

AI Literacy Social Kit (pjt)

AI Literacy for Families — Social Media Kit (Pitjantjatjara / English)

Working draft. This is a Pitjantjatjara working draft prepared with AI assistance. **It must be reviewed and corrected by Anangu Pitjantjatjara speakers and First Nations educators before any community, school, or organisation uses it.** Pull requests with corrections are warmly welcomed at <https://github.com/robertmccallnz/ai-literacy-for-families>. Where confident terms do not yet exist for AI/data concepts, the English term is kept in italics rather than inventing new words.

For Aboriginal and Torres Strait Islander communities working in other languages: please use `/tmp/ai-literacy/LANGUAGE_TEMPLATE.md` and submit your own translation. Only your community can decide what stays in language and what stays in English.

A 5-post launch series for Twitter/X, Facebook, and LinkedIn. Each post leads with one socio-economic tension and links to the free course.

Site: <https://robertmccallnz.github.io/ai-literacy-for-families/> **Repo:** <https://github.com/robertmccallnz/ai-literacy-for-families>

Post 1 — Ngananya AI nyangatja tjitji-ku?

Tension: Who owns and controls the AI.

Twitter/X

Pitjantjatjara: Kampani kutjara-kutjara nyangatja AI palu tjitji nyuntumpa wangka aratja-aratja. Tjana shareholders-ku wangka, ka tjana law-pa palya-nu. Walytja nyuntumpa nyangatja consequences-mpa nyinanyi. Ngayulu free course 6-weeks-pa wangka-nu, walytja kuli tjitji rapa-rapa-tjara wangkaringkula. Read-mantji browser-ngka, signup wiya: robertmccallnz.github.io/ai-literacy-for-families

English: Four companies own most of the AI your kids talk to every day. Their shareholders set the rules. Your family lives with the consequences. I wrote a free 6-week course so parents and teens can push back together. Read it in the browser, no signup: robertmccallnz.github.io/ai-literacy-for-families

Facebook

Pitjantjatjara: Ngananya AI nyangatja palu tjitji nyuntumpa work-tjara nyinanyi? Wiya skul-pa. Wiya tica-pa. Kampani kutjara-kutjara — tjana shareholders-ku wangka muna, walytja-ku wiya. Ngayulu free 6-week AI Literacy course-pa wangka-nu walytja-ku, tjitji rapa-rapa-tjara nintirringku. Wangka rapa wiya, kuyangka wiya, signup wiya. Read-mantji browser-ngka or print-mantji. Ono week. Kutju hour weekly-ngka. Tools palu kitchen table-ngka work-mantji. Start here: <https://robertmccallnz.github.io/ai-literacy-for-families/>

English: Who actually owns the AI your kids are using? Not the school. Not the teacher. A handful of corporations whose obligations run to shareholders, not to your family. I built a free 6-week AI Literacy course for parents and teens. No jargon, no fear, no signup. Six weeks. One hour a week. Tools for the kitchen table. Start here: <https://robertmccallnz.github.io/ai-literacy-for-families/>

LinkedIn

English (primary): The AI tools entering classrooms and bedrooms are not neutral utilities. They are products of a small number of firms whose first duty is to their shareholders.

That is the starting point of a free 6-week AI Literacy course I have published for families and local organisers. It treats ownership, incentives, and data flows as the first lesson, not a footnote.

The full curriculum, a printable family workbook, and a Substack-ready post pack are openly licensed (CC BY-SA 4.0) for any educator, library, union local, or community group to adapt — including First Nations community organisations who want to translate or rework it into language.

Course site: <https://robertmccallnz.github.io/ai-literacy-for-families/> Source repo: <https://github.com/robertmccallnz/ai-literacy-for-families>

Post 2 — Privacy ngananya rich-pa-ku?

Tension: Privacy as a paid privilege.

