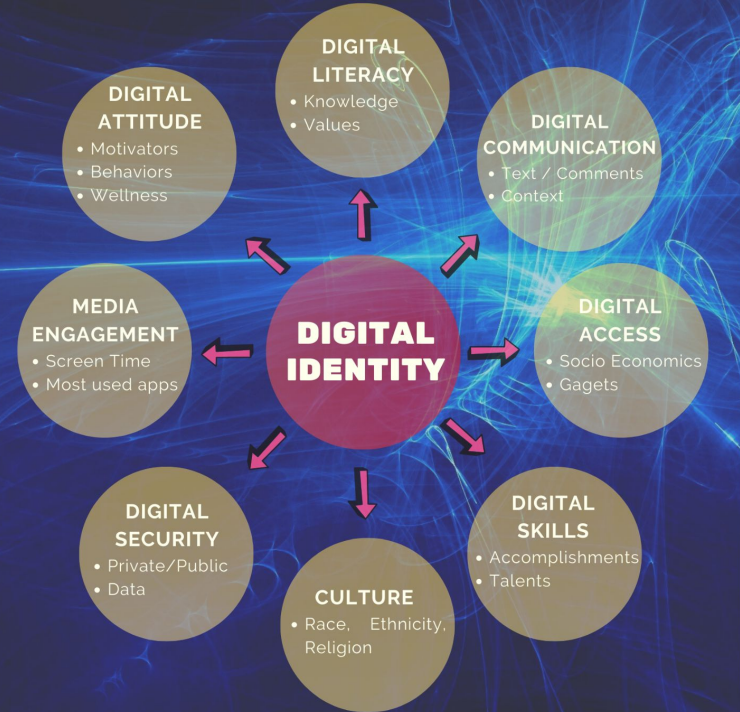
A typical identity wheel

- Age
- Race
- Culture
- Gender
- Geography
- Politics
- Abilities
- Family
- etc...

Use your media self-assessment from before.

WHAT ELEMENTS DEFINE YOUR DIGITAL IDENTITY?

Feel free to add or edit existing circles - personalizing the work

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• Knowledge
• Values

DIGITAL ATTITUDE
• Motivators
• Behaviors
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• Data

DIGITAL SKILLS
• Accomplishments
• Talents

CULTURE
• Race, Ethnicity, Religion

Consider whether you have an ACTIVE or PASSIVE Digital Identity.

Digital footprint

Digital footprint, digital shadow, online reputation, digital tattoo —

Wikipedia describes a digital footprint as:

One's unique set of traceable digital activities, actions, contributions and communications that are manifested on the Internet or on digital devices.

Promoting Positivity, Not Fear: Proactively shape your digital footprint.

When you write the story of your life, don't let anyone else hold the pen.

10 THINGS TO KNOW ABOUT DIGITAL FOOTPRINTS

1 When you search and interact online, a **trail of info** is left behind.

2 Elements of your digital footprints can be **searched or shared.**

3 Digital footprints can be **helpful or harmful** to your reputation both now and in the future.

4 Once online, things can exist **forever** (even if deleted).

5 Always **think** before you post online.

6 Personal information or opinions sent to one person can be **shared** with a larger audience.

7 **Googling yourself** can be a worthwhile exercise.

8 Old or inactive accounts should be **disabled or deleted.**

9 Keep personal details private and control the **privacy settings** on your accounts.

10 Be mindful of the digital footprints of **others** (e.g. Ask before tagging photos).

What Should Be Shared?

Just like we purposefully teach prosocial behaviors, we need to teach pro-digital behaviors. Both worlds matter equally.

Being a role model:

Teacher's online behavior matters.

This work goes far beyond teaching cyber safety or internet safety.

- Your Data leaves a trail of information that can never be deleted.
- Googling yourself can be a good habit to get into.
- Personal information or opinions sent to one person can be shared with a larger audience.
- Old or inactive accounts should be disabled or deleted.
- You don't have to share everything. Use your privacy settings.
- Ask before tagging others.
- Curate your media as you want others to see you.

Lesson Plan Suggestions

I can see a day in the not too distant future … where your 'digital footprint' will carry far more weight than anything you might include in a resume or CV.

That day is today.

Use the link to see the photo collection *Removed* by artist Eric Pickersgill. Review the photos and then complete the questions that follow.

DIGITAL CITIZENSHIP | GRADE 12

The Change You Want to See

Essential Question

How can you create a digital footprint
that showcases your purpose?

Part 1 Directions

In your group, review two of the resources. For each resource, click the link to open it. As you review them, consider this question: *How can someone's digital footprint show their purpose and have a positive impact on the world?* Capture your ideas in the Notes Tracker.

