



NEW YORK CITY  
**SCHOOL LIBRARY SYSTEM**  
Connect, Create, Lead

# DIGITAL LITERACY AT THE K-12 LEVEL

Presenter: Leanne Ellis, NYC Department of Education School  
Library Coordinator  
Email: [Lellis3@schools.nyc.gov](mailto:Lellis3@schools.nyc.gov)

# WHAT IS DIGITAL CITIZENSHIP?

- Teaching students how to navigate the digital world successfully to prepare them for professional and personal achievement and to become a responsible global citizen.



# WHY IS IT IMPORTANT?

- From Common Sense Media website:
- “Navigating cyberbullying, privacy, safety, and other digital dilemmas are a real challenge for schools. But technology also provides incredible opportunities for students to learn, connect, create, and collaborate in ways never before imagined.
- Your school can build a positive school culture that supports the safe and responsible use of technology. Students can build skills around critical thinking, ethical discussion, and decision making.”

# JOB SEARCHING

- 92% of U.S. companies screen job applicants through social media
  - 65% look at Facebook
  - 63% look at LinkedIn
  - 16% look at Twitter

-Source: CareerBuilder Survey, 2016

- 51% of HR professionals have rejected candidates after finding something negative online:
  - Inappropriate photos/comments
  - Content about/showing alcohol or drugs
  - Negative comments about previous employers
  - Posts showing poor communication skills
  - Posting discriminatory comments
  - Lying about qualifications

-Source: CareerBuilder Survey, June 2014

# **SOCIAL MEDIA CAN HELP COLLEGE AND JOB APPLICATIONS!**

- Good sense of personality/character
- Support stated background and qualification (posting projects, writing samples, etc.)
- Good professional image
- Well-rounded with varied interests
- Demonstrates creativity
- Showcases accomplishments
- Provides good references
- Shows tech savviness and other skills
- 35% of hiring managers are less likely to interview applicants they can't find online

-Source: CareerBuilder Survey, June 2014; May 2015

# REMIND STUDENTS TO:

- Adjust privacy settings: “friends only”
- Changing last name to middle name so only friends can find you
- Un-tagging unflattering images

## LinkedIn:

- Build professional network
- Follow companies/organizations of interest, join relevant groups and read articles on trends in the industry
- Use it to job search and apply for jobs
- Include picture, fill out completely, emphasize career and college interests, join groups to meet professionals (like college alumni), post relevant articles and work/school products

# **SOCIAL ISSUES WITH STUDENTS AND TECHNOLOGY**

- Screen time
- Cyberbullying
- Privacy and internet safety
- Gender and body image
- Marketing
- Inappropriate content

# ACADEMIC ISSUES WITH STUDENTS AND TECHNOLOGY

- Plagiarism and intellectual property
- Inaccurate/misleading information
- Bias
- Multiple viewpoints
- Free speech



# FAKE NEWS

- According to Pew research, 62% of Americans get some kind of news from social media; 44% from Facebook
- According to BuzzFeed News Analysis: in the last three months of presidential campaign, 20 top fake news stories on Facebook generated more engagement than 20 top stories from real news websites
- Advertising revenue of upwards of \$10,000/month for traffic to fake news sites
- Most fake news produced by scammers; majority take far-right positions

# DIGITAL CITIZENSHIP CURRICULUM

## Citizenship in the Digital Age

Sample Lesson Plans for Grades 1-12

(Updated 2016)



# STRUCTURE:

- Grades 1-12
- Lessons on responsibility and safety/social issues
- Aligns with Common Core and IFC (Information Fluency Continuum)
- Assessments included
- Links to Common Sense Media Lesson extensions

Please review pages 3-4 for complete overview

# AN OVERVIEW OF THE CURRICULUM

- <http://nycdoe.libguides.com/digitalcitizenship>

GRADE	RESPONSIBILITY	ASSESSMENT	SAFETY	ASSESSMENT
9	Plagiarism	Plagiarism Sheet	Phishing and Viruses	Phishing Sheet
			Cyber Slander	Appendix A Worksheet Appendix B Worksheet
10	Digital Privacy	IFC Assessment 6.4: Conclusions and Supporting Evidence	Cyber Slander	Verbal responses
	Intellectual Property and Fair Use	IFC 10.4: Drawing Conclusions From Looking at Multiple Perspectives		
11	Multiple Points of View	IFC Assessment 11.4: Viewpoints/Beliefs/ Actions	Digital Traces	Modified IFC 11.5: Communicating Ideas To An Audience/ Written Responses To Questions In Independent Practice
	Evaluating Social Media Sites for Information	Student Evaluation Checklist		
12	Multiple Points of View	Modified IFC Assessment 5.5: Evaluating Points of View	Keeping Financial Information Safe	Internet Safety Plan
	Appropriation vs. Transformation	Student written and verbal responses		
	Plagiarism	IFC Assessment 9.3: Note-taking Grid/Research drafts		

# HOW CAN YOU IMPLEMENT AND INTEGRATE DIGITAL CITIZENSHIP IN YOUR LIBRARY PROGRAM AND SCHOOL?

- Collaborate with multiple grades and content area teachers to integrate lessons
- Align curriculum/lessons with classroom content and skills
- As an after-school activity
- Research elective
- Give professional development on Digital Citizenship to teachers and staff and parents

# DIGITAL CITIZENSHIP CURRICULUM

## Citizenship in the Digital Age

Sample Lesson Plans for Grades 1-12

(Updated 2016)



THANK YOU!