

一天，森林群里加入了一位新朋友——来自海洋的小海龟。可是小猴却觉得小海龟和大家长得很不一样，其它小动物们也跟着起哄，表示不欢迎这位新的小伙伴。这样的行为正确吗？Rex看到了会有什么反应呢？小动物们会意识到自己的错误吗？

Welcome, Friend





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FOREWORD

Today, young generations are growing up in an increasingly digitized world. The Internet and the media have undoubtedly become centers of information and opportunities, but also fac-tories for disinformation, risks, and inequalities. 90% of young people under the age of 18 in China are Internet users. For them, as well as their parents and teachers, the necessary com-petencies to understand and interact with the media, information, and digital technologies become vital.

UNESCO's Media and Information Literacy (MIL) responds effectively and precisely to this need as a set of skills that enable people to search, access, use and contribute information and media content wisely.

Online learning platforms, powered by innovative measures in teaching and learning, and high quality educational resources, can be effective tools in educating the young and empower them to think critically, behave safely, and participate responsibly in digital societies.

The generous contribution of Rex & Friends made it possible for us to jointly develop a series of educational picture books and animation videos on MIL which have global and local rele-vance. They feature key elements of media and information literacy, such as online safety, cyber bullying, online privacy, do's and don'ts on social media, digital games and addiction.

It is our hope that these resources will help children and young people, as well as their par-ents and teachers, in advancing their knowledge and competencies of MIL, empowering them to better capitalize on the benefits offered by the digital age, and more importantly, contrib-uting to create a safe, equal and resilient digital environment for all.

序言

今天的年轻一代正在日益数字化的世界中成长。互联网和媒介无疑已经成为信息和机会的中心，但同时也成为了虚假信息、不平等现象和危险隐患的制造厂。中国 18 岁以下的青少年中有 90% 为网民，对这一群体及其父母和教师来说，拥有必要的理解和使用媒介、信息和数字技术的能力变得至关重要。

联合国教科文组织的媒介与信息素养教育作为对这一需求的有效回应，旨在让每一个人掌握明智地搜索、获取、使用和发布信息与媒体内容的技能。

以创新的教学形式和高质量的教育资源为驱动力的在线学习平台，可以作为有效的教育工具，赋能于儿童和青少年，使其能够进行批判性的思考，安全负责地参与到数字社会中。

瓜瓜龙的慷慨支持使我们能够共同开发一系列具有全球和地域相关性的教育绘本和动画短片。这些资源涵盖媒介与信息素养中的关键要素，例如网络安全、反网络欺凌、在线隐私、社交媒体注意事项、反游戏成瘾等。

我们衷心希望这些资源能够帮助儿童和青少年，以及家长和教师们提高对媒介与信息素养的理解和应用能力，从而更好地把握数字时代为我们带来的福利，且更重要的是，能够为创造安全、平等且更具韧性的数字环境做出贡献。





