

# Question Online Motivations

Cyber Safety Lesson Plan (Age 12)

This lesson focuses on understanding online motivations, guiding students to reflect on why people, including themselves, use the internet.

## Learning Objectives

Students will be able to:

- Recognise various motivations for using the internet.
- Differentiate between positive and negative online motivations.
- Reflect on personal motivations behind online behaviours.

## Duration

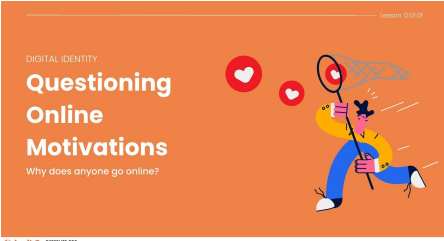
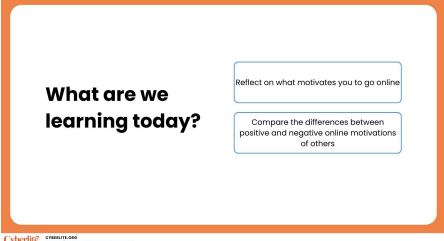
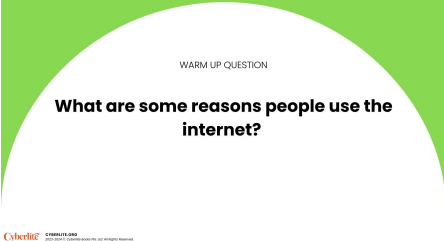
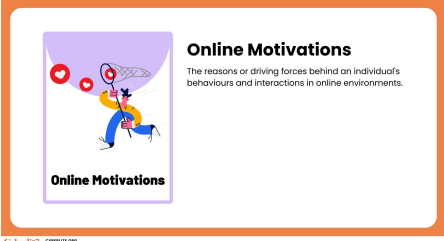

30 minutes

## Key Concepts

- **Online Motivations:** The reasons or driving forces behind an individual's behaviours and interactions in online environments.
- **Digital Wellbeing:** The state of maintaining a healthy balance and a positive presence in the digital world.

## Internet Independent Framework

The learning objectives in this workshop are aligned with the Digital Identity pillar of the Internet Independent Framework. Visit [cyberlite.org](https://cyberlite.org) for more information.

LESSON SLIDE	WHAT TO SAY OR DO
 <p><b>Questioning Online Motivations</b> Why does anyone go online?</p> <p><small>Cyberlite CYBERLITE.ORG</small></p> <p>Slide 1</p>	<p>Welcome students to the lesson and briefly explain that today's lesson will focus on online motivations.</p>
 <p><b>What are we learning today?</b></p> <ul style="list-style-type: none"> <li>Reflect on what motivates you to go online.</li> <li>Compare the differences between positive and negative online motivations of others.</li> </ul> <p><small>Cyberlite CYBERLITE.ORG</small></p> <p>Slide 2</p>	<p>Share the lesson objectives of what students will be learning today.</p>
 <p><b>WARM UP QUESTION</b></p> <p><b>What are some reasons people use the internet?</b></p> <p><small>Cyberlite CYBERLITE.ORG</small></p> <p>Slide 3</p>	<p>Start the lesson by asking students about different reasons people use the internet. This encourages them to consider the diversity of online activities and motivations.</p>
 <p><b>Online Motivations</b></p> <p>The reasons or driving forces behind an individual's behaviours and interactions in online environments.</p> <p><small>Cyberlite CYBERLITE.ORG</small></p> <p>Slide 4</p>	<p>Explain what online motivations are and give examples, such as connecting with friends, learning new things, having fun, or being creative.</p>
 <p><b>What are online motivations?</b></p> <p>Online motivations are the reasons why people do things on the internet, it could be to connect with friends, learn something new, have fun, or even be creative.</p> <p><small>Cyberlite CYBERLITE.ORG</small></p> <p>Slide 5</p>	<p>Describe online motivations by illustrating the various reasons why people would use the internet.</p>

**Common Online Motivations**

**Socialising**  
Many people use the internet to talk to friends, make new ones, and share their lives.

**Learning**  
Some go online to learn new skills, research, find information, or study.

**Entertainment**  
The internet is a fun place for games, videos, and exploring new interests.

**Creativity**  
Some use the internet to express themselves through art, writing, or music.

What are your personal motivations for going online?

Slide 6

Discuss various motivations for using the internet: socialising, learning, entertainment, and creativity. Encourage students to share their personal reasons for going online.

**Why should we care?**

Understanding online motivations helps us navigate the digital world better. It helps us know why people behave the way they do and how to respond.

