



YouTubers for equality: online education to combat sexism

LOCATION: Huétor Tájar, Granada

DURATION: 1'38"

SUMMARY: Young people from Granada are learning how to be YouTubers and at the same time they are being educated about gender equality. We are talking about the 'YouTubers for Equality' Program, promoted by the Provincial Council of Granada, and aimed at high school students.

VTR:

YouTube is one of the most popular tools among teenagers, that's why it is also being used to promote equality and combat sexist stereotypes. We are talking about the 'YouTubers for equality' program, promoted by the Provincial Council of Granada, and developed in several high schools.

ISA DUQUE
Psychologist specialized in gender

"Do you want to be YouTubers? Great! But we are going to do it in a positive way. Addressing issues such as equal opportunities, gender violence prevention and their perspective on differential gender education."

One of them is the Américo Castro high school of the Granadian village of Huétor Tájar. In the first phase of this program, young people talk in groups about gender equality.

STUDENT

"Both men and women have the same rights."

And in the second phase, they learn about video recording and editing.

Andrea Ortega
Gender expert

"That using the cell phone is better, and also the YouTube editor. Providing boys and girls with tools, in a participatory manner, so they can easily access that type of communication."

They create a space of confidence and safety for these students, to promote reflection and respect to different opinions, enabling the group to identify sexist comments and activities in the videos of popular YouTubers.

ISA DUQUE
Psychologist specialized in gender

"Ideas regarding good treatment, the acceptance of diversity... subjects that YouTubers, mostly the most popular here in Spain, don't address."

STUDENTS

"To socialize with people, be kinder with ourselves..."

Probably, one of these students will be a YouTuber someday, but what they have learnt here, will be a part of what they share.

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