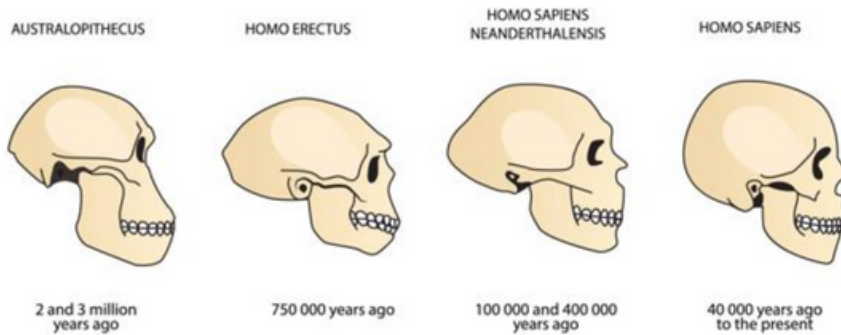


Early Human Migration Topics and Sources

When scientists speak of human migration, they are describing how people move from place to place. To migrate means to travel from one location to another. Over the years, scientists have learned more about these early human journeys. More information comes from studying the artifacts, or objects, left behind by people who lived before us. This helps scientists learn more about their history. For example, scientists can learn why a group moved to another place. Perhaps there was a shortage of food. Or, one group might not have gotten along with another group, so they moved. Every piece of information helps to understand this period of early history.



Source: <https://biologywise.com/human-evolution-history-timeline-future-predictions>

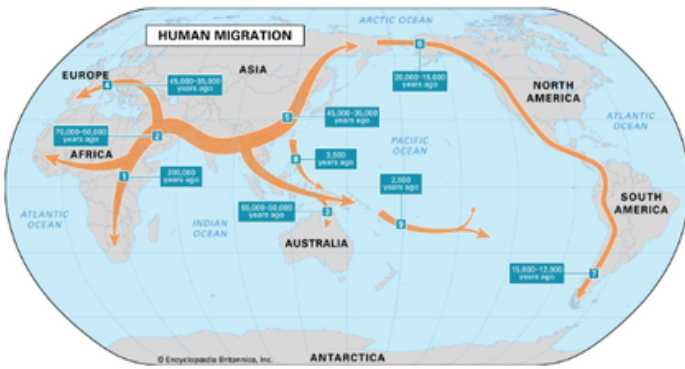
To understand how early human migration took place, scientists look at what the world was like thousands of years ago. Through research, scientists can determine how modern human beings (homo sapiens), or the humans who look most like us, came to be. Based on studies of fossils, bones, and artifacts, scientists are able to identify differences between early human beings with modern humans. They study differences such as how tall or thin these people were, or what their faces looked like. Scientists have also learned that more than one type, or species, of humans lived at the same time. For example, one of the earliest human species, known as the Neanderthals, lived in Europe and Asia around the same time as homo sapiens were also alive in Africa. This suggests that at least two different species overlapped in early history!



Source: <https://www.sciencenews.org/article/greek-skull-oldest-human-homo-sapiens-outside-africa>

Scientists believe that homo sapiens migrated out of Africa. This is because the oldest fossils have been found here. For many years, it was believed that there was just one large group of people who all left Africa at the same time. Scientists also believed that this large migration happened 60,000 years ago. However, scientists have found fossils that date from different periods of human migration in the same area. These two skulls were found in Greece. The one on the left is over 200,000 years old. The one on the right is over 170,000 years old. By measuring the skulls and noting any differences, such as the size, scientists can identify different groups that lived in the same area. These skulls tell scientists two things. One, that humans left Africa much earlier than originally believed. And two, that more than one human species lived in the same area at different points in time.

Early Human Migration Topics and Sources



Source: <https://kids.britannica.com/students/assembly/view/239467>

Today, scientists continue to search for clues that can tell them more about early human migration. And, by studying fossils and artifacts, they have discovered something new. Scientists now believe that there were many migrations of people that took place over thousands of years! This meant that large and small groups of people left Africa at different times. Scientists also believe that most of these migrations took place over a period of 50,000 to 80,000 years ago. Look at the map to see how all these groups moved all over the world to Europe, Asia, and later North and South America.



Source: https://en.wikipedia.org/wiki/Blombos_Cave#/media/File:BBC-shell-beads.jpg

These are shells from sea snails found in a cave in South Africa along the coast. Scientists believe the shells are over 70,000 years old. The shells were found with other fossils in the cave. This discovery has led scientists to believe that early humans moved to this area from the eastern region of Africa. Scientists also believe that these people moved to escape drought. Living along the coast meant that these peoples were able to find a food source such as fish, snails, and dolphins to eat. Scientists also believe that the shells from sea snail were pierced, or punctured, to form a hole. The shells were then worn as jewelry. What surprised the scientists even more was that this jewelry discovered in South America is much older than the earliest jewelry found by early humans who moved to Europe almost 40,000 years ago. Discoveries like these help scientists to create a more accurate timeline of what different people were doing at different times in history.

Early Human Migration Topics and Sources



Source: https://en.wikipedia.org/wiki/Cave_painting#/media/File:Bestias1.JPG

In the last few years, as scientists continue to make new discoveries in different parts of the world, they have had to rethink their ideas about early human migration. They now believe that the earliest migrations began anywhere from 50,000 to 80,000 years ago, and, possibly, even earlier. What this means is that groups of people were moving back and forth throughout the world at different times. These new dates are the result of the discovery of fossils in places such as China and Australia. As scientists study these fossils, they were surprised to discover that the fossils were much older than the 60,000-year-old date that scientists believe marked the first and only migration from Africa. This also suggests to scientists that in early history, more than one type of human species was alive. While scientists do not know exactly what caused these early peoples to leave, they have some ideas. For one, the areas in Africa where these groups lived may have experienced a drought. This means that there was little rain fall and the land dried out. Droughts make it hard for animals and people to find food and water. With fewer resources, there would be more competition among groups to make sure they had enough to eat and water to drink.



