Maddie is Online’: embedding creative audio-visual resources to the teaching of information literacy in an elementary school in Greece

Dr Konstantina Martzoukou
School of Creative and cultural Business
Robert Gordon University, Aberdeen,
k.martzoukou@rgu.ac.uk

Dr Evi Tramantza
Anatolia College, Thessaloniki, Greece
evi@anatolia.edu.gr
Have you tried ‘Maddie is online’ before?
What series do you like and why?
Recommended read from @Dinamartz on the ‘Maddie is Online’ project: A video cartoon open-access resource on information and digital literacy available for schools. clips.org.uk/librariesarees... infolit

@CILIPScotland on Apr 7

There is now a unique opportunity for librarians, working in both school & public contexts, to be at the forefront of information literacy. @Dinamartz shares why LibrariesAreEssential to young people’s digital literacy and how MaddiesOnline can help. clips.org.uk/librariesarees...

CILIPS Scotland’s Library and Information professionals

@CILIPSScotland on Mar 22

Have you met Maddie? Pop along next week to discover this colourful, creative resource from @OneinHumindors & @Dinamartz designed to support young people with digital literacy. Need online advice, kids? You can’t beat a super-cool librarian with pink hair! bit.ly/2U4C9aX

SLIC @SLIC1991 - Feb 19

Reposting to @Dinamartz @MaddiesOnline and 2 others

A great project here and so much potential! You can find out more about the individual projects here 👇

SLIC Awards 2020

scottishlibraries.org

FutureScot @FutureScot_News - Apr 20

A new web series ‘Maddie is Online’ will teach Scottish children growing up on the internet about digital literacy and online safety. The project has been awarded almost £10,000 by the School Library Improvement Fund.

Web series launched to support children ‘growing up online to navigate...’ Maddie is online’ web series is one of just 12 project to receive funding.

futurescot.com

@EastwoodLib on May 13

An excellent delivery from Dr. @Dinamartz for online safety at @EastwoodHighERC Library. Many thanks to Ms Workman and her S1 for their positive engagement. @DigiSchoolsERC @SLIC1991

Thank you to Ms Brogan and Mr Panayiotsakis for making this possible. What a lovely and lively class we had this morning! Really enjoyed playing @MaddiesOnline animation videos and co-presenting the activities with Mr Panayiotsakis Online Safety session.

@Dinamartz on 21h

Dina Martzevoukou

Very pleased to have Dr. @Dinamartz delivering to a very enthusiastic S1 class this morning. Gratitude is due to Ms Brogan and the Woodfarm Social Sciences for locating the online safety delivery. @SLIC1991 @DigiSchoolsERC @MaddiesOnline @CILIPS

Woolfarm High School @woolfarmhigh - 21h

Librarian @EastwoodLib - 21h

Thank you to Ms Brogan and Mr Panayiotsakis for making this possible. What a lovely and lively class we had this morning! Really enjoyed playing @MaddiesOnline animation videos and co-presenting the activities with Mr Panayiotsakis Online Safety session.

@Dinamartz on 21h

Dina Martzevoukou

Very pleased to have Dr. @Dinamartz delivering to a very enthusiastic S1 class this morning. Gratitude is due to Ms Brogan and the Woodfarm Social Sciences for locating the online safety delivery. @SLIC1991 @DigiSchoolsERC @MaddiesOnline @CILIPS
Maddie is Online Retweeted

ICT Mrs F-St. Serf’s Airdrie @MrsF_StSerfs · Oct 4, 2019
Some internet safety this week in @stserfs5 with #maddieisonline. Lots of great, sensible suggestions to help us become responsible #digitalcitizens

Fantastic to see @MaddiesOnline planned for S1 at Broughton High in Edinburgh next session. We hope the board fills in with lots of thoughts and ideas, opening up the dialogue with young people about digital literacy and online connectivity!

BRQ_Library @BRQ_Library · Jun 24
We’re hoping to centre our S1 Literacy programme around @MaddiesOnline next session, but it’s never too soon to start making displays!

