

Digital Security Workshop



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Partners involved in the EU supported project Upholding Rights of Minorities Beyond Borders – EIDHR conducted several workshops related to use of digital media. This publication was possible through the financial assistance received from European Union.

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International Movement Against

all Form of Discrimination & Racism

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PREFACE

The Manual is a joint effort of all the partners who were involved in the Upholding Minority Rights Beyond Border Project which was funded by the European Union –Global Call. One of the activities conducted focused on providing space to activists and our organisations to utilize social media both as an advocacy and opinion sharing tool. Nonetheless many organisations took an interest during the COVID pandemic interaction amongst us became more digital. There were many challenges we faced as most of our partners were more movement oriented and had minimum exposure to the social media. The Center for Youth and Social Development (CEYSD) is led by a team of young Sri Lankan activists who took the responsibility to develop a training manual after studying the experiences of our partners in South Asia. Several rounds of discussions were held via zoom in the preparation of this manual. We thank the consultants and resource persons of Nepal and India for their invaluable comments.

IMADR Asia Committee wish to thank Mr. M.F.M.Nasreen and Mr. Sameera Gayashan, for preparing the training material and for facilitating the pilot workshop based on the framework of the manual facilitating two workshops before it was finally compiled. Due to the economic crisis the printing of the document was delayed due to paper shortage and power cuts experienced by our printer. I am grateful to Nasreen and Sameera who made it possible and working tirelessly to deliver the product to our hands.

We hope that this publication will help as a resource document for future training and will be useful to strengthen social media engagement of our organisations and networks.

Dr Nimalka Fernando

Director

IMADR Asia Committee

The following organisations were involved in facilitating digital media workshops and activities during the project cycle period under the UBBR project.

IMADR is a global network founded in 1988 by the Buraku community in Japan working with minority groups in South Asia. In 2001 IMADR Asia Committee to support and strengthen networking in South Asia promoting the Convention on the Elimination on Racial Discrimination. The vision and mission of IMADR-AC is broadly defined by the CERD.

JAGARAN – Nepal was established in 2002AD as a non-profit non-organisational (NGO) in Kathmandu. The organization has been advocating for women's access to decision making of the political, social and economic sphere of the community and empowering marginalized women in Nepal.

SRED – Society for Rural Education and Development was established in the year 1979 in Arakkonam in Vellore district in the state of Tamil Nadu in South India. It was registered as a Society under the Societies Registration Act. The Main goal is to bring a society without discrimination of caste, Class and Gender that is democratic, secular, equal, just, culturally diverse and based on environmental sustainability. SRED mission is to facilitate the organizations of people's movements, build alliances with state, National and International forums for solidarity with people's movements to bring in social reform.

BNPS – Bangladesh Nari Pragothi Sangama is an activist women organization, founded in 1986, working to establish equality for women. We strive to develop women agency at the grass-roots and contribute bringing their voices to national, regional and international levels.

HPF- Human Power Foundation is a Community based organization working in the Galle district since 2002. It's focusing and empowering state works, facilitating youth leader, minority rights, religious and ethnic harmony

Human Development Organisation was formed by a group of University students and plantation/development workers in 1990. It is committed to empower the plantation community in Sri Lanka a very underprivileged, oppressed and exploited community living in the central province in Sri Lanka. HDO is a pioneer member of IMADR-AC and a member of the Asia Dalit Rights Network.

CEYSD Center for Couth and Social Development in a non-profit youth lead organization which was formed in 2014 as a collective of Sinhala, Muslim and Tamil young members. CEYSD is committed to promote social cohesion among diverse communities and development in the country through the enhancement of knowledge and awareness. Additionally, CEYSD facilitates formulating religious, cultural, and national programs that include all ethnicities and religious groups of the country.

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TIME FRAME

Day 1	Day 2	Day 3	Day 4
Start 09.00	Start 09.00	Start 09.00	Start 09.00
<ul style="list-style-type: none"> • Introduction • Human rights 	Information Disorder <ul style="list-style-type: none"> • Misinformation • Disinformation • Mal-information 	Important of social media	Digital/cyber security, Digital/cyber safety
Break	Break	Break	Break
<ul style="list-style-type: none"> • Digital rights • Analogue & Digital 	Get understanding about fact Verification Tools	Social media <ul style="list-style-type: none"> • Face book • YouTube • WhatsApp 	Digital Responsibilities
Lunch	Lunch	Lunch	Lunch
Right to Privacy in Universal Declaration of Human Rights Freedom of expression - Online	<ul style="list-style-type: none"> • Hate Speech • Combating Hate Speech • Regulation on Social Media 	<ul style="list-style-type: none"> • LinkedIn • Blog 	How to stay safe and secure online - According to Google
Break	Break	Break	Break
<ul style="list-style-type: none"> • Limits to free speech • Digital literacy 	<ul style="list-style-type: none"> • Think before share • Reporting • Counter Narratives How to stop fake news 	<ul style="list-style-type: none"> • Social media marketing 	<ul style="list-style-type: none"> • Consider several levels of security • Social Media challenges • Productive outcomes through the social media
Finish 16.30	Finish 16.30	Finish 16.30	Finish 17.15



DIGITAL RIGHTS

DAY ONE

- **INTRODUCTION**
- **HUMAN RIGHTS**
- **DIGITAL RIGHTS**
- **ANALOGUE & DIGITAL**
- **RIGHT TO PRIVACY IN UNIVERSAL
DECLARATION OF HUMAN RIGHTS**
- **FREEDOM OF EXPRESSION -ONLINE**
- **LIMITS TO FREE SPEECH**
- **DIGITAL LITERACY**

Day 1

Introduction

Tree of expectations (30 minutes)

Learning outcomes

- Understanding participants' knowledge of digital media

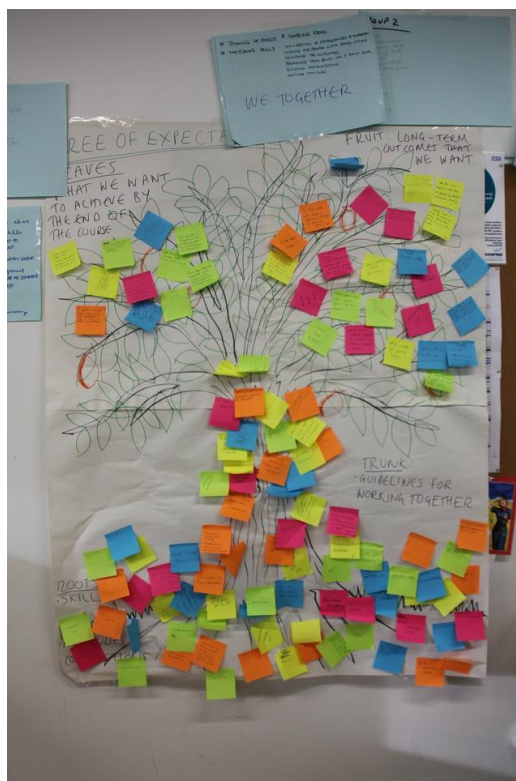
Summary

This activity allows participants to reflect on what they want to achieve in this workshop and consider what they are bringing to support this. It is an opportunity to hear more about the interests and experiences of other participants. It also allows the facilitator to find out what the participants want to achieve through the programme. This should help facilitators design and adapt the delivery of the programme. Participants are invited to share their expectations for the programme, along with some of the skills they can contribute. These are posted onto a large drawing of a tree.

Preparation and materials

Draw the tree of expectations on a large piece of paper (four sheets of flipchart connected with sticky tape in a square shape). Bring sufficient sticky notes for the group to have at least ten each. Write this quote in large on a flipchart sheet and place it on the wall.

- Roots: Skills, attitudes, and connections we are bringing.
- Trunk: Guidelines for working together.
- Leaves: What we want to have achieved by the end of this event.
- Fruit: Long-term outcomes that we want.



