



WABE

DIGITAL CITIZENS

Digital Well-Being for Youth





OBJECTIVES

- Express my values by creating original media content
- Analyze and display in my content creation how technology can make it easier and/or more challenging to live out my values
- Display in my content creation how choices aligned with my values bring me a greater sense of well-being



CHART



Think–Pair–Share

On your own, write your answer to the following questions about your top 3 values (your 2 “very important” and 1 “most important”). You will have about 4-5 minutes.

- **Take each of these values and answer: Why is this value so important to you?**
- **Why have you chosen your “most important” value over all your other values?**
- **How might you share about 1-3 of these values with the world by creating media content around it? Any ideas of what you might make? (Note: Some student’s media content creations will be shared across WABE’s platforms.)**

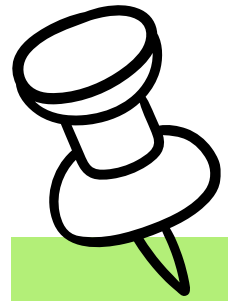
Examples of forms of media you could do:

PSA, short-form video content (to share on WABE-TV, Instagram, TikTok, Snapchat, X/Twitter, or some other social media platform), podcast, infomercial, or commercial

Pair–Share



1. Pair up with two other classmates and share your answers with them.
2. Listen to them share their answers with you.
3. If you have any positive comments about what they share, make them.
4. Discuss with each other your thoughts on what they are thinking about the media content they will create. Share any ideas you might have of how they might express 1-3 of their values in one of the above media formats.



WHAT TO MAKE YOUR CONTENT ABOUT

DETERMINE:

Which value/s of yours you will express to the public.

You can focus on 1 value only, or up to 3 within your content creation (pick from your most important and very important values)

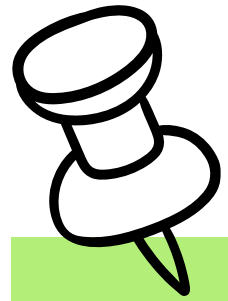
DETERMINE:

Which form of media you will use for your original content creation. (Complete activity below to assist with determining this).

DETERMINE:

What your content creation will be about. (i.e. storyline, what will be said and shown, what the visuals are).

Use your creativity to make something that you feel will grab a viewer or listener's attention if your creation is played. What message do you want to send to the world about your value/s?



WHAT TO MAKE YOUR CONTENT ABOUT

SELECT:

1-3 type/s of technology that you feel makes living out your chosen value/s harder and/or easier.

Examples of technology: cell phones, computers, internet, social media, magazines, books, radio, TV/Movies, video games, blogs, billboards/outside ads, mobile apps

EXPLAIN:

Explain and/or show this in your content creation. (You might feel it makes it either harder or easier, or you might identify ways where you feel it does both.)

PICK:

Pick whether to show/explain how tech makes living out this value in your life harder, easier, or harder in some ways and easier in some ways.)

ADDRESS:

in your content creation how living in a way that is true to your value/s can or has helped you have a greater sense of well being.



HOW TO FORMAT YOUR ORIGINAL CONTENT CREATION

Create your content in a way that is culturally relevant and appealing.

Culturally relevant: “*means* incorporating awareness, understanding, and responsiveness to the beliefs, values, customs, and institutions (family, religious, etc.) and ethnic heritage of individuals or those identified cultures of persons with specific disabilities...”

Make sure your content creation is 60 - 90 seconds long.

Make sure content creation is original. Use your own thoughts and ideas to create this media content from scratch. Please do not recreate something you saw or take parts of someone else’s creation as your own. You have great, fresh ideas inside of you and if you’re having a hard time thinking of something, dig deep and ask your teacher, classmates, friends or family for help with ideas. Besides, we can sometimes run into legal issues if we take from someone else’s posted or published content.