Part 1 Directions

In your group, review **two** of the resources below. For each resource, click the link to open it. As you review them, consider this question: *How can someone's digital footprint show their purpose and have a positive impact on the world?* Capture your ideas in the Notes Tracker below.

Read: **"Valedictorian Anonymously Posted Kind Words About Classmates on Instagram for Nearly a Year"**

CAMERON KEADY, HUFFPOST.COM, 12/6/2017 (8 MINS.)

Watch: **"How Social Media Is Propelling the Anti-gun Violence Movement"**

THE BEAT WITH ARI MELBER, MSNBC, 3/24/2018 (7 MINS.)

Watch: **"Game Changers: Marley Dias and the #1000BlackGirlBooks"**

HOT 97, YOUTUBE.COM, 2/26/2019 (6 MINS.)

Read: **"We're Not Okay with It. We'll Fight Back."**

WE DON'T HAVE TIME, MEDIUM.COM, 1/28/2018 (8 MINS.)

What are some ways that people use their digital footprint to showcase their purpose? Would you consider doing something similar?

Directions:

1. Close your computer halfway.

2. Track the speaker and practice active listening.

3. If you need to refer to your notes, check your screen quickly and then close it halfway again.

Project Directions

What do these examples inspire you to think about in terms of your own purpose? How can you use your digital footprint to make a positive impact on the world? To begin answering these very big questions, choose two of the brainstorming questions (one from each group) and respond.

Brainstorming Questions

Response 1 Questions (Choose one)

1. What problems, either in your school or community, or in the world, are you concerned about? Which ones do you most want to be solved?
2. What person, group, or event inspires you the most? Why? How could they or it be a model for your own life?
3. What activities or experiences in your life have been the most enjoyable? Why do you think that is?

Response 2 Questions (Choose one)

1. If you wanted to make an emotional impact on people, how would you do it? What would you show them? What would the message be?
2. If you had to get a message out to a large amount of people in a short amount of time, how would you do it? What kind of message would you send?

Let's Consider This:

What is our responsibility?

What should we do?

What should we consider?

ACTIVE: Contributing online via posts, comments, or other forms of communication and expression.

PASSIVE: Scrolling through online content without reacting to the content.

Ceci n'est pas un "Like".

The Importance of DIGITAL IDENTITY

THINGS TO DO:

- CURATE YOUR MEDIA AS YOU WANT OTHERS TO SEE YOU.
- SPREAD COMPASSION THROUGH POSITIVE COMMENTS AND CAMPAIGNS
- GOOGLING YOURSELF CAN BE A GOOD HABIT TO GET INTO.
- OLD OR INACTIVE ACCOUNTS SHOULD BE DISABLED OR DELETED.
- YOU DON'T HAVE TO SHARE EVERYTHING. USE YOUR PRIVACY SETTINGS.
- ASK BEFORE TAGGING OTHERS.

THINGS TO BEWARE:

- YOUR DATA LEAVES A TRAIL OF INFORMATION THAT CAN NEVER BE DELETED.
- YOUR DATA IS EXTREMELY VALUABLE TO COMPANIES.
- PERSONAL INFORMATION OR OPINIONS SENT TO ONE PERSON CAN BE SHARED WITH A LARGER AUDIENCE.
- COMPANIES MAKE MONEY OFF OF THE HABITS THEY CREATE.
- LIKING SOMETHING IS A WAY TO PROMOTE ADDICTION TO OUR MEDIA.
- YOU ARE A MEDIA CONTENT CREATOR AND PRODUCER.

Now Get to Work!

- **Start a Campaign.** Use an app or website or email to start a petition and campaign around solving the problem you have identified. See your teacher for a list of tools.
- **Design a Poster Series.** Promote certain behaviors, start a visual campaign of your designs, sharing them through positive social media platforms.
- **Design an Infographic.** It can be focused on educating others about these themes or how to improve their own Digital Footprint.
- **Our come up with your own unique project idea...**

Meme Warfare

Design in the age of disinformation

What is Fake News?