It's like having a map to understand the internet and why people use it.

Slide 7

Highlight why understanding online motivations is important for better navigating the digital world and how it informs our interactions with others online.

**Positive and Negative Motivations**

There are billions of people who use the internet everyday. You might have seen them in online games, social media, and websites.

It's important to be able to recognise what kind of motivations people have when they interact with you in cyberspace.

Slide 8

Illustrate how many people are connected to the internet in the world, and explain that just like in real life, there are people with good intentions and others with bad intentions.

**Positive and Negative Motivations**

Some people have **positive motivations** like teaching others how to solve maths problems or sharing family recipes.

Others may have **negative motivations**, like tricking you into giving away your password or causing disruption in society.

Slide 9

Compare positive motivations (like teaching, sharing, etc.) with negative motivations (such as tricking others or causing disruption) to illustrate the spectrum of online behaviours.

**ACTIVITY**

**Motivation Mystery**

Can you figure out the online motivations of these characters?

Slide 10

Conduct an activity where students analyse the online motivations of four characters, enhancing their understanding of different online behaviours.

**Instructions**

- You will be shown four different people who go online.
- Individually or in pairs, brainstorm a list of possible motivations for each character's online actions.
- Think creatively and empathetically!


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Slide 11

Read the instructions aloud and encourage students to actively participate in this exercise.

**Example**

Let's go through this example together as a class. Read Sue's online activities and discuss her online motivations. What other motivations can you think of?



**Sue, 75**

**ONLINE ACTIVITIES**

- Shares old photos on Facebook
- Video calls her grandchildren

**ONLINE MOTIVATIONS**

- Likes to share memories with friends
- Connecting with family





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Slide 12

To warm up, start off with Sue's example. By reading her online activities of sharing old photos on Facebook and video calling her grandkids, we can deduce that her main motivation for going online is to share memories with friends and connect with family.

**Brainstorm Their Online Motivations**

Here are the online activities of four individuals. What can you tell about their online motivations?

 <p><b>Darren, 20</b></p> <p><b>ONLINE ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>Livestreams gaming sessions</li> <li>Gives his followers advice about beating hard levels in the game</li> </ul>	 <p><b>Amira, 16</b></p> <p><b>ONLINE ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>Researches study guides for exams on her blog</li> <li>Helps other students with difficult problems</li> </ul>
 <p><b>Amanda, 42</b></p> <p><b>ONLINE ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>Posts photos on Instagram about her jewellery business</li> <li>Shares discount codes to her customers through email</li> </ul>	 <p><b>Anonymous, ??</b></p> <p><b>ONLINE ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>Posts fake news videos on TikTok</li> <li>Writes controversial and provocative comments under news articles</li> </ul>





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Slide 13

Invite students to brainstorm and discuss the possible online motivations of various characters based on their online activities, fostering analytical and empathetic thinking.

**What did you conclude?**

Let's take a look at some possible motivations. Share and discuss your thoughts with the class.

 <p><b>Darren, 20</b></p> <p><b>ONLINE MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>Seek online community</li> <li>Gain popularity on social media</li> <li>Share gaming skills</li> </ul>	 <p><b>Amira, 16</b></p> <p><b>ONLINE MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>Share her knowledge</li> <li>Help out classmates</li> <li>Build a good digital footprint for her university application</li> </ul>
 <p><b>Amanda, 42</b></p> <p><b>ONLINE MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>Promote her business online</li> <li>Marketing of products</li> <li>Reach new customers</li> </ul>	 <p><b>Anonymous, ??</b></p> <p><b>ONLINE MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>Negative motivations</li> <li>Seek attention</li> <li>Cause disruption amongst people</li> </ul>

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Slide 14

Facilitate a session where students share and discuss their findings from the activity, encouraging a deeper understanding of diverse online motivations.

WRAP UP

**What have you learned today?**

Let's reflect on today's lesson.

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Slide 15

Encourage reflection on the day's lesson, inviting students to share their insights about online motivations and how this knowledge affects their digital behaviour.

**Remember This!**

- Knowing why people use the internet can help us be better online citizens and enjoy the digital world while being respectful of others.
- Whenever you interact with someone you don't know online, ask yourself what their motivation is - is it positive or negative?
- Understanding your personal motivations for going online can also help to better manage your digital wellbeing.

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Slide 16

Emphasise the importance of understanding online motivations, both of others and oneself, to foster better digital citizenship and enhance digital wellbeing.

**Well Done!**

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Slide 17

Congratulate the students for their thoughtful participation and encourage them to continue exploring their motivations and behaviours in the digital world.