Source: <https://www.wunc.org/post/what-drove-early-man-across-globe-climate-change>

Anywhere from 1,000 to 50,000 people left Africa for other parts of the world. How do scientists keep track of all of these groups? And how does studying the clues left behind by early humans help scientists rethink their ideas about the early migration of peoples? Scientists use fossils and tools to help them put together their claims about human migration. Another way that scientists have learned about these groups is through DNA. DNA is material in our bodies that carries information about who we are. DNA tells us what we look like. Scientists can use DNA from fossils and bones to study why early humans in Asia have similar features to early humans in South America. All of these clues help us to understand how humans have changed over time. We can also learn why some species died out, while homo sapiens survived. Every time a new artifact or fossil is discovered, it challenges scientists to ask new questions, and, often, come up with new answers. It also helps us gain a better understanding about the different ways that humans lived and moved around the world so long ago.

Steps to Make a Social Media Campaign

Step 1: Choose a message

Your message is the point you are trying to make to your audience. Your message should include the following:

- Clear and concise language. It is important that people can quickly understand your point of view so they can decide whether they agree with you.
- Firmly express your point of view on a topic. Paleoecologists take a clear stance on how they feel about a topic based on their research.

Step 2: Decide on an audience

The audience will be the people who are paying attention to your social media campaign. You can select one or more audiences. You should carefully choose an audience based on the message you created.

- Teens (ages 13-18): 66% use Facebook, 76% use Instagram, 75% use Snapchat, and 47% use Twitter.
- Young Adults (ages 18-29): 81% use Facebook, 64% use Instagram, 68% use Snapchat, and 40% use Twitter.
- Adults (ages 30-49): 78% use Facebook, 40% use Instagram, 26% use Snapchat, and 27% use Twitter.
- Adults (ages 50+): 53% use Facebook, 25.5% use Instagram, 6.5% use Snapchat, and 13.5% use Twitter.

Step 3: Decide what information to include in your posts

You have a lot of choices on what information, text and photos, to include in your posts. Think about the following as you decide what information and photos to include.

- Do the photos and text support the message I am trying to send?
- Will the photos or text grab the attention of my audience?
- Do I have too much text on a post?
- Are my photos and text factual?

Steps to Make a Social Media Plan

Step 4: Choose a Social Media Channel

Choose one social media channel for your campaign. Think about your audience and the purpose of your campaign when you consider what channels you want to use. For example, you can post more visuals on Instagram compared to Twitter. If your campaign requires a lot of visuals, you may want to use Instagram or Snapchat.

Facebook



- Use if you want to focus on both visuals and text.
- Use if your message is long or more in-depth.

Instagram



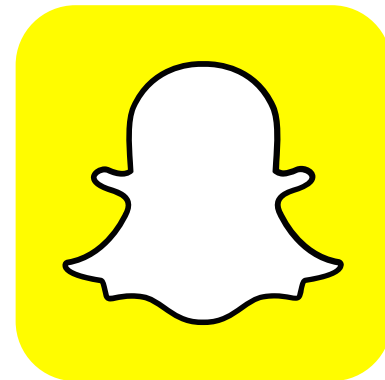
- Use if you want to focus on both visuals and text.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Twitter



- Use if you want to focus mainly on text (could incorporate a few visuals).
- Use for short, quick messages. Use if you want to raise awareness and have people share the messaging with many people quickly.
- Use to create a community of people who believe in a cause and want to use the same hashtag.

Snapchat



- Use if you want to focus on visuals.
- Use to share short videos.
- Use to build anticipation for an upcoming event by posting stories each day.

Steps to Make a Social Media Plan

Step 5: Brainstorm Ideas for Visuals and Text

Brainstorm ideas for four different posts for your social media campaign. The text on your social media campaigns should be short and fit the social media channel you use. You should also incorporate at least two historical sources into your text and visuals.



Early humans started using fire over a million years ago! This helped early humans thrive!



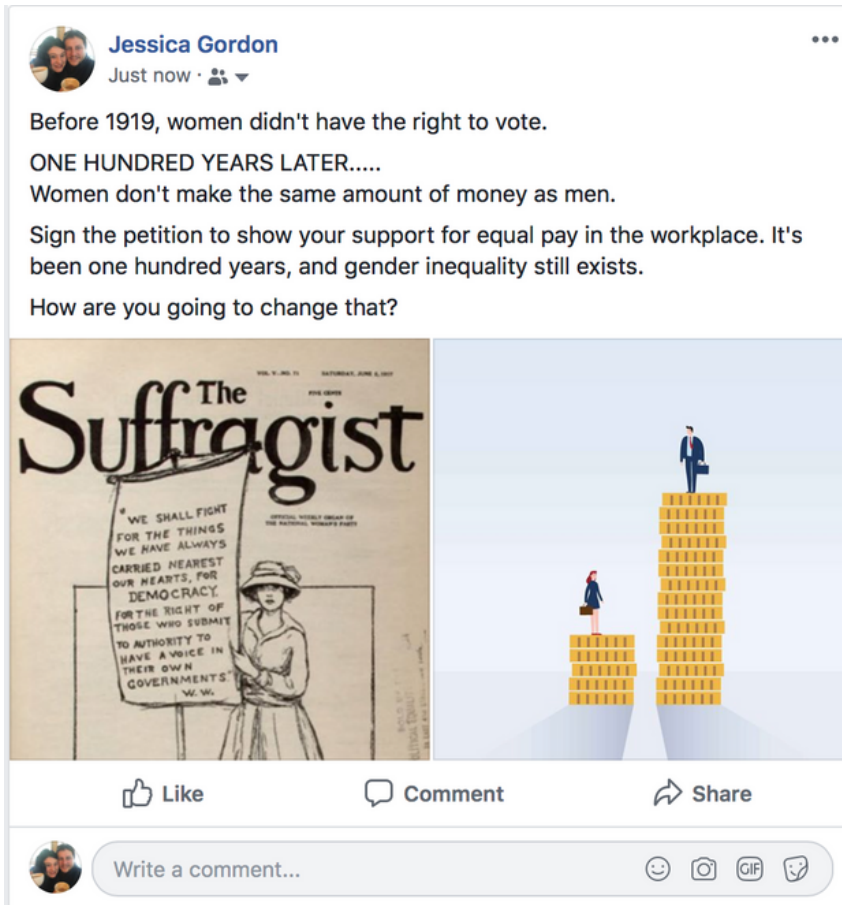
Early humans drew on stone to communicate with each other and tell stories.