Approach

1. Place this tree on the wall with a large space (one meter) around and below. Share that we can imagine the Digital rights and cyber security programme as a tree with the vision of the programme as the fruit of the tree. Share with the group: for a tree to grow strong and healthy it depends on its roots, and the group represents the roots.
2. Ask participants to write in capital letters on separate sticky notes any attitudes/ experiences/skills they are bringing to this workshop (no more than three). Ask them to include their name on each sticky note.
3. Ask participants to place these at the roots of the tree.
4. Using different-coloured sticky notes, ask participants to write what they want to have achieved by the end of the programme and place them around the branches of the tree.
5. While participants are placing their sticky notes, ask for one or two volunteers who have completed the task to help you group the sticky notes. Where participants have written similar things you should put them together in groups.
6. Finally, invite participants to give suggestions for helping the group work well together, for example 'respect one another's opinion' and 'turn off mobiles. Note these suggestions and place them around the trunk.
7. Ask them to place the sticky notes around the leaves, and what they want the programme to achieve in the long term around the fruit.
8. Summarize the outcomes for the group.
9. 9Share the programme agenda for the workshop.
10. Explain how the expectations given by the participants are linked to the programme agenda and vision.

Human rights

What Are Human Rights?

Human rights are rights inherent to all human beings, regardless of race, sex, nationality, ethnicity, language, religion, or any other status. Human rights include the right to life and liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and education, and many more. Everyone is entitled to these rights, without discrimination.

International Human Rights Law

International human rights law lays down the obligations of Governments to act in certain ways or to refrain from certain acts, to promote and protect human rights and fundamental freedoms of individuals or groups.

One of the great achievements of the United Nations is the creation of a comprehensive body of human rights law—a universal and internationally protected code to which all nations can subscribe and all people aspire. The United Nations has defined a broad range of internationally accepted rights, including civil, cultural, economic, political, and social rights. It has also established mechanisms to promote and protect these rights and to assist states in carrying out their responsibilities.

The foundations of this body of law are the **Charter** of the United Nations and the **Universal Declaration of Human Rights**, adopted by the General Assembly in 1945 and 1948, respectively. Since then, the United Nations has gradually expanded human rights law to encompass specific standards for women, children, persons with disabilities, minorities, and other vulnerable groups, who now possess rights that protect them from discrimination that had long been common in many societies.

Economic, Social, and Cultural Rights

The International Covenant on Economic, Social, and Cultural Rights entered into force in 1976. The human rights that the Covenant seeks to promote and protect include:

- the right to work in just and favorable conditions.
- the right to social protection, to an adequate standard of living, and to the highest attainable standards of physical and mental well-being.
- the right to education and the enjoyment of benefits of cultural freedom and scientific progress.

Civil and Political rights

The International Covenant on Civil and Political Rights and its First Optional Protocol entered into force in 1976. The Second Optional Protocol was adopted in 1989.

The Covenant deals with such rights as freedom of movement; equality before the law; the right to a fair trial and presumption of innocence; freedom of thought, conscience, and religion; freedom of opinion and expression; peaceful assembly; freedom of association; participation in public affairs and elections; and protection of minority rights. It prohibits arbitrary deprivation of life; torture, cruel or degrading treatment or punishment; slavery and forced labour; arbitrary arrest or detention; arbitrary interference with privacy; war propaganda; discrimination; and advocacy of racial or religious hatred.

Human Rights Conventions

A series of international human rights treaties and other instruments adopted since 1945 have expanded the body of international human rights law. They include the Convention on the Prevention and Punishment of the Crime of Genocide (1948), the International Convention on the Elimination of All Forms of Racial Discrimination (1965), the Convention on the Elimination of All Forms of Discrimination against Women (1979), the Convention on the Rights of the Child (1989) and the Convention on the Rights of Persons with Disabilities (2006), among others.

Digital Human Rights

Ensuring the protection of human rights in the digital era

Human rights apply online just as they do offline. Digital technologies provide new means to exercise human rights, but they are too often also used to violate them. Data protection and privacy issues, digital identity, the use of surveillance technologies, online violence, and harassment, are of particular concern.

The following outlines the key recommendations of the Roadmap and efforts are underway within the multi-stakeholder roundtable to take these forward. In this regard, the Office works closely with the Office of the High Commissioner for Human Rights, particularly given the synergies with the Secretary-General's Call to Action for Human Rights.

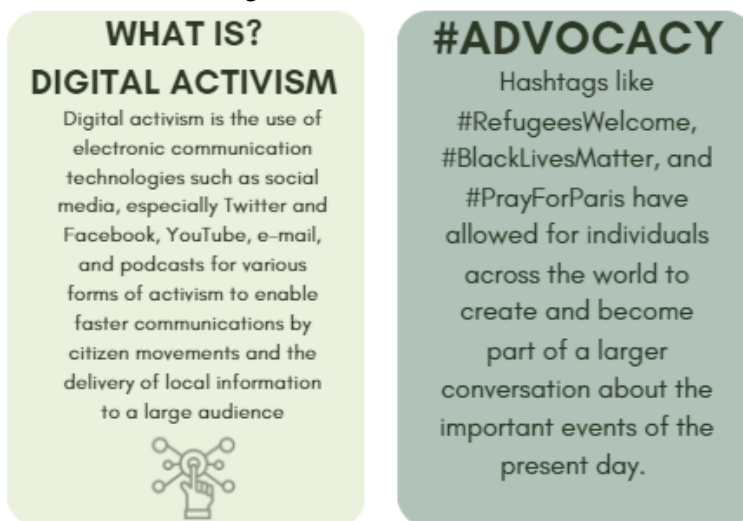


Figure 1 Digital Activism & Advocacy

Analogue & Digital

A Brief Introduction to Analogue and Digital Signals



Figure 2 Digital meter

With the abundance of development boards and platforms to choose from, many makers experience the digital domain in which signals typically switch between two discrete, well-defined states: high and low. However, there's an entirely different domain, namely the Analogue domain, where signals can take any value in a specific range, leaving an infinite number of states that each encode different information. This article provides a brief overview of Analogue signals and discusses vital differences between the Analogue and digital domains.



Figure 3 Digital vs Analogue

Analogue vs. digital some key differences

Table 1 Analogue signal vs Digital signals

Analogue Signals	Digital Signals
Continuous signals	Discrete signals
Represented by sine waves	Represented by square waves
Human voice, natural sound, Analogue electronic devices are a few examples	Computers, optical drives, and other electronic devices
Continuous range of values	Discontinuous values
Records sound waves as they are	Converts into a binary waveform
Only used in Analogue devices	Suited for digital electronics like computers, mobiles and more

Conclusion

- Although you may typically work with digital electronics, it's important to understand what Analogue signals are and how they compare to digital signals.
- Analogue circuits that operate on Analogue signals can be very elegant and fast. However, designers often require significant knowledge and experience to design reliable and error-free Analogue circuits. Digital circuits and signals are typically easier to work with and troubleshoot than their Analogue counterparts. However, digital circuits are often more expensive to design and implement, and Analogue circuits are more susceptible to electrical noise.

Right to Privacy in the Universal Declaration of Human Rights

Article 12 of the Universal Declaration of Human Rights: “No one shall be subjected to arbitrary interference with his privacy, family, home, or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks.

law that requires media houses to “broadcast or publish news or issues of national importance as the government may direct”.

Freedom of speech, or freedom of expression, applies to ideas of all kinds, including those that may be deeply offensive. While international law protects free speech, there are instances where speech can be legitimately restricted under the same law such as when it violates the rights of others, or advocates hatred and incites discrimination or violence.

The digital world gives many more of us access to the information we need, including to challenge governments and corporations. Information is power and the internet has the potential to significantly empower the world’s seven billion people.

