

# Lesson 1. Media Landscape

## Unit 1



### PRE-WORK:

Prior to participants joining for your blended learning sessions, please reach out to them and request that they do the following:

- Create a Very Verified Account
- Read the Very Verified homepage (About the Course Link)
- Answer the first quiz question on the homepage

Activity	Time	Instructions & objectives
Introductions and Warm Up	5 min	<p>Say: Welcome to Very Verified! My name is _____, and I am your trainer today.</p> <p>Ask students to raise their hand (in-person) or put a Y in chat (virtual) if they:</p> <ul style="list-style-type: none"><li>• Liked at least one post on social media already today</li><li>• Commented on any post on social media today</li><li>• Have ever clicked 'I accept' on a website without reading the terms and conditions</li><li>• Have looked at your phone at least once since this training started</li></ul> <p>Notes to the trainer: Asking people to reflect on their own habits as a warmup will allow participants to start engaging with the trainer right away. The trainer can pause and ask a few people what platform they shared to, or what social media they liked the post on, to start getting people to feel comfortable speaking as well.</p>
Watch a video	4 min	<p>Say: Now that we've had a chance to warm up, let's start with Very Verified, unit 1! Let's learn to identify the main types of information we engage with and recognize our own media consumption habits. Link - <a href="https://youtu.be/DJy6n9J3IMl">https://youtu.be/DJy6n9J3IMl</a></p>

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Activity	Time	Instructions & objectives
Quiz – Why Was This Published	3 min	Say: We have a lot to learn, but before that, tell us what you think about this short excerpt of an article and the role of journalists by completing this short quiz. Link - <a href="https://veryverified.eu/units/unit-1/quiz-why-was-this-published">https://veryverified.eu/units/unit-1/quiz-why-was-this-published</a>
Watch a video	5 min	Say: Let's learn about different types of content, and the difference between facts and opinions. Link - <a href="https://youtu.be/09DkfD1eURE">https://youtu.be/09DkfD1eURE</a>
Activity - types of content worksheet	5 min	Distribute worksheet with types of content. Ask participants to work in groups of 3 to match the types, then go over results with the whole room.
Quiz – Fact Vs Opinion	3 min	Say: Can you distinguish fact from opinion? Let's take this short quiz to find out! Link - <a href="https://veryverified.eu/units/unit-1/fact-vs-opinion">https://veryverified.eu/units/unit-1/fact-vs-opinion</a>
Quiz – Why Do We Share	3 min	Say: Now that we've distinguished fact from opinion, let's do one more activity and take one more quiz before moving on to some practical tips. Ask students to read the article and then answer two questions. Link - <a href="https://veryverified.eu/units/unit-1/quiz-why-do-we-share">https://veryverified.eu/units/unit-1/quiz-why-do-we-share</a>

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Name it To Tame It	7 min	<p>Say: Strong emotions are a key factor in making viral online content. Getting us angry drives up clicks, shares, and comments. Ask:</p> <ul style="list-style-type: none"><li>• When's the last time you saw a headline in your social media feed that made you so angry that you commented on it or shared it with others?</li><li>• What was it about the headline that made you do this?</li></ul> <p>Say: Checking whether a story made you emotional is the first step to getting a sense of whether you are being manipulated. While we recognize emotions in others, we do not always pay attention to our own emotions. Dr. Dan Siegel, a clinical psychiatry professor at the University of California, believes that if you identify the emotion you are having (to name it), you will be able to control the emotion (to tame it). There is a slogan to help you remember this tip – name it to tame it! Name it To Tame It has 3 steps – let's practice (go through slides 10 - 12)</p>
Consumption Log and Discussion	10 min	<p>Say: What does your typical day look like? Do you wake up and scroll through your newsfeed? Do you listen to your favorite podcasts, watch TV or YouTube while having breakfast, or while jogging? Does your day end with your phone in your hands, too? Do you ever read magazines and newspapers? Have you ever thought about how much time you spend consuming media every day? An hour or two? Three? Eight? Let's count. Don't forget about the time you spend watching TV and scrolling through your newsfeed at the same time! We'll use this tool to find out, and then discuss your results. After activity lead participants in discussion (note: may only get through 2-3 of these questions): What was surprising when looking at your chart? How do you feel about the media you use? Does this seem like a lot of information coming at you? How does that affect your ability to discern the quality of information? What habits do you want to maintain, and what would you like to change?</p>

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Activity	Time	Instructions & objectives
Digital Wellness Activity	3 min	<p>Say:</p> <p>The media is an essential part of our lives, but it is just as essential to take breaks to free your body with physical activities, and to free your mind. Digital wellness is a concept that describes the pursuit of keeping a healthy relationship with technology – and letting your body take a break from the computer screen or your gadget for a few minutes.</p> <p>Let's practice a few exercises for your general wellbeing. Sit up tall in your chair and have both feet planted firmly on the ground, if possible. Let's do these three exercises.</p>
Conclusion	2 min	<p>Say: In this first unit, we've talked about different ways we engage with media, our own media consumption habits, and even why and how often we share posts with others. We've learned the technique 'Name it To Tame It,' which we'll continue to practice through this course. We also learned a few digital wellness stretches that you can do at any time of day. Ask a few students to share one tip they learned from this part of the training that they'll use in their lives moving forward. Say: Thank you for participating and congratulations on finishing unit 1!</p>