Steps to Make a Social Media Plan

Step 6: Design Layout and Format Posts


Use the templates provided (or use a computer) to create your 4 posts. Make sure to include hashtags and descriptions if they are used on your social media platform.

Facebook Post Example



Jessica Gordon
Just now · 🧑🏻‍🦧

Before 1919, women didn't have the right to vote.
ONE HUNDRED YEARS LATER.....
Women don't make the same amount of money as men.
Sign the petition to show your support for equal pay in the workplace. It's been one hundred years, and gender inequality still exists.
How are you going to change that?



The Suffragist

WE SHALL FIGHT FOR THE THINGS WE HAVE ALWAYS CARRIED NEAREST OUR HEARTS, FOR DEMOCRACY, FOR THE RIGHT OF THOSE WHO SUBMIT TO AUTHORITY TO HAVE A VOICE IN THEIR OWN GOVERNMENTS. W. W.

Like Comment Share

Write a comment...

Instagram Post Example

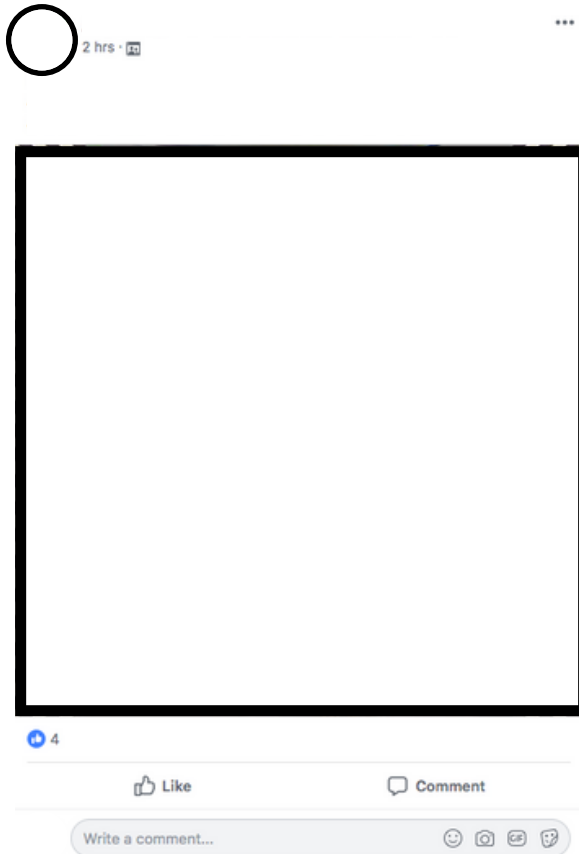


Men in the past cared about women's equality and right to vote. Men now care about women's equality and the right to a safe workplace without discrimination. My friends and I support women's rights. Do you?

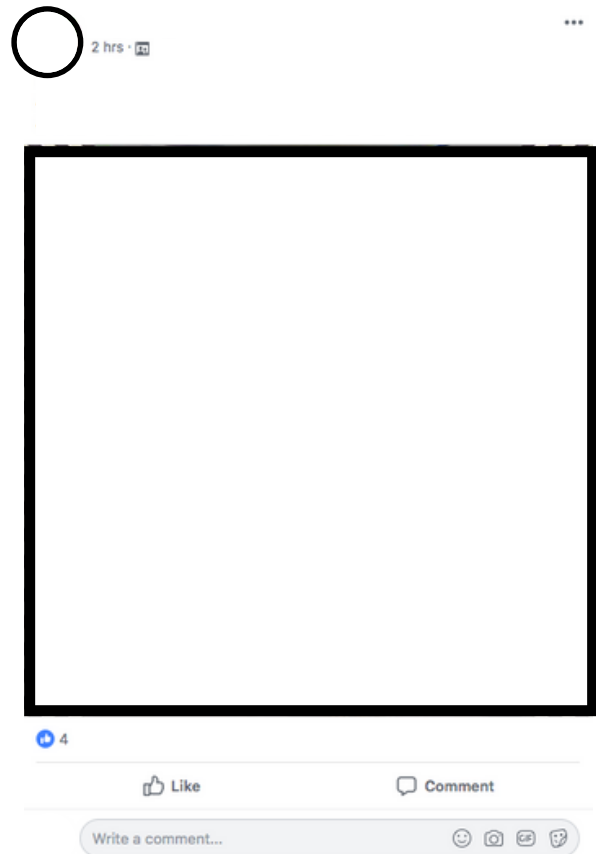
#workplacediscrimination #genderequality #coolguyssupportwomen

Social Media Templates

Facebook



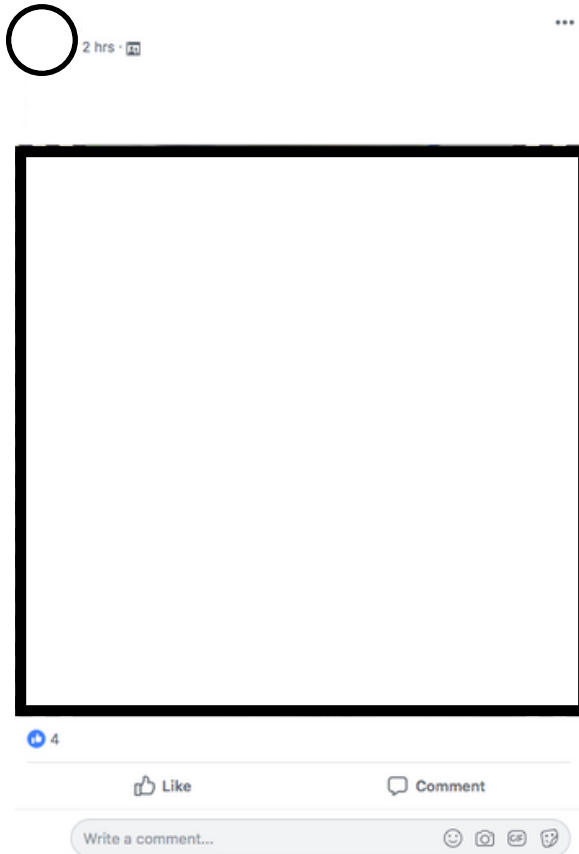
If you need a longer Facebook post, you can add more text below.