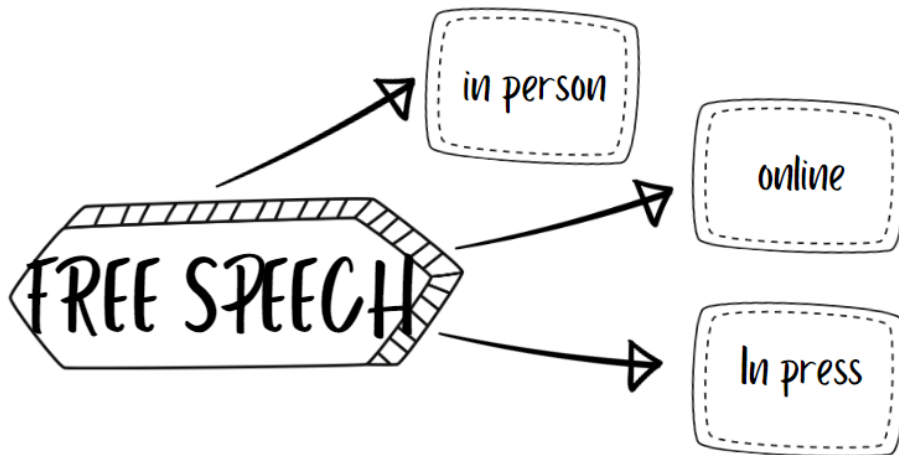


Figure 5 Free Speech

Nobody could have predicted thirty years ago how connected the world is today. Social media has revolutionized the way people communicate by allowing anyone with an internet connection to participate in discussions, share information, and freely express their thoughts, opinions, and ideas to a global audience. Yet, the rise of social media platforms in the twenty-first century has dramatically changed the speed and extent to which misinformation, hatred, and extremism can be spread (“Social Media and Free Speech”). Chris Hughes, the co-founder of Facebook, claims, “Every week brings new headlines about privacy violations, election interference, or mental health concerns” (“I Co-Founded Facebook”). Consequently, social media companies have attempted to combat, identify, and remove inappropriate content, such as fake accounts, misinformation, hate speech, threats, or the promotion of violence (“Social Media and Free Speech”). Social media regulations have sparked a legitimate debate about the viability of the concept of free speech, dividing people into two

camps: those who believe there should be no restrictions and those who believe there should be limitations and Limits to free speech.

Through this topic, participants will understand the importance of freedom of speech. And a discussion will be made among them about whether free speech should be limited on social media or not. And the path for the next topics will be cleared and participants will guide to the upcoming topics of the training.

Limits of free speech

Does Freedom of Speech Exist on social media

When the first Amendment was put into place freedom of speech was born, we were all given the right to express any opinion without censorship or restraint. Being able to let.



Figure 6 Cartoon on free speech in social media

Words roll off your tongue without having to second guess your thoughts could possibly be one of the greatest perks of living in America. Although we are free to say what we want, we are not allowed to express any opinion that offends, threatens, or insults groups, based on race, color, religion, national orientation, or disability (hate speech). Does freedom of speech apply online if we are given limitations? Is there a way to compromise? Has the line of protecting users with censorship and still allowing individuals to express themselves freely become smudged?

Social media has become a one stop shop for many; keeping up with current events, celebrity gossip, a journal, a tool to grow business and most importantly a sanctuary where the first amendment could be utilized as a shield protecting

them from the consequences of their words. Sites such as Facebook and Twitter have made a more conscious effort to regulate the content posted on their platform. According to a CBS News article, this summer Facebook released a list of guidelines that go into how something qualifies as a Trending Topic causing a few eyebrows to be raised due to the notion that their tactics are biased toward controversial stories and posts. Later Facebook also received backlash for banning a Vietnam war image due to their regulations on pornography, later having to backtrack their decision stating: “Because of its status as an iconic image of historical importance, the value of permitting sharing outweighs the value of protecting the community by removal, so we have decided to reinstate the image on Facebook where we are aware it has been removed”. Facebook has the potential to become one of the world’s biggest sources of news and its strong stance on censorship could affect what users have access to. Last month Facebook wanted to ban Donald Trump from their network due to violation, but Marc Zuckerberg stepped in with the fear that these actions would be distributive during the election although it was clear that some of his content could be considered hate speech. Does being an electoral candidate hold you to different standards on social media? Is it up to social media applications to control what ideas are censored? How do administrators create policies that do not impose on others’ rights while still maintaining an overall positive user experience?

Of course, it is important for platforms to monitor for child pornography, harassment, online bullying, and overall hate speech but how do they create a perfect balance? It is important for users to be able to utilize social media as a haven and not feel as if they will be demonized for expressing their views if it does not make another feel threatened. Easier said than done? For this to be done properly social media sites must find a reasonable compromise, giving users a platform to safely express their views without fear of punishment.

Twitter might have found the recipe. In October users came across a “muted words” feature on Twitter (The Next Web) This option allowed users to create a list of unwanted words and phrases that they did not want to see on their timeline still leaving them available for others to see. Sources expressed that this feature was released prematurely and would be released in the future with an update. After doing my research it has not been fully explained how this will work but it seems that this addition to Twitter could be what all social media needs to keep the peace.

Digital literacy

What is digital literacy?

Digital literacy means having the skills you need to live, learn, and work in a society where communication and access to information is increasingly through digital technologies like internet platforms, social media, and mobile devices.

Developing critical thinking skills is essential when confronted with so much information in different formats searching, sifting, evaluating, applying and producing information all require to think critically.

Communication is also a key aspect of digital literacy. When communicating in virtual environments, the ability to clearly express ideas, ask relevant questions, maintain respect, and build trust is just as important as when communicating in person.

Need practical skills in using technology to access, manage, manipulate, and create information in an ethical and sustainable way. It's a continual learning process because of constant new apps and updates.

Digital literacy is important now, it'll also be important in the future when enter the professional world. It is required to interact with people in digital environments, use information in appropriate ways, and create new ideas and products collaboratively. Above all it will need to maintain digital identity and well-being as the digital landscape continues to change at a fast pace.


 Lanka's Computer Literacy increases to 34.3%



- Department of Census and Statistics -Computer Literacy Statistics 2021 Annual survey results show an increase of 3.5 % points from 2019 to 2021 in Computer Literacy.
- Urban sector shows the highest computer literacy rate (49.0%) among residential sectors.
- Computer literacy rate for rural and estate sectors are 32.3 % and 13.9 % respectively
- Among the provinces the highest level of computer literacy is reported from the Western province (45.9%).
- The lowest computer literacy is reported from the North Central province (23.4%).
- Computer literacy among males (36.1%) is higher than that of females (32.6%) in 2021.
- Young youths (aged 15 –19 years) show the highest computer literacy rate (71.4%) among all other age groups.

In 2021, at least one computer is available in 22.9 of households in the country. That is more than one out of every five households owns either a desktop or a laptop computer. This percentage is 38.3 in urban sector and rural and estate sector show 20.7 % and 4.1 % respectively, When the provinces are considered, the highest availability is in the Western province (36.5%) while the lowest availability is reported from the Eastern (11.9%). Percentage of availability of

desktop or laptop computer at a household varies between 22% - 23% between 2019 to 2021 period.

 Percentage of Computer Literate population over the survey periods has been gradually increasing.

The survey results further reveal that higher the level of education, higher the computer literacy. The group with the A/L or above level of education shows the highest computer literacy rate (76.8%). Also, computer literacy is higher among those who are literate in English language (76.3%).

Computer literacy among the employed population who are aware of computer in Sri Lanka is around 66.3 % in 2021.

The positions such as senior officials and Managers (86.0%), Professionals (93.4%), When digital literacy is considered 57.2% (aged 5 -69) has digital literacy. Digital literacy is higher than computer literacy for all disaggregated levels, showing the drift from Personal Computer to Smartphones and Tablets. Over 44.5 % of the population aged 5 to 69 years uses the internet facility at least once during twelve months in 2021.

The survey results reveal that 17.8 % of the household population aged 5 – 69 years use E–mail facility at least once during the last 12-month period in 2021.

The participants will give a good understanding about the computer and digital literacy in Sri Lanka, and it will be important for them in the future activities. All quantitative values and facts will be discussed and importance of keep track with these details will be discussed thoroughly.