MEDIA FORMATS

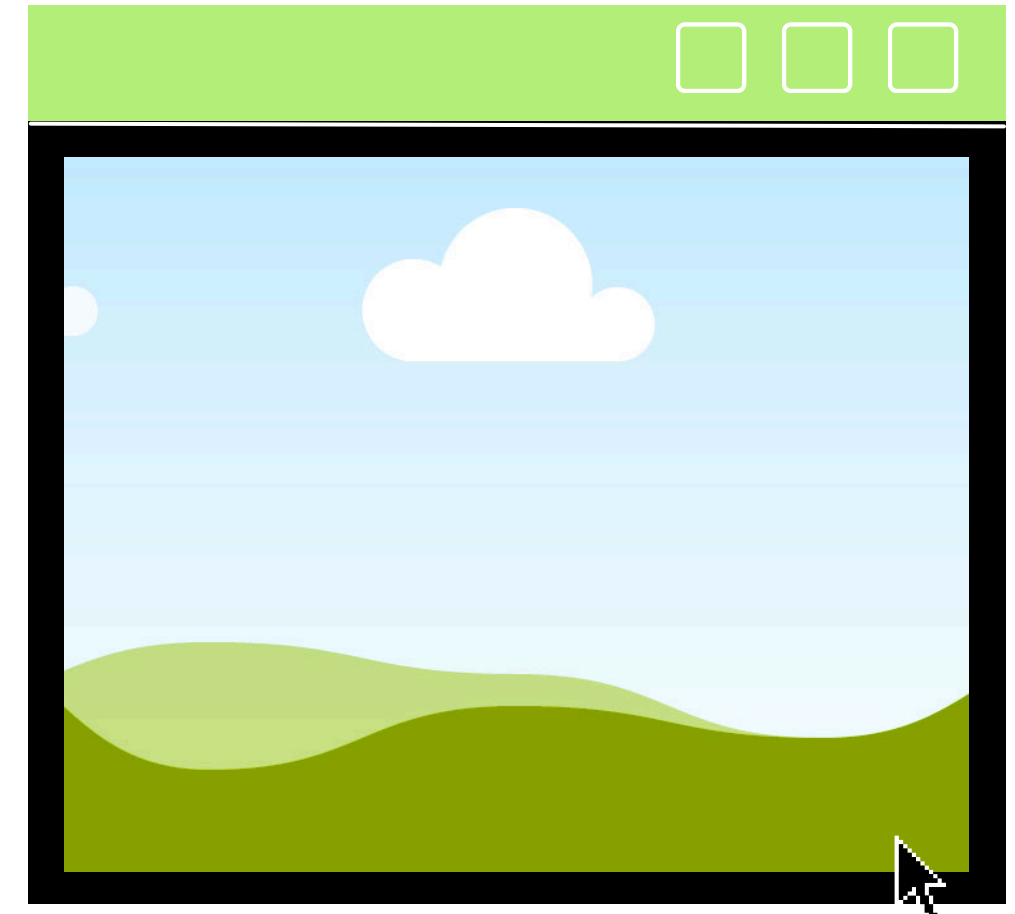
Select the Media Format You Will Use for Your Original Content Creation:

tinyurl.com/originalWABE

1. PSA

A message shared with the public that raises awareness about an issue. “PSAs are designed to make the public or specific audiences more aware of an issue or epidemic and lead them to make a change or take action.”

- Examples:
 - “Friends Don’t Let Friends Drive Drunk”
 - “This Is Your Brain on Drugs”
 - “Don’t Text and Drive”: see [this](#) YouTube video example



MEDIA FORMATS

Select the Media Format You Will Use for Your Original Content Creation:

tinyurl.com/originalWABE

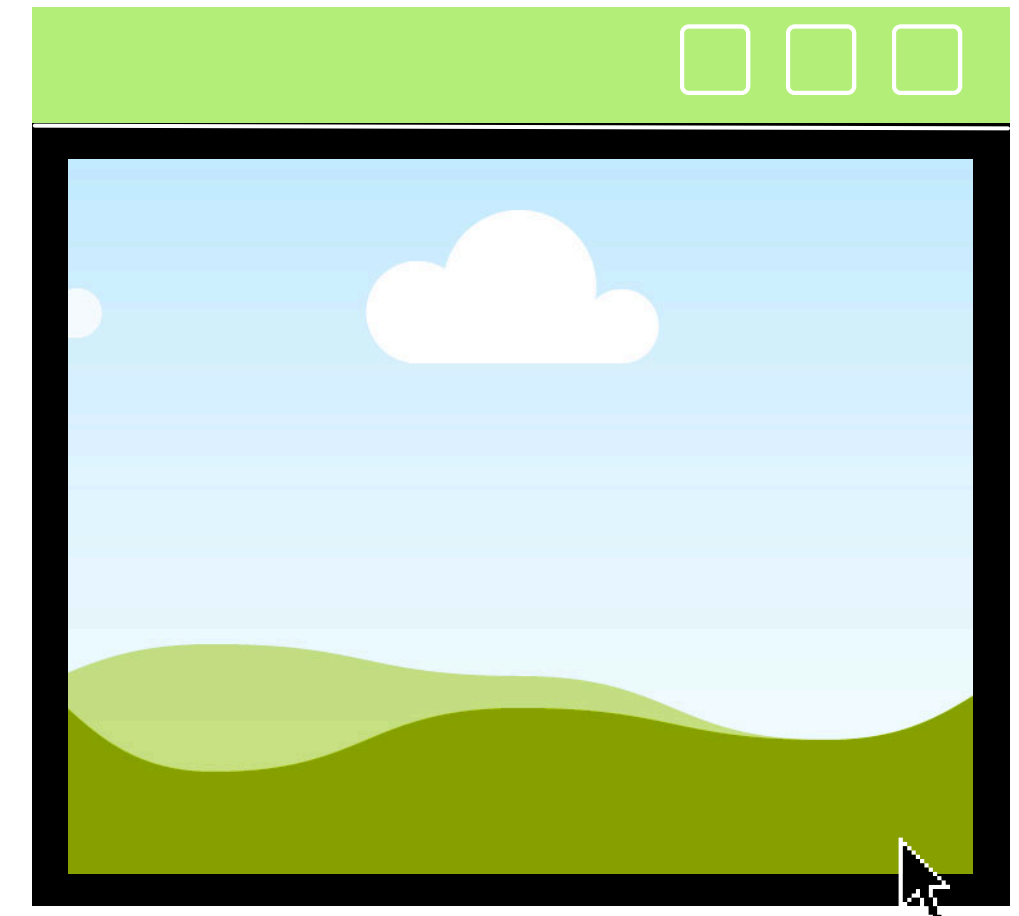
2. Short-Form Video Content

(To share on WABE-TV, Instagram, TikTok, Snapchat, X/Twitter, or some other social media platform): Designed for the short attention span of much of the public. Meant to “get to the core of your content, quickly!” It allows viewers “instant gratification.”

Examples (note: these don't have all parts of your assignment, but they are reels related to values):

Honesty

Kindness



MEDIA FORMATS

3. Podcast

Podcast: a talk show, often in the form of an interview, typically with multiple episodes and following a certain theme. It becomes available as a digital audio file you can download and people usually subscribe to the show.

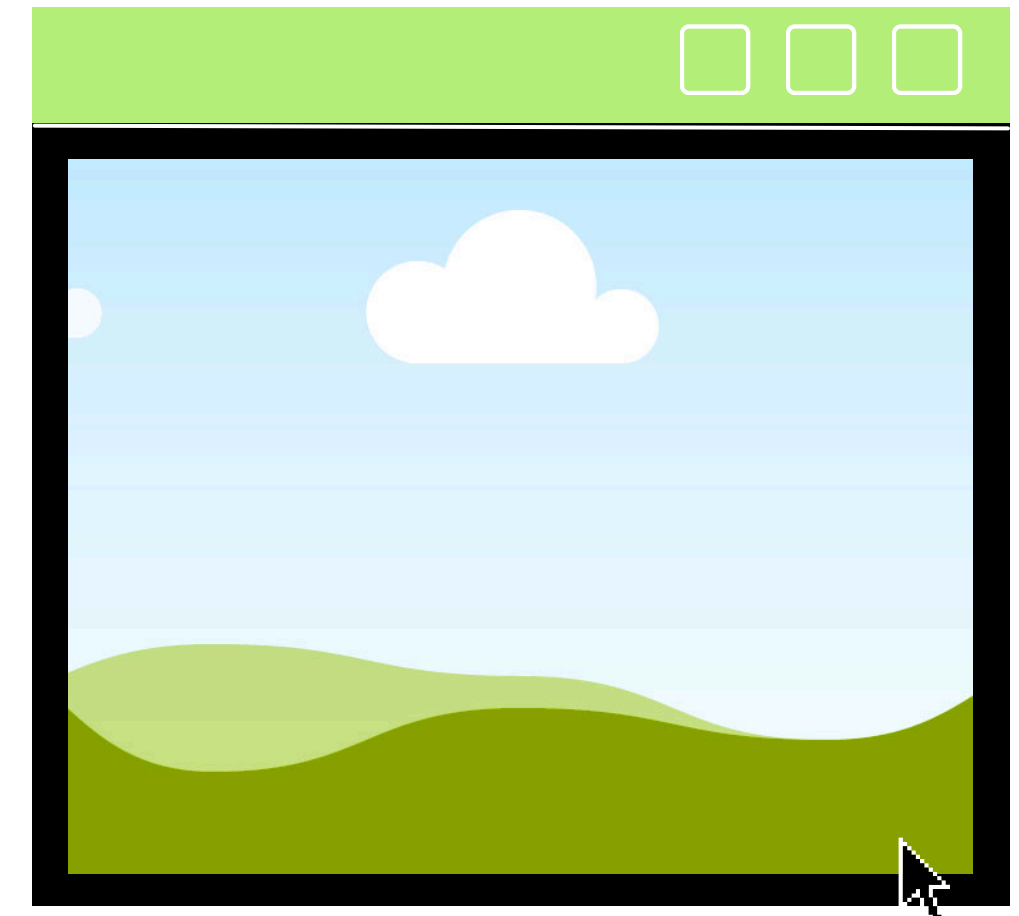
For this assignment, you will be making one episode.

