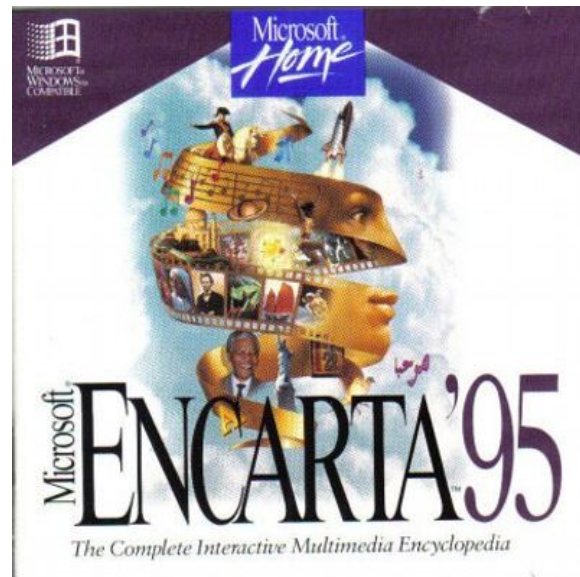
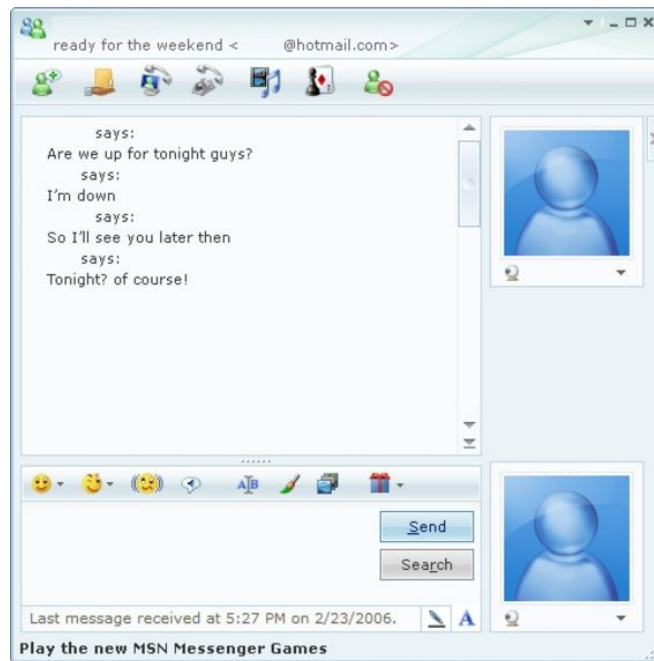


Google's Approach to Media Literacy

Catherine Williams
Communications and Public Affairs Manager
Google, Brussels

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

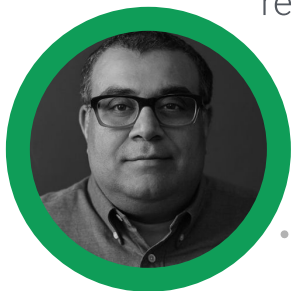
Empowering children to be *safe and confident digital citizens* is critical – but isn't something any one group can solve alone

Children

(7-11 y.o.)



We aim to bring children, parents and teachers together to actively learn and participate in the conversation, with resources made just for them.



Teachers



Parents

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

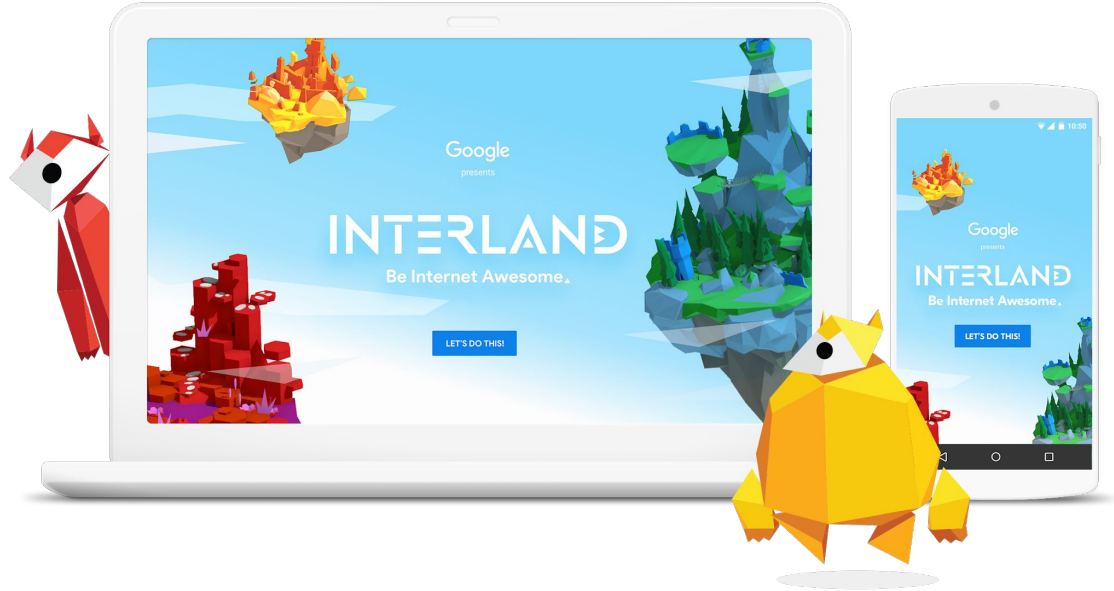
Online Harassment

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

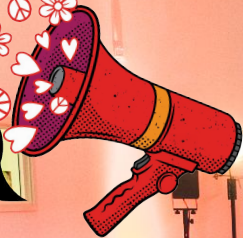
YouTube Creators for Change is an initiative dedicated to **amplifying and multiplying the voices of role models** who are tackling difficult social issues with their channels.

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.**



BE

INTERNET CITIZENS



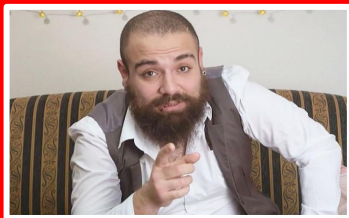


#NichtEgal

#NichtEgal

YouTube creators from all across Germany have joined forces under #NichtEgal in a movement dedicated to countering online hate.

1.



YOUTUBER

2.



360° VIDEO CHALLENGE

3.



WORKSHOPS & LESSON PLANS



Somos más

contra el odio y el radicalismo

 **YouTube**
Creators for Change



Young Digital Leaders





News Wise

More to Come...