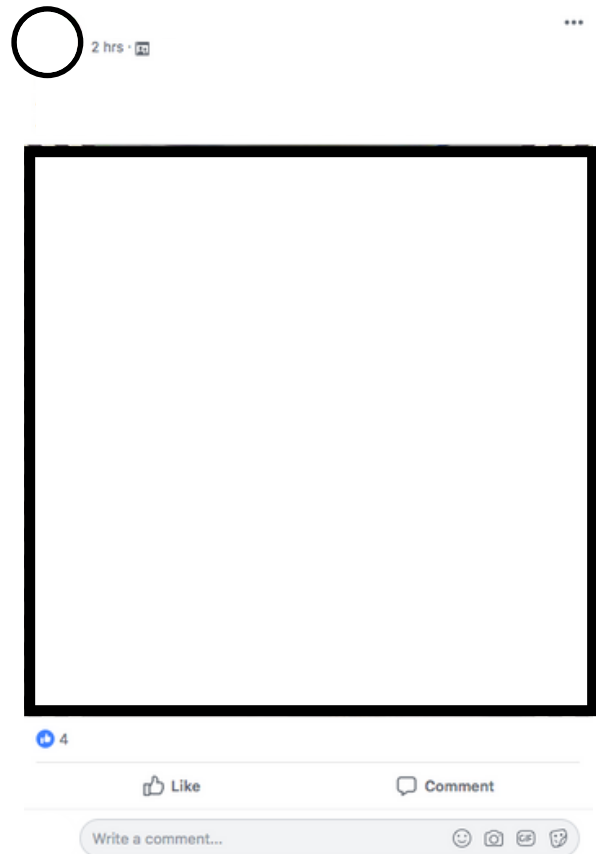
If you need a longer Facebook post, you can add more text below.

Social Media Templates

Facebook



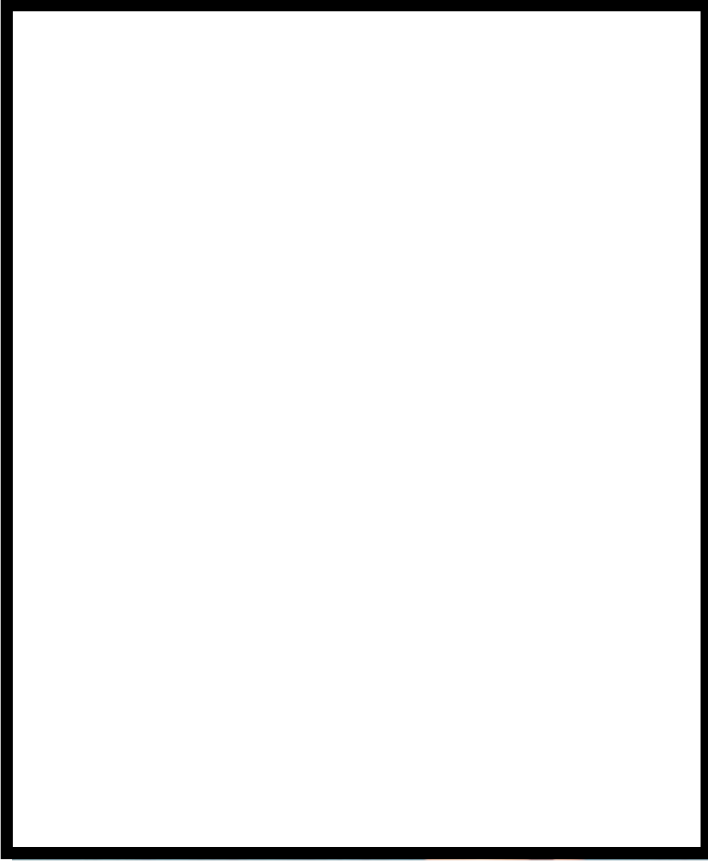
If you need a longer Facebook post, you can add more text below.



If you need a longer Facebook post, you can add more text below.

