



Adventure Description:

In this adventure, you will be a paleoecologist creating a social media campaign to teach people about early humans and where they migrated.

Activity

Step 1: Background Information on Paleoecologists and Early Human Migration (5 minutes)

- Show [Video: Early Humans and Migration](#).
- As a class, review how early humans traveled from southern to northern Europe in wooden boats. This allowed for animals and plants to also migrate across vast distances. Discuss how many people do not know that humans were able to migrate across such large stretches of land and ocean.
- Next, explain that scientists, like paleoecologists, are trying to figure out ways to spread knowledge about the things they learn. In recent years, scientists have begun teaching others about their research on social media. This is because 3.48 billion people now use social media!
- Explain that the the problem with social media is that anyone can post any information, whether it is correct or not. Incorrect information is often called "fake news."
- Explain to students that it will be their job as paleoecologists to convince people that the information they are telling people is true and not "fake news." As a class, brainstorm ways that scientists can convince the public that what they are posting is legitimate.
- Discuss how scientists use sources or evidence from their research to show that their posts are legitimate and not fake news. Discuss how showing people sources or evidence can increase credibility. This means that people are more likely to believe your messaging or point of view because they are based on history, artifacts, data, or events that actually took place.

Step 2: Activity Set Up (10 minutes)

- Explain to students that they will imagine they are paleoecologists who want to educate the public about their research. They will be making a social media plan so that people who are on Facebook, Twitter, Snapchat and other social media platforms can learn about their research.
- Their job is to create 4 social media posts that will tell people about early human migration. The posts should give people information on early human migration, using language that anyone could understand. So, remind students to take the sophisticated language they read in the sources and make posts that are easy for anyone in the public to understand.
- Provide students with [Handout: Early Human Migration Topics and Sources](#). They will use these sources to make their campaigns.
- Next, provide students with [Handout: Steps to Make a Social Media Plan](#). As a class, read through the steps.
- Then, provide students with [Handout: Social Media Templates](#). Explain to students that they will use these documents to create their posts.

Please contact Allison Bischoff, Director of Customer Service, at allison@rozzylearningcompany.com or 314-272-2560 with questions.



Step 3: Making a Social Media Plan (30+ minutes)

- Have students follow the steps to create their social media plan. Remind students to use [Handout: Early Human Migration Topics and Sources](#) to help them create their messaging and social media campaigns.
- As students work, ask them the following questions:
 - How are you going to describe early migration to someone who isn't a scientist like you?
 - What pictures will you use to illustrate your points?
 - Is your message clear? Why would someone believe what you are saying?
 - Is your message backed up with evidence?
- Teacher notes:
 - Students can make their social media plans on the template provided or they can create one on a computer.
 - If students are creating their social media plans on a computer, they can screenshot the sources to use and incorporate them into their posts. If students are creating their social media plans on paper, they can cut out the sources to use and paste them on the posts they are creating.
 - If time permits, create a class Instagram account where students can actually post their ideas.
 - If students need more time, they can finish their posts at home or in another class period.

Step 4: Discussion and Reflection (10 minutes)

- Have students volunteer to present their social media plan and posts to the class. Provide students with [Handout: Rubric](#) to give each other feedback. You as the teacher can also use the rubric.
- Have a class discussion on one or more of the following:
 - Why is it important for scientists to use sources and evidence in social media posts?
 - Do you think scientists should use social media to tell people about their findings?
 - Should people be allowed to post whatever they think or feel on social media?
 - Is social media the best way to communicate with people information?

Materials List

Provided online:

- Video: Early Humans and Migration
- Handout: Early Human Migration Topics and Sources
- Handout: Steps to Make a Social Media Plan
- Handout: Social Media Templates
- Handout: Rubric

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