

Being Influenced

Cyber Safety Lesson Plan (Age 14)

This lesson aims to make students aware of the influence of social media, particularly focusing on how influencers can shape opinions, behaviours, and beliefs.

Learning Objectives

Students will be able to:

- Assess the role of social media influencers on audience behaviour and beliefs.
- Apply the conditions of being a discerning follower of influencers
- Analyse the impact of followers and likes in shaping online content and persona.

Duration

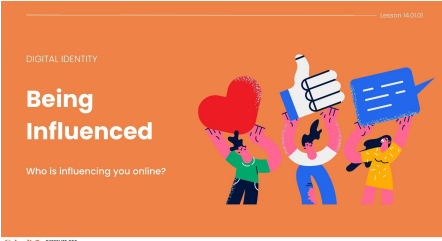
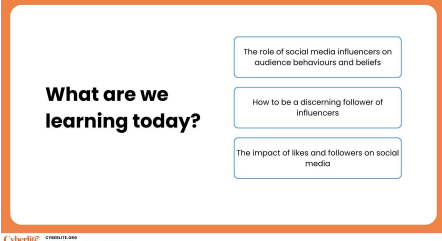
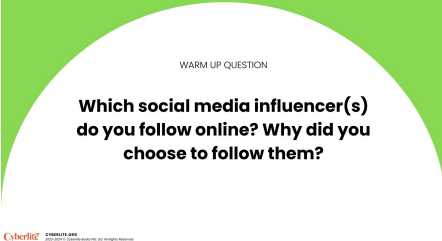

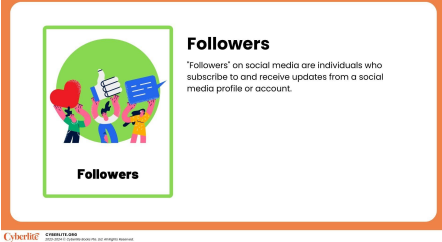
30 minutes



Key Concepts

- **Influencer:** An influencer is someone who has a significant following on social media and can affect the opinions and behaviours of their audience, often through sponsored content and endorsements.
- **Followers:** "Followers" on social media are individuals who subscribe to and receive updates from a social media profile or account.

Internet Independent Framework

The learning objectives in this workshop are aligned with the Digital Identity pillar of the Internet Independent Framework. Visit cyberlite.org for more information.

LESSON SLIDE	WHAT TO SAY OR DO
 <p>Being Influenced Who is influencing you online?</p> <p><small>Cyberlite CYBERLITE.ORG 2023-2024. All Rights Reserved. All Images Reserved.</small></p> <p>Slide 1</p>	<p>Welcome students to the lesson and briefly explain that today's lesson is about influencer culture on social media.</p>
 <p>What are we learning today?</p> <ul style="list-style-type: none"> The role of social media influencers on audience behaviours and beliefs How to be a discerning follower of influencers The impact of likes and followers on social media <p><small>Cyberlite CYBERLITE.ORG 2023-2024. All Rights Reserved. All Images Reserved.</small></p> <p>Slide 2</p>	<p>Share the lesson objectives of what students will be learning today.</p>
 <p>WARM UP QUESTION</p> <p>Which social media influencer(s) do you follow online? Why did you choose to follow them?</p> <p><small>Cyberlite CYBERLITE.ORG 2023-2024. All Rights Reserved. All Images Reserved.</small></p> <p>Slide 3</p>	<p>Start with a discussion about which social media influencers the students follow and why, encouraging them to think about their choices and preferences.</p>
 <p>Influencer</p> <p>An influencer is someone who has a significant following on social media and can affect the opinions and behaviours of their audience, often through sponsored content and endorsements.</p> <p><small>Cyberlite CYBERLITE.ORG 2023-2024. All Rights Reserved. All Images Reserved.</small></p> <p>Slide 4</p>	<p>Define what an influencer is and discuss their role in shaping opinions and behaviours on social media.</p>
 <p>Followers</p> <p>Followers on social media are individuals who subscribe to and receive updates from a social media profile or account.</p> <p><small>Cyberlite CYBERLITE.ORG 2023-2024. All Rights Reserved. All Images Reserved.</small></p> <p>Slide 5</p>	<p>Explain the concept of 'followers' on social media and how this metric influences the reach and impact of an influencer.</p>


<div data-bbox="151 264 593 504"> <h3>What is an Influencer?</h3> <p>An influencer is someone with a strong online presence who can impact the opinions, choices, and interests of their followers. They often share content about a specific topic, such as fashion, gaming, or lifestyle.</p>  </div> <p data-bbox="151 510 207 548">Slide 6</p>	<p>Discuss the roles and responsibilities of influencers, and challenge students to think about how they can positively or negatively impact their audience.</p>
<div data-bbox="151 577 593 817"> <h3>Why do people become influencers?</h3>  <p>People become influencers because they are passionate about a particular subject and want to share their knowledge and experiences.</p> <p>Some influencers enjoy connecting with their followers and may earn a living through sponsorships and partnerships.</p> </div> <p data-bbox="151 828 207 866">Slide 7</p>	<p>Discuss why people choose to become influencers, including the desire to share passions, connect with others, and potentially earn a living.</p>
<div data-bbox="151 891 593 1131"> <h3>The Role of Likes and Followers</h3>  <p>Likes and followers are indicators of an influencer's popularity and reach on social media platforms.</p> <p>They can boost an influencer's credibility and opportunities for collaborations.</p> </div> <p data-bbox="151 1142 207 1180">Slide 8</p>	<p>Explore the impact of likes and followers on an influencer's popularity and credibility, and how these metrics can affect opportunities for collaborations and sponsorships.</p>
<div data-bbox="151 1205 593 1444"> <h3>The Importance of Being a Discerning Follower</h3> <p>Influencers may have different motivations than you for being on social media. They often have a financial motivation for the content they post.</p>  <p>As a follower, it's important to be discerning and not base your opinions solely on an influencer's popularity.</p> </div> <p data-bbox="151 1456 207 1494">Slide 9</p>	<p>Teach the importance of being a discerning follower, not basing opinions solely on an influencer's popularity or sponsored content.</p>
<div data-bbox="151 1518 593 1758"> <h3>#Sponsored Content</h3>  <p>Influencers often partner with brands and may promote products or services in sponsored posts.</p> <p>Be aware that sponsored content may not always be entirely in the interest of followers. This is because the influencer has a lot of financial motivation to get their followers to purchase from the brand they're promoting.</p> </div> <p data-bbox="151 1769 207 1807">Slide 10</p>	<p>Discuss the nature of sponsored content, highlighting the importance of recognising and questioning the motivations behind such posts.</p>