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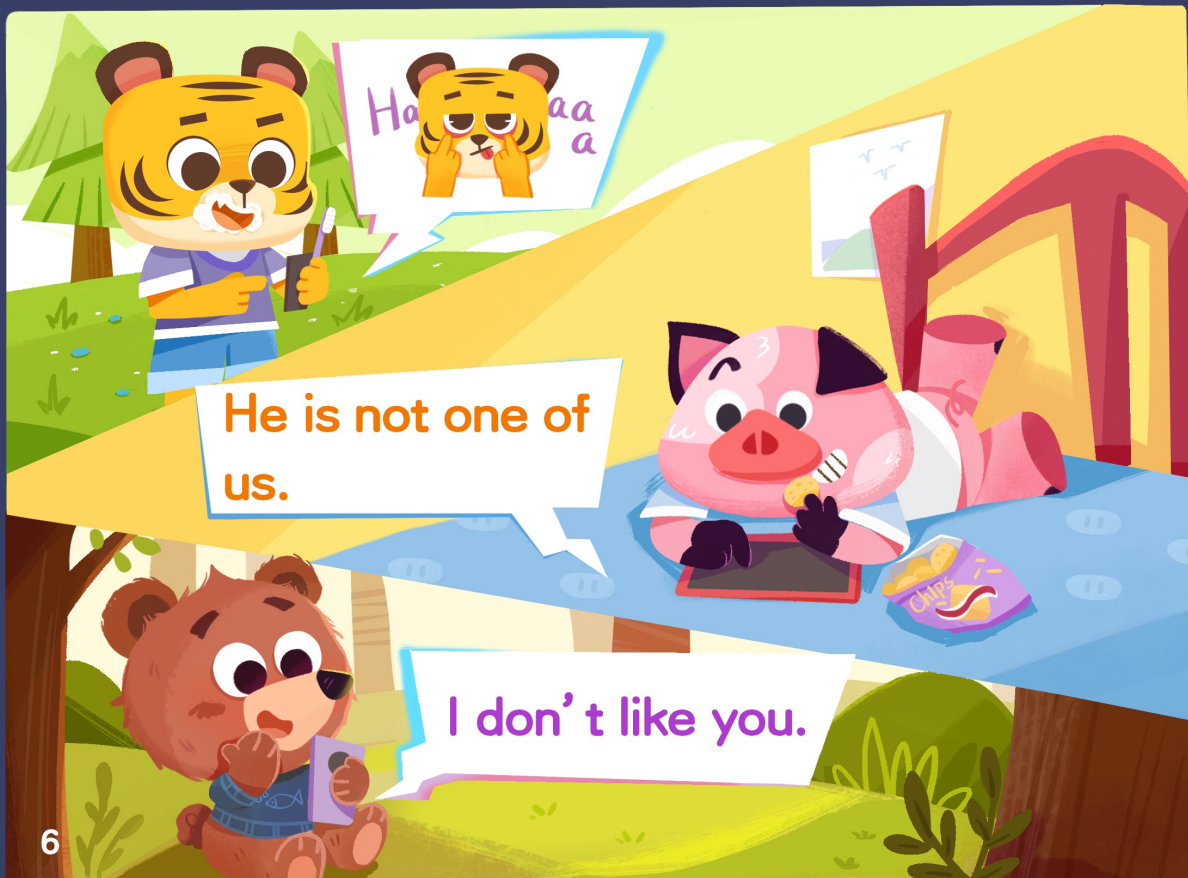
UNESCO thanks Mr. Zhang Haibo, expert on media and information literacy education for children, for his expertise and advice to the development of the series. 联合国教科文组织在此对儿童媒介与信息素养教育专家张海波先生在本出版物开发期间所提供的专业指导和宝贵建议表示感谢。

