

EXEMPLAR

Young Migrant Integration Leaders



exemplar

Module 8: IT and Social Media

**EXEMPLAR'S GUIDE TO THE INTERNET:
A Story of Social Media, Trolls, and Fake
News**



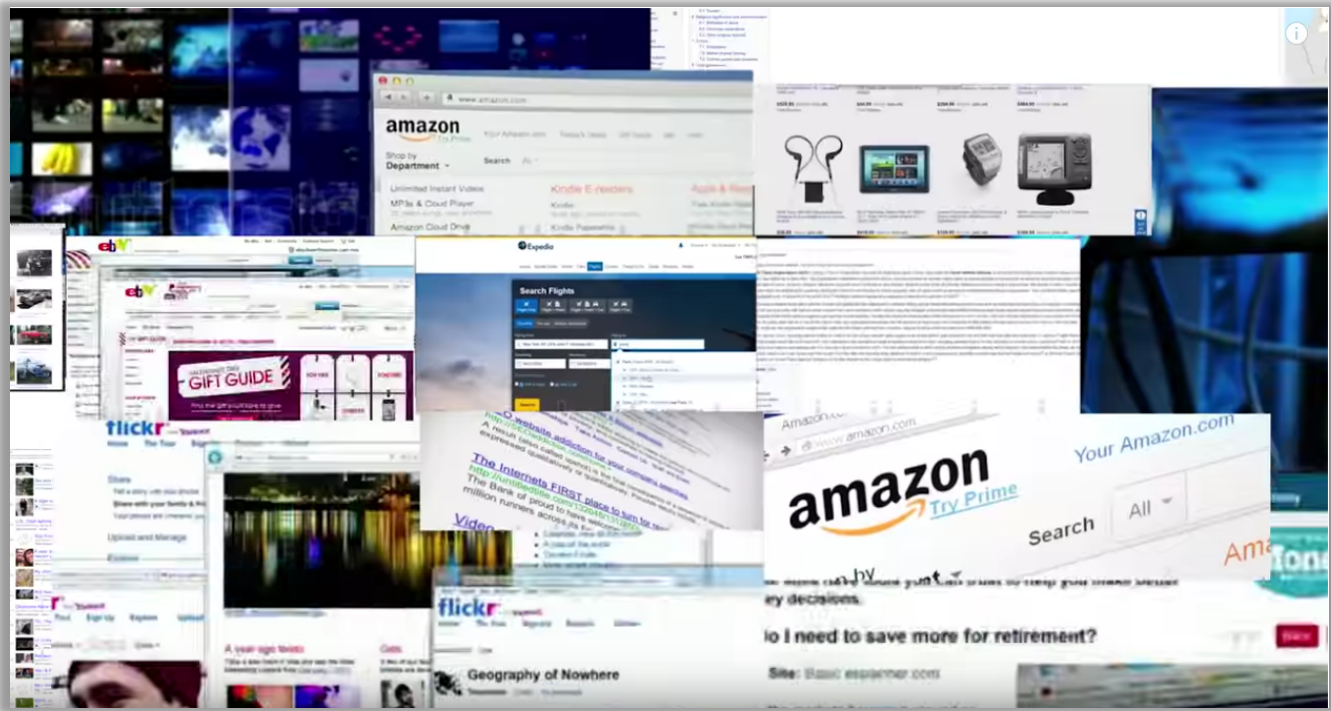
Erasmus+

Welcome to the internet

- The internet or World Wide Web has become a crucial part of our professional and private life.
- How does it work? How did it start? How did it evolve? Let's find out!



What is the internet?



Key facts about the evolution of the internet

- Started 1970ies in the U.S.A.
- Main aim was to share information in a fast and de-centralised network
- Controlled by nobody and everybody
 - ▶ Every user has responsibility concerning their own behaviour and reporting illegal/offensice activities.

How did the internet evolve?