Social Media Templates

Instagram

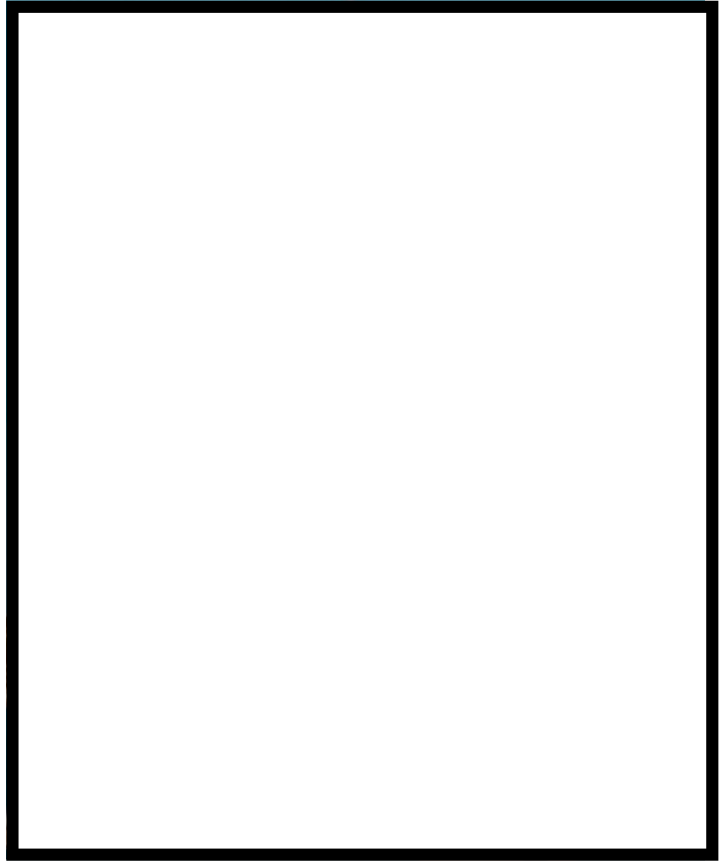


581 likes



Add a comment...

Post



581 likes

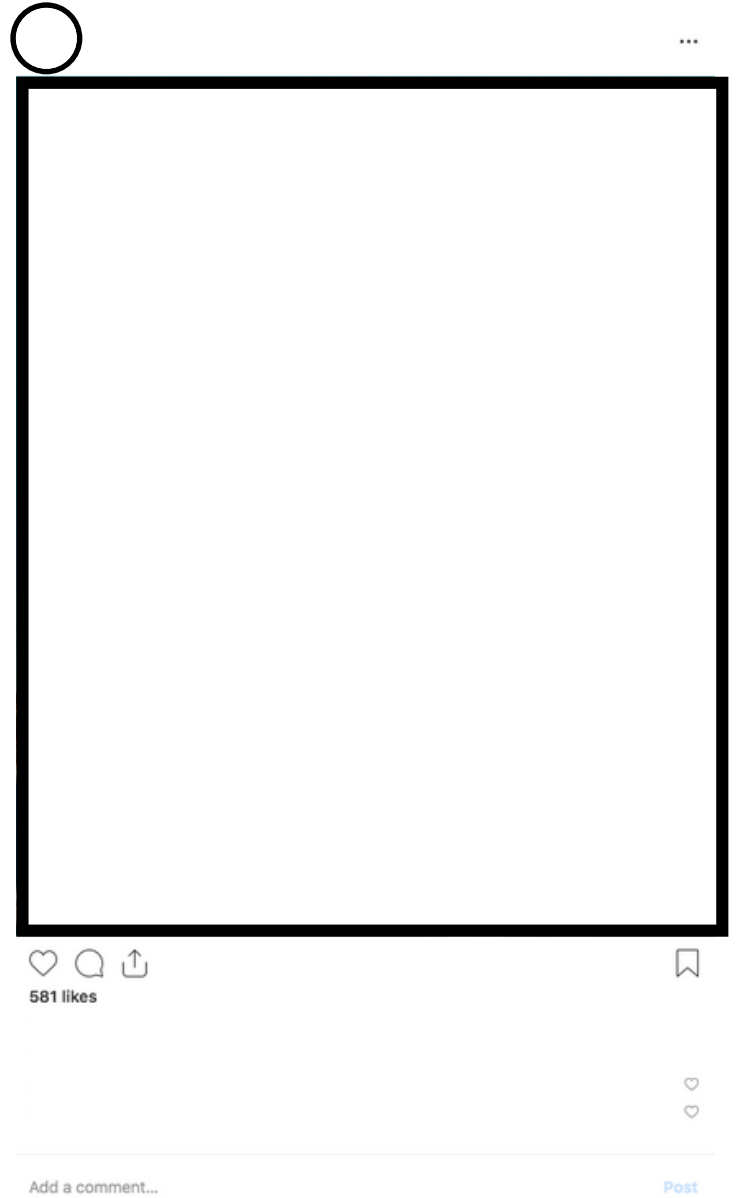
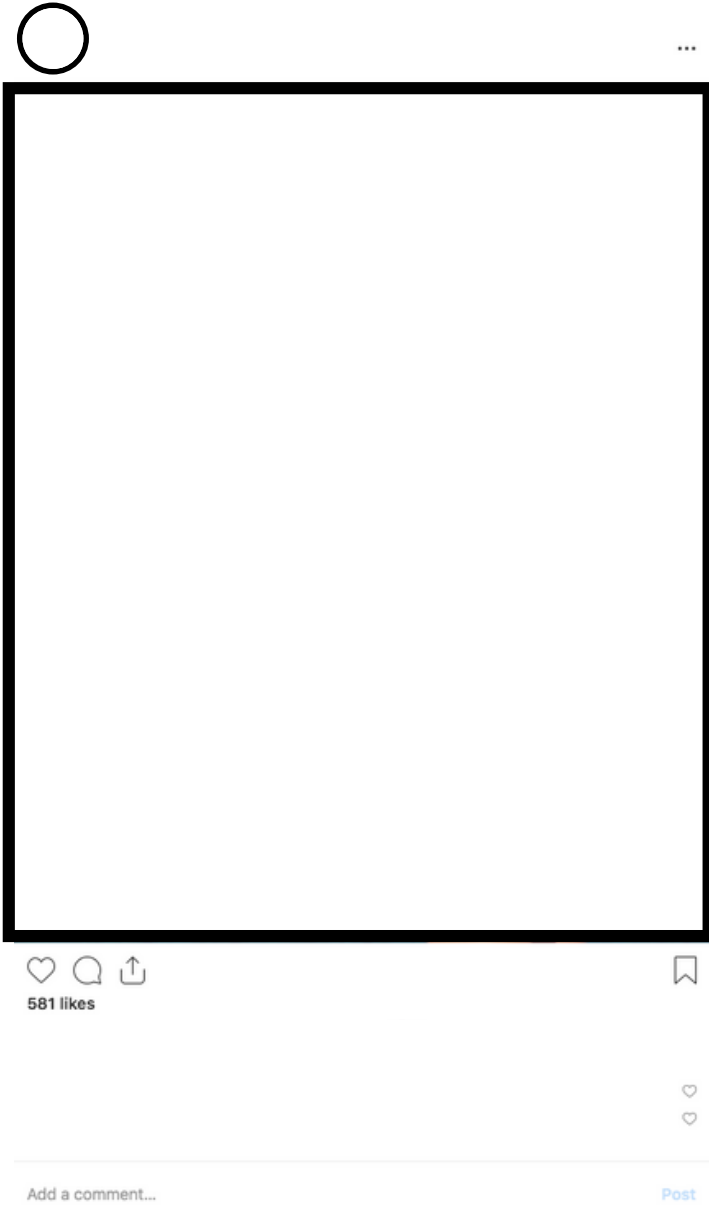


Add a comment...

