Times are changing...
7 reports

- Child pornography (2)
- Pro-anorexia and pro-bulimia (2)
- Hate speech against women
- Encourages suicide
- Pro-paedophilia
Hate speech against women

Youtube channel *Something personal*: How to beat a woman /
Youtube channel *Lolocausto*: Femenine way of thinking
Educating people, especially youth, to develop critical skills on content they watch so they can protect themselves
Main objectives

- Boost knowledge of audiovisual language and encourage **healthy audiovisual consumption** among children and young people.
- Promote knowledge and comprehension skills that enable people to effectively and safely use the media.
eduCAC includes

- Teaching materials
- Content and proposals for families
- CAC school awards
Teaching materials

- Aimed at **students** aged **10 to 16 years old**.

- Developed by the Council in partnership with a **multidisciplinary team of experts in pedagogy, teaching and audiovisual media**.

- Scheduled to run during the **2017/2018 academic year**.
Teaching materials

Teaching units

Classroom projects

Adjacent cross-cutting pathways

Tutorials
Teaching materials

Teaching units

- information
- entertainment
- advertising
- best practices
Teaching materials
Teaching units

5 Top Fake Political News Stories On Facebook

“Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide” ABCNews.com
2,177,000 Facebook shares, comments, and reactions

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” Ending the Fed
961,000

“Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America” tmzhiphcpp.com
802,000

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” Denver Guardian
567,000

“RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album” heaviermetal.net
560,000

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook. Source: buzzsumo
What is "Fake News"? We spot fake news
Source: Info K, Catalan Public Broadcasting
Teaching materials

Teaching units

Filter bubbles
Teaching materials
Teaching units

Eli Pariser: beware of filter bubbles on the net
Source: TED talks
Teaching materials
Teaching units

Citizen journalism
Teaching materials

Teaching units

Terrorist attack in Barcelona
Teaching materials

Youtubers, the new idols

Source: 30 minutes, Catalan Public Broadcasting
Teaching materials

Youtubers, the new idols

Source: 30 minuts, Catalan Public Broadcasting
Teaching materials

Teaching units

CAC audiovisual recommendations on using the internet
Teaching materials

Classroom projects

I, journalist
Stories
We advertise values
What do people know about us?
Teaching materials
Cross-cutting pathways

To work on values through three topics:

- Women on our screens
- Social diversity in media
- My digital identity
Teaching materials

Tutorials on audiovisual technique and narrative
Content and proposals for families

Internet use guide for families

CAC audiovisual recommendations on using the internet
Content and proposals for families

A form for submitting complaints

Parental control tools
CAC school awards

- From primary to secondary education (3-18 years)
- Over 300 schools and 900 projects entered in 15 years
Launch and dissemination of materials

- **eduCAC launches on 1 November** with a *pilot programme* in 4 schools.

- There also will be *informative sessions* for teachers, families, monthly newsletters for both of them, etc.

- A team available to participants to **support** the project.
Thank you very much for your attention!