DETAILS THAT MATTER

Milda Juonė, „Šviesa“
“ŠVIESA”: EDUCATIONAL CONTENT

<table>
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<th>Printed publishing</th>
<th>Digital</th>
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110 New titles a year

- 55 - textbooks kits, encompassing workbooks, Teacher’s book, etc
- 55 - materials for supplementary learning

EDUKA Klasė – learning management system

- 200 digital textbooks
- 20 000 additional digital tasks for pupils

+ EDUKA Dienynas – digital gradebook
„ŠVIESA“: MAIN CONCEPTS

- Games
- Change of Environment
- Visualization

- Experiments, Practical Tasks
- Interactivity and Virtuality

Textbook – Only Main Basic Information
HOW WE BLEND IT?

- **Textbooks**
  - Academic knowledge and structure

- **Workbooks**
  - Engagement

- **Digital**
  - Supplementary learning materials
  - Catching up + mastering skills

- **Fun education**
  - Inspiration
TEXTBOOK KIT SYSTEM: PRINTED + DIGITAL

Problem solving  Active learning  Learning strategies
DETAILS THAT MATTER
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Educational content
What is an average life cycle of the textbook in your country?
NEW NEED TO SPOT STEREOTYPES IN TEXTBOOKS

„Aging“ educational content: look 10 year ahead

Textbook approval: compliance with criteria of social and moral perceptions
TEXTBOOK APPROVAL CRITERIA ON VALUES AND ATTITUDES

- Democracy principles
- Moral, cultural values
- No discrimination of any group of people
- No portrayal of negative gender stereotypes
SOCIAL MEDIA: CONTENT DISCUSSED AMONG PARENTS
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Content, criticized by parents:

- Unethical treatment of animals as context
- Gender stereotypes
- Bad habits
- Anything politically incorrect
SPOT THE STEREOTYPE!
HOW WE HANDLE IT IN OUR PROCESS?

- **Before**: A small group of experts was responsible for decision, whether content details are appropriate

- **After**: we trained the whole production team to spot stereotypes in the content
THANK YOU!