Post

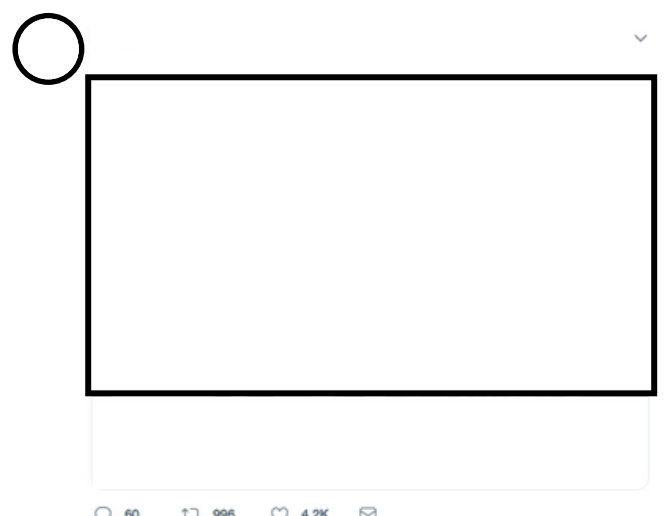
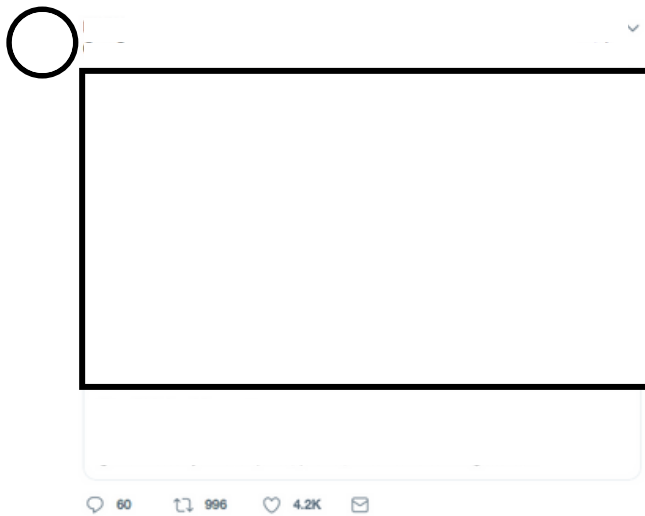
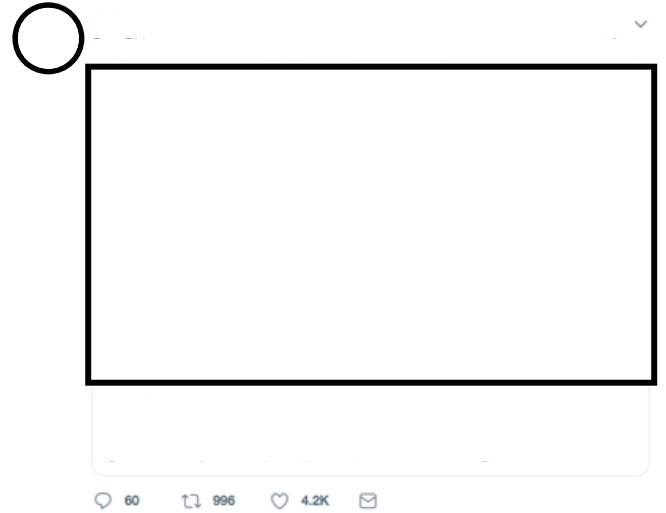
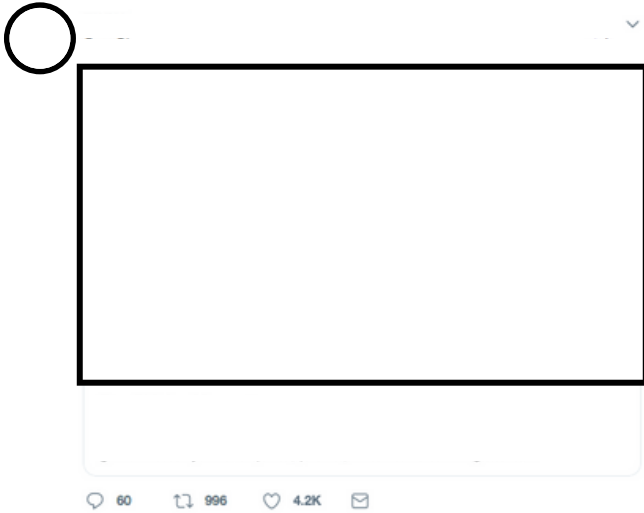
Social Media Templates