Librarians are essential! #LibrariesAreEssential
Many thanks to school librarian Christopher Halligan for organizing @MaddiesOnline delivery @STLukesHigh and to Ms Farrell for her help. We had a great time presenting with @Dinamart @EastwoodHighERC @SLIC1991 @DigiSchoolsER

Really enjoyed the visit to Mearns Castle and my first delivery of @Dinamart @MaddiesOnline. Many thanks to the School Librarian Kirsty McEachern for all her help and the wonderful S1 students for their contributions @SLIC1991 @DigiSchoolsER @EastwoodHighERC @WoodfarmHigh

Woodfarm High School @WoodfarmHigh · Jun 7
Starting the new semester with the librarian’s new @MaddiesOnline presentation. Many thanks to Mrs Sannachan and her enthusiastic S1 for their contributions! @Dinamart @SLIC1991 @CLIPInfo @DigiSchoolsER
Series 4 ‘Ethics of online safety and security’

THEME 1 - ONLINE DATA SECURITY
- setting up strong passwords
- protecting personal data/information online
- keeping devices up-to-date and backing up data

THEME 2 - THE INTERNET OF THINGS
- how different devices can collect and share data about people with or without their knowledge

THEME 3 - UNDERSTANDING ONLINE TERMS AND CONDITIONS
- making safe and age-appropriate choices of online tools, apps and services
- browsing the Internet safely, e.g., online consent, understanding digital cookies

THEME 4 - IDENTIFYING ONLINE SCAMS/PHISHING AND FRAUDULENT WEBSITES AND DIGITAL MESSAGES
- how a device - computer, laptop, webcams, phones etc. can get hacked

THEME 5 - PRIVATE AND PERSONAL INFORMATION
- data handling and privacy
- online behaviours that may result in risk of harm to others
- private versus public ideas of personal data on social media
School Competition: The ethics of online safety and security

We are seeking creative student teams (third level - S1 and S2) from schools across Scotland to share a short story of around 500 words on the theme ‘Ethics of online safety and security’.

All schools entering the competition
- Gain access to free school and parent workshops on the ‘Ethics of online safety and security’.

Selected teams
- Gain support to develop their story, using cartoon characters, voice-overs and animation.
- Develop creativity, technical and teamwork skills as well as confidence as they design and create their own projects.
- Gain access to free animation/e-learning workshops for young people.
- Receive a free subscription to PictoPong Story animation tool for a year.
- Receive ‘Maddies is Online’ personalized gifts.

Winning team
Gift Voucher (£100) for each member of the winning team.

APPLY NOW!

Funded by the Scottish Government and supported by Digital Xtra Fund

Applications close by 1st September 2023

The competition addresses 'Experiences and Outcomes within the following 'Digital Literacy' Technologies Scottish curriculum (Third Level):
- Using digital products and services in a variety of contexts to achieve a personal agenda.
- Cyber violence and internet safety.
- Awareness of technological developments (past, present and future), including hacking threats.
- Impact, contribution, and relevance of technology on business, the economy, politics, society and environment.

Online Data Security
Identifying online scams/phishing
Understanding online terms and conditions
The Internet of Things
Private and Personal Information online
‘Lucy the Influencer’ – Winning team – Hazlehead Academy, Aberdeen

JUDGING PANEL
- Kraig Brown (Digital Xtra Fund)
- Daniel Devine
- Maria Bell (Mesomorphic)
- Grace Mak (iDEA)
- George Milliken (Education Scotland)
- Gina Wilson (Children and Young People’s Commissioner Scotland).
Series 2 on Misinformation

https://maddiesonline.blogspot.com/
Maddie is online – some of the voice-actors

Miss Mason (series 2 & 3)
Judge Isaias & Andy (series 2 & 3)
Pinachu (Series 3 - Holds the Creative Commons Book)
Zouvious & receptionist (series 2 & 3)
Narrator and voice of Betty (series 2 & 3)

Professor Adrienne Muir (Copyright Consultant for this series)
Professor Charles Oppenheim (used a real gavel while recording his role!)
Dalia Garcia
Dr Alan MacLennan
Fionnuala Cousins
Background

- Anatolia College Elementary school
- 5th grade students
- 90 students in 3 classes
- Good English language but not bilingual
- 'Maddie is Online' Library initiative in collaboration with Teachers
- 3 separate teaching hours in the library
- Use of teaching space in the library
Teaching approach

Material separated in 3 sections

- Time restrictions
- Story in class
- Played specific minutes
- Narration and questions

Prep and lesson plans

- Talk about the topic
- Watch the section
- Interrupt with questions
- Provide activities points to remember

Assignment example:
Can you recall the evaluation techniques that the Librarian mentioned on the video?

