A Moving Message - Pop Videos

Introduction:

Global challenges as a result of worldwide population growth are real. These environmental and social crises grow larger every day and rest upon the energy and creativity of the world's citizens to find a solution. Through the *World of 7 Billion* video contest, students are given the platform to think critically about one of three global challenges and share their findings and sustainable solution in a short video. Each video has the power to not only educate viewers on a topic, but may even persuade someone to take action.

In this project, students will create a short video (no more than 60 seconds) about human population growth that highlights one of the following global challenges: **Promoting Environmental Justice, Strengthening Global Health, or Re-Imagining Industrial Systems**. After selecting one of the challenges, students will conduct research to create a video that covers both how population growth impacts the issue and at least one idea for a sustainable solution.

Students should enter their finished product into the *World of 7 Billion* contest. All contest information can be found at www.Worldof7Billion.org. The competition is open to students (grades 6-12) worldwide and cash prizes are awarded to winning entries. Participating teachers are eligible to receive a complimentary set of Population Education teaching resources by filling out a Request Form.

Materials:

Handheld video camera
Computer
Film editing software such as iMovie (Mac) or Movie Maker (PC) Internet access

Procedure:

1. Introduce the *World of 7 Billion* video contest to your class. We offer a short Welcome Video and a video that looks at The 7-Most Common Mistakes to Avoid from the contest managers for you to share.

2. Walk students through the "**Step by Step Path to the Contest**" on the Get Started page to provide an overview of the contest steps.

3. Have students select one of the three global challenges for their video and read the Background Reading covering the topic. Explain that videos do not need to cover the topic in its entirety and sometimes taking a more narrow focus can strengthen a video. These subtopics are covered in the background readings:

    -   **Promoting Environmental Justice:** Food deserts, climate migrants, placement of hazardous waste sites, effects of the fossil fuel industry, redlining, mistreatment of indigenous peoples and land, environmental racism

Concept:

Persuasive video messages are an effective way to create awareness about global challenges related to population growth.

Objectives:

Students will be able to:
- Make connections between population growth and social and environmental challenges through research from a variety of sources.

- Create a sustainable solution to a global challenge using supporting evidence.

- Use filming equipment and editing tools to create a video communicating an argument for a targeted audience.

Subjects:

Science, Social Studies, Media & Communications, English Language Arts, Art

Skills:

Problem-solving, research, evaluation of primary and secondary sources, communication, argumentative writing, use of multi-media equipment

Method:

Students develop a sustainable solution to a global challenge through researching, writing, filming, and editing a video.

- **Strengthening Global Health:** Access to health care, pandemics and emergency response, disease spread (zoonotic and vector-borne), maternal health, sanitation, health effects of environmental pollution

- **Re-Imagining Industrial Systems:** Procurement of raw materials, waste management, brownfields/CAFOs, energy production, production/distribution of consumer goods, occupational health and safety

4. Once a global challenge and subtopic is chosen, introduce students to the Sustainable Solution Organizer. The first part of this document (Steps1-2) provides guidance on narrowing their topic focus ("defining the problem") and includes optional organizers for conducting research.

5. Next, students will conduct further research on their subtopic and the specific problem they wish to address, gathering information about how the issue is related to population growth and why the topic is something we should care about. Have students take a look at the Resources for Futher Research page for ideas of where to get started and reputable sources. They can list their sources in the Sustainable Solution Organizer.

6. When students have built an understanding of their global challenge and are ready to develop a solution, they can refer to Steps 3-5 in the Sustainable Solution Organizer. This part of the document will provide guidance for further researching, formulating, and evaluating their solution ideas. The solution is an integral part of the contest and will need to be clearly articulated as well as supported with strong evidence.

7. Before students begin writing their scripts and editing their videos, be sure to have them read through the Judging Rubric and Rules and Guidelines. This rubric serves as a checklist for the student to be sure that all components of the contest are met. The rubric can also be utilized for grading purposes. You could translate this score into a number or letter grade for the assignment.

8. Students are ready to plan their video and write their scripts! Optional: You can refer students to the "How to Create an Awesome Video" document for creative video ideas and free tools for video editing. You can share this "How to Make a Storyboard" video and have students create a storyboard. A storyboard can help them visualize and plan the sequence of shots, dialogue, and content. There are many storyboard templates available online, or students can write their own.

9. Further assess student learning and comprehension of the activity through the questions below.

Free Response Questions:

A. What did you learn about your chosen global challenge while working on your video? How did you conduct your research? What source provided you with the most information?

B. What process did you take to develop a sustainable solution? How did this process differ from other forms of problem-solving that you have done?

C. How difficult was it to craft a message in 60 seconds or less? Do you think it would have been easier to create a longer video? Why or why not? What do you think the average viewer's attention span might be?

D. What (if any) were some of the challenges you encountered in making your video? Were you able to create the video you had imagined or were there modifications you needed to make?

E. If you saw a video like yours or those of your classmates, would it peak your interest in the topic? Would it be something you'd want to share with others? What are the elements of the most effective video "messages" you've seen?

10. **Video Deadline**: Students must submit their videos by completing the Entry Form and uploading their video to the World of 7 Billion website no later than 5:00 PM (Eastern Standard Time) on Thursday, February 25, 2021.

> **If at least 10 of your students choose to participate in the *World of 7 Billion* contest, you will receive a free set of Population Education resources. Fill out the Request Form to receive the World Population "Dot" DVD, a population cartogram, an age-appropriate curriculum kit, and more!**

Follow-up Activity:

The Activism Toolkit is a great way to get students engaged in civics by taking constructive, independent and collaborative action. Through the process of research, writing scripts and filming videos, students become equipped with knowledge about issues that matter to them and are now able to make a real difference. The Activism Toolkit is designed to provide students with various outlets for taking informed action in their communities, schools, and world. From starting a school club to tabling at local community events to writing a letter to local and state representatives, students will become active and engaged citizens.