Instagram



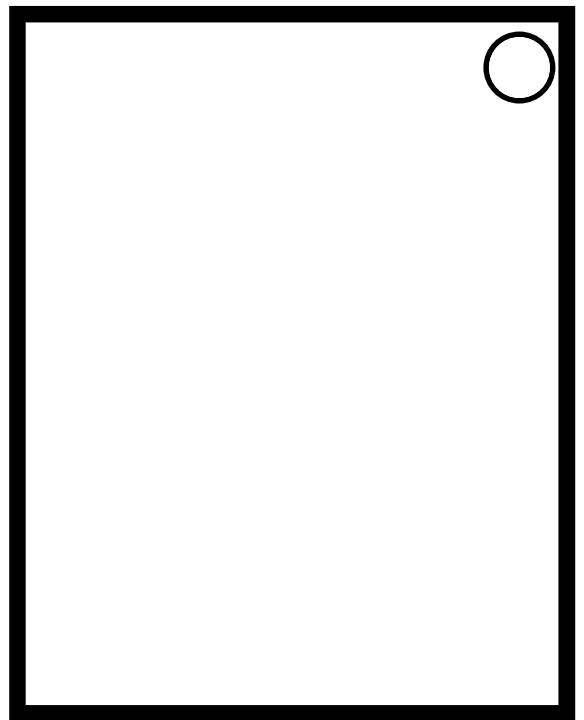
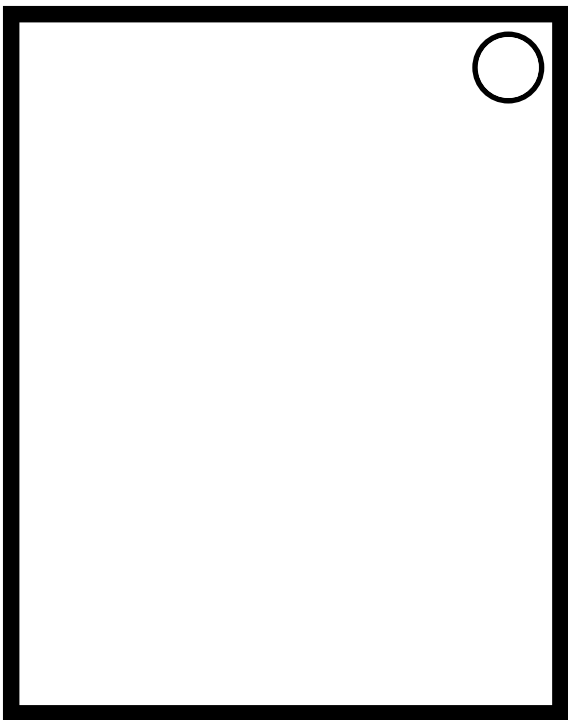
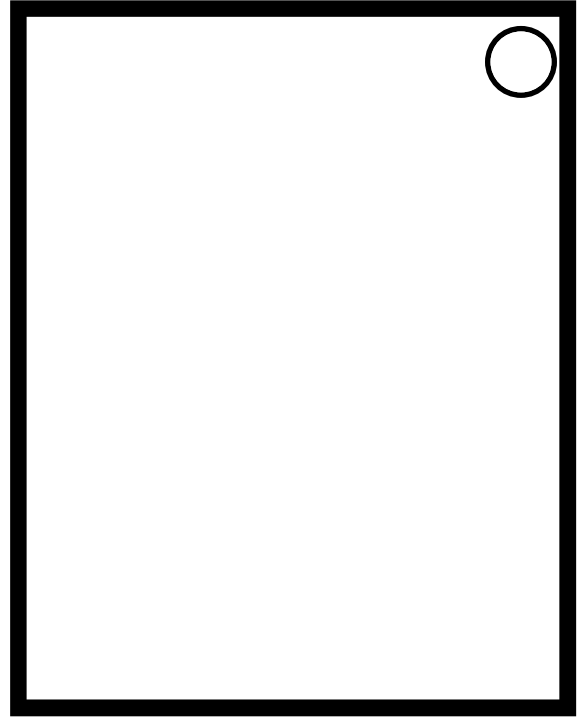
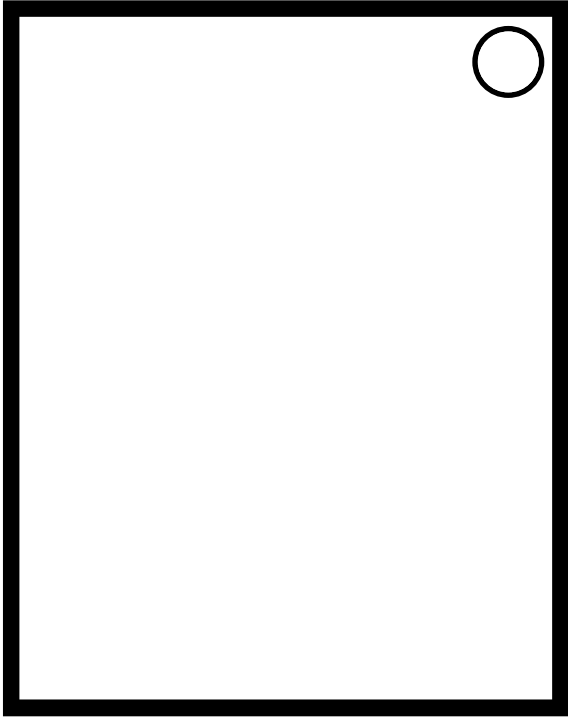
Social Media Templates