DIGITAL RIGHTS

DAY TWO

- **INFORMATION DISORDER**
 - **MISINFORMATION**
 - **DISINFORMATION**
 - **MAL-INFORMATION**
- **GET UNDERSTANDING ABOUT FACT VERIFICATION TOOLS**
- **HATE SPEECH**
- **COMBATING HATE SPEECH**
- **REGULATION ON SOCIAL MEDIA**
- **THINK BEFORE SHARE**
- **REPORTING**
- **COUNTER NARRATIVES**
- **HOW TO STOP FACE NEWS**
- **AL LITERACY**

Day 2

Information Disorder

Information

Information is an abstract concept that refers to that which has the power to inform. At the most fundamental level, information pertains to the interpretation of that which may be sensed. Any natural process that is not completely random and any observable pattern in any medium can be said to convey some amount of information. Whereas digital signals and other data use discrete signs to convey information, other phenomena and artifacts such as Analogue signals, poems, pictures, music, or other sounds, and currents convey information in a more continuous form. Information is not knowledge itself, but the meaning that may be derived from a representation through interpretation.

Information is often processed iteratively: Data available at one step are processed into information to be interpreted and processed at the next step. For example, in the written text each symbol or letter conveys information relevant to the word it is part of, each word conveys information relevant to the phrase it is part of, each phrase conveys information relevant to the sentence it is part of, and so on until at the final step information is interpreted and becomes knowledge in a given domain. In a digital signal, bits may be interpreted into symbols, letters, numbers, or structures that convey the information available at the next level up. The key characteristic of information is that it is subject to interpretation and processing.

Information may be structured as data. Redundant data can be compressed up to an optimal size, which is the theoretical limit of compression. The information available through a collection of data may be derived by analysis. For example, data may be collected from a single customer's order at a restaurant. The information available from many orders may be analyzed and then becomes knowledge that is used when the business subsequently can identify the most popular or least popular dish.

Information can be transmitted in time, via data storage, and space, via communication and telecommunication. Information is expressed either as the content of a message or through direct or indirect observation. That which is perceived can be construed as a message in its own right, and in that sense, all information is always conveyed as the content of a message.

Information can be encoded into various forms for transmission and interpretation (for example, information may be encoded into a sequence of signs, or transmitted via a signal). It can also be encrypted for safe storage and communication.

Online misinformation

Digital and social media can contribute to the spread of misinformation for instance when users share information without first checking the legitimacy of the information they have found. People are more likely to encounter online information based on personalized algorithms. Google, Facebook, and Yahoo News all generate newsfeeds based on the information they know about our devices, our location, and our online interests. Although two people can search for the same thing at the same time, they are very likely to get different results based on what that platform deems relevant to their interests, fact or false.

Countermeasures

- A report by the Royal Society lists potential or proposed countermeasures
- Automated detection systems (e.g., to flag or add context and resources to content)
- Emerging anti-misinformation sector (e.g., organizations combating scientific misinformation)
- Provenance-enhancing technology (i.e., better-enabling people to determine the veracity of a claim, image, or video)
- APIs for research (i.e., for usage to detect, understand, and counter misinformation)
- Community moderation (usually of unpaid and untrained, often independent, volunteers)
- Anti-vials (e.g., limiting the number of times a message can be forwarded in privacy-respecting encrypted chats)
- Collective intelligence (examples being Wikipedia where multiple editors refine encyclopedic articles and question-and-answer sites where outputs are also evaluated by others like peer-review)
- Trustworthy institutions and data
- Media literacy (increasing citizens' ability to use ICTs to find, evaluate, create, and communicate information, an essential skill for citizens of all ages)

Online misinformation about climate change can be counteracted through different measures at different points in time. Before misinformation exposure, education and inoculation are proposed. Technological solutions, such as early detection of bots and ranking and selection algorithms are suggested as ongoing mechanisms. Post misinformation, corrective, and collaborator messaging can be used to counter climate change misinformation. Fines and imprisonment are also suggested.

Fake news

Fake news often has the aim of damaging the reputation of a person or entity or making money through advertising revenue. Although false news has always been spread throughout history, the term "fake news" was first used in the 1890s when sensational reports in newspapers were common. Nevertheless, the term does not have a fixed definition and has been applied broadly to any type of false information. It's also been used by high-profile people to apply to any news unfavorable to them. Further, disinformation involves spreading false information with harmful intent and is sometimes generated and propagated by hostile foreign actors, particularly. Fake news includes satirical articles misinterpreted as genuine, and articles that employ sensationalist or clickbait that are not supported in the text. Because of this diversity of types of false news, researchers are beginning to favor information disorder as a more neutral and informative term.

The prevalence of fake news has increased with the recent rise of social media, especially the Facebook News Feed, and this misinformation is gradually seeping into the mainstream media. Several factors have been implicated in the spread of fake news, such as political polarization, post-truth politics, motivated reasoning, confirmation bias, and social media algorithms.

Fake news can reduce the impact of real news by competing with it. For example, a BuzzFeed News analysis found that the top fake news stories about the 2016 U.S. presidential election received more engagement on Facebook than top stories from major media outlets. It also particularly has the potential to undermine trust in serious media coverage. The term has at times been used to cast doubt upon credible news, and former U.S. president Donald Trump has been credited with popularizing the term by using it to describe any negative press coverage of himself. It has been increasingly criticized, due in part to Trump's misuse, with the British government deciding to avoid the term, as it is "poorly-defined" and "conflates a variety of false information, from genuine error through to foreign interference".



Figure 7 Identifying Fake news

Information Pollution

Information pollution is affecting the citizens' capacity to make informed decisions. The report of the Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression identifies the correlation between information pollution and democratic backsliding around the world. Disinformation, misinformation, and mal information together with the growth of hate speech and propaganda, especially online, are inciting social divisions and creating mistrust in public institutions. The report also states that information pollution (disinformation) "is not the cause but the consequence of societal crises and the breakdown of public trust in institutions".

To raise awareness and understand information pollution as a global phenomenon, Istanbul Regional Hub has finalized a report on regional mapping and analysis which will also inform coherent and effective responses by learning from best practices implemented by various actors. Additionally, with the recent developments in the region, naming the war in Ukraine, protests in Kazakhstan, and elections in Bosnia and Herzegovina, where misinformation is highly prevalent, we see such phenomenon as one of the key factors negatively impacting the crisis.

Misinformation - Dis-information -Mal-information

The Three Types of Information Disorder

Much of the discourse on 'fake news' conflates three notions: misinformation, disinformation, and mal information. But it's important to distinguish messages

that are true from those that are false, and messages that are created, produced, or distributed by “agents” who intend to harm those that are not:

- **Misinformation** Unintentional mistakes such as inaccurate photo captions, dates, statistics, translations, or when satire is taken seriously.
- **Disinformation:** Fabricated or deliberately manipulated audio/visual content. Intentionally created conspiracy theories or rumors.
- **Mal-information:** Information that is true and factual, but it is intentionally conveyed to inflict actual harm or cause the imminent threat of harm on a person, organization, or country.

Examples of dis-information

One of the most high-profile hoaxes of the campaign, was the creation of a sophisticated duplicate version of the Belgian newspaper Le Soir, with a false article claiming that Macron was being funded by Saudi Arabia.⁴¹ Another example was the circulation of documents online claiming falsely that Macron had opened an offshore bank account in the Bahamas.⁴² And finally, dis-information circulated via ‘Twitter raids’ in which loosely connected networks of individuals simultaneously took to Twitter with identical hashtags and messages to spread rumours about Macron (e.g., that he was in a relationship with his step-daughter).

Examples of misinformation

The attack on the Champs Elysees on 20 April 2017 inspired a great deal of mis-information⁴³, as is the case in almost all breaking news situations. Individuals on social media unwittingly published several rumours, for example, the news that a second policeman had been killed. The people sharing this type of content are rarely doing so to cause harm. Rather, they are caught up in the moment, trying to be helpful, and fail to adequately inspect the information they are sharing.

Examples of mal information

One striking example of mal information occurred when Emmanuel Macron’s emails were leaked the Friday before the run-off vote on 7 May. The information contained in the emails was real, although Macron’s campaign allegedly included false information to diminish the impact of any potential leak.⁴⁴ However, by releasing private information into the public sphere minutes before the media blackout in France, the leak was designed to cause maximum harm to the Macron campaign.

