

Digital Responsibility

Ben Hubbard

- 1 Has an adult ever told you that a healthy body leads to a healthy mind? It may sound boring, but it is actually true. Smart digital citizens train to be online by doing some physical exercise every day and getting enough sleep. This keeps their brains sharp and their bodies in shape for every internet adventure.

5 **Healthy digital citizens**

In the late 20th century, doctors realised that people were spending too much time sitting in front of screens. As a result, they were becoming unfit and prone to health problems. Now, it is understood that children need to exercise for at least 60 minutes a day to stay healthy.

10 **Switch off before sleep**

Did you know that staring at a screen before bedtime is like running a race and then trying to sleep? Turning all your digital devices off at least an hour before bedtime is the best way of winding down and getting a proper night's rest. The online world will still be there in the morning.

15 **Avoiding adverts**

Have you ever noticed how many advertisements there are online? Adverts are crammed into every nook and cranny: flashing and popping up at us and enticing us to click on them. They promise us beauty, success and happiness if we buy their products. However, clever digital citizens know not to believe them.

21 **Adverts and marketing**

Marketing is how adverts target particular groups to sell them things. That is why many adverts are aimed at kids. Marketers call children under the age of 12 "pesterers". This is because they don't have much money of their own, but often pester their parents to buy them the "latest thing". Marketers promise the latest thing will make us happy, but the latest thing is soon replaced by another latest thing. Smart digital citizens know that buying products can bring a few moments of pleasure, but it cannot provide us with long-term happiness.

29 **Not news**

Have you ever clicked on a news story online just to find it is actually an advert? This is one way clever advertisers trick us into reading about their products. Sometimes these adverts in disguise are labelled "sponsored content", "promoted" or "advertisement". However, when they are not labelled we need to keep our wits about us and pause before clicking on them.

Name:	Class:	Date:
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1 Look at the first paragraph.

Find and copy two things that smart digital citizens do every day.

2b

1 mark

2 “Smart digital citizens”

Which of the following is closest in meaning to the word “smart”? Tick **one**.

energetic

enthusiastic

intelligent

well dressed

2a

1 mark

3 Why did doctors start worrying about people spending too much time in front of screens?

2b

1 mark

4 Under the sub-heading “**Switch off before sleep**”, the author says “*The online world will still be there in the morning.*”

Why does the author tell us something we already know?

2g

1 mark

5 Look at the first three paragraphs.

Which of the following would be a good heading for those paragraphs? Tick **one**.

Be a good digital citizen

Beware of what you see online

Care for your body and mind

Surviving in a digital world

2c

1 mark

6 Look at the section “**Avoiding adverts**”.

Find and copy one word that means the same as *tempting*.

2a

1 mark

7 Why does the author think we should “*keep our wits about us*” before clicking on things online?

2d

1 mark

Name:	Class:	Date:
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8 Draw lines to match each section to its main content.

Section	Content
<i>“Healthy digital citizens”</i>	Children pester their parents for things they see advertised online.
<i>“Switch off before sleep”</i>	Sometimes adverts are disguised as something else.
<i>“Adverts and marketing”</i>	Exercise is important for digital citizens.
<i>“Not news”</i>	Sleep is important for digital citizens.

2f

 1 mark

9 Tick **one** box in each row to show whether each statement is **true** or **false**.

	True	False
Adverts flash at us so that we click on them.	<input type="checkbox"/>	<input type="checkbox"/>
We should all buy the latest thing shown in the adverts.	<input type="checkbox"/>	<input type="checkbox"/>
Some adverts specifically target kids.	<input type="checkbox"/>	<input type="checkbox"/>
All online news stories are really adverts.	<input type="checkbox"/>	<input type="checkbox"/>

2b

 2 marks