Google’s Approach to Media Literacy

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Technology has come a long way from...
To...

52% of 8-11 y/olds have their own tablet

94% of 8-11 y/olds go online, for nearly 13.5 hours per week

This is the first time in history that a generation is growing up with **constant access to the Internet**
Our Approach

Empowering children to be safe and confident digital citizens is critical – but isn’t something any one group can solve alone.

We aim to bring children, parents and teachers together to actively learn and participate in the conversation, with resources made just for them.
Be Internet Awesome:
Helping kids be safe, confident explorers of the online world.

Be Internet **Smart**
Be Internet **Alert**
Be Internet **Strong**
Be Internet **Kind**
Be Internet **Brave**

- Online Reputation
- Phishing & Scams
- Privacy & Security
- Online Harassment
- Inappropriate Content
Meet Interland, a new way to engage kids with key digital safety topics

We aim to help make digital safety knowledge as accessible as possible. That’s why we built Interland, an adventure-packed game that lets kids practice fundamental lessons of digital safety in a way they enjoy learning.

- No login needed
- Web-based game means no downloading required
- Great for lesson reinforcement, passive learning, parental co-play, and solo play
Digital Safety & Citizenship Curriculum

All elements of the program, including the robust classroom curriculum...

- Align with International Society for Technology and Education Standards
- Can be used without logging in or providing any personal information
- Can be used across devices
- Are free for everyone
YouTube Creators for Change is an initiative dedicated to amplifying and multiplying the voices of role models who are tackling difficult social issues with their channels.

From combating hate speech, to countering xenophobia and extremism, to simply making the case for greater tolerance and empathy toward others, these creators are helping generate positive social change with their global fan bases.
YouTube creators from all across Germany have joined forces under #NichtEgal in a movement dedicated to countering online hate.
Somos más
contra el odio y el radicalismo
Young Digital Leaders
More to Come...