

A Moving Message - Pop Videos



Introduction:

Global challenges as a result of worldwide population growth are real. These environmental and social crises grow larger every day and rest upon the energy and creativity of the world's citizens to find a solution. Through the *World of 7 Billion* video contest, students are given the platform to solve one of three global challenges and share their findings in a short video. Each video has the power to not only educate viewers on a topic, but may even persuade someone to take action.

In this activity, students will create a short video (no more than 60 seconds) about human population growth that highlights one of the following global challenges: Deforestation, Public Health, or Water Scarcity. After selecting one of the challenges, students will conduct research to create a video that covers both how population growth impacts the issue and at least one idea for a sustainable solution.

Students should enter their finished product into the *World of 7 Billion* contest. All contest information can be found at www.Worldof7Billion.org. The competition is open to students (grades 6-12) worldwide and cash prizes are awarded to winning entries. Participating teachers are eligible to receive a complimentary set of Population Education teaching resources.

Materials:

Handheld video camera
Computer
Film editing software such as iMovie (Mac) or Movie Maker (PC)
Internet access

Procedure:

1. Introduce the *World of 7 Billion* video contest to your class. Walk students through the "Here's how..." section of the Student Video Contest page.
2. Have students select one of the three global challenges for their video and read the Background Reading covering the topic. Explain that videos do not need to cover the topic in its entirety and sometimes taking a more narrow focus can strengthen a video. Here are some ideas for sub-topics your students may want to consider:

Concept:

A world population of over 7 billion impacts our environment and society in numerous ways. Persuasive video messages are one effective way of creating awareness of global challenges and sharing sustainable solutions towards their improvement.

Objectives:

Students will be able to:

- Create a sustainable solution to a global challenge using supporting evidence.
- Make connections between population growth and environmental and social impacts through research from a variety of sources.
- Use filming equipment and editing tools to create a video communicating an argument for a targeted audience.

Subjects:

Art, English (Composition & Writing), Health, Media & Communications, Science, Social Studies (Civics, Economics, Geography)

Skills:

Problem-Solving, Research, Evaluation of Primary and Secondary Sources, Communication, Argumentative Writing, Use of Multi-media Equipment

Method:

Students develop a sustainable solution to a global challenge through researching, writing, filming, and editing a video.



- **Deforestation** - erosion, clearing for agriculture/pasture, impacts on climate, biodiversity or habitat loss
- **Public Health** - spread of communicable disease, air quality, sanitation, maternal/reproductive health
- **Water Scarcity** - aquifer depletion, water conflicts, pollution, impact on girls' education, irrigation

3. Once a topic is chosen students should conduct further research on the issue, gathering information about how the issue is related to population growth and why the topic is something we should care about. Have students take a look at the Research Page for ideas of where to get started.
4. When students have built an understanding of their global challenge and are ready to develop a solution, introduce the [Sustainable Solution Organizer](#). This document will provide guidance for researching, formulating and evaluating their solution ideas. The solution is an integral part of the contest and will need to be clearly articulated as well as supported with strong evidence.
5. As students are editing their scripts and videos, be sure to have them read through the Judging Rubric. This rubric serves as a checklist for the student to be sure that all components of the contest are met. The rubric can also be utilized for grading purposes. You could translate this score into a number or letter grade for the assignment.
6. Further assess student learning and comprehension of the activity through the questions below.

Free Response Questions:

- A. What did you learn about your chosen global challenge while working on your video? How did you conduct your research? What source provided you with the most information?
 - B. What process did you take to develop a sustainable solution? How did this process differ from other forms of problem-solving that you have done?
 - C. How difficult was it to craft a message in 60 seconds or less? Do you think it would have been easier to create a longer video? Why or why not? What do you think the average viewer's attention span might be?
 - D. What (if any) were some of the challenges you encountered in making your video? Were you able to create the video you had imagined or were there modifications you needed to make?
 - E. If you saw a video like yours or those of your classmates, would it peak your interest in the topic? Would it be something you'd want to share with acquaintances? What are the elements of the most effective video "messages" you've seen?
7. Students must submit their videos by uploading the entry to the *World of 7 Billion* website no later than 5:00PM (eastern time, US) on Thursday, February 25, 2016. Additionally, all entry forms must be completed by this time.

If at least ten of your students choose to enter the *World of 7 Billion* contest, you will receive a free set of Population Education resources. Fill out the attached form and email, fax, or mail it to Population Education using the information on the form.



World of 7 Billion Video Contest

Teacher Complimentary Resource Request Form

Contact Information:

Name: _____

School: _____

Street Address: _____

City, State, Zip: _____

(Please list address where you would like resources mailed)

Email Address: _____

Phone: _____

Subject(s)/Grade(s) You Teach: _____

Your Student Entries:

1. Lead Producer's Name _____

Title of video _____

2. Lead Producer's Name _____

Title of video _____

3. Lead Producer's Name _____

Title of video _____

4. Lead Producer's Name _____

Title of video _____

5. Lead Producer's Name _____

Title of video _____

6. Lead Producer's Name _____

Title of video _____



7. Lead Producer's Name _____

Title of video _____

8. Lead Producer's Name _____

Title of video _____

9. Lead Producer's Name _____

Title of video _____

10. Lead Producer's Name _____

Title of video _____

Attach additional sheet with names and video titles if needed.

Mail completed form to:
Population Education
World of 7 Billion Video Contest
2120 L Street, NW, #500
Washington, DC 20037

or fax to **202-332-2302** or scan/email to: **Worldof7Billion@populationconnection.org**

Please allow 3-4 weeks to receive your complimentary curriculum resources from Population Education.