

# Media resources in the education of prosocial behavior of schoolchildren

How to use the media environment so that its communication potential contributes to the education of prosocial qualities of schoolchildren?

June 2022



# "Online" – dominant in educational practice

personal development  
of assimilation of socially significant knowledge  
acquisition of experience of socially significant  
cases

Traditional models of school  
educational work are giving way to  
media educational approaches



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# The popularity of prosociality

## ECOLOGY

Short, accessible, interesting posts, videos, contests among subscribers, surveys, live broadcasts with experts in the field of ecology

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Prosocial projects VKontakte	Number of participating students
 <p><b>ЭКОЛОГИЯ РОССИИ</b> нацпроектэкология.рф</p>	<b>Ecology of Russia 365902</b>
 <p><b>Ecosphere: ecology + technology = life</b></p>	<b>50100</b>
 <p><b>Посади лес</b></p>	<b>Plant a forest 14800</b>
 <p><b>ЗЕЛЕНЬИЙ БЫК</b></p>	<b>The Green Bull 6400</b>

# The popularity of prosociality

## ANIMALS

tens of thousands of views,  
hundreds and thousands of likes,  
dozens and hundreds of children's  
comments

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Prosocial projects VKontakte

Number of participating  
students



These funny  
animals

280000



Give me a paw! All  
about animals

126000



All-Russian  
Movement for the  
Protection of  
Animals

54200

# Patriotic communities of schoolchildren VKontakte



**ВОЛОНТЁРЫ  
ПОБЕДЫ**  
Всероссийское  
общественное движение

**Victory Volunteers**

**131500 participants**



**Welcome to Russia!  
We are together**

**82000 participants**



**Unarmia**

**85600 participants**

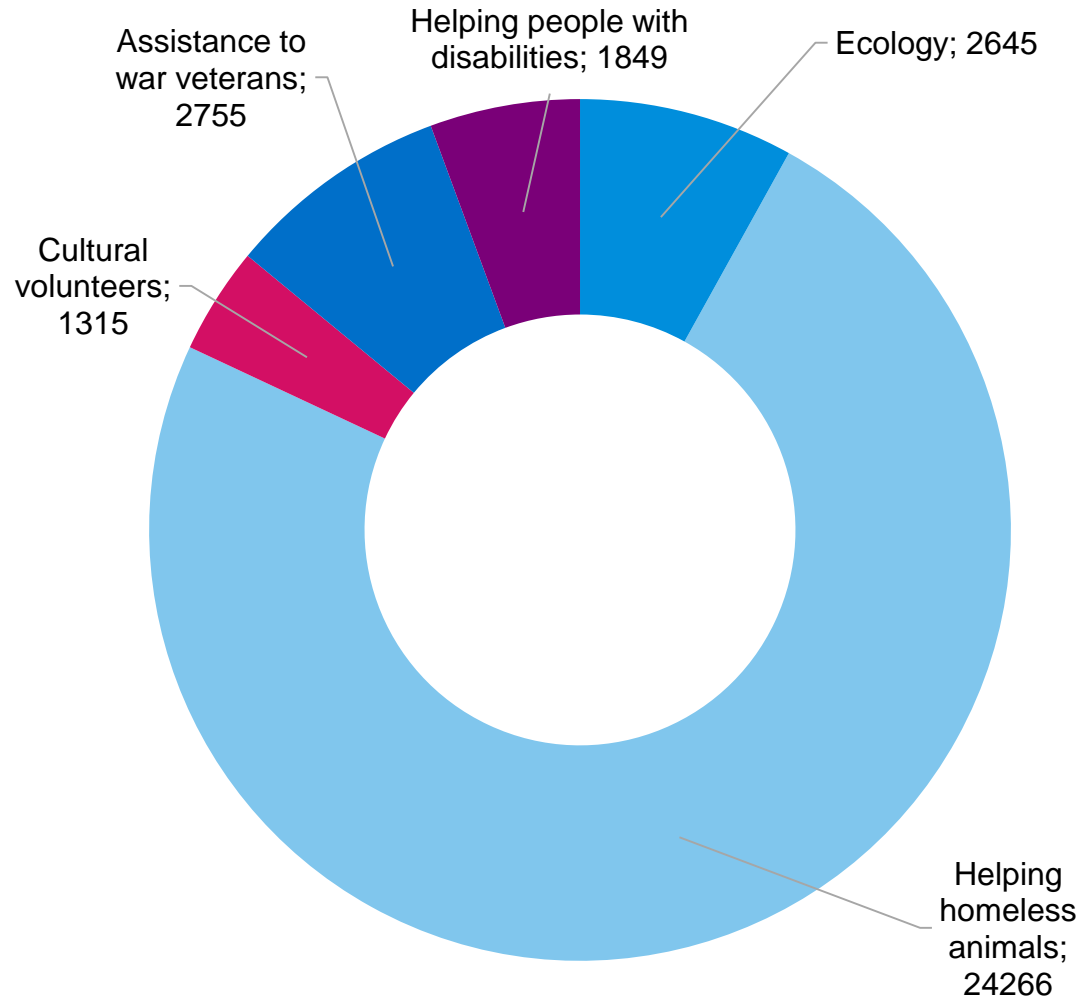


**Military-patriotic  
movement of the  
Russian movement of  
schoolchildren**

**34 900 participants**

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# About social projects involving schoolchildren VKontakte



According to the strength of the positive prosocial impact on schoolchildren, they are in the lead



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# Focus group study "How is charity content perceived on social networks?"

**Participants:** 2 groups of schoolchildren aged 15 years (14 people). The guide included 12 questions related to the analysis of the experience of perception of prosocial content, as well as its impact on the value-motivational, emotional and cognitive spheres. Texts, images, audio and video sequences of the VKontakte news feed were offered as incentive material, available on request "#charity"

- **Why do people help others?**

Humanism, generosity, a desire to help, satisfaction from having done a good deed, and the hope that the kindness shown would return like a boomerang were called as the motive for helping.

- **How often do you find information about charity in the social networks you use?**

Posts about charity were met by all respondents. The vast majority do not read articles and notes with calls for help on social networks if photos, videos cause them negative emotions. It is difficult to cope with feelings of pain and pity.

- **Those who read the messages, put likes and make reposts. What attracted your attention in the news section for the query "#charity"?**

To a greater extent, photo and video content attracts. The greatest impression was made by video posts about sick children ("a sick girl with her mother", "a boy with long eyelashes", "a boy with oblique eyes").

- **What emotions do you feel watching posts about charity?**

There were emotions of curiosity, "happiness that I am healthy," but the vast majority remained indifferent. Obviously, messages asking for help are too common in the media space, and children stop paying attention to them, or view them as intrusive advertising.

- **Did you learn something new while browsing the feed?**

95% of respondents did not learn anything new for themselves. In all likelihood, the presentation of the material is not always uninteresting, of the same type, suboptimal for perception and cognition. All respondents did not trust the information provided ("it is not known where the collected money will go").

- **Did you like the posts about charity?**

The students did not like the stories posted in the feed. They noted that it was especially difficult to perceive long posts ("do not fit into the screen"), as well as videos where people ask for help without emotion ("did not inspire confidence").

# Thank you for your interest!



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