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。为了验证这个广告可不可信，他们决定进行核实。
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 factors 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秘的制造场。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这一需求的有效回应，旨在让每一个学习者能够提高媒介素养，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容量的教育资源为底蕴的在线学习平台，可以作为有效的教育工具，既有利于儿童和青少年，使得他们能够进行批判性的思考，安全负责地参与到数字化社会中。

瓜瓜龙的故事支持使我们能够共同开发一系列具有全球性和地域性相关性的教育绘本和动画片。这些资源传递媒介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、社交媒体使用规则、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，以及家长和教师们推广媒介和信息素养的培养和应用能力，从而更好地把握好数字时代为我们带来的机遇，更重要的是，能够为创造安全、平等且包容性的数字环境做出贡献。

Prof. Shahbaz Khan

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

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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、韩国代表
Do You Believe That?
This is a new toy plane!

Wow! It’s so cool.

I want it!
Let’s check it out online.

It can fly high into the sky!
Do you believe that?

Yes!
It can make a beautiful rainbow.
I love it!

Are you sure?

Of course!
Maybe we should check it out in the store first.
It can’t fly high!
Aha!

Boom!

It can’t make a rainbow!
It’s OK.

It’s good to check first.
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，多问问，收集相关信。
3. 上网买东西前要先经过家长同意。

家长请注意：
1. 教会孩子如何核实信息。
2. 告诉孩子哪些是可信赖的平台或渠道。
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）