Feedback and survey
Benefits

1. Interactive and video content attractive to students
2. Story telling accommodated both clarity of messages and ability to retain
3. Opportunity to adjust the content as appropriate for the age group
4. Attractive design with quality content and structure offered the materials for our lesson plan
5. Opportunity to discuss these important topics in a fun and engaging way
6. It was great to see Maddie standing up to misinformation as a student. She was a great role model to students
7. Many ideas that teachers can discuss further with their students
Examples of student interaction

- Quoting the librarian, reciting her answer
- Fake news poster activity
- Comprehension questions
- Small group work discussion and reporting
- Storytelling supported understanding
**Student Feedback**

- Learnt new things
- Clever
- Argumentation
- Participation
- Boring
- I asked lots of questions
- Adventurous
- Educational
- Group work
- Educational I learnt about misinformation
- Mysterious experience
- To see in other subjects

**Positive overall** and students picked on the different approach to learning.

**Teachers Feedback**

Teachers found that students **engaged well**. That it was attractive to them due to the film experience. Reported that they continued the conversation in class. Also that they would like more interactive activities.
## Student Feedback

<table>
<thead>
<tr>
<th>Describe your experience of the workshop (students)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td>27</td>
</tr>
<tr>
<td>Really good/fantastic</td>
<td>29</td>
</tr>
<tr>
<td>Entertaining</td>
<td>19</td>
</tr>
<tr>
<td>Creative</td>
<td>9</td>
</tr>
<tr>
<td>Helpful</td>
<td>6</td>
</tr>
<tr>
<td>Confusing</td>
<td>4</td>
</tr>
</tbody>
</table>
## Workshop Results

<table>
<thead>
<tr>
<th>This workshop helped you to...</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work effectively with others as part of a team</td>
<td>25</td>
</tr>
<tr>
<td>Learn creatively</td>
<td>25</td>
</tr>
<tr>
<td>Learn in a fun way</td>
<td>27</td>
</tr>
<tr>
<td>Increase your interest in the topic</td>
<td>20</td>
</tr>
<tr>
<td>Understand the topic better</td>
<td>27</td>
</tr>
<tr>
<td>Ask questions/be inquisitive about the topic.</td>
<td>12</td>
</tr>
</tbody>
</table>

Would you like more workshops like this in the future?

| I would not like any other similar workshops           | 9     |
| I would like similar workshops                         | 25    |

To repeat the workshop with another theme
Better graphics
Better graphics
Not to finish so soon
Challenges

- Time not enough to engage deeper
- Spread out hours meant students needed reminding
- English not a first language but taught in Greek using only terms in both languages
- Homework not completed as students did not feel it was required
- Maturity of students
- Librarians overwhelmed with multiple responsibilities
Recommendations

As a community of users, we can share lesson plans on how the materials were utilised. Inviting sharing.

Criticism: Miss Mason's character was deceitful – explained to teachers that this was an imaginary person as a teacher would have good intentions.

In Praise summary

- Relevant up to date materials
- A wealth of relevant content with questions and activities makes it easy to prepare
- Easy to implement as content in place to pick and choose. A treasure for the librarian as time is always an issue.
- Can be used by both the library and the teachers to reinforce these ideas
- Video engaged students and offered excitement
- Will definitely use again
Maddie is online

Blog: https://maddiesonline.blogspot.com/

Video Playlists bit.ly/2LwnE6T

@MaddiesOnline

- Have you tried ‘Maddie is online’ before?
- What series do you like and why?

A cartoon-based resource for schools
A taster ‘Maddie is Online’ - Series 2 Misinformation (Episode 10 - min 1.10)