- Example: [Podcast w/ Alex Elle on Telling Your Truth](#)

4. Article

A piece of writing in a newspaper, magazine, or other print or online publication that makes up an independent part of a publication (not fiction or poetry)

Example: [Article on how technology is not values neutral](#)



MEDIA FORMATS

5. Commercial

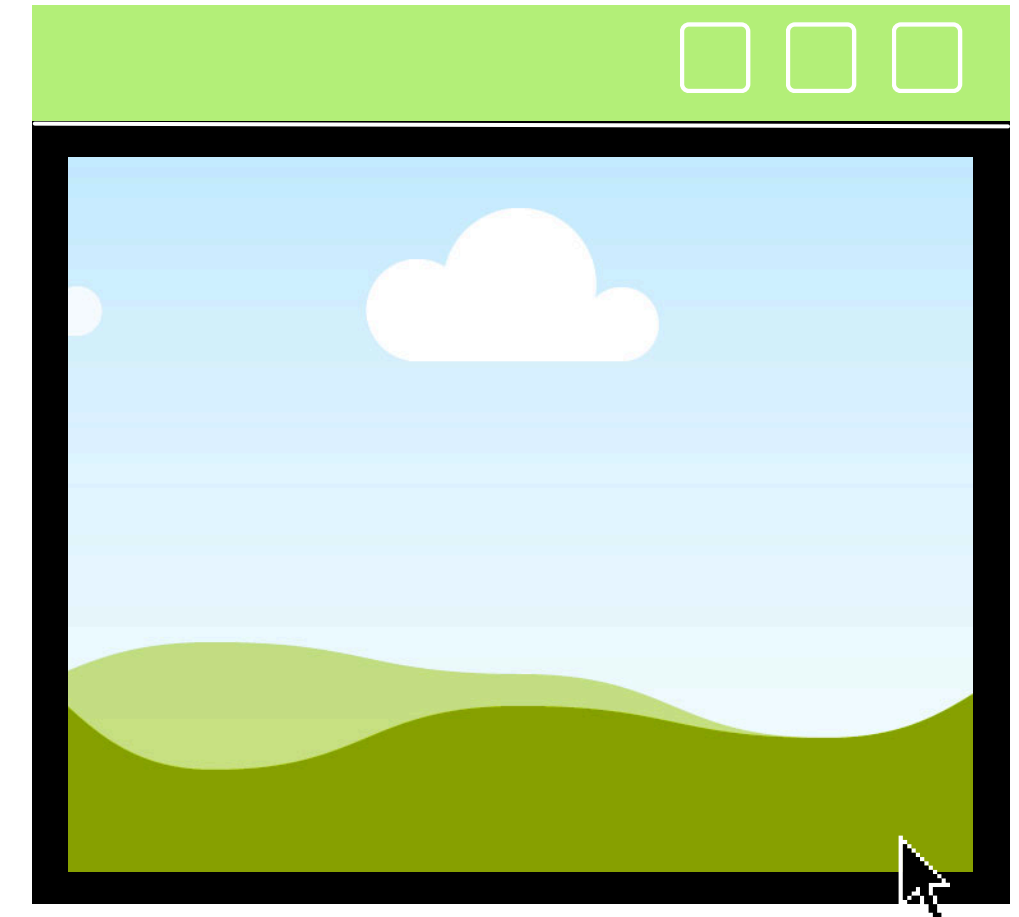
A TV or radio advertisement

- Example: [Here's](#) a YouTube channel of commercials considered to be the best

6. Infomercial

“A form of TV commercial that resembles regular TV programming yet is intended to promote or sell a product, service or idea. It generally includes a toll-free telephone number or website”, and usually runs at off-peak hours when viewers are less. It is often longer than a commercial.

- Example: [Magic Bullet Infomercial](#)





RUBRIC

The rubric at the end of your student handout is a good way to check if you are including in your creation the key parts required. It also helps you see what a high quality creation looks like.

Rubric's Component	4	3	2	1	Student's Score
1 - 3 values clearly portrayed	1 - 3 values from the Common Sense curriculum lesson, "My Values Sort" are clearly shown and detail provided about that/those	1 - 3 values from the Common Sense curriculum lesson, "My Values Sort" are clearly shown	1 - 3 values from the Common Sense curriculum lesson, "My Values Sort" are c listed or stated but not explained or shown	Unclear what the value/s is/are though there is a portrayal of what appears to be values	



	value/s				
Creative, catchy storyline	Storyline is intriguing, entertaining, shows great imagination	Storyline is somewhat intriguing, entertaining, shows some imagination	Storyline lacks imagination and excitement.	Storyline is not entertaining and does not show imagination.	
1 - 3 types of technology that make living out your value/s easier and/or harder	1-3 tech types shown or explained clearly and thoroughly with visual or written examples	1- 3 tech types shown or explained clearly but in a general matter - not much detail	1-3 tech types listed or stated but not explained or shown	Unclear what the tech type/s is/are though there is a brief reference to tech types	