WEB 1.0

The static information web
„read-only“
1989-2005



WEB 3.0

The semantic web
„read-write-execute“
since 2016



WEB 2.0

The social web
„read-write“
2004-2016

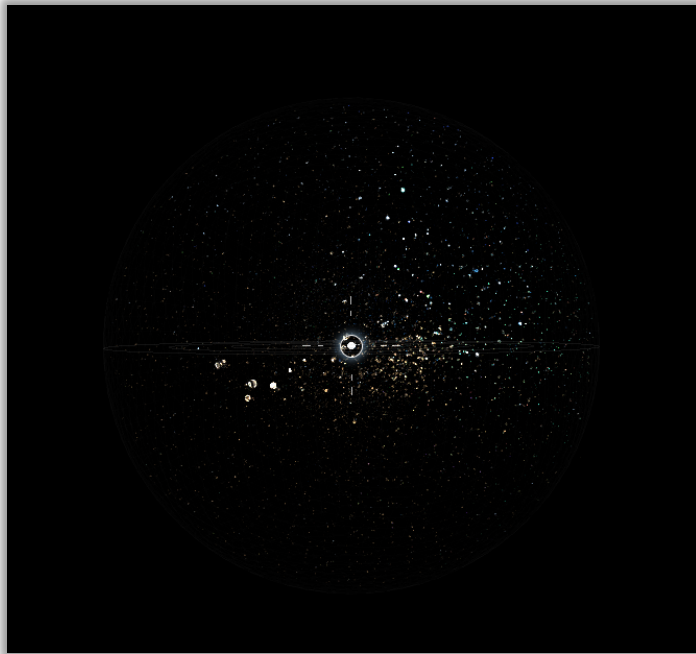


WEB 4.0

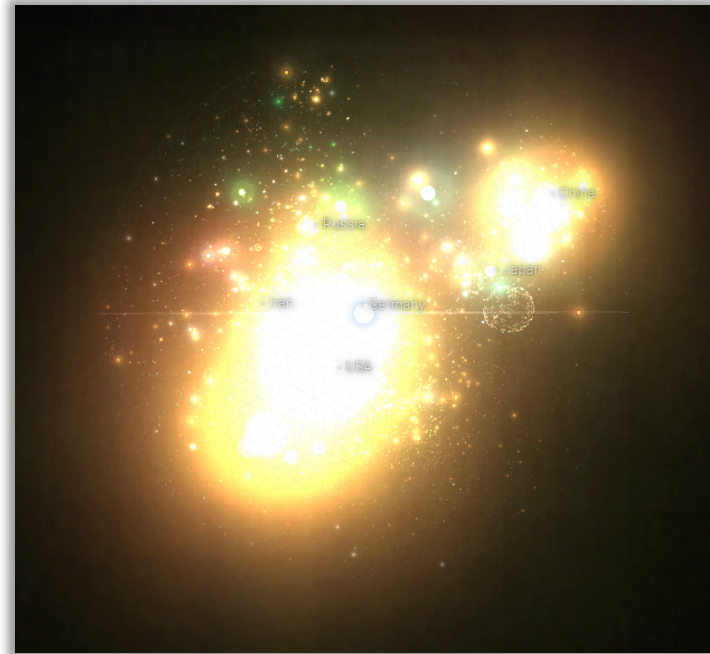
The intelligent web (AI)
„read-write-concurrency“
from 2020 onward

How does the internet look like?

Internet in 1996



Internet in 2016



Screenshots from webverse.org

Types of websites

- What kind of websites do you know and use?
- Which social media networks do you use and for which purposes?

Entering the Social Media Zone

- Domains build clusters depending on how related they are to each other.
- The same phenomenon is happening inside each domain as Artificial Intelligence is analysing our online behaviour.



■ Is Social Media free?

- Not really. We are paying with our personal data.
- You may have heard about „big data“ and their use for marketing.
- Big data brings huge profit to the website operators/owners.

