MOVING MESSAGES: POP VIDEOS

world of 8 Billion
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LESSON PLAN

INTRODUCTION

Population growth is a threat multiplier – it makes other problems worse and more difficult to combat. These environmental and social crises need the energy and creativity of the world's citizens to find a solution. Through the *World of 8 Billion* video contest, students are given an international platform to propose sustainable solutions to one of three global challenges and to share their creativity, research, and findings in a short video. Each video has the power to not only educate viewers on a topic, but to persuade them to take action.

In this project, students will create a one-minute video about human population growth that highlights one of the following global topics: Child Wellbeing, Rainforest Ecosystems, and Sanitation. After selecting one of the topics, students will conduct research that covers both how human population growth impacts the topic and at least one idea for a sustainable solution.

Students should enter their finished product into the *World of 8 Billion* contest. All contest information can be found at Worldof8Billion.org. The competition is open to students worldwide in grades 6-12 (or the international equivalent) and cash prizes are awarded to winning entries.

VIDEO DEADLINE: As a teacher you can bulk upload your students' videos or they can be uploaded individually. The submission form and video upload to the *World of 8 Billion* website must be completed no later than **11:59 PM (Eastern Time) on Wednesday, March 5, 2025.**

MATERIALS

Video Project Organizer
Phone, camera, or other device to record videos
Computer, tablet, or other device to edit videos
Film editing app or software
Internet access

OVERVIEW

Concept

Persuasive video messages are an effective way to create awareness about global challenges related to population growth.

Objectives

Students will be able to:

- Identify and explain the connection between population growth and another global challenge.
- Conduct research to use as evidence when making a claim.
- Design a sustainable solution to a global challenge using supporting evidence.
- Create a persuasive video using filming equipment and editing tools.

Subjects

Science, Social Studies, English Language Arts, Media & Communications, Art

Skills

Critical thinking, researching, evaluating primary and secondary sources, persuasive writing, using multimedia equipment

Method

Students create a video that connects population growth to one other global topic and offers their idea for a sustainable solution.

PROCEDURE

1. Introduce the *World of 8 Billion* video contest to your class and share the two-minute Welcome Video.

2. Walk students through the "Getting Started" section on the Video Contest page to provide an idea of what is involved in the contest.

3. You may choose to have students use the scaffolded Video Project Organizer to guide them step-by-step through the contest, from choosing their topic through submitting their video. The interactive, digital Video Project Organizer not only breaks down all of the steps of the contest but is a great way for students to keep track of their progress.

For a shorter, more condensed student resource, students can use the Video Project Guide. While it isn't as robust as the Organizer, this two-page document offers a quick outline to helps students stay organized while working through the video-making process.

4. Students select one of this year's global topics (below) for their video. Explain that videos do not need to cover the topic in its entirety and encourage students to take a more narrow focus on a specific part of their chosen topic (a subtopic). Some examples of subtopics for each topic are below, but there are many more that students could choose as the focus of their video.

- **Child Wellbeing:** education access, child labor, wealth inequality, healthy children, teen pregnancy and marriage, and environmental justice
- **Rainforest Ecosystems:** biodiversity, deforestation, zoonotic disease, Indigenous communities, ecosystem services, globalization
- **Sanitation:** sanitation access, sewage treatment, water contamination, urbanization, public health, economic impacts

5. Students conduct research on the specific problem they wish to address, gathering information about how human population growth impacts their chosen global topic and why the topic is something the audience should care about. Have students refer to the research backgrounder for their global topic for ideas of where to get started and links to credible sources. They can list their sources in Video Project Organizer, as well as use the Organizer's guiding questions to consider many different aspects of their topic.

6. Once students have built an understanding of their topic, they will be ready to develop a sustainable solution, A good solution directly addresses their topic without negatively impacting future generations. The Video Project Organizer guides students through the process of defining specific obstacles to improving their topic, brainstorming ways to overcome the obstacles, and checking their solution to confirm that it is sustainable, appropriate, and realistic.

7. Now students have all of the pieces they need to draft a script for their video. They'll want to highlight their most compelling evidence as they craft a story about why their topic is important, how it relates to population growth, and what solution should be implemented to address the topic. The Video Project Organizer includes an outline structure to help students find and organize their research notes before drafting a script.

8. Before students begin filming and editing their videos, be sure to have them read through the Judging Rubric and Rules and Guidelines. This rubric serves as a checklist for the student to be sure that all components of the contest are met. Students should also watch the video The 7-Most Common Mistakes to Avoid and the Tips for Your Video Entry before planning to film.

9. Students are ready to film their videos! Optional: You can refer students to the How to Make an Award-Winning Video blog for creative video ideas and free tools for video editing. You can share this How to Make a Storyboard video and have students create a storyboard. A storyboard can help them visualize and plan the sequence of shots, dialogue, and content. There are many storyboard templates available online, or students can write their own.

10. Submit student videos on or before the March 5, 2025 deadline.

Teacher note: If at least 10 of your students choose to participate in the World of 8 Billion contest, you will receive a free set of Population Education resources. The 10 participating students can be working individually, in small groups, or even as one group of 10. Fill out the Request Form to receive the World Population "dot" DVD, a population cartogram poster, exclusive access to one of Population Education's grade-appropriate online curricula, and more!

DISCUSSION QUESTIONS

1. What did you learn about your chosen global topic while working on your video? How did you conduct your research? What source provided you with the most information?

2. 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?

3. 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?

4. What (if any) challenges did you encounter while making your video? Were you able to create the video you had imagined or did you need to modify your original vision?

5. If you saw a video like yours or those of your classmates, would it make you want to learn more about the topic? Would it be something you'd want to share with others? What are the elements of the most effective video messages you've seen?

FOLLOW-UP ACTIVITIES

1. Host a video-watching party for students to see each other's videos. Invite school staff, administrators, parents, or members of the community to the event to give students' voices a bigger platform.

2. Use the Teen Activism Toolkit to inspire students to take the next step to change the world. Now that students are experts in their topic and have ideas for solutions, encourage them to take action in their school, community, or world-wide. The Teen Activism Toolkit provides students with knowledge, tips, and best practices for being a global change maker with topics on influencing lawmakers, planning action events, fundraising, successfully utilizing media, and more.