

Module 1 - Digital Life

Essential Question

What is the place of digital media in our lives?

Key Vocabulary

media: communication, including television, radio, and newspapers, that often reaches and impacts a large audience

digital media: electronic devices and media platforms such as computers, cell phones, the Internet, digital video, social networking sites, video games, and virtual worlds that allow users to create, communicate, and interact with one another or with the device or application itself

DEFINE the Key Vocabulary terms **media** and **digital media**.

DISCUSS that some differences between digital media and traditional media, such as TV and radio, and how digital media generally allow people opportunities for interactive communication — for creation and self expression. Instant Messaging, for instance, is more “two-way,” because people are talking with one another. Media such as TV and radio are generally more “one-way,” because people generally do not interact with one another through these technologies. Innovations in digital media enable us to create, share, and communicate in addition to consuming media.

ASK

What are examples of things you do with one-way media, such as TVs or radios?

Sample responses: Watch TV, Listen to the radio

What are some of the ways that people communicate with or share with others over digital media?

Sample responses: IM, go on social networks, text, talk in virtual worlds, blog, upload videos and photos, play multiplayer games.

Watch Video (**10 minutes**)

EXPLAIN to students that they are going to watch a video about how digital media are a 24/7 part of our culture - that video game consoles and portable devices, such as cell phones, seem to surround us. Remind students, though, that the media lives of all kids and families are not the same. Some kids are allowed to use more digital media than others, and some kids like these tools more than others.

SHOW students the video “**Digital Life 101.**” The video touches on the different types of media and digital media that exist, the actions that people take with these technologies, and even specific programs and applications. The video itself can be found in the Shared Folder that includes these lesson plans.

ASK

What are some things you learned from the video?

Sample responses

Digital media are a 24/7 part of our culture.

Digital media are social. They allow people to build friendships, join new communities, and provide amazing

opportunities for creation and self-expression.

Optional Activity, if time allows.

Directions

Put your kids in small groups and see if they can determine the answers to these 15 questions.

Q1. In 2009, kids ages 11 to 14 spent the most time with this type of media:

- A. Computers
- B. Music
- C. TV
- D. Video games

Q2. Who spends more time browsing the Internet, teens (ages 12 to 17) or adults?

- A. Teens
- B. Adults

Q3. What is a mash-up?

- A. A glitch on a computer caused by a virus
- B. A techno remix of a song
- C. Slang for when a computer crashes and is beyond repair
- D. A digital collage containing text, graphics, music, video, or animation from already created digital works combined to create a new work

Q4. How many texts on average do teens (ages 13 to 17) send and receive each month?

- A. 2,000
- B. 2,500
- C. 3,000
- D. 3,500

Q5. In Internet slang, what is a “troll”?

- A. A multiplayer game that can be embedded in a website
- B. Someone who posts spam on online message boards
- C. A website that takes too long to load
- D. Someone who has an ugly profile picture

Q6. What is an “avatar”?

- A. An email address that forwards your email to a different address (alias)
- B. A graphic image used to represent a real person online
- C. Someone who tries to get you to give them personal information online
- D. The fastest jet on many online flight-simulator games

Q7. According to the privacy policies of Facebook, how old must you be to register for an account?

- A. 10
- B. 12
- C. 13

D. 16

Q8. Who can edit articles on Wikipedia, the free, online encyclopedia?

- A. Registered users older than 13
- B. Employees of Wikipedia
- C. College professors and students
- D. All of the above

Q9. If someone responds to your instant message by saying, “rofl,” what do they mean?

- A. My mom is reading over my shoulder, watch out.
- B. That was really funny.
- C. Really? I don't believe you.
- D. Hold on a minute, I'll be right back.

Q10. What is an MMOG?

- A. Movie Making Online Generator, an online tool that helps people create mashups of videos posted on the web
- B. The Million Mothers Organizing Group, an online social networking site popular for parents of teenagers
- C. A Massive Multiplayer Online Game, usually an online world multiple players navigate and play in together
- D. IM shorthand to say My Mom's On Guard, a signal to quickly start censoring the conversation

Q11. What was the first home video game console sold in the United States?

- A. Atari 2600
- B. Nintendo NES
- C. Sega Genesis
- D. Nintendo Game Boy

Q12. How many characters (letters, punctuation marks, and spaces) can you send in a regular text message?

- A. 100
- B. 160
- C. 200
- D. 260

Q13. What percentage of tweens (ages 8 to 12) use a cell phone?

- A. 37%
- B. 60%
- C. 71%
- D. 85%

Q14. With which of the following can young people not only listen to but also create music?

- A. Rhapsody
- B. GarageBand
- C. Pandora
- D. iTunes

Q15. As of late 2009, approximately how many views did YouTube get each day?

- A. 500,000

- B. Over 1 billion
- C. Over 2 billion
- D. Over 3 billion

ANSWERS

- | | | |
|------|-------|-------|
| 1. C | 6. B | 11. A |
| 2. A | 7. C | 12. B |
| 3. D | 8. D | 13. C |
| 4. D | 9. B | 14. B |
| 5. B | 10. C | 15. B |

Quiz

Here are the questions your kids need to answer.

Teachers, these questions and answers are here for your sake.

1. People use the term “24/7” to describe digital media because:

- a) This type of media is available 24 hours a day, 7 days a week.
- b) You need a password with 24 letters and 7 numbers to use digital media.
- c) There are 24 different kinds of digital media.

2. True or False

Before the internet and cell phones, it was easy for kids to create digital media.

3. True or False

Digital media is described as interactive. This means people can make friends online and communication can be two-way.