

Digital Media Use & Engagement Rubric

Five developmental stages · three layers of influence ( Personal ·  Community ·  Global) · aligned to the 10 Scroll2Action modules

Beyond information loading, to real behaviour change: in oneself, one's peers, one's community, and beyond.

How to use: Students self-assess by ticking the statement that best fits them in each layer, at the start and end of the program; teachers and mentors use it to track growth from awareness to action. Score each layer 0–4 (see strip below) for a total out of 20.

The rubric, mapped to your 10 modules

Stage	Modules that build this stage	 Personal	 Community	 Global
0 · Pre-Awareness	Starting point: measured before Module 1 (Visit 1 benchmark)	I consume whatever I find, for fun or boredom, without thinking about its effects.	I share content without checking it, and follow trends without knowing why.	I'm unaware how digital media affects society, and have never engaged with learning or advocacy spaces.
1 · Awareness	Modules 1–3: Who Am I Online · Spot the Risks · Understand the Influence	I notice some content is toxic or time-wasting, but I still consume it without reflecting.	I see others post harmful or pointless content but don't respond, and avoid helpful apps shared with me.	I've heard of digital risks and global communities but haven't acted or joined.
2 · Prevention	Modules 4, 5 & 7: Decode the System · Think Critically · Stay Safe & Balanced	I block or mute harmful content, limit endless scrolling, and follow some positive creators.	I discourage harmful sharing and sometimes recommend helpful or positive content to friends.	I avoid clickbait, try mindfulness or educational content, and join a safe online group.
3 · Navigating Through	Modules 6 & 8: Respond with Confidence · Investigate the Problem	I report or speak up on harmful content, notice when content distracts me, and seek tools that help me grow.	I check in on affected peers, model good habits, and invite friends into safe, positive spaces.	I warn others about dangerous trends, share tips for balance, and join positive online discussions.
4 · Positive Action	Modules 9 & 10: Design & Refine the Proposal · Deliver the Project	I challenge harmful posts, turn passive platforms into creative or wellbeing spaces, and create content that helps others.	I help others spot misinformation, co-lead mindful-tech activities, and run peer sessions or advocacy posts.	I advocate for safer digital spaces, reframe trends with purpose, and join or lead campaigns.

Scoring: total across the three layers (out of 20)

0–4

Pre-engagement: little awareness or critical use

5–8

Awareness: noticing, but still passive

9–12

Practising digital wellness & empathy

13–15

Actively engaging & supporting others

16–20

Empowered digital changemaker