



Belong-Meme

Belonging:

Feeling like you are part of a group while knowing you are special for who you are. Your uniqueness and individuality is what makes you a special and important part of the school. It is important for you to feel a sense of Belonging in order to be truly who you are and who you want to be.

Objective:

Students will be able to create an Internet meme based off research that promotes the Condition of Belonging.

Materials:

Internet, device or computer, photo-editing software or app, for example, Meme Something. Modify to use markers and posters, if technology not available.

Steps:

Instruct students to research ways to increase Belonging, respect, or tolerance in middle schools or middle school classrooms. Based on their research, have students pick a topic related to Belonging on which to focus. For example, students can research the effectiveness of mix-it-up lunch days or anti-bullying strategies.

Students should then apply their knowledge to create an Internet meme that supports their topic.

- Students should analyze popular Internet memes and look for patterns. What characteristics do they share? Students should create a meme with their audience in mind.
- Students should decide who their audience is. Is it teachers? Principals? Their classmates? Younger students? Students of all ages?
- Next, students can brainstorm ideas for their new meme. Students will pick the visual for their meme by searching the Web, taking their own original photographs, creating an original graphic design, or drawing a picture. Students can also come up with creative tag lines that will catch their audiences' attention.

- Using your meme app of choice, have students select a photo from their gallery or take a new photograph. Then write a creative text line.
- Next, have students decide what information they want to go along with the meme when they post it online. They may consider posting a question, a relevant quote, a surprising statistic, or Web links to informative resource pages. Check out the Quaglia National School Voice Reports for some relevant information (www.quagliainstitute.org).
- Have students upload and share their meme on their own social networks and other online communities.

Personal Reflection:

- What did you learn from this assignment?
- How much awareness were you able to generate?
- What kind of feedback did you receive from peers or your target audience?

Group Discussion:

Have students share their post with the class and explain their related relevant research. Invite other students to ask relevant questions about their purpose, research, and meme.

Extended Learning:

Have students track the retweets, regrams, or likes on their memes. Use a free trial of social media sites like sproutsocial.com or hootsuite.com. What content received the most feedback? What kind of feedback did it receive?

Notes
