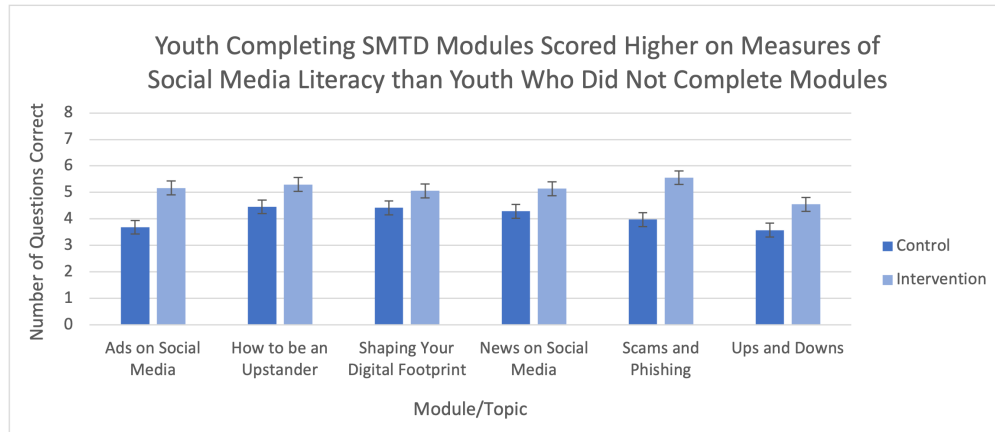# Newsletter #5

Research Update

TestDrive Evaluation Study Update

With the help of educators and students, we have completed one of our research studies that aimed to evaluate the effectiveness of Social Media TestDrive. Here are some of our findings below!

- Youth completing SMTD modules answered more social media literacy knowledge questions correctly than youth who did not complete the modules. Out of eight questions, those who completed a module typically answered an average of one more question correctly than those who did not complete the module. This varied by module topic. For example, in the Ads on Social Media domain, those who completed the module scored an average of 5.17 questions correctly, compared to an average of 3.69 questions correct for those in the control group. This difference was the largest in the Scams and Phishing domain, with those completing the module scoring an average of 5.56 questions correct and those in the control group scoring an average of 3.98 questions correct. (The table below shows differences for each of the six modules studied). Though one additional correct answer may seem like a small difference, this was a consistent finding across modules and statistically meaningful.

Youth Completing SMTD Modules Scored Higher on Measures of Social Media Literacy than Youth Who Did Not Complete Modules

- The results also highlighted the importance of active engagement in the module to achieve better knowledge outcomes. The number of recommended actions that the learner completed in the "Guided Activity" and "Free Play" section significantly predicted higher social media literacy knowledge. This emphasizes the importance of the "learning by doing" approach. Students learn better if they are actively and effortfully engaged with the content and perform the actions recommended by the module (e.g., flagging a fake news post, writing a supportive comment to the victim of cyberbullying etc.), rather than passively reading the instructions without any actions.

It is evident that Social Media TestDrive is building a foundation of knowledge, which is a crucial step in demonstrating positive, safe, and prosocial behaviors and attitudes in actual social media platforms. We hope to continue exploring the effects of TestDrive on actual behavior in social media in subsequent research studies.

Educator Feedback Report

Thank you to all the educators who provided valuable feedback regarding their use of TestDrive! We would like to share some of the feedback in hopes that it may help spark ideas on how to effectively implement TestDrive in your classroom.

- Educators use Social Media TestDrive with students in 3rd grade (or younger) through 9th grade. It is most commonly used for 6th-8th grade students.
- Most educators (70%) use TestDrive as an in-class activity. 50% of educators implement TestDrive as an individual activity as opposed to small groups or both formats.
- Some educators pre-teach the concepts and use TestDrive to have a facilitated discussion afterwards.
  - *"It seemed to give them vocabulary and content to drive conversation"*
  - *"Yes, I always pre-teach the concepts. We don't do a facilitated discussion after, but I do sometimes post an exit ticket question"*

- How have you found TestDrive helpful with the youth you work with?
  - *"It introduces them to things they would not otherwise think about or even know, such as privacy controls, scams/phishing, how to balance media use. I think students get a device in their hands and they just keep scrolling without regard to anything except the content in front of their eyes."*
  - *" Gives them practical ways in which to engage with social media sites."*
- Which modules have you found most helpful and relevant with youth?
  - *"Shaping your digital footprint. Youth use apps that contain content that "disappears" very casually. They feel that it is truly gone, when it is not."*
  - *" I used Breaking news to assist the children in responding to the war in Ukraine"*
  - *"Responding to Breaking News, Ads on Social Media, News in Social Media and Scams and Phishing were useful since this is where these kids live."*

We always welcome and greatly appreciate feedback from TestDrive users and educators. You can leave feedback through the short survey by clicking the button below.

Feedback Survey

Featured FAQ

Q: How can I track my students' performance on the quizzes in each module?

A: Students have up to three attempts to complete the quiz correctly. After each attempt on the quiz, students can check their answers and/or press the "Print your responses" button. This button will allow them to print or save as pdf their quiz answers and scores for each attempt. You can have students email their PDFs to you or collect physical copies to track performance and completion.

We would love to hear from you. Please send us any other questions that you may have at socialmediatestdrive@gmail.com.