How is it Created?
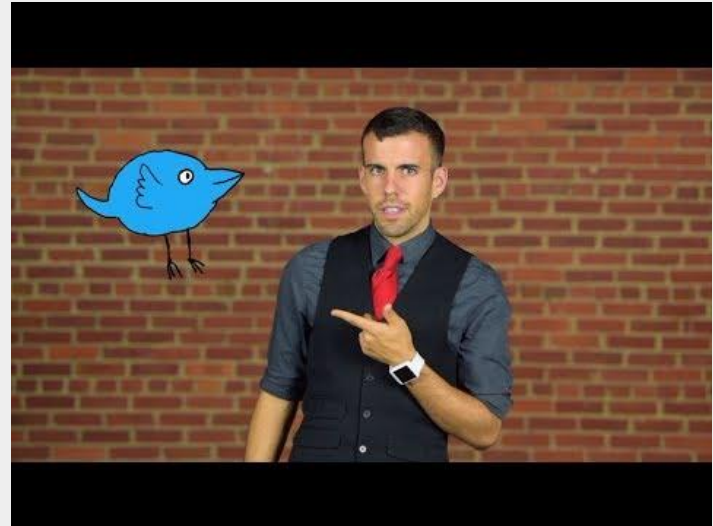
What are the implications?

What is the difference between Malinformation, Misinformation, & Disinformation?

What can I do about it?

What is Propaganda?

What are important aspects of **Digital Citizenship**?

|				
9 elements of digital citizenship	**DIGITAL ACCESS** the equitable distribution of technology	**DIGITAL COMMERCE** buying & selling goods	**DIGITAL COMMUNICATION** understanding different digital tech mediums	**DIGITAL ETIQUETTE** encouraging responsible behavior online
DIGITAL LITERACY understanding the many forms of technology	**DIGITAL HEALTH & WELFARE** promoting wellness while using technology	**DIGITAL LAW** complying with online policies	**DIGITAL RIGHTS & RESPONSIBILITY** freedoms of all online users	**DIGITAL SECURITY & PRIVACY** online precautions to promote safety

AG PARTS EDUCATION

What NOW?

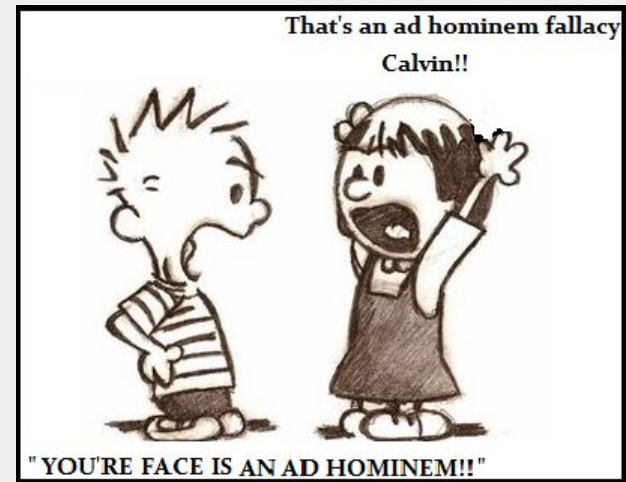What can you do to be a better Digital Citizen?

The 8 most popular techniques of **Propaganda**

1. **Dehumanization** - making people from other cultures or races to appear sub-human.

I apologize for this ugly imagery.
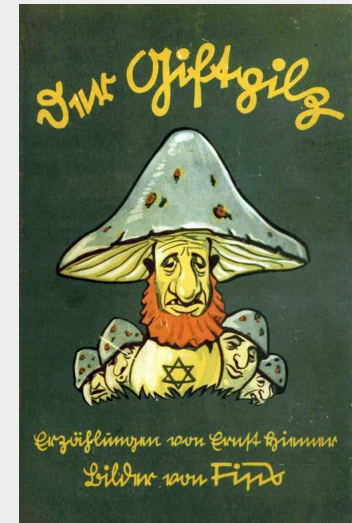
2. **Ad Hominem** - calling someone names in place of arguing an actual point.


3. **Ad Nauseum** - The tireless repetition of an idea, especially a slogan. When something is repeated enough it becomes the truth.

4. **The Big Lie** - The idea is to tell a lie big enough and keep repeating it, people will eventually come to believe it. It's such a huge lie, that no one believes you would have the guts to tell such a lie, so it must be true.

5. **Appeal to Fear** - Designed to provoke fear and panic in response to an issue.
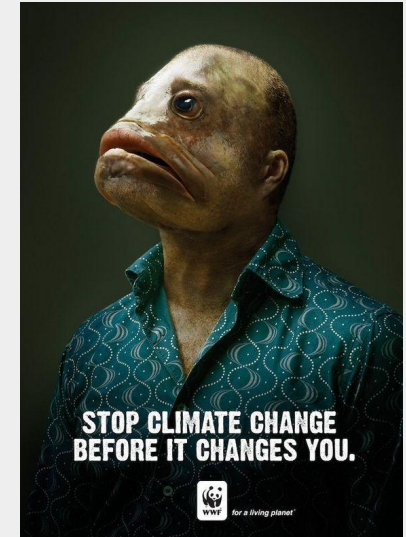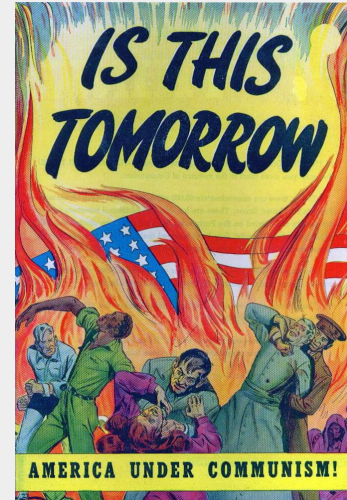
6. **Transfer or Association** - Transferring positive or negative qualities between two or more unrelated items.