Twitter



Social Media Templates

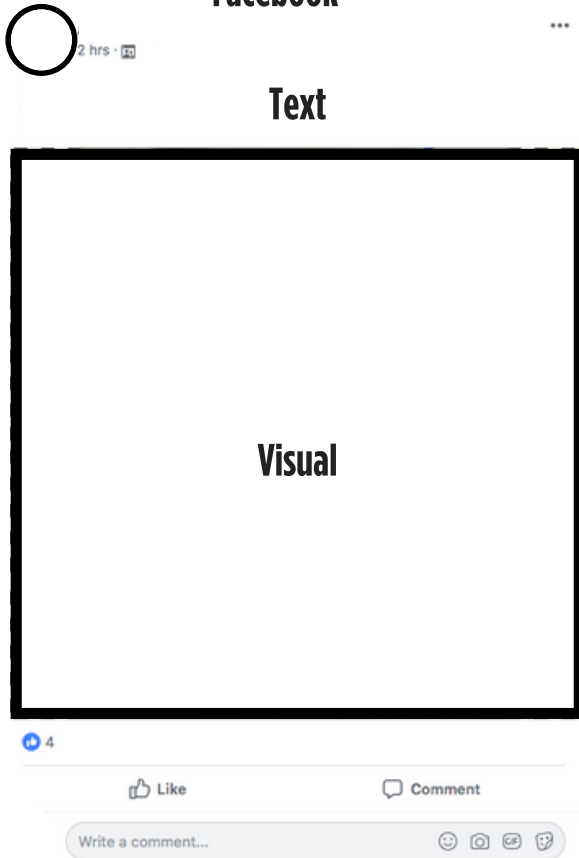
Snapchat



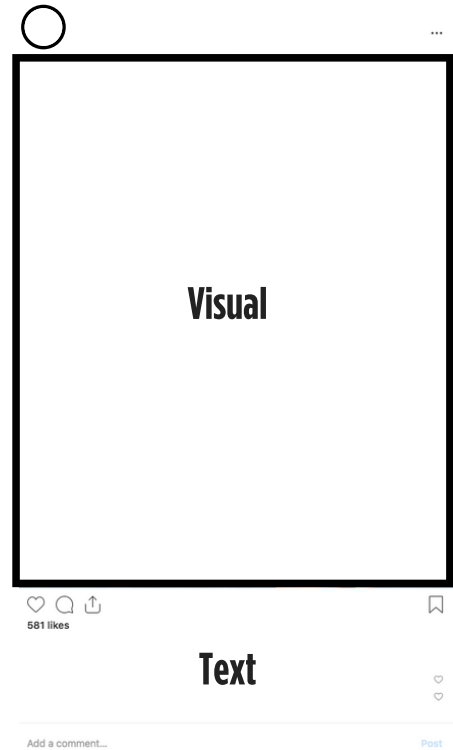
Social Media Templates

Location for text and visuals on different social media channels

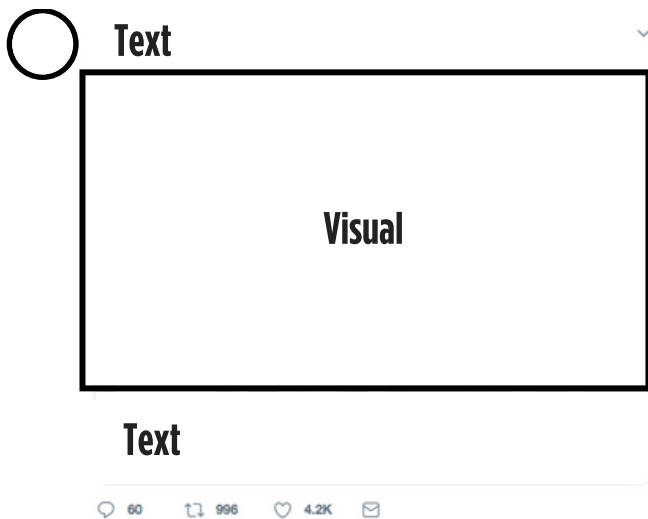
Facebook



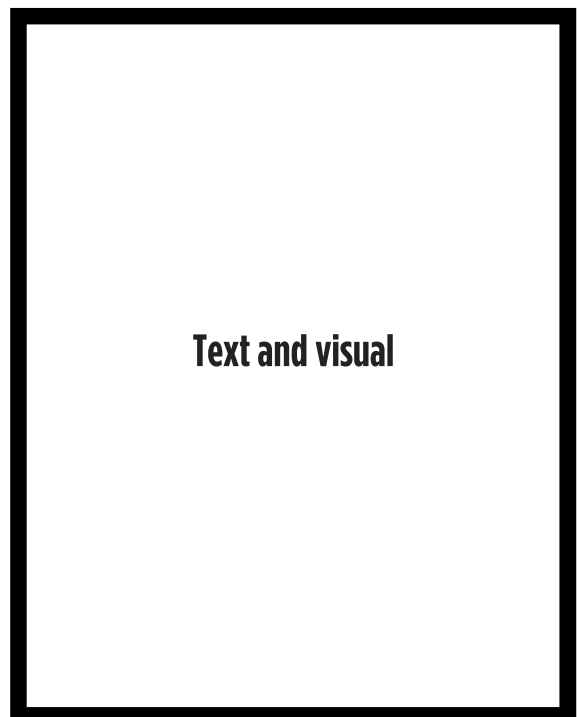
Instagram



Twitter



Snapchat



Rubric

Make sure your project has all of the parts included in the rubric below:

	3	2	1	0
Migration Topics	Topics chosen are explained completely and relate to early human migration.	At least one topic chosen is not explained completely or does not relate to early human migration.	Multiple topics chosen are not explained completely or do not relate to early human migration.	Multiple topics chosen are not explained completely and do not relate to early human migration.
Message	The message of the social media campaign is clear. People who see it can easily understand the goal of the campaign.	The message of the social media campaign mostly clear. People who see it are pretty sure they understand the goal of the campaign.	The message of the social media campaign partly clear. People who see it have an idea of what the campaign is about but are unsure.	The message of the social media campaign is unclear.
Audience	The audience the campaign is targeting can be easily identified.	The audience the campaign is targeting is somewhat clear.	n/a	The audience the campaign is targeting is not clear.
Information Presentation	The campaign uses a combination of text and pictures that easily shares the message and is appropriate for the platforms used.	The campaign mostly uses a combination of text and pictures that easily shares the message and is appropriate for the platforms used.	The campaign either uses a combination of text and pictures that easily shares the message or is mostly appropriate for the platforms used.	The campaign does not use a combination of text and pictures that easily shares the message and is not appropriate for the platforms used.
Using Sources	Campaign references at least three of the provided sources accurately and uses them to support the message.	Campaign references at least two of the provided sources accurately and uses them to support the message.	Campaign references at least one of the provided sources accurately and uses it to support the message.	Campaign does not reference any provided sources.