



Becoming multipliers

Strengthening media literacy and social participation

Step 1: Think about your target group, their needs and set a goal.

Our target group (age / class / gender / number of people)	Needs of our target group (specific topics from our workshop)	Our goal - What should be the main take aways for the group?

Step 2: Think about a few facts about your event / workshop / etc.

What style should our multiplier event have? (in school / interactive / with media / presentation ...)	Approximately when and for how long do we want to hold our event / workshop ...?	Where can this take place? What do we need for it?

Step 3: Now think about what exactly you want to do in your event/workshop.

- **Plan the sequence of individual activities:**
 1. **Start:** Which game? How do you incorporate the experiences of the target group? How do you motivate them?
 2. **Development:** What do you want to present? Which topics will you address and how? What material do you use for this?
 3. **Deepening:** Which interactive methods do you plan with the target group (quiz / discussions / media production)?
 4. **End:** How do you summarize everything and ensure that the target group has learned something? How can you ensure a participatory conclusion?
- **Plan how long the individual activities will take and what you need for them. Use the methods we used and the media products you created during the academy. Try to be as interactive as possible.**



Overview of MIL activities of the Media Academy

<p>Day 1 - Express yourself! Media and information experiences</p>	<ol style="list-style-type: none"> 1. Media salad: Our good and bad experiences with media 2. Broken telephone: Passing on information in a chain (gesture + sentence) to talk about characteristics of information. 3. Social media newsfeed: Examination of news feeds for relevant, not relevant, credible, not credible posts 4. Fact vs. opinion: Examples of facts and opinions (fake facts and mixed facts and opinions) 5. Silent line-up: based on given examples (date of birth, media usage, etc.) 6. Game to illustrate AACRA (access, analyze, create, reflect, act) 7. Foto Vox-Pop
<p>Day 2 – Think twice! Identify manipulation, disinformation and online gender-based violence</p>	<ol style="list-style-type: none"> 1. "Red vs. blue": recognize persuasion techniques (also with examples) 2. Puzzle (Disinformation and OGBV) on the most important terms + find / recognize examples from everyday life 3. Harmful consequences, both for individuals and for society 4. Human Knot 5. Fact-checking Forest or 5W-1H Game (What, who, when, where, why and How) 6. Video-Clip #ThinkTwice
<p>Day 3 - Trust yourself! Verification and safeguarding for your digital citizenship</p>	<ol style="list-style-type: none"> 1. Truth or Lie: be a detective and find good questions to verify stories 2. Station work "Verification and security": create checklists, security and strategy lists 3. Trusted train & Lake of truth: practice communication and trust 4. Creative picture-tips for digital citizens
<p>Day 4 - Becoming multipliers</p>	<ol style="list-style-type: none"> 1. Brainstorming "rights and responsibilities" of us as digital citizens 2. Change of perspectives 3. One-Take Video



Overview of media products

- Day 1: Photo-Vox-Pop
 - Photo 1: What media do we use to get informed?
 - Photo 2: What do we like about it?
 - Photo 3: What we do not like about it?
- Day 2: Short Video
 - How do you react to posts that trigger emotions? Not recommended and recommended reactions - think twice!
- Day 3: Picture tips
 - What tips do we have for each other for verifying information stay safe on the internet?
 - Close-up, green-screens, creating memes
- Day 4: One-Take-Video
 - Our rights and our responsibility as digital citizens.