

一天，Rex和Dr. Y看到了一款遥控飞机的广告，这款飞机可以飞几十层楼那么高，还可以一边飞一边喷出漂亮的彩虹，真是太炫酷了！Rex看到后兴奋极了，但是Dr. Y并不相信这款飞机真的有这些功能。为了确定这个广告可不可信，他们决定进行核实。



Do You Believe That?





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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 factories 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 competencies 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 relevance. 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 parents 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, contributing 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。

Do You Believe That?







Let's check it
out online.

It can fly high into the sky!





Wow!

6058

It can make a beautiful rainbow.

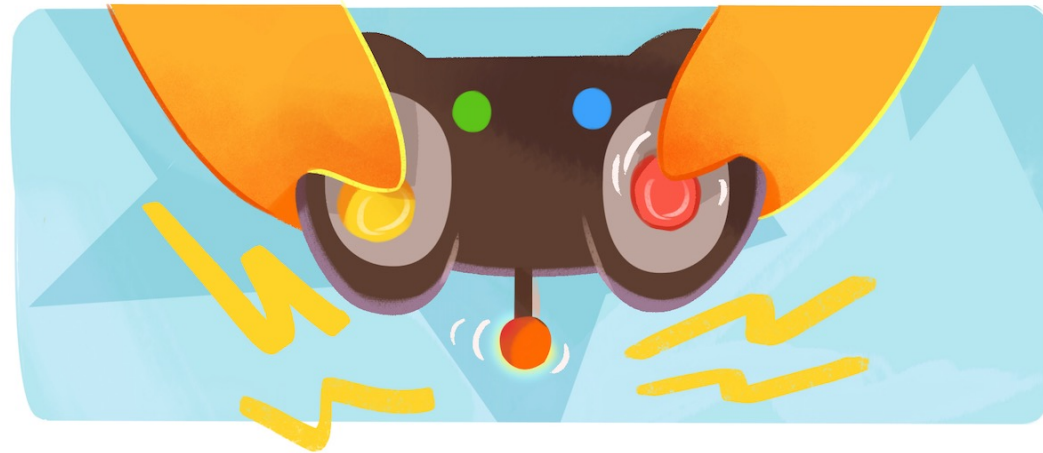
Wow!





Maybe we should check
it out in the store first.











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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. Not everything online is true.
2. Ask for more information when you are in doubt.
3. Always ask for your parents' permission before purchasing online.

For parents:

1. Teach your children how to verify information.
2. Let them know which channels are trustworthy.
3. Teach them the importance of safe and secure online shopping.

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. 网上的内容不一定都真实或正确。
2. 有疑问时，请问、收集相关信息。
3. 上网买东西下单前请经过家长同意。

家长请注意：

1. 教会孩子如何去核实信息。
2. 告诉孩子哪些是可信的平台或渠道。
3. 告诉孩子安全网上购物的重要性。

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）