Get an understanding about fact Verification Tools

The proliferation of news sources and satire, as well as the ease and speed of social media combined with readers' short attention spans and tendency to just read the headlines make it easy for readers to fall for fake news. Some websites have taken on the mission of fact-checking rumors, health claims, and political claims, particularly those that show up often on social media.

- Fact-Checking News and Global Fact-Checking Sites
- **FactCheck.org** - A Project of The Annenberg Public Policy Center. Also includes SciCheck for science claims.
- **FlackCheck.org** - Headquartered at the Annenberg Public Policy Center of the University of Pennsylvania, FlackCheck.org is the political literacy companion site to the award-winning FactCheck.org. The site provides resources designed to help viewers recognize flaws in arguments in general and political ads. Video resources point out deception and incivility in political rhetoric.
- **Full Fact**, (based in the UK) - Bad information ruins lives. We're a team of independent fact-checkers and campaigners who find, expose and counter the harm it does. See: <https://fullfact.org/about/>
- **Ground News**: News Comparison Platform
- **Fact-Check Images with Google** - Google's reverse image search tool can be used to fact-check and research images.
- **Lead Stories** - Established in 2015, Lead Stories intentionally seeks out viral stories using software and debunks them as fast as possible.
- **Media Smarts** - Canada's Centre for Digital and Media Literacy
- **Snopes** - Founded by David Mikkelsen, a project begun in 1994 as an expression of his interest in researching urban legends that have since grown into the oldest and largest fact-checking site on the Internet, one widely regarded by journalists, folklorists, and laypersons alike as one of the world's essential resources. Read about methodology and rating system at <http://www.snopes.com/about-snopes/>

These are some facts checking methods you can find on the internet, and someone can search it themselves to find an answer to whether is this fake or not. And List of fake news sites is available on Wikipedia as well.

Hate Speech

Hate speech is “any kind of communication in speech, writing or behaviour, that attacks or uses pejorative or discriminatory language about a person or a group based on who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factors. This is often rooted in prejudice, and generates intolerance and hatred and, in certain

contexts, can be demeaning and divisive”⁴ and even lead to offline harm or violence.

Combating Hate Speech

How to deal with hate speech?

Hate speech occurs in all societies, whether offline or online. It can sometimes be hard to assess when a comment is meant as hate speech. Especially when expressed in the virtual world. It can also feel overwhelming to try to deal with obviously hateful content.

However, there are many ways you can take a stand, even if you are not personally the victim of hate speech. And you can make a difference. The following tips may be helpful.



Pause

Refrain from making any hateful comments yourself and/or relaying such content. Whether online or offline, we should all act responsibly to stop the spread of hate and misinformation. Check out the United Nations #PledgeToPause campaign to find out why it’s important to take a moment to pause before you share content online. Learn how to do this responsibly whether you’re forwarding a message, retweeting a story, or watching a video in your feed.



Fact-check

In the digital world, it's common to come across misinformation and harmful content, but it's relatively easy to verify content you find is reliable. To detect false and biased information, including hate speech propaganda, be sure to check the content's origin with the help of search engines, fact-checking tools, and other reliable sources. You can also download images and run them through image search tools to find out where they appeared first.



React

Whenever possible, do not remain silent, even when it is others who are targeted. Speak up calmly but firmly against hate speech and call it out to make clear that you do not agree with the content of the statement. When relevant, refute misinformation with facts, providing reliable sources to back up your argument.



Challenge

One way to tackle hate speech is to spread your counter-speech to make sure hate is not the dominant narrative. You can undermine hateful content with positive messages that spread tolerance, equality, and truth in defense of those being targeted by hate.



Support

Taking a public stand for, and extending solidarity to, people who are the targets of hate speech demonstrates that rejecting hate is the responsibility of every individual.



Report

Most online platforms and communities have rules to keep user discussions respectful and will let you easily report hate messages to administrators or moderators. Read social media platform guidelines and tips to protect users from harassment and hate speech. For more serious cases which may constitute an incitement to violence, harassment, and/or threats prohibited by law notify organizations fighting hate speech and/or file a complaint with the police (or the public prosecutor). Some countries have online tools to make reporting hate speech easier.



Educate

You can help raise awareness of hate speech online or offline simply by engaging with your family and friends in conversations about how hateful content can harm societies. Advocate for responsible behaviour and share public campaigns and educational resources.



Commit

Consider joining an NGO or other civil society initiative that works to address the issue of hate speech in your community.

Regulation on social media

We define 'Hate speech' as a direct attack on people based on what we call protected characteristics race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, and serious disease or disability. We define attack as violent or dehumanizing speech, harmful stereotypes, statements of inferiority, or calls for exclusion or segregation.

There are Community Standards, for all social media, you can find them in the tab for community standards on any social media network.

For all social networks

- Share several times a day but space out your posts every few hours.
- Respond to all comments as quickly as you can.
- Know the art of the hashtag. 1 hashtag is fine. 10 hashtags are not.
- Always keep the 80/20 rule! Entertain and inform your audience first and sell to them second.
- Use the first-person plural when talking about your company brand (We, Us).

Twitter



- Don't automatically direct message people that follow you.
- Provide more context in your tweets with Twitter's latest update.
- Don't hijack another company's hashtag.
- Don't buy followers.
- Don't stuff your tweets with keywords.

Facebook



- Don't post or tag photos of fans, customers, or employees without permission.
- Don't tag people or pages that aren't relevant to your post.
- Don't ask for Likes, Comments, or Shares.

LinkedIn



- Personalize your connection requests. Tell them WHY you're connecting.
- Once connected, send a "welcome" message.
- Don't join groups and immediately start selling yourself.
- Don't ignore the more professional tone of the network.

Google+



- Always +mention users when commenting on their posts.
- When sharing a post, always add your commentary to it first.
- Share to Circles to target your content.
- Use Google+ formatting for your text in bold, italics, and strikethrough.

Google+ is no longer available but these have been included to get an understanding of the regulations and ethics on social media. Google+ is a very good example in this regard.

Pinterest



- Don't neglect to provide good descriptions for your pins.
- Always link back to the source and give credit.
- Don't use images that have nothing to do with your click through content to get more pins or clicks.
- Don't pin just your material.

Instagram



- Don't ask people to follow you or use hashtags like #tagsforlikes – it's unprofessional.
- Don't over a gram. No one likes their feed filled up with one user.
- Use hashtags for your brand appropriately. The golden number of hashtags is 11.

Think before share

We always hear that sharing is a good thing. And thanks to technology, we can share our ideas, opinions, pictures, and videos with our friends and other people we choose to share them with. Most of the time, sharing is good. But if we aren't thinking about how we share, we run the risk of hurting ourselves or someone else. Also, remember that the things you share with your friends can end up being shared with others. That's why it's important to think before you share.

Before you share or post...

"T.H.I.N.K."

T - Is it True?

H - Is it Helpful?

I - Is it Inspiring?

N - Is it Necessary?

K - Is it Kind?



Figure 8 Before you share

Reporting

This is what face book says about what they do for reporting.

When something gets reported to Facebook, we'll review it and act on anything that we determine doesn't follow our Community Standards. Unless you're reporting an incident of intellectual property infringement, your report will be kept confidential and the account that you reported won't see who reported them.

Please bear in mind that reporting something to Facebook doesn't guarantee that it will be removed. You may see something that you don't like on Facebook that doesn't breach the Facebook Terms.

This is same for all types of social media network. Reporting something on a social media is similar for any social network. And more details are also available on community guidelines of every social media network.

This is how someone can report a post in Facebook. Some snap shots have attached here.

