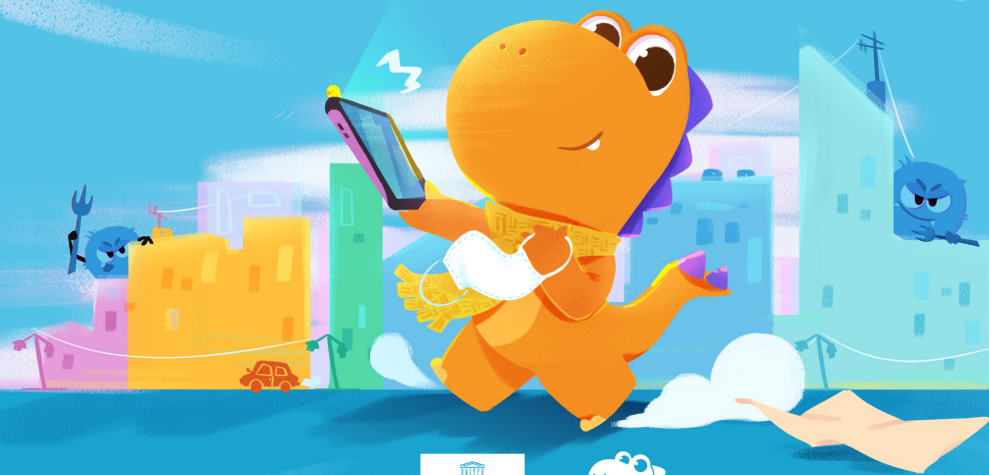


The False Expert

流感季节到来了，好多小动物都生病了，Rex也非常担心。一天，Rex在手机上看到一位“专家”说吃巧克力可以治愈流感，不少小动物都跑去哄抢。可是巧克力真的能治愈流感吗？这个信息值得信赖吗？我们该从哪里获取正确、安全的信息和健康知识呢？





Prof. Shahbaz Khan

Director of UNESCO Beijing
Cluster Office and UNESCO
Representative to China, Demo-
cratic People's Republic of Korea,
Japan, Mongolia and Republic of
Korea

夏泽翰教授

联合国教科文组织驻华代表处主任兼
联合国教科文组织驻中国、朝鲜、日
本、蒙古、韩国五国代表

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。



This publication is available in Open Access under the Attribution-ShareAlike 3.0 IGO (CC-BY-SA 3.0 IGO) license (<http://creativecommons.org/licenses/by-sa/3.0/igo/>). By using the content of this publication, the users accept to be bound by the terms of use of the UNESCO Open Access Repository (<http://en.unesco.org/open-access/terms-use-ccbysa-en>).

此出版物为开放获取出版物，授权条款为 Attribution-ShareAlike 3.0 IGO (CC-BY-SA 3.0 IGO) (<http://creativecommons.org/licenses/by-sa/3.0/igo/>)。此出版物内容的使用者无条件接受遵守教科文组织开放获取储存档的一切条件和规则 (www.unesco.org/open-access/terms-use-ccbysa-chi)。

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. 本出版物所用名称及其材料的编制方式并不意味着联合国教科文组织对于任何国家、领土、城市、地区或其当局的法律地位，或对于其边界或界线的划分，表示任何意见。

The ideas and opinions expressed in this publication are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization. 本出版物表达的是作者的看法和意见，而不一定是联合国教科文组织的看法和意见，因此本组织对此不承担责任。

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。

The False Expert





Rex is worried. Some of his friends are sick.





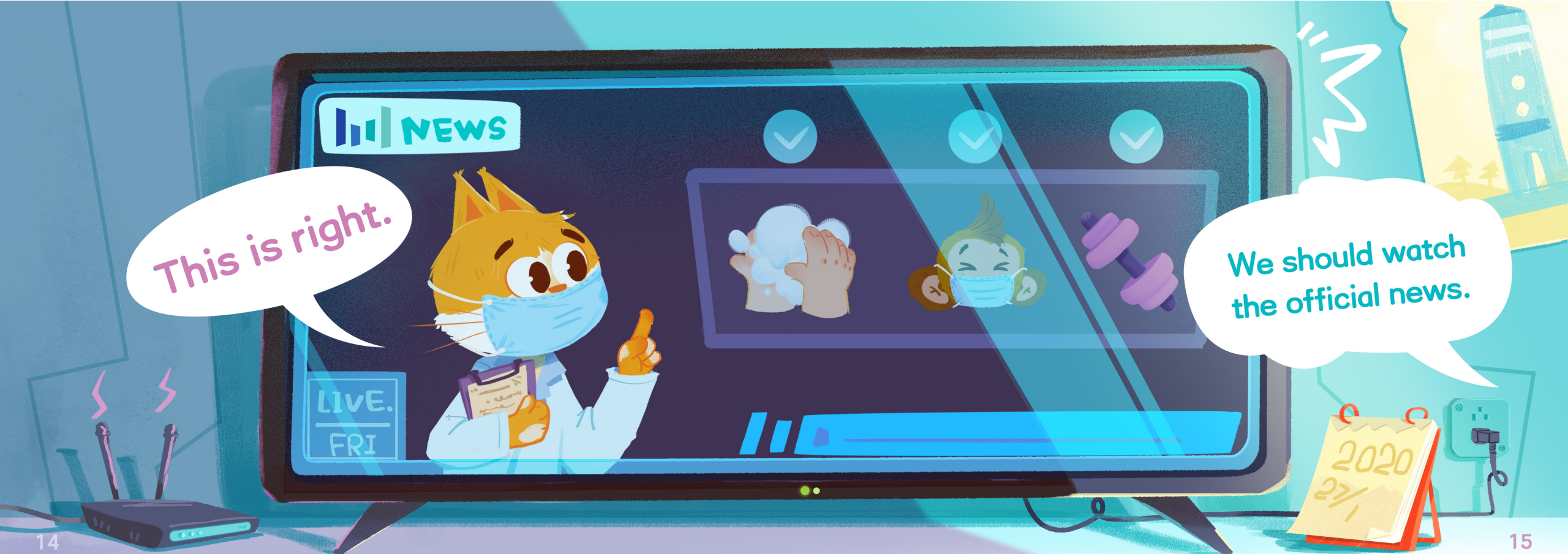
What are you doing, Rex?







Chocolate does
not help.



This is right.

We should watch the official news.



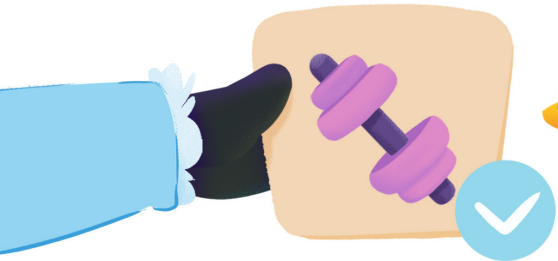
Let's wear masks!



Let's exercise!



Let's wash our hands!



Now I know
what is true.





unesco

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. Do not trust rumors.
2. Access reliable channels.
3. Check with your parents or teachers for health and safety measures.

For parents:

1. Guide your children to real and truthful information.
2. Encourage them to ask questions.
3. Teach them common sense and useful information for emergency situations.

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. 不要相信谣言。
2. 访问可信赖的网站。
3. 问一问家长或老师，了解健康和安全措施。

家长请注意：

1. 引导孩子接收真实正确的信息。
2. 鼓励孩子多问问题。
3. 教会孩子一些生活常识和紧急情况下的自救信息。

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）