What should you consider before following?

Does this influencer's content align with my personal values?

Is their content positive and kind?

Remember influencers are not the most reliable or accurate sources.



Slide 11

Guide a conversation on what to consider before following an influencer, such as alignment with personal values and the nature of their content.

ACTIVITY

Influencers: Pros and Cons

A debate on the impact of social media influencers.



Slide 12

Organise a debate on the impact of social media influencers. Split the class into groups, each supporting or opposing a statement about influencers' impact.

Instructions

- Split into two groups. Each team will either support or oppose the given statement.
- Each team is responsible for researching their side of the debate. This includes finding facts, examples, and arguments to support their stance. Make sure you use credible and trustworthy sources!
- Each team should outline their main points and develop clear, concise arguments. Prepare an opening statement, key points, and a closing statement.

Slide 13

Instruct each group to research and prepare their arguments, ensuring they use credible sources and develop clear, concise points.

Instructions

Within each team, assign specific roles.

- Lead Speaker:** Presents the opening and closing statements.
- Argument Presenters:** Each handles a specific point of the debate.
- Rebuttal Lead:** Prepares to respond to the opposing team's arguments.

The debate will follow this format:

- Opening Statements:** Each team presents their initial arguments.
- Presentation of Arguments:** Teams alternate presenting their main points.
- Rebuttals:** Teams respond to each other's arguments.
- Closing Statements:** Each team summarises their position.

Each speaker will have a set time limit (e.g., 2-3 minutes per segment).

Slide 14

Outline the format of the debate, assigning specific roles like Lead Speaker and Rebuttal Lead. Emphasise the importance of time management during presentations.



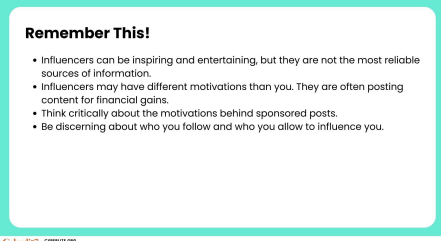
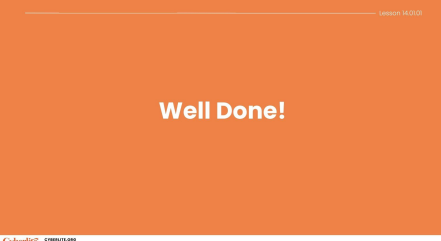
Etiquettes of Debating

Before we begin the debate, we must remember the etiquettes of debating.

- Listen respectfully when someone is presenting.
- Don't interrupt the other team.
- Present your arguments in a constructive and polite manner.

Slide 15

Discuss the etiquettes of debating, such as listening respectfully, not interrupting, and presenting arguments constructively.

 <p>THE STATEMENT</p> <p>"Social media influencers have a positive impact on youth."</p> <p>Research and present your arguments.</p> <p><small>CyberLITE CYBERLITE.ORG 2023-2024. All Rights Reserved. © All Rights Reserved.</small></p> <p>Slide 16</p>	<p>Present the debate statement: "Social media influencers have a positive impact on youth."</p> <p>Give students time to research, then ask both sides to present their compelling arguments.</p>
 <p>WRAP UP</p> <p>What have you learned today?</p> <p>Let's reflect on today's lesson.</p> <p><small>CyberLITE CYBERLITE.ORG 2023-2024. All Rights Reserved. © All Rights Reserved.</small></p> <p>Slide 17</p>	<p>Conclude with a reflection session, asking students to share what they learned from the debate and how it has influenced their perception of social media influencers.</p>
 <p>Remember This!</p> <ul style="list-style-type: none"> • Influencers can be inspiring and entertaining, but they are not the most reliable sources of information. • Influencers may have different motivations than you. They are often posting content for financial gains. • Think critically about the motivations behind sponsored posts. • Be discerning about who you follow and who you allow to influence you. <p><small>CyberLITE CYBERLITE.ORG 2023-2024. All Rights Reserved. © All Rights Reserved.</small></p> <p>Slide 18</p>	<p>Emphasise the importance of thinking critically about the motivations behind influencers' posts and being discerning about who influences their opinions and actions.</p>
 <p>Well Done!</p> <p><small>CyberLITE CYBERLITE.ORG 2023-2024. All Rights Reserved. © All Rights Reserved.</small></p> <p>Slide 19</p>	<p>Congratulate the students on their participation and encourage them to continue exploring and critically assessing the content they encounter on social media.</p>