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，不少小动物都跑去抢购，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？
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.

Prof. Shahbaz Khan
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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、不平等现象和危险信息的制造者。中国18岁以下的青少年中有90%是网民，这对一整体及其父母和教师来说，拥有必要的理解和使用媒介、信息和数字技术的意识和能力至关重要。

联合国教科文组织的媒介素养教育作为这一需求的有益回应，旨在让每一个人掌握媒介素养、获取、使用和发布信息与媒介内容的技能。

以创新的教育形式和高质量的教育资源为推动力的在线学习平台，可以有效的教育工具，远离儿童和青少年，使其能够进行批判性的思考，负责任地参与到数字社会中。

瓜瓜龙的携手支持使我们能够联合开发一系列具有全球和地域相关性的教育绘本和动画片，这些资源是媒介素养和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。

我们希望这些资源能够帮助儿童和青少年，以及家长和教师能够提高媒介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机会。更重要的是，能够为创造安全、平等且更包容性的数字环境做出贡献。

夏泽翰教授
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联合国教科文组织驻中国、朝鲜、日本、蒙古、韩国代表
The False Expert
Flu season is here.
Rex is worried. Some of his friends are sick.
Chocolate helps!

I need chocolate!
What are you doing, Rex?
I believe him.

It is not true, Rex.
Chocolate does not help.
This is right.

We should watch the official news.
Let’s wear masks!

Let’s wash our hands!

Let’s exercise!
Now I know what is true.
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:
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.