ONLINE RELATIONSHIPS

BBC OWN IT
Teacher Notes

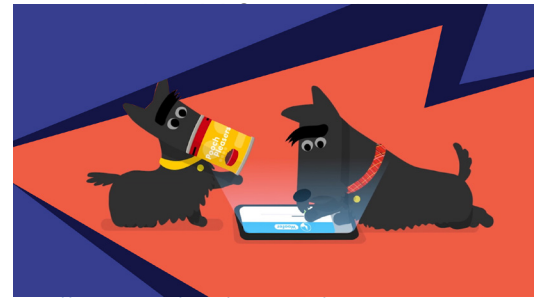Resource:
I'm a MEME!

https://www.bbc.com/ownit/its-personal/scottie-dogs-meme

Video: 1 mins 58 secs

Article: 1 min read

Learning objectives:

*'I can explain the importance of **giving and gaining permission** before sharing things online; how principles of sharing online is the same as offline e.g. sharing images and videos'*

*'I can explain how content shared online may feel unimportant to one person but may be important to other people's **thoughts feelings and beliefs**'*

*'I can explain that taking or sharing **inappropriate images** of someone (e.g. embarrassing images), even if they say it is okay, may have an impact for the sharer and others; and **who can help** if someone is worried about this'*

Content summary:

• A cartoon sketch of two dogs where one shares a photo of the other without permission
• The sharer thinks the meme is funny, but the character whose photo has been shared is embarassed and upset
• They ask for the photo to be deleted, by which point it has already been shared online and goes viral

Glossary:

• **Post:** to publish text, images or videos online or in a digital space
• **Blog:** diary-style text published on a website
• **'Like':** to engage and react with something positively online by pressing a button, such as a 'thumbs up'
• **Viral:** for a post to be circulated widely among a large audience, usually with a large number of people from all around the world interacting with or viewing the post

Topic introductions and starters	**Before the video**: • Ask pupils to discuss with a partner or small group what they think a meme is, and write a definition **After the video**: • Check the meaning of the word 'meme' and compare to what pupils wrote before watching the video – create a shared class definition • Go through any new or technical vocabulary – make a class list and share definitions – eg. post, blog, re-blog, 'like', viral, etc • Watch the video again and pause to clarify what is being explored in each section – ask pupils to write brief notes at each pause point • Make a list of things where we usually ask permission offline – borrowing a book, coming around to visit, going on a school trip • Make a similar list of things we should be checking permission/consent for in our online lives – explore how to get that permission

Discussion Points	• **Why do we need to ask permission for things offline?** To stay safe? To respect property? To give people a chance to express their feelings? • **Why do people find images/videos of themselves embarrassing?** Worry people will laugh at them? Don't feel good about their appearance? • **Is asking permission or asking for consent to post a picture of someone else always necessary online?** What about if you are sure someone won't mind? What if it's really funny? Surely it's OK if the person looks really good in the image? • **What does going viral mean?** Is it the same as getting a computer virus? Is it always a bad thing? Does it make you 'famous'? • **Are people always honest about how they feel?** Would they give permission even if they felt embarrassed by the image? Why?
Fillers and fast finisher activities	• Write an account of the events in the video in the first person – from Will's point of view and also Ainslie's – compare the two • Add speech bubbles to video screenshots to show what the characters might be thinking – this might be different to what they are saying out loud • Create a memorable slogan to remind people about getting permission and feeling strong enough to say no to giving consent
Signposting potential homework activities	• Create your own comic strip starring Will and Ainslie covering the same issue as the video – or use different characters • Create a 'top tips' poster to remind people what could happen if you share an image that makes someone unhappy • Make a checklist of things that some people might funny but that could also be embarrassing for anyone in the image/video

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Test your knowledge with an Own It Quiz
https://www.bbc.com/ownit/its-personal/memes-online-quiz

Project Evolve has further resources to help cover these learning objectives.
Please note that registration is required to access these materials.

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