Welcome, Friend







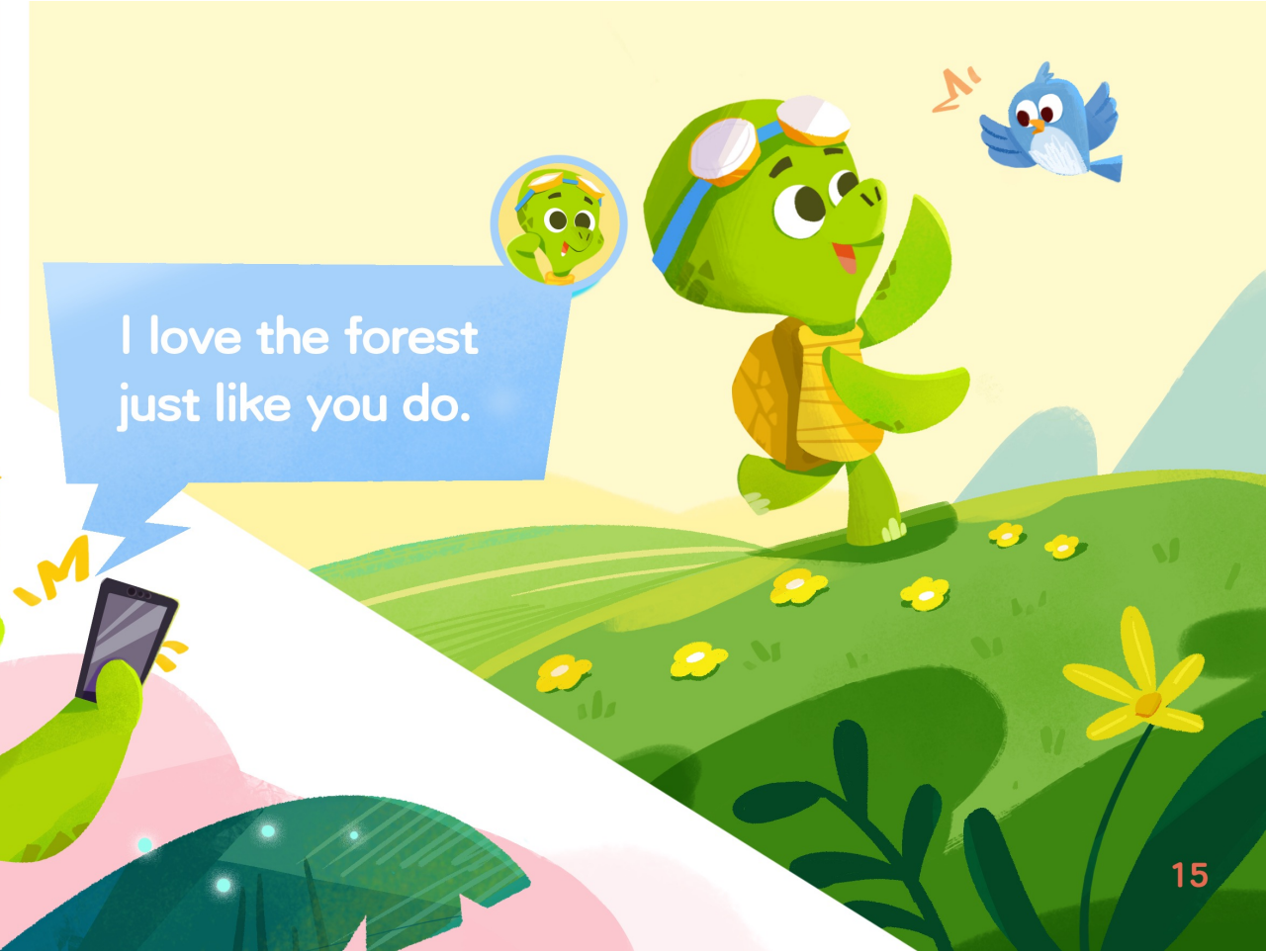






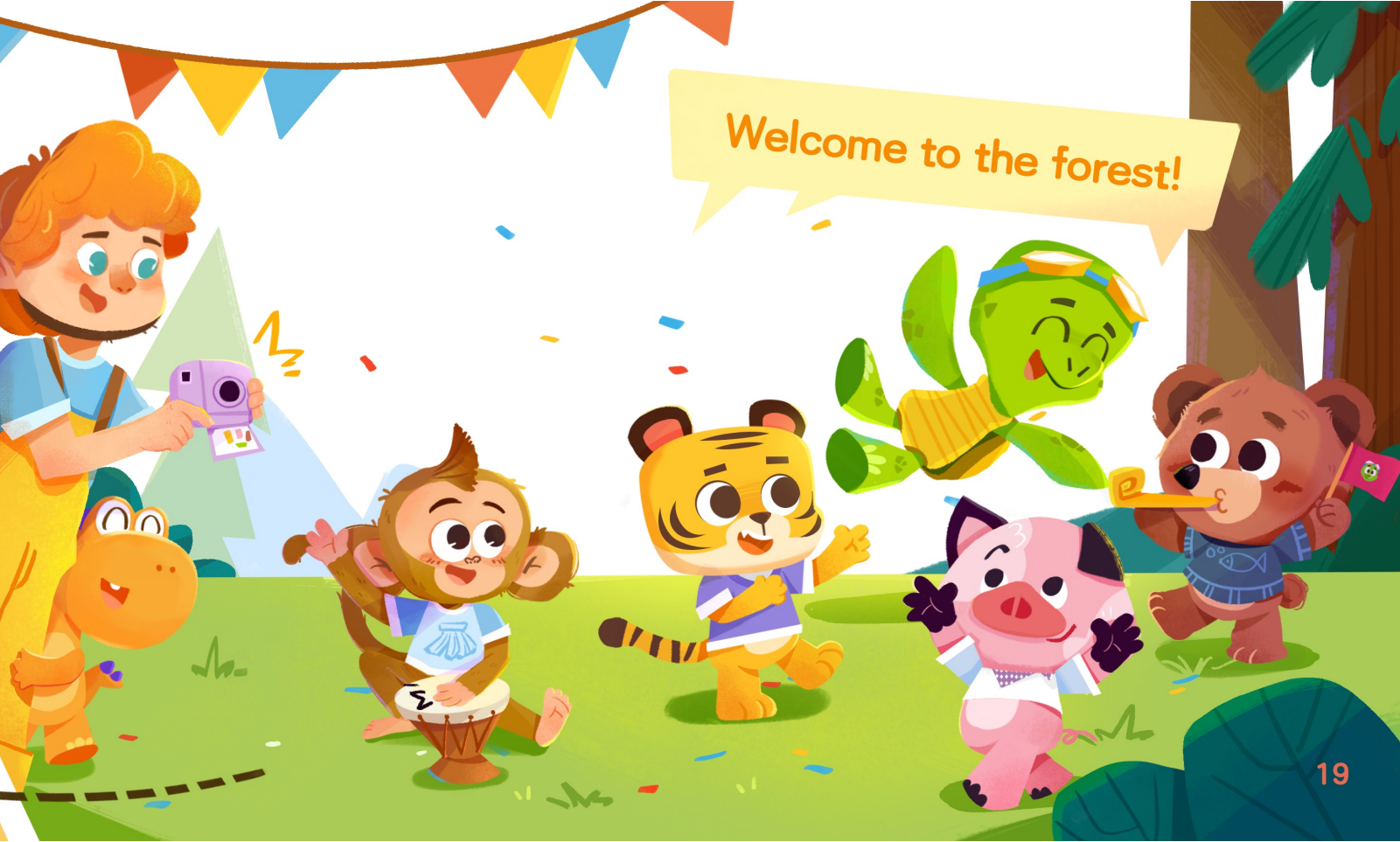


We should not hurt others
with our words online.



I love the forest
just like you do.







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联合国教育、
科学及文化组织



瓜瓜龙启蒙

UNESCO Media and Information Literacy Tips

For children:

1. Think before talking on the Internet or social media.
2. Do not say things that might hurt others.
3. Report and ask for help when something is wrong.

For parents:

1. Pay attention to the environment your children are in online and off-line.
2. Teach them about the dos and don'ts when encountering cyberbullying, as well as the consequences.
3. Communicate with them as soon as you feel something is wrong and take actions when necessary.

For more about media and information literacy, please visit <https://en.unesco.org/themes/media-and-information-literacy>

联合国教科文组织媒介与信息素养小贴士

小朋友请注意：

1. 在网上或社交媒体上发言之前想一想。
2. 不说可能会伤害别人的话语。
3. 遇到问题及时报告求助。

家长请注意：

1. 关注孩子的朋友圈和网上社群，及时了解相关情况。
2. 告诉孩子网络欺凌带来的后果，教会孩子在遭受或目睹网络欺凌时的做法。
3. 发现问题及时和孩子沟通，必要时采取行动。

更多媒介与信息素养相关知识，请访问 <https://en.unesco.org/themes/media-and-information-literacy>（部分资料提供中文版）