Shows how living in a way true to your value/s brought greater sense of well-being	Shows in a clear and evident way how the character has a greater sense of well-being after living into their values	Shows in a somewhat clear and evident way how the character has a greater sense of well-being after living into their values	Unclear how the character's living in a way true to their value/s brought greater sense of well-being	Slight reference to well-being, but no clear showing of how living in a way true to the character's value/s brought greater sense of well-being	
One of the specified media formats	One of the allowed media formats was used and displayed with quality of presentation	One of the allowed media formats was used and lacked quality of presentation	One of the allowed media formats was used but low in quality	One of the allowed media formats was attempted but not completed	
Culturally relevant and appealing	Applies and is relatable to today's culture in	Applies and is somewhat relatable to today's culture in	Lacks clear awareness of culture in how content was	Is not relatable to today's culture in its storyline and	

	terms of storyline, cultural practices and habits, language, trends, etc. Very appealing to watch.	terms of storyline, cultural practices and habits, language, trends, etc. Somewhat interesting to watch.	portrayed. Has little appeal to watch.	has vague or unclear references to our culture's practice. Not appealing to watch.	
60 - 90 seconds long Infomercials: 1 - 3 minutes Podcasts: 10 - 20 minutes	Time minimum and maximum are followed and well utilized (no dead time or evident time wasters)	Time minimum and maximum are followed and well utilized, but a little dead time and/or evident time wasters)	Slightly under the minimum time requirement or over the maximum time requirement	Grossly under the minimum time requirement (more than half the time under) or grossly over the maximum time requirement (more than half the time over)	
Original/self-created	Very unique and first of its kind in how it's done and/or presented	Unique and first of its kind in how it's done and/or presented	Somewhat unique and first of its kind in how it's done and/or presented	Not unique or original. It seems to have taken ideas from elsewhere or just lack original ideas.	



THANK YOU

WABE

**DIGITAL
CITIZENS**

Digital Well-Being for Youth

