

Press Release

Bavarian State Ministry for Digital: "Where's Goldi? - Safe surfing on the net" supports adolescents in dealing with social media

(Munich, January 2022) Digital media is becoming increasingly relevant for children and young people. This has been shown by the current pandemic that skills to deal with this type of media are often only rudimentary. The consequences for risk potential of young users increase towards cyber bullying, grooming, sexting and media addiction as well as fake news. Cost traps are rated amongst the greatest risks in the digital space. The right way to deal with the media needs to be learned. The magic word for this is 'Media competence'.

Enabling a playful approach instead of a top-down approach

The Bavarian State Ministry for Digital is providing the app "Where is Goldi? – Safe surfing the on the net", an opportunity that children can use to learn and understand possible risks when using digital media in a playful way. The training content is integrated into a game plot and can be discovered throughout the game space.

The development was carried out by the educational game experts at Wegesrand GmbH & Co.KG in close cooperation with the JFF Institute for Media Education - and above with the target group itself. In various tests and surveys, children aged 8 to 10 had the opportunity to actively contribute to shaping of the development process.

The app impresses with its graphic excellence, realism and a good sense of humor e.g. when the user encounters a grumpy Bavarian caretaker.

On the content:

"Where is Goldi?" takes place in an elementary school, but actually there is always something happening here; Dangers from the digital world are causing unrest.

The gameplay is divided into three episodes. In the individual stories, different aspects of competent handling of digital offers are addressed. The children take on the role of a schoolchild who gets to the bottom of the riddles and secrets of the digital world in his elementary school. Together with others the problems and conflicts have to be solved and tasks have to be fulfilled. Among other things; social skills are trained, game stories, dialogues, informative posters and exciting puzzles impart knowledge about the digital world.

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During the game experience, the children find out how they can protect themselves from the dangers of the internet and act more independently. The game can be played as a single player or in a group. The game can be played without an active internet connection.

Thorsten Unger, founder and managing director of Wegesrand, was jointly responsible for the concept: "One thing was important to us when planning and designing the app: children should be able to engage in entertaining stories with potential customers in an environment that is understandable for them, with fun and excitement and without risk Dangers, but also deal with the possibilities of the digital world, which is new to them. We are pleased that we were able to do this so well together with the Bavarian Digital Ministry, the JFF and of course our clients themselves, the children."

The app aims to encourage children to use media. It's not about portraying media reality as dangerous. The game focuses on teaching media skills. The central message is therefore: media are not evil - but dealing with them must be learned!

About

Wegesrand is committed to the fields of education, games and audiovisual content production. With an extensive network of experts, the company taps into different areas of digital media production to create unique solutions, including interactive experiences for museums and educational gaming. The Wegesrand holds investments in Unger & Fiedler, IndieAdvisor & Company and Linked Dimensions, among others.

Downloads/ Sites:

Web:

The app "Wo ist Goldi?" Learning media skills in a playful way – [State Ministry for Digital Affairs](https://www.stm.bayern.de) (bayern.de)

"Where's Goldi? - Surf the net safely" ([„Wo ist Goldi? – Sicher Surfen im Netz“ \(wegesrand.info\)](https://www.wegesrand.info))

App Store: Where is Goldi? on the App Store ([apple.com](https://www.apple.com))

Google Play: Where is Goldi? – Apps on [Google Play](https://www.google.com)

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