

MARTZOUKOU, K. and TRAMANTZA, E. 2023. *Maddie is online: embedding creative audio-visual resources to the teaching of information literacy in an elementary school in Greece*. Presented at the 2023 European conference on information literacy (ECIL 2023), 9-12 October 2023, Krakow, Poland.

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MARTZOUKOU, K. and TRAMANTZA, E.

2023

This file contains the extended abstract for this presentation, which is also available on the conference website:

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

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Extended Abstract

There is a growing need to design creative teaching methods for early in the school curriculum to empower children with information literacy (IL) skills. This will prepare them for battling mis/disinformation, so that they can be safe, understand the value of critical engagement with online information, and express their perspectives while opening dialogue about their experiences. Previous research in the UK has found that children lack the critical IL skills for identifying fake information and that, of the people in their life with whom they might speak about fake news, they are least likely to speak to their teachers (National Literacy Trust, 2018, p. 4). Connecting online happens at an increasingly younger age, with UK research estimating that up to half of children 8-12 years have set up their own online profile, while a third include a false date of birth (Ofcom, 2022). After surveying 25,101 children, the EU Kids Online project identified a significant increase in screen time, which had almost doubled in some EU countries (Smahel et al., 2020).

In this presentation, we discuss a project that empowered young people with IL skills by means of opening dialogue around the phenomenon of mis/disinformation and the ethics of online connectivity. We followed the principles of the United Nations Convention of the "Rights of the Child" that extend to the online environment, where digital technologies should "adopt the principles of privacy, resilience and harm reduction" (Scottish Government, 2022) and where programmes should incorporate children's "rights to seek, receive and impart information" (OHCHR, 2021, p. 3). The project took the form of a collaboration between the educational project, "Maddie is Online", and the Modiano Elementary Library of Anatolia College (a private non-for-profit organisation in Greece). "Maddie is Online" is an innovative community-led project, funded by the Scottish Government and the Scottish Library and Information Council (SLIC). It uses creative storytelling, with an emphasis on opening dialogue around experiences of online connectivity, using video animated stories with children's voice-overs, digital lesson plans and reflective exercises.

We incorporated "Maddie is Online" resources into the library IL program, aimed at Year 5 students (10 years old), with a total of 90 pupils from 3 classes. The lessons were delivered by the Elementary Librarian in

collaboration with teachers. We collected qualitative data from pupils who - after watching the video stories and completing the toolkit exercises - engaged in discussion in small groups, reflecting on their own experiences and exploring how they would address the challenges that Maddie encountered. This allowed opportunities for dialogue and exploring skills for information searching, evaluation, and critical judgement. Pupils submitted anonymous data via question-and-answer home quizzes that tested their comprehension. We explored the learning experiences of pupils and their perceptions of misinformation through an online survey, while we collected qualitative feedback on experiences around delivering the sessions from staff.

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

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European Conference on
Information Literacy (ECIL)
Krakow, Poland
9-12 October 2023





Maddie is Online Bookshelf



Subscribe to 'Maddie is Online' All Video Playlists

bit.ly/2LwnE6T

Scan to access online Bookshelf

@MaddiesOnline

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

CILIP InfoLit Group @infolitgroup · Apr 7

Recommended read from @Dinamartz on the 'Maddie is Online' project: A video cartoon open-access resource on information and digital literacy available for schools: cilips.org.uk/librariesarees... #infolit

#LibrariesAreEssential to Young People's Digital Lit...
by Dr Konstantina Martzoukou, Teaching Excellence Fellow at Robert Gordon University 'Maddie is ...'
cilips.org.uk

5 6

You Retweeted

CILIPScotland @CILIPScotland · 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! cilips.org.uk/librariesarees...



CILIPScotland @CILIPScotland · Mar 22

Have you met Maddie? Pop along next week to discover this colourful, creative resource from @OneHEmindsets & @Dinamartz designed to support young people with digital literacy. Need online advice, kids? You can't beat a super-cool librarian with pink hair! eventbrite.co.uk/e/maddie-is-on...