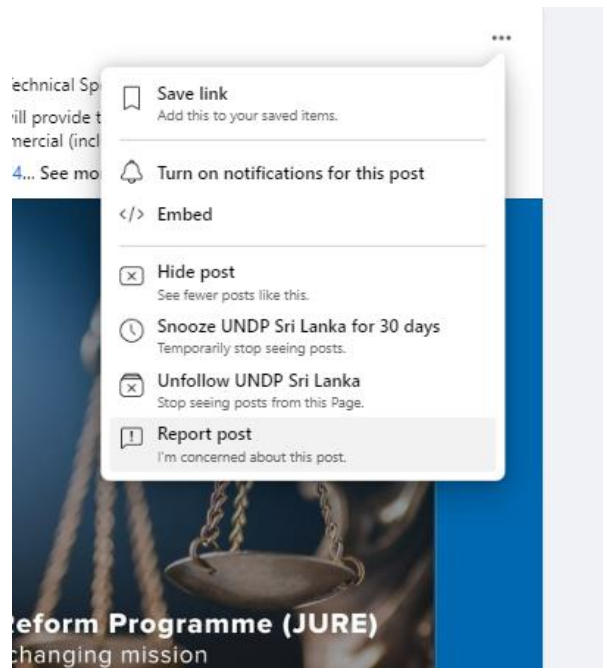


Figure 9 Facebook report 1



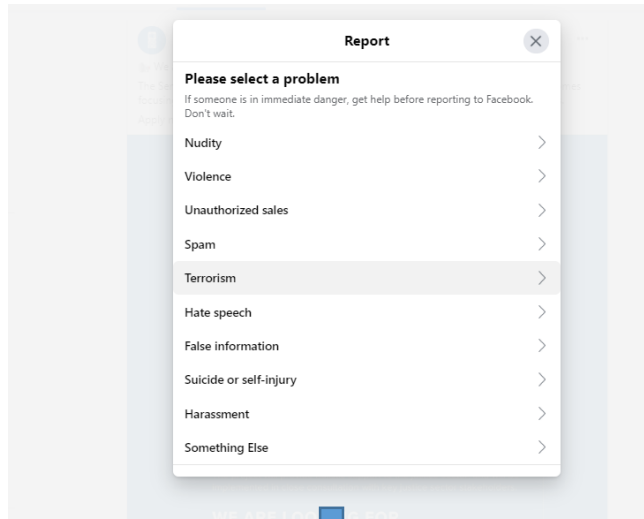


Figure 10 Facebook report 2

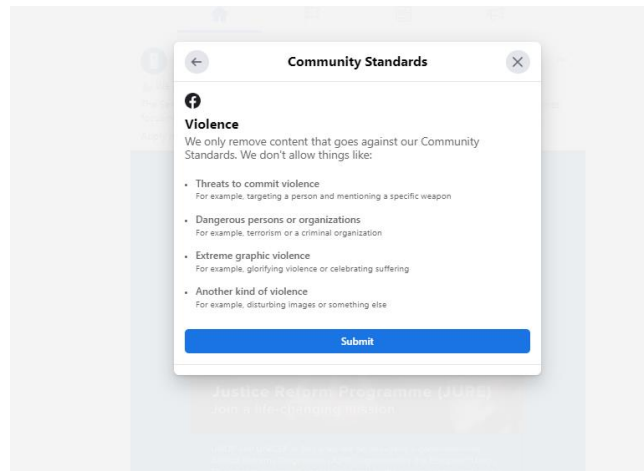


Figure 11 Facebook report 3

The process of reporting in any social media is same.

- Hate speech
- All types of wrong information
- Fake news
- Disturbing images
- Harassments
- Fake profiles
- Fake videos and images
- News which can violate community peace

All kinds of these must be reported immediately and any content which violate community guidelines should be reported immediately.

Counter Narratives How to stop fake news



Figure 12 Before you share

Misinformation, the accidental spread of inaccurate information, makes it harder for people to find accurate information online. It can also cause fear, panic, and hate, making difficult situations even more challenging. The COVID-19 pandemic created an “info emic”, an overwhelming increase of misinformation that has made public health measures more difficult.

Counter narrative is a good option against the people and parties who spread fake information. This is the spreading true and accurate information against the people and parties who spread the fake news. This can post in the personal profile or through social media page. Sharing with the community groups will give more insight

- Get ahead of the narrative to stop misinformation before it takes hold.
- Increase digital literacy for the people in your audience who are most vulnerable to misinformation.
- Target misinformation on the platforms where it is spreading and flood those platforms with good information.

DIGITAL RIGHTS

DAY THREE

- **IMPORTANT OF SOCIAL MEDIA**
- **SOCIAL MEDIA**
 - **FACE BOOK**
 - **YOUTUBE**
 - **WHATSAPP**
 - **LINKEDIN**
 - **BLOG**
- **SOCIAL MEDIA MARKETING**

Day 3

Important of social media

What Is social media?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.

Social media originated to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously

Key takeaways

- Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.
- There are more than 4.5 billion social media users around the world.
- The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok.
- Social media typically features user-generated content and personalized profiles.
- By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

Social media

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions.

Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media.

Benefits of social media

- It gives us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends.
- To have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.
- According to a survey by Pew Research Center, the use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. For many teenagers, friendships can start virtually, with 57% of teens meeting a friend online.
- Businesses are also using social media marketing to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand. Some companies, such as Denny's, have created entire personas on Twitter to market to younger consumers using their own language and personas.

Examples of social media

Facebook is the largest social media platform in the world, with a clear advantage over other social media, though it has similar audiences to others like Twitter and Instagram. The figures for the most popular social media websites as of January 2021 are as follows.

- ❖ Facebook (2.74 billion users)
- ❖ YouTube (2.29 billion users)
- ❖ WhatsApp (2 billion users)
- ❖ Facebook Messenger (1.3 billion users)
- ❖ Instagram (1.22 billion users)
- ❖ WeChat (1.21 billion users)
- ❖ TikTok (689 million users)
- ❖ QQ (617 million users)

- ❖ Douyin (600 million users)
- ❖ Sino Weibo (511 million users)

Social media -Face book -YouTube -WhatsApp -LinkedIn -Blog

Facebook

Facebook is a social networking website that was founded in February 2004 by Harvard University students Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin, and Mark Zuckerberg.

The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to any university. It eventually became a social network for anyone, anywhere in the world.

The concept of a social network was a nascent one in 2004 and not entirely unique. Other social networks that were active at the time Facebook was created were Friendster, which was launched in 2002, and My Space, which was launched in 2003. Users post information, status updates and pictures of themselves on social networks. These items are shared with friends, family, and communities of interest.

Facebook is more than just a social networking platform; it's also a business. Facebook had its initial public offering on May 18, 2012, on the Nasdaq stock exchange trading under the symbol FB. The company rebranded as Meta on Oct. 28, 2021. As of Dec. 1, 2021, Facebook trades under the symbol MVRB.



Figure 13 Founder of Facebook

Facebook is only one of several technologies that Meta operates. In 2012, Facebook acquired social networking site Instagram for \$1 billion. Facebook then acquired WhatsApp for \$19 billion in 2014. Facebook later got into virtual reality (VR) hardware with its acquisition of Oculus VR in 2014 for \$2 billion. With Meta, the idea is to create and enable the metaverse. This would meld social networking, VR, and augmented reality components to create new types of user interactions and experiences.

Facebook features

- **Timeline.** User profiles and updates are shown on what is known as the Timeline. Timeline is the successor to the Facebook wall, which was the original home for user profiles and updates. The user timeline includes posts, status updates, friend listings, photos, videos, and user activity information.
- **Friends.** A primary feature of Facebook is the ability to search for and connect with friends and family. The search interface helps users quickly find acquaintances and also suggests potential connections.
- **News Feed.** News Feed enables users to view news from the connections and groups that they follow. Users can like a given post or comment on it.
- **Pages.** Pages are the profile and content pages for businesses on Facebook. Pages provide the ability for businesses to share information and communicate with customers.
- **Games.** Facebook provides an integrated capability enabling users to play games on their own or together with friends. Among the early successes of games on Facebook was Zynga's Farmville.
- **Groups.** Communities of interest can organize themselves with the Facebook group feature. This enables the sharing of information, images, and active discussions.
- **Events.** This feature enables users and groups to organize events that their followers can attend. It enables users to send out invites and help manage an attendee list.
- **Marketplace.** This is an online yard sale, where users can buy and sell goods and services with other Facebook members.
- **Messenger.** This is an instant messenger that enables friends to communicate in real time via webchat or a mobile app.
- **Video.** Facebook Live is a feature that enables individuals and businesses to stream live video to friends, family, and followers.

