

CONTINUE THE CONVERSATION

LOWER ELEMENTARY PARENT GUIDE

In these early grades, students are introduced to what it means to be a Digital MVP—safe, respectful, and responsible online. Through playful metaphors like sports teamwork and real-world comparisons, children understand how to protect their privacy, recognize kind behavior, and build good digital habits. This guide will help you reinforce those big ideas in simple, age-appropriate ways.

MODULE FIVE

Media Literacy

MODULE FIVE

Media Literacy

In this module, students are introduced to **media literacy**—the ability to recognize different types of media and understand their messages. Just like an athlete needs to pay attention to the game, students are encouraged to stay alert to media messages and think critically about what they see and hear.

Students learn that media includes more than TV and websites—it can be signs, commercials, clothing logos, or even billboards at sporting events. **Media literacy** helps them understand where these messages are coming from, what they are saying, and whether they're helpful or not.

To do this, they're taught three MVP questions to ask:

- **Who is this message for?**
- **Why did they make it?**
- **Who made it, and can they be trusted?**

They also learn how to avoid distractions like **pop-up ads** on websites by following the helpful rule: **"Skip It, Don't Click It!"**

These strategies help students make wise choices online and understand which messages are helpful—and which to avoid.

Questions to Talk About with Your Child

- 1 *What kinds of media do you see every day?*
- 2 *Why is it important to ask questions about the messages you see?*
- 3 *Can you think of a time you saw an ad that made you want to buy something? Why did it work?*
- 4 *What should you do if you see a pop-up ad while playing an online game?*
- 5 *How can media messages be helpful—or tricky?*

CONTINUE THE CONVERSATION

UPPER ELEMENTARY PARENT GUIDE

As students become more independent online, they explore important digital topics like privacy, media messages, password safety, and age-appropriate use. They also learn the value of being kind online and how to respond if they encounter cyberbullying. Use this guide to support your child in forming positive online habits and navigating their digital world with care and confidence.

MODULE FIVE

Media Literacy

MODULE FIVE

Media Literacy

In this module, students learn how to become **media detectives** by practicing media literacy—the ability to understand the different types of media they see and hear and think critically about shared messages.

They discover that **media** includes:

- Videos, games, and songs
- Ads online or in public
- Logos on clothing
- Social media posts
- Websites and search results

Students are introduced to the **four key skills of media literacy**:

- **Access** – Finding and receiving media (websites, videos, games)
- **Analyze** – Asking who created the message and why
- **Evaluate** – Deciding if the information is useful, accurate, or trustworthy
- **Create** – Making their original content responsibly

Students learn how to spot media messages designed to **influence them** and how to recognize **trustworthy sources**—like websites ending in **.gov, .org, or .edu**. They are also taught smart search habits, including how word order affects results and why the **first link isn't always the best**.

The lesson ends with a reminder that creating media comes with responsibility—students should share original ideas and avoid copying others' work (plagiarism).

Questions to Talk About with Your Child

- 1 *What does it mean to be a media detective?*
- 2 *What kinds of media messages do you see in your daily life?*
- 3 *Why is it important to know who created a media message and why they created it?*
- 4 *What do the endings of website addresses (like .gov or .org) tell you?*
- 5 *Can you think of something you've created that you're proud to share?*

CONTINUE THE CONVERSATION

JUNIOR HIGH PARENT GUIDE

During these years of rapid change and growing curiosity, students dive deeper into concepts like digital footprints, media literacy, AI-generated content, and tech laws. They learn how to think critically, set healthy boundaries on social media, and recognize their role as upstanders. This guide will help you continue those conversations at home—encouraging thoughtful reflection and safe decision-making.

MODULE FIVE

Media Literacy

MODULE FIVE

Media Literacy

In this lesson, students explore what it means to be media literate—the ability to access, analyze, evaluate, and create media. In a world filled with news, videos, and social media, these skills are more important than ever.

Key ideas include:

- **Not everything online is true:** Just because a story goes viral doesn't mean it's real.
- **Search smarter:** Use Google tips like keywords, quotation marks, and symbols to narrow results.
- **Evaluate sources:** Learn to validate information by comparing websites and checking credibility.
- **Misinformation vs. disinformation:** Misinformation is false info shared by accident, while disinformation is deliberately misleading.
- **AI and deepfakes:** Understand how AI can create fake content and use tools like reverse image search to spot it.
- **Check before sharing:** A little research can save you from spreading false info.

By thinking critically, slowing down, and double-checking facts, students become more responsible digital citizens.

Questions to Talk About with Your Child

- 1 *What do you do when you see a surprising or shocking story online?*
- 2 *Why is it important to check who made a website or video?*
- 3 *Can you explain the difference between misinformation and disinformation?*
- 4 *How can you tell if a picture or video online is fake?*
- 5 *What are some ways we can be more responsible with what we post or share online?*

Encourage your child to remember and follow the steps to be media literate—and better thinkers overall!

CONTINUE THE CONVERSATION

HIGH SCHOOL PARENT GUIDE

High school students learn how their digital actions can shape their future. They explore real-world consequences tied to social media use, privacy choices, online safety, and their digital reputation. From job and college applications to navigating complex online interactions, students are challenged to think long-term. These conversation starters will help you guide your teen through more nuanced topics and support their growth as responsible digital citizens.

MODULE FIVE

Media Literacy

MODULE FIVE

Media Literacy

This module empowers students to think critically about the overwhelming amount of information they encounter online. It defines media literacy as accessing, analyzing, evaluating, and creating media content. It teaches students how to separate fact from fiction in today's fast-moving digital world. Students explore how generative AI can create convincing fake content and learn the difference between misinformation (shared unintentionally) and disinformation (shared to deceive). They are introduced to practical strategies like the SIFT Method and lateral reading to verify sources and assess credibility. Real-world examples help students recognize how easily they can be misled—and how essential it is to approach media with skepticism and curiosity. Media literacy equips them to be smart consumers of information and responsible digital citizens.

Questions to Talk About with Your Child

- 1** *Have you ever shared something online that turned out not to be true? How did you find out it was false?*
- 2** *Why is it important to understand the difference between misinformation and disinformation?*
- 3** *What are some ways AI can be used to mislead people online—and how can we spot it?*
- 4** *What do you think of tools like the SIFT Method or lateral reading? Have you ever used strategies like these to verify something?*
- 5** *How can we encourage each other to slow down and fact-check before we believe or share something?*