



Research Opportunity

Social Media TestDrive is an educational program that offers a number of online modules about key digital citizenship topics. The *Cornell Social Media Lab* is conducting a series of studies to see how well *Social Media TestDrive* works, and you can help!

Our current study, *Outcome Evaluation: Knowledge & Behavior Change*, will evaluate the effectiveness of *Social Media TestDrive* in changing youth's knowledge and behaviors related to social media literacy topics. We need you to work with your own students (age 9-14) to help us complete the evaluation.

The study will take place in Fall 2022 (Oct or Nov)

Participation will require 2 class sessions (40min each) with your students

You will receive a \$100 Amazon eGift Card

Session 1 (40min)

In this session, we will need you to facilitate students to complete the following tasks:

- A pre-survey that asks students some demographic questions (2min)
- One module on a social media literacy topic (e.g., cyberbullying, phishing, digital footprint etc., 25min)
- A post-survey that contains 8 questions to evaluate students' knowledge after they learn with the module (13min)

Session 2 (40min)

1 week after the 1st session, we will need you to facilitate students to complete:

- A behavioral assessment task, in which students will access a simulated social media environment where they can freely explore and take actions on the posts (30min)
- Another knowledge test (10min).

We will need your help to oversee this process to make sure most of the students go through the assessment. No teaching on the topic is needed.

Want to join our study? Please contact *our team* at smtdevaluation@gmail.com or text 607-262-7786 to sign up for it. We look forward to your participation!