

PREPARATION TIME: 30'

TEACHING TIME: 1 X 60'

## ABSTRACT

This learning scenario introduces the notion activism in relation to the social media. Participants will learn about the concept of the social media in general, about the debates surrounding it, especially in relation to the issue if social media increase or decrease activism and political activity of youth. During the lesson, the participants will tackle these issues and discuss about some examples of social media that spurred activism, such as the Arab Spring in early 2010s.

## KEYWORDS

*Activism,  
Youth, Media,  
Social Media,  
The Arab Spring*

## ONLINE EDUCATIONAL RESOURCES

- *Lesson on Social Media & Activism from [mediactiveyouth.net](http://mediactiveyouth.net)*
- *Short video lecture on Social Media & Activism*
- *PowerPoint presentation on Social Media & Activism*
- *Rhon Teruelle, Social Media and Youth Activism in: Social Media: Usage and Impact by Hana S. Noor Al-Deen, John Allen Hendricks, 2013, 201-218*
- *Jelena Spremo, Media Influence on Arab Spring*

## LESSON AIM

The aim of the lesson is for students to understand the importance of the media, their brief history, and to grasp the basics of the process of communication and the role of the media in it.

## LESSON OUTCOME

Students will understand better the basic model of communication and communication functions. They will grasp the role of the media and their history, distinguish between old and new and mass media, and advance a critical view of the media.

## LESSON IMPLEMENTATION PROCESS

**Min 1-5 Warming-up:** An effective way of involving participants and setting common expectations about what they will learn is to ask a few preliminary questions on the subject. The educator introduces the topic and class contents, prepares PowerPoint/Prezi presentation and Canvas app; various teaching methods: lecturing, discussion, group work, self-reflection.

**Collaborative learning** – An effective way of involving participants and setting common expectations about what they will learn is to ask a few preliminary questions on the subject. The educator introduces the topic and class contents, prepares PowerPoint/Prezi presentation and Canvas app; various teaching methods: lecturing, discussion, group work, self-reflection

**30-55 Use of web resources as learning material** – In the first 10 minutes, participants watch a short *Social Media and Youth Activism Lecture*, and then talk about the *Arab Spring* case, where social media played a huge role in spurring protests in Tunisia and Egypt

While presenting the content make sure to interact with the trainees and encourage them for active participation.

**50-60 Conclusion:** Make a short summary of the lesson and ask a couple of questions which help underlying the most important messages you would like to give.

## MATERIALS / TOOLS

Video projector, laptop/desktop, Internet connection, Powerpoint/Kahoot!

PowerPoint/Prezi/ presentation which is enriched with visual materials (images and video clips) and research based factual information. Canvas app for receiving and displaying joint information/responses