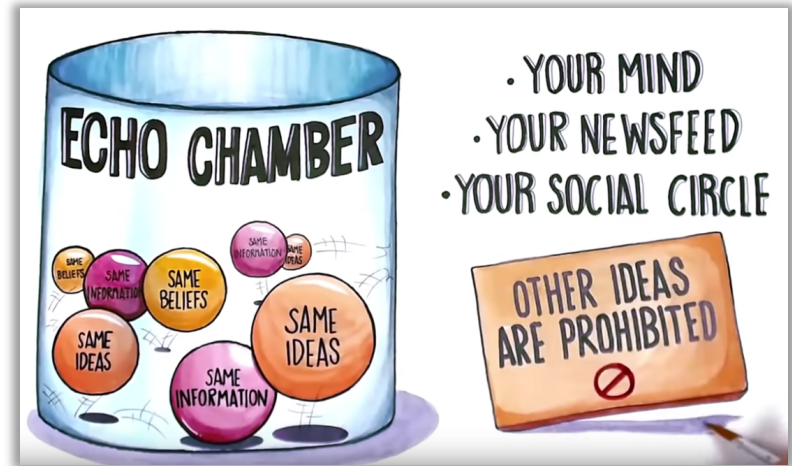
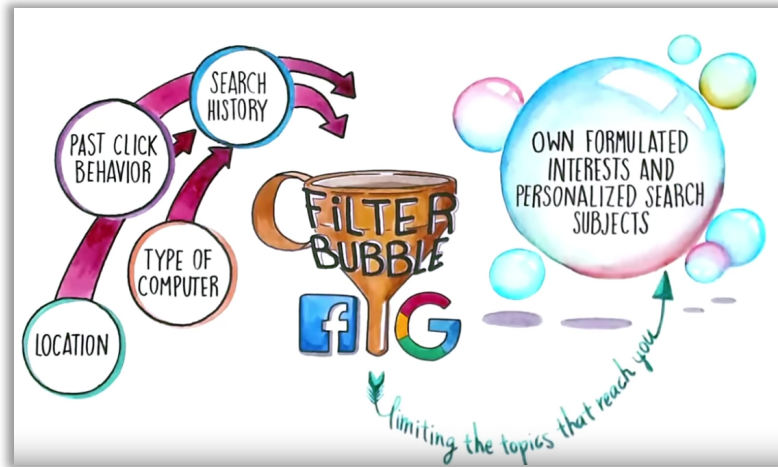
The Cost of Social Media II

- Especially in social media networks our online behaviour very observable.
- Algorithms prefer to show us content that is similar to the content we consume.
- Why? Because of advertisements and pro

Can you think of an example?

Filter Bubbles and Echo Chambers

- Our frequent behaviour strengthens our own filter bubble and the echo chamber strengthens our opinions.



Filter Bubbles and Echo Chambers II

Filter Bubble

- Limited offer of information based on our individual online behaviour
- „thinking inside the box“

Echo Chamber

- Reinforcement of existing opinions, ideas, beliefs as the filter bubble does now support information flow from „outside“.

Did you ever notice these filter bubbles / echo chambers before? How?

Filter Bubbles and Echo Chambers III

- Both describe the same phenomenon.
 - Both are created by our own behaviour.
 - Both hinder us to learn new things.
 - Both are risky and sometimes dangerous.
- But: Both help us to navigate the infinite webverse.
- **Actively expand your news sources and look beyond your horizon to escape the bubble sometimes.**

Dangers of Social Media Networks

- Besides Filter Bubbles, what other kinds of threads could you encounter while surfing the internet?

TROLL MAKE INTERNET MAD.

TROLL LIKE ANGER.

TROLL WANT PEOPLE AS

MISERABLE AS TROLL.



Online Threads

- Some threads are **dangerous**:
 - ▶ phishing, identity theft, hacking, viruses, ...
- Some threads are potentially **dangerous**:
 - ▶ fake news, fake identities, tracking, ...
- Some threads are **offending and hurtful**:
 - ▶ internet trolls, flaming, cyber bullying, ...

How to behave in the World Wide Web

- There are some rules how to behave in an online community.
- Online Ethics or Etiquette = „Netiquette“
- Let's see if you are model internet citizens
(= netizens)

NEVER HAVE I EVER...

- ... shared an image publicly without crediting the source
- ... insulted someone online
- ... shared news without fact checking them
- ... uploaded a photo/video of someone without their consent

Never Have I Ever – Netiquette II

■ Who has 2 or 3 emblems left?

- ▶ Awesome! You are model netizens!

■ Who has 0-1 emblem left?

- ▶ Why did you do it?
- ▶ Would you do it again?

Netiquette III – Seven Basic Rules

1. Remember the human being behind the screen
2. Behave online like you would offline
3. Know where you are (context)
4. Respect other people's time and capability
5. Take advantage of your anonymity
6. Respect other people's privacy
7. Forgive honest mistakes and cultural differences

Group Activity – Role Model Netizens

- What **characteristics** does a Role Model Netizen have?
- What kind of **behaviour** does a Role Model Netizen show online?
- How does a Role Model Netizen **deal with** fake news, trolls, cyber bullies and other **challenges**?
- What are your **aspirations and strategies** to make the internet a better place for everybody?

Model Netizen Agreement

- What did you find most interesting today?
- What kind of behaviour will you adopt to become a model netizen?

**Thank you for your
participation!**



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