9 13

30 SLIC @SLIC1991 · Feb 19

Replying to @Dinamartz @MaddiesOnline and 2 others

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



SLIF Awards 2020
scottishlibraries.org

FutureScot @FutureScot_News · Apr 29

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 naviga...
'Maddie is online' web series is one of just 12 project to receive funding
futurescot.com

Woodfarm High School @WoodfarmHigh · 21h

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 hosting the online safety delivery. @SLIC1991 @DigiSchoolsERC @MaddiesOnline @CILIPinfo



1 1 14

Dina Martzoukou @Dinamartz · 21h

Thank you to Ms Brogan and Mr Panayiotakis for making this possible. What a lovely and lively class we had this morning! I really enjoyed playing @MaddiesOnline animation videos and co-presenting the activities with Mr Panayiotakis #online #safety #resilience

Librarian @EastwoodLib1 · 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



5 14

Maddie is Online Retweeted



ICT Mrs F- St. Serf's Airdrie @MrsF_StSerfs · Oct 4, 2019

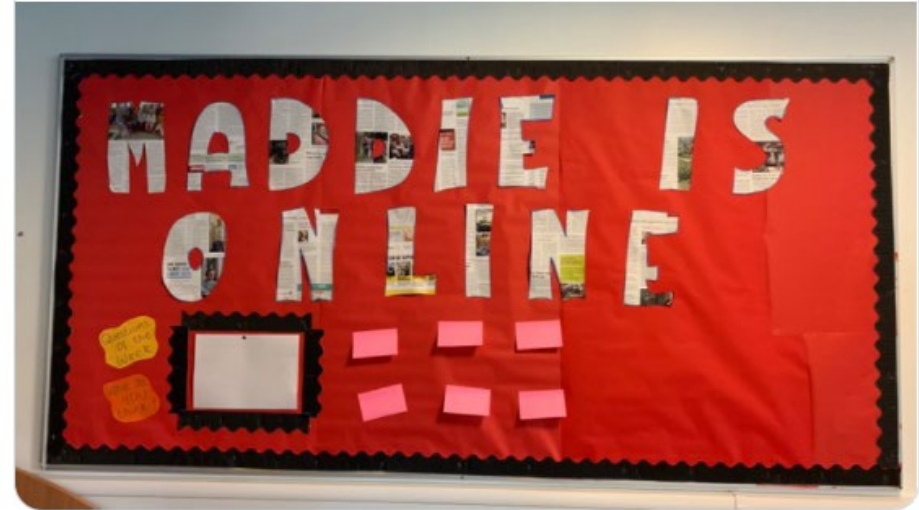
Some internet safety this week in @stserfs5 with #maddieisonline. Lots of great, sensible suggestions to help us become responsible #digitalcitizens



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!

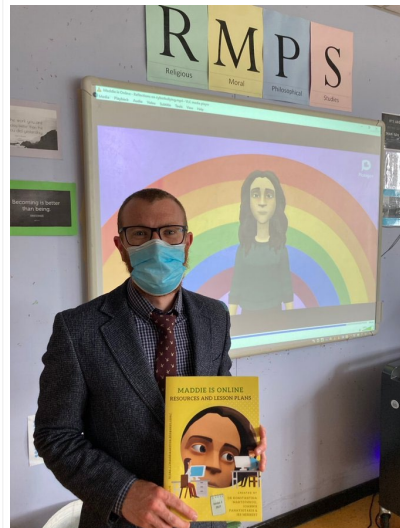
BRO_Library @BRO_Library · Jun 24

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 @Dinamartz @EastwoodHighERC @SLIC1991 @DigiSchoolsERC



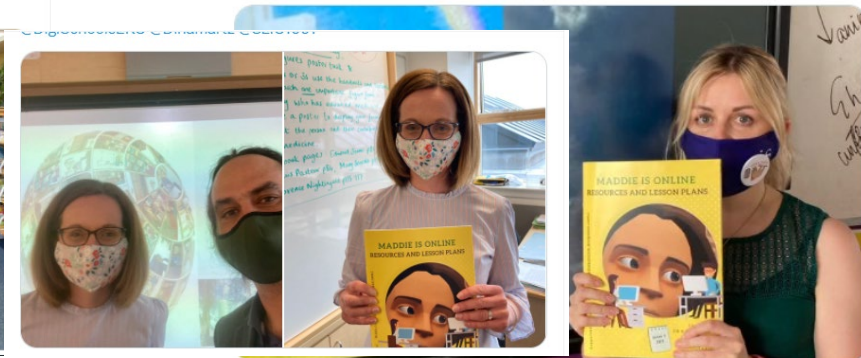
Librarian @EastwoodLib1 · May 19

Really enjoyed the visit to Mearns Castle and my first delivery of @Dinamartz @MaddiesOnline . Many thanks to the School Librarian Kirsty McEachern for all her help and the wonderful S1 students for their contributions @SLIC1991 @DigiSchoolsERC @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! @Dinamartz @SLIC1991 @CILIPinfo @DigiSchoolsERC



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

'Maddie is Online': a creative learning path to ethics of online safety and security for young people



- **Ellon Academy** - Story title: 'Friend Finder'



Ellon Academy short-listed team when received the news



Ellon Academy short-listed team in action

- **Hazlehead Academy** - Story 1 title: 'Lucy the Influencer'



Hazlehead Academy 'Lucy the Influencer' team member working on the story

- **Hazlehead Academy** - Story 2 title: 'Violet'