Twitter/X

Pitjantjatjara: Privacy-pa nyangatja sell-mantji premium feature-tjara. Walytja work-tjara mob nyangatja track-mantji, ka rich mob-pa opt out-mantji. Week 3 course-ku nintirringku tjitji-ku price tag-pa palu “free” tool-ngka nyakula. robertmccallnz.github.io/ai-literacy-for-families

English: Privacy is sold as a premium feature. That means working families get tracked, and wealthier ones get to opt out. Week 3 of the course teaches teens to see the price tag on every “free” tool. robertmccallnz.github.io/ai-literacy-for-families

Facebook

Pitjantjatjara: Nyakula privacy-pa nyangatja more expensive-pa kutjupa kutjupa? “Free” version watch-mantji nyuntu. Paid version watch-mantji small. Deluxe version wangka watch wiya. Privacy ngananya class issue-tjara nyinanyi, ka walytja-ku tjitji palu inside-angka grow-up-pa. Week 3 free AI Literacy course-pa walytja-ku nintirringku tjitji rapa-rapa-tjara, walytja decide-mantji walytja-tjara nyaa palya, nyaa wiya. Read-mantji online, print-mantji workbook, or share-mantji skul-ku: <https://robertmccallnz.github.io/ai-literacy-for-families/>

English: Notice how privacy keeps getting more expensive? The “free” version watches you. The paid version watches you less. The deluxe tier promises not to watch you at all. Privacy has been turned into a class issue, and our kids are growing up inside it. Week 3 of the free course gives parents and teens the tools to see this and decide together. <https://robertmccallnz.github.io/ai-literacy-for-families/>

LinkedIn

English: Privacy has quietly been restructured as a paid tier. The default experience is surveillance; meaningful data protection is increasingly a premium feature. This has serious consequences for households on tighter budgets, who absorb the data costs of “free” products that wealthier users can afford to opt out of. Week 3 of the AI Literacy for Families course frames privacy as a structural and class issue, not a personal hygiene problem. Free, openly licensed: <https://robertmccallnz.github.io/ai-literacy-for-families/>

Post 3 — Teen nyuntumpa product-pa

Tension: Teen attention and data as unpaid labour.

Twitter/X

Pitjantjatjara: Scroll uwankara, prompt uwankara, “free” chatbot conversation uwankara teen nyuntumpa nyangatja training data-tjara. Tjana work-tjara. Tjana pay-mantji wiya. Week 2 course-ku visible-tjara wangka-nu, ka walytja-ku wangka palu wangkaringku. robertmccallnz.github.io/ai-literacy-for-families

English: Every scroll, every prompt, every “free” chatbot conversation your teen has is training data. They are working. They are not getting paid. Week 2 of the course makes that visible and gives families language to talk about it. robertmccallnz.github.io/ai-literacy-for-families

Facebook

Pitjantjatjara: “Online safety” talks ngana wangka wiya: Tjitji rapa-rapa-tjara nyuntumpa nyangatja AI tools-pa use-mantji wiya kutju. Tjana train-mantji. Prompt uwankara, correction uwankara, hour-pa attention-pa nyangatja unpaid labour-tjara,

kutjupa shareholders-ku product-pa value-mpa make-mantji. Nyangatja glitch wiya. Nyangatja business model-pa. Week 2 free AI Literacy course-pa walytja-ku, tjitji rapa-rapa-tjara nintirringku see-mantji ha discuss-mantji, lecture wiya, panic wiya. Course 6-week-ku, printable workbook-pa, here-ngka: <https://robertmccallnz.github.io/ai-literacy-for-families/>

English: Here is something most “online safety” talks will not tell you: Your teenager is not just using these AI tools. They are training them. Every prompt, correction, and hour of attention is unpaid labour. That is not a glitch. It is the business model. <https://robertmccallnz.github.io/ai-literacy-for-families/>

LinkedIn

English: A core blind spot in most “digital wellbeing” curricula: they treat teen users as consumers, when the underlying business model treats them as unpaid contributors. Every interaction with a “free” AI product is a labour transaction. Attention, prompts, and corrections are inputs into a commercial training pipeline. Week 2 of the AI Literacy for Families course names this directly. <https://robertmccallnz.github.io/ai-literacy-for-families/>

Post 4 — Bias nyangatja bug wiya, balance sheet-pa

Tension: Bias as a structural outcome of who builds and funds AI.