Two-factor authentication

1. Go to your Security and login settings.
2. Scroll down to Use two-factor authentication and click Edit.
3. Choose the security method that you want to add and follow the on-screen instructions.

When you set up two-factor authentication on Facebook, you'll be asked to choose one of three security methods:

- Tapping your security key on a compatible device.
- Login codes from a third-party authentication app.

- Text message (SMS) codes from your mobile phone.

Other useful resources

- If you haven't saved the browser or mobile device that you're using, you'll be asked to do so when you turn on two-factor authentication. This way, you won't have to enter a security code when you log in again. Don't click Save this browser if you're using a public computer that other people can access (e.g., a library computer).
- We need to be able to remember your computer and browser information so that we can recognize it the next time you log in. Some browser features block this. If you've turned on private browsing or set up your browser to clear your history every time it closes, you might have to enter a code every time you log in. [Learn more.](#)
- To set up text message (SMS) two-factor authentication, you can either use a mobile number that's already been added to your account or add a new number. [Learn more about how Facebook uses a mobile number added for two-factor authentication.](#)
- [Learn about what you can do if you turned on two-factor authentication but are now having trouble with logging in.](#)

YouTube

This is a global online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google, and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.

In October 2006, YouTube was bought by Google for \$1.65 billion. Google's ownership of YouTube expanded the site's business model, expanding from generating revenue from advertisements alone, to offering paid content such as movies and exclusive content produced by YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube reported revenue of \$19.8 billion in 2020. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion.

Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short films, feature films, documentaries, audio recordings, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between YouTubers and corporate sponsors. Established media corporations such as Disney, Paramount, and Warner Bros. Discovery have also created and expanded their corporate YouTube channels to advertise to a larger audience.

YouTube has had an unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Despite all its growth and success, YouTube has been widely criticized. Criticism of YouTube includes the website being used to facilitate the spread of misinformation, copyright issues, routine violations of its users' privacy, enabling censorship, and endangering child safety and wellbeing.

Features

Video technology

YouTube primarily uses the VP9 and H.264/MPEG-4 AVC video codecs, and the Dynamic Adaptive Streaming over HTTP protocol.

MPEG-4 Part 2 streams contained within 3GP containers are also provided for low bandwidth connections. By January 2019, YouTube had begun rolling out videos in AV1 format. In 2021 it was reported that the company was considering requiring AV1 in streaming hardware to decrease bandwidth and increase quality. Video is usually streamed alongside the Opus and AAC audio codecs.

At launch in 2005, viewing YouTube videos on a personal computer required the Adobe Flash Player plug-in to be installed in the browser. In January 2010, YouTube launched an experimental version of the site that used the built-in multimedia capabilities of web browsers supporting the HTML5 standard. This allowed videos to be viewed without requiring Adobe Flash Player or any other plug-in to be installed. On January 27, 2015, YouTube announced that HTML5 would be the default playback method on supported browsers. With the switch to HTML5 video streams using Dynamic Adaptive Streaming over HTTP (MPEG-DASH), an HTTP-based adaptive bit-rate streaming solution optimizes the bitrate and quality for the available network.

The platform can serve videos at optionally lower resolution levels starting at 144p for smoothening playback in areas and countries with limited Internet speeds, improving compatibility, as well as for the preservation of limited cellular data plans. The resolution setting can be adjusted automatically based on detected connection speed, as well as be set manually.

From 2008 to 2017, users could add "annotations" to their videos—such as pop-up text messages and hyperlinks, which allowed for interactive videos. By 2019 all annotations had been removed from videos, breaking some videos which depended on the feature. YouTube introduced standardized widgets intended to replace annotations in a cross-platform manner, including "end screens" (a customizable array of thumbnails for specified videos displayed near the end of the video).^{[104][105][106]}

In 2018, YouTube became an ISNI registry, and announced its intention to begin creating ISNI identifiers to uniquely identify the musicians whose videos it features.^[107] In 2020, it launched video chapters as a way to structure videos and improve navigation.

Uploading

All YouTube users can upload videos up to 15 minutes each in duration. Users can verify their account, normally through a mobile phone, to gain the ability to upload videos up to 12 hours in length, as well as produce live streams. When YouTube was launched in 2005, it was possible to upload longer videos, but a 10-minute limit was introduced in March 2006 after YouTube found that most videos exceeding this length were unauthorized uploads of television shows and films. The 10-minute limit was increased to 15 minutes in July 2010. Videos can be at most 256 GB in size or 12 hours, whichever is less. As of 2021, automatic closed captions using speech recognition technology when a video is uploaded is available in 13 languages, and can be machine-translated during playback.

YouTube also offers manual closed captioning as part of its creator studio. YouTube formerly offered a 'Community Captions' feature, where viewers could write and submit captions for public display upon approval by the video uploader, but this was deprecated in September 2020.

In 2018, YouTube added a feature called Premiere which displays a notification to the user mentioning when the video will be available for the first time, like for a live stream but with a prerecorded video. When the scheduled time arrives, the video is aired as a live broadcast with a two-minute countdown. Optionally, a premiere can be initiated immediately.

Quality and formats

YouTube originally offered videos at only one quality level, displayed at a resolution of 320×240 pixels using the Sorenson Spark codec (a variant of H.263), with mono MP3 audio. In June 2007, YouTube added an option to watch videos in 3GP format on mobile phones. In March 2008, a high-quality mode was added, which increased the resolution to 480×360 pixels. In December 2008, 720p HD support was added. At the time of the 720p launch, the YouTube player was changed from a 4:3 aspect ratio to a widescreen 16:9.

With this new feature, YouTube began a switchover to H.264/MPEG-4 AVC as its default video compression format. In November 2009, 1080p HD support was added. In July 2010, YouTube announced that it had launched a range of videos in 4K format, which allows a resolution of up to 4096×3072 pixels. In July 2010, support for 4K resolution was added, with the videos playing at 3840×2160 pixels. In June 2015, support for 8K resolution was added, with the videos playing at 7680×4320 pixels.^[128] In November 2016, support for HDR video was added which can be encoded with hybrid log-gamma (HLG) or perceptual quantizer (PQ).^[129] HDR video can be encoded with the Rec. 2020 color space.

In June 2014, YouTube began to deploy support for high frame rate videos up to 60 frames per second (as opposed to 30 before), becoming available for user uploads in October. YouTube stated that this would enhance "motion-intensive" videos, such as video game footage.

YouTube videos are available in a range of quality levels. Viewers only indirectly influence the video quality. In the mobile apps, users choose between "Auto", which adjusts resolution based on the internet connection, "High Picture Quality" which will prioritize playing high-quality video, "Data saver" which will sacrifice video quality in favor of low data usage and "Advanced" which lets the user choose a stream resolution. On desktop, users choose between "Auto" and a specific resolution. It is not possible for the viewer to directly choose a higher bitrate (quality) for any selected resolution.

Since 2009, viewers have had the ability to watch 3D videos. In 2015, YouTube began natively supporting 360-degree video. Since April 2016, it allowed live streaming 360° video, and both normal and 360° video at up to 1440p, and since November 2016 both at up to 4K (2160p) resolution. Citing the limited number of users who watched more than 90-degrees, it began supporting an alternative stereoscopic video format known as VR180 which it said was easier to produce, which allows users to watch any video using virtual reality headsets.

In response to increased viewership during the COVID-19 pandemic, YouTube temporarily downgraded the quality of its videos. YouTube developed its own chip, called Argos, to help with encoding higher resolution videos in 2021.

In certain cases, YouTube allows the uploader to upgrade the quality of videos uploaded a long time ago in poor quality. One such partnership with Universal Music Group included remasters of 1,000 music videos.