7. **Firehose of Falsehoods** - A large number of messages are broadcast rapidly repetitively, across multiple channels, without regard for truth or consistency. The goal is to overwhelm the audience with a never ending stream of falsehoods in an effort to confuse.

8. **Cult of Personality** - Uses media to create an idealized or heroic image.

You Pick Two
What will you create?
What will be your campaign plan?

Harvard Meme Scandal
Context
Visual & Textual
Juxtaposition

MEME Culture
What is this?

INFLUENCE

Curiosity
Inspiration
Concept / Theme

Self-Awareness: How are you? Emotionally, Physically, Mentally?

Process: How are you responding to this? How will your mindset impact the work? How will you help to inspire yourself and make this work meaningful for you?

What Interests You?

Where Can You Find Inspiration?
My Pinterest Board

Do Some Research.

Define a Theme.
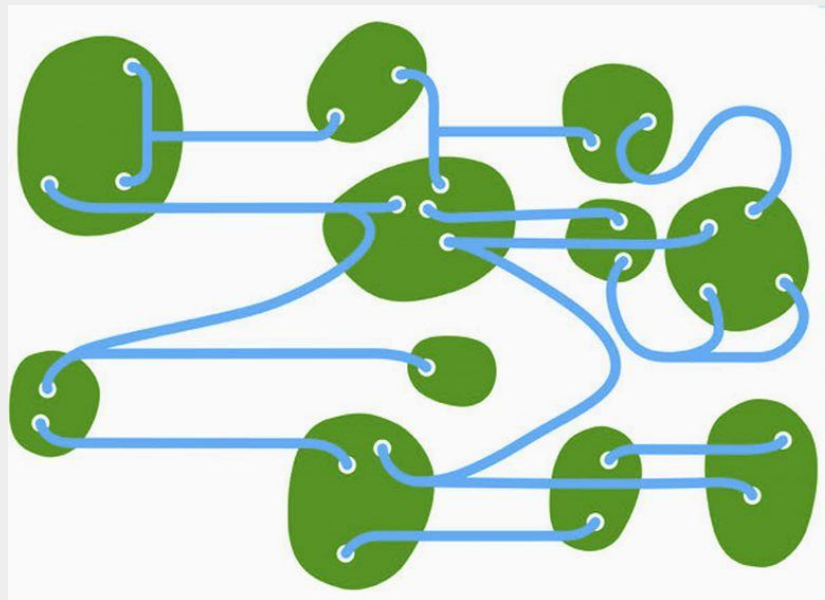
CONNECT

Relationships
Copy
Empathy
Filter Through You

Process: How are you connecting this theme and style to yourself? How are you connecting it to others?

Make a MindMap.

What Major Themes are Emerging?

Juxtapose Elements.

INNOVATE

Transform
Plan
Style/Theme/Concept
Predict Outcomes.

Process: After making the above connections, what project goals do you have, and how do they relate? What is your project plan?

How can you Transform your Inspirations?

What does the project look like? Does it involve a Campaign?

How will you make it?

Prototype

TEST
Draft / Sketch
Layout
Storyboard

Process: Make a Prototype and then reflect. Ask others to offer feedback about your sketches, outlines, ideas.

What's Working?

What's not?

Learn from other's Feedback?

Humane design

Features or aspects of a device or an app that prioritize what's good for people's lives

Now Get to Work!

- **Fictional Identity.** Use a fictional character you identify with.
- **Start a Campaign.** Use an app or website or email to start a petition and campaign around solving the problem you have identified. See your teacher for a list of tools.
- **Design a Poster Series.** Promote certain behaviors, start a visual campaign of your designs, sharing them through positive social media platforms.
- **Design an Infographic.** It can be focused on educating others about these themes or how to improve their own Digital Footprint.
- **Our come up with your own unique project idea…**

Check out the [Legit-O-Meter](#) as an example

END