Twitter/X

Pitjantjatjara: “Algorithm-pa bias-tjara” wangka accident-tjara. Wiya. Nyangatja show-mantji ngananya kampani-ku jara, ngananya model-pa train-mantji, ngananya data-pa cheap-pa take-mantji. Week 4 course-ku walytja-ku nintirringku balance sheet-pa read-mantji. robertmccallnz.github.io/ai-literacy-for-families

English: “The algorithm is biased” makes it sound like an accident. It is not. It reflects who owns the company, who trains the model, and whose data was cheapest to take. Week 4 of the course teaches families to read that balance sheet. robertmccallnz.github.io/ai-literacy-for-families

Facebook

Pitjantjatjara: Kampani wangka “ngana work-tjara bias-pa reduce-mantji AI-ngka,” wangkari sharp-tjara: Bias palya ngananya-ku? Build-mantji ngananya? Train-mantji ngananya data-pa? Sell-mantji ngananya customer-ku? Bias-pa technical bug-pa wiya patch-mantji. Nyangatja predictable outcome-pa, ngananya system-pa owner-mpa nyaa-tjara work-mantji. Week 4 free AI Literacy course-pa walytja-ku, tjitji rapa-rapa-tjara framework-pa ngana wangkaringkula, computer science degree wiya. Read-mantji course free: <https://robertmccallnz.github.io/ai-literacy-for-families/>

English: When a company says “we are working to reduce bias in our AI,” ask a sharper question: Bias in whose favour? Built by whom? Trained on whose data? Sold to which customers? Bias is not a technical bug. It is the predictable outcome of who owns the system. <https://robertmccallnz.github.io/ai-literacy-for-families/>

LinkedIn

English: Conversations about “AI bias” often stop at the model and skip the balance sheet. Bias is shaped by ownership structures, funding incentives, training data acquisition practices, and target customer markets. Treating it as a purely technical problem hides the political and economic decisions that produced it. Week 4 of the AI Literacy for Families course gives a structural framework. <https://robertmccallnz.github.io/ai-literacy-for-families/>

Post 5 — Walytja nyuntu kutju wiya

Tension: Individual responsibility vs collective response.

Twitter/X

Pitjantjatjara: Trillion-dollar industry-pa nyuntu kutju out-parent-mantji wiya. Neighbours nyuntumpa, skul-pa, union local-pa, library-pa ngana ngapartji-ngapartji-tjara. Course free, openly licensed, ready any group run. robertmccallnz.github.io/ai-literacy-for-families

English: You will not out-parent a trillion-dollar industry on your own. You can do it with your neighbours, your school, your union local, your library. The course is free, openly licensed, and ready for any group to run. robertmccallnz.github.io/ai-literacy-for-families

Facebook

Pitjantjatjara: Walytja uwankara wangka, kutju handle-mantji nyangatja. Read article right-pa, install app right-pa, talk right-pa. Ka keep-up-pa industry trillion-dollar-pa. Walytja-ku kutju win-mantji wiya. Avave win-mantji wiya. Nyangatja-tjara AI Literacy course-pa free, openly licensed, ready any group run — skul-pa, library-pa, walytja aty, union local-pa, Aboriginal community organisation-pa, community centre-pa. Take-mantji, adapt-mantji, run-mantji walytja-ku place-ngka: <https://robertmccallnz.github.io/ai-literacy-for-families/> Run-mantji-rangu, tell-mantji ngayuku. Aikuaase mama-tjara goes-mantji.

English: Every parent feels like they are supposed to handle this alone. You will not win that fight one household at a time. The course is free, openly licensed, built to be run by anyone — a school, library, parent group, union local, Aboriginal community organisation, community centre. <https://robertmccallnz.github.io/ai-literacy-for-families/>

LinkedIn

English: Individualising AI literacy as a parenting problem lets the industry off the hook. Households cannot meaningfully negotiate with firms at this scale on their own. The course is published under CC BY-SA 4.0 so schools, libraries, unions, faith communities, First Nations organisations, and local organisers can run, adapt, and translate it without asking permission. Six weeks of curriculum, a printable workbook, a ready-to-publish post pack — all free. <https://robertmccallnz.github.io/ai-literacy-for-families/>

Posting notes

- **Hashtags:** #AILiteracy #DigitalRights #MediaLiteracy #FirstNationsDigital #OpenEducation. Use sparingly. Skip on Twitter/X.
 - **Reuse:** Each post is self-contained — drop them into Substack Notes, Mastodon, or Bluesky.
 - **For First Nations community organisers:** Pair Post 5 with a direct ask in your own community's words and language — name the land council, ranger group, school, or organisation you want to see run it.
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Anangu speakers and First Nations educators are invited to review and improve this draft. Open a PR at: <https://github.com/robertmccallnz/ai-literacy-for-families>

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