



Lesson 9

Youth Media Activism

Preparation time: 30'

Teaching time: 1 x 60'

Abstract

This lesson explores youth activism and how it evolved in the digital age. It provides an overview of youth activism, its main forms, recent key examples, and the role of social media in shaping political awareness and growing larger engagement. Students will examine the nature of digital activism such as its benefits and challenges and assess the impact of media literacy on how youth can make informed participation. The goal of this lesson is to strengthen students' critical thinking and understanding of digital activism today.

Online educational resources

- Arab Spring and social media (case study)
- Climate Change Activism (Greta Thunberg's use of social media)
- #MeToo Movement and online activism
- [European Commission report on youth social media use](#)
- [BBC report on Cambridge Analytica's impact on Brexit and U.S. elections](#)
- [Youth Activism in the Digital Age](#)

Keywords

*Youth Activism,
Social Media,
Digital Engagement,
Media Literacy,
Political Awareness*

Lesson aim

The objective of this lesson is to provide students with a comprehensive understanding of youth activism in the digital age. Students will explore how social media has transformed activism, both as a tool for mobilization and as a potential limitation to long-term engagement. They will also evaluate the ethical concerns surrounding digital activism and misinformation, gaining critical media literacy skills to navigate online spaces effectively.

Lesson outcome

By the end of the lesson, students will:

- Analyze the role of social media in modern activism, including its benefits and risks.
- Evaluate case studies of youth-led movements facilitated by digital platforms.
- Identify challenges in sustaining engagement and avoiding misinformation.
- Develop critical thinking skills to assess online activism and media influence.

Lesson implementation process

min. 1 - 10: Warming Up

- Interactive poll: “Have you ever engaged in or been influenced by online activism? If so, how?” (Use tools like *Mentimeter* or *Poll Everywhere*)
- Show brief examples of digital activism (e.g., Greta Thunberg’s climate activism on Twitter, viral campaigns like #MeToo).
- Discuss the lesson objectives and the importance of understanding digital activism.

min. 11 - 30: Collaborative Learning

- Define youth activism and its historical significance.
- Discuss real-world examples:
 - Arab Spring protests and the role of Twitter.
 - Black Lives Matter’s use of social media for mobilization.
- Small group discussions: How has social media changed activism?

min. 31 - 50: Practical Application

- Students analyze the benefits and risks of social media activism:
- Potential debate topics:
 - “Is social media activism real activism?”
 - “Should social media companies regulate political content?”
- Students assess news sources and discuss credibility in social media activism.

min. 51 - 60: Conclusion

- Recap key points
- Reflective discussion: “How can you use social media responsibly for activism?”

Materials / Tools

Video projector; laptop/desktop; Internet connection; access to *Moodle*; examples of news articles and fact-checking scenarios; handouts or digital links to fact-checking tools; *PowerPoint/Prezi* presentation enriched with visual materials (images and video clips).