- **St Andrew's and St Bride's High School** - Story 1 title: 'The Yolo Classroom'



St Andrew's and St Bride's team 'The Yolo Classroom' working on their story

- **St Andrew's and St Bride's High School** - Story 2 title: 'The Yphone Scam'



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 two free animation/online safety careers workshops for young people.
- Receive a free subscription to Plotagon Story animation tool for a year.
- Receive 'Maddie is Online' personalised 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



@MaddiesOnline

Applications close by 1st September 6pm



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 purposeful outcome.
- Cyber resilience and internet safety.
- Awareness of technological developments (Past, Present and Future), including how they work.
- Impact, contribution, and relationship of technologies on business, the economy, politics, and the environment.



Online Data Security

Identifying online scams/phishing

Understanding online terms and conditions

The Internet of Things

Private and Personal Information online

MADDIE IS ONLINE

RESOURCES AND LESSON PLANS

<https://maddiesonline.blogspot.com/>



Series 4. Ethics of Online
Safety and Security
2023



CREATED BY
KONSTANTINA
MARTZOUKOU
EMMA GREY
NICK HERBERT

Funded by the
Scottish
Government &
supported by
Digital Xtra Fund

 **ROBERT GORDON**
UNIVERSITY ABERDEEN



Scottish Government
Riaghaltas na h-Alba
gov.scot

 **digitalXtra**
fund



'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



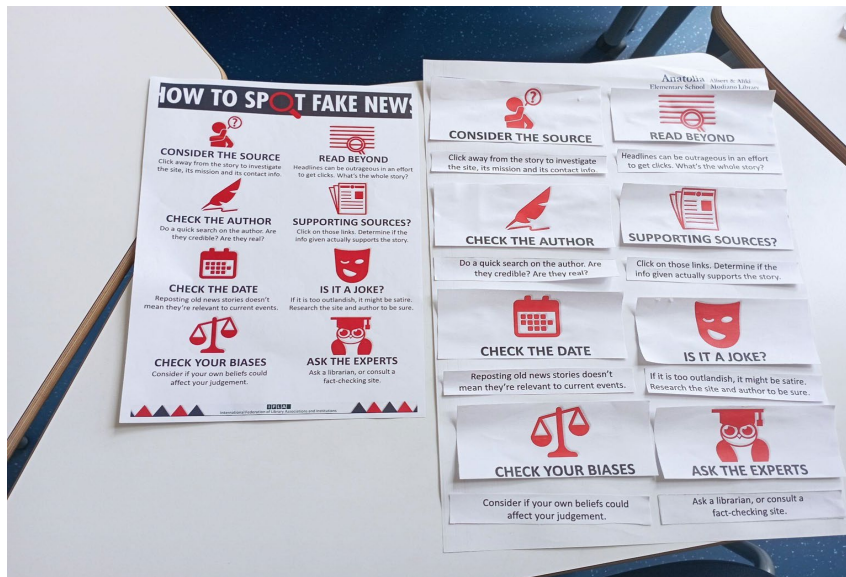
Teaching approach

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



Describe your experience of the workshop (students)	Total
Interesting	27
Really good/fantastic	29
Entertaining	19
Creative	9
Helpful	6
Confusing	4

Workshop Results



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

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

Activities with more mobility

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

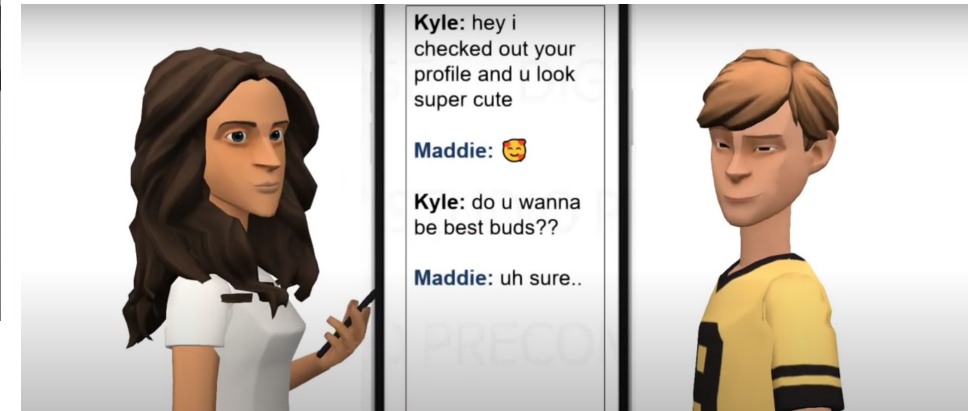
As a community of users, we can share lesson plans on how the materials were utilised. Inviting sharing

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)