Live streaming

YouTube carried out early experiments with live streaming, including a concert by U2 in 2009, and a question-and-answer session with US President Barack Obama in February 2010. These tests had relied on technology from 3rd-party partners, but in September 2010, YouTube began testing its own live streaming

infrastructure. In April 2011, YouTube announced the rollout of YouTube Live. The creation of live streams was initially limited to select partners. It was used for real-time broadcasting of events such as the 2012 Olympics in London. In October 2012, more than 8 million people watched Felix Baumgartner's jump from the edge of space as a live stream on YouTube.

In May 2013, creation of live streams was opened to verified users with at least 1,000 subscribers; in August of the same year the number was reduced to 100 subscribers, and in December the limit was removed. In February 2017, live streaming was introduced to the official YouTube mobile app. Live streaming via mobile was initially restricted to users with at least 10,000 subscribers, but as of mid-2017 it has been reduced to 100 subscribers. Live streams support HDR, can be up to 4K resolution at 60 fps, and support 360° video. Now there is not any restriction for live streaming. Even a channel without any subscribers can live stream for themselves.

WhatsApp

Also called WhatsApp Messenger is an internationally available freeware, cross-platform, centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by American company Meta Platforms. It allows users to send text and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices, and can be accessed from computers. The service requires a cellular mobile telephone number to sign up. In January 2018, WhatsApp released a standalone business app called WhatsApp Business which can communicate with the standard WhatsApp client.

The client application was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014 for approximately US\$19.3 billion. It became the world's most popular messaging application by 2015 and had more than 2 billion users worldwide by February 2020. By 2016, it had become the primary means of Internet communication in regions including Latin America, the Indian subcontinent, and large parts of Europe and Africa.

End-to-end encryption

On November 18, 2014, Open Whisper Systems announced a partnership with WhatsApp to provide end-to-end encryption by incorporating the encryption protocol used in Signal into each WhatsApp client platform. Open Whisper Systems said that they had already incorporated the protocol into the latest WhatsApp client for Android, and that support for other clients, group/media messages, and key verification would be coming soon after. WhatsApp confirmed the partnership to reporters, but there was no announcement or

documentation about the encryption feature on the official website, and further requests for comment were declined. In April 2015, German magazine Heise Security used ARP spoofing to confirm that the protocol had been implemented for Android-to-Android messages, and that WhatsApp messages from or to iPhones running iOS were still not end-to-end encrypted. They expressed the concern that regular WhatsApp users still could not tell the difference between end-to-end encrypted messages and regular messages.

On April 5, 2016, WhatsApp and Open Whisper Systems announced that they had finished adding end-to-end encryption to "every form of communication" on WhatsApp, and that users could now verify each other's keys. Users were also given the option to enable a trust on first use mechanism in order to be notified if a correspondent's key changes. According to a white paper that was released along with the announcement, WhatsApp messages are encrypted with the Signal Protocol. WhatsApp calls are encrypted with SRTP, and all client-server communications are "layered within a separate encrypted channel". The Signal Protocol library used by WhatsApp is open-source and published under the GPLv3 license.

On October 14, 2021, WhatsApp rolled out end-to-end encryption for backups on Android and iOS. The feature has to be turned on by the user and provides the option to encrypt the backup either with a password or a 64-digit encryption key.

The application can store encrypted copies of the chat messages onto the SD card; however, chat messages are also stored unencrypted in the SQLite database file "msgstore.db".

Privacy in WhatsApp

Rather than End to End encryption WhatsApp comes in handy in privacy protection with the brand-new update it added more features to the WhatsApp.

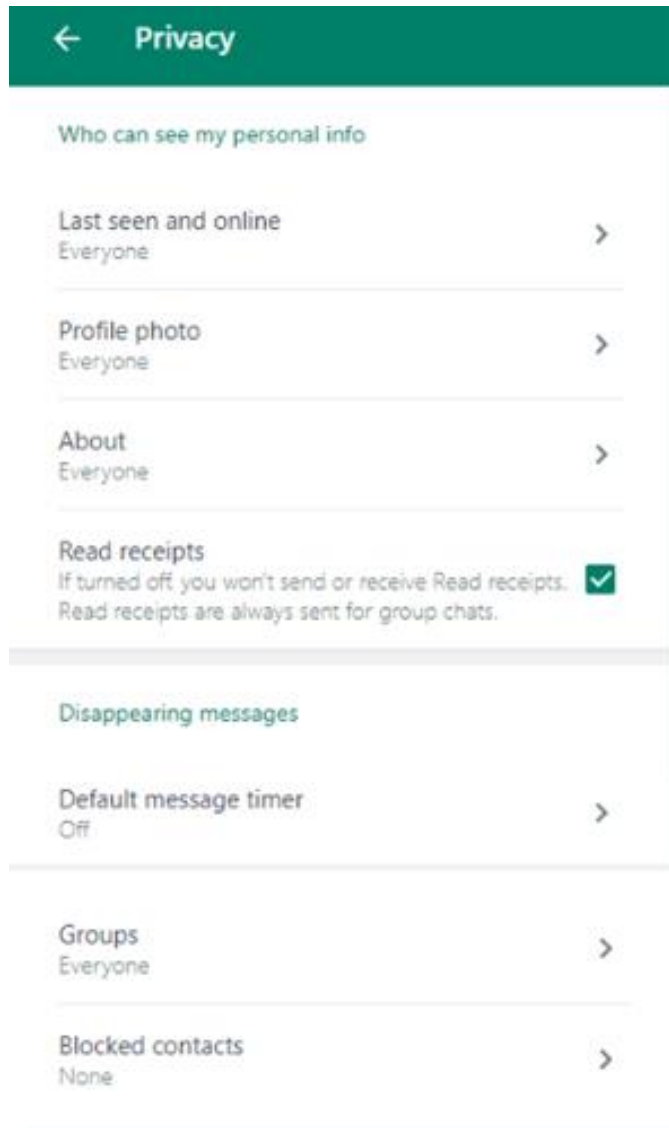


Figure 14 privacy settings of WhatsApp

User can control almost all privacy setting himself as shown in snapshot. And WhatsApp took another step forward introducing community which can broadcast one message to few groups at once. Which comes handy in marketing as well.

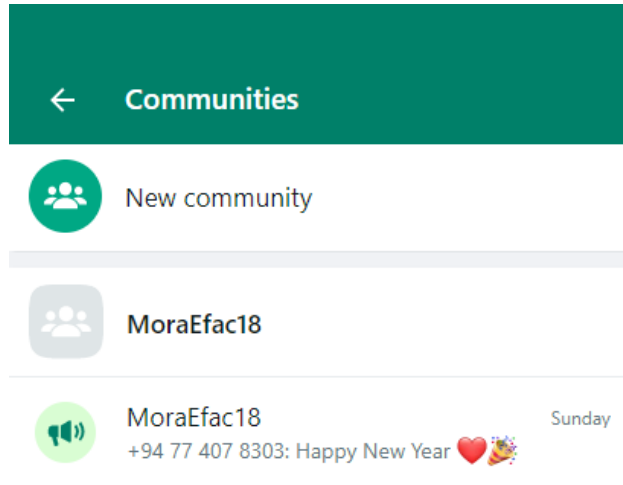


Figure 15 WhatsApp Community

LinkedIn

This is a business and employment-focused social media platform that works through websites and mobile apps. Launched on May 5, 2003, owned by Microsoft. The platform is primarily used for professional networking and career development and allows job seekers to post their CVs and employers to post jobs. From 2015 most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. Since December 2016, it has been a wholly owned subsidiary of Microsoft. As of February 2022, LinkedIn has 830+ million registered members from over 200 countries and territories.

LinkedIn allows members (both workers and employers) to create profiles and connect in an online social network that may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos, and videos, and more

Use of LinkedIn

Personal branding

LinkedIn is particularly well-suited for personal branding which, according to Sandra Long, entails "actively managing one's image and unique value" to position oneself for career opportunities. LinkedIn has evolved from being a mere platform for job searchers into a social network that allows users a chance to create a personal brand. Career coach Pamela Green describes a personal brand as the "emotional experience you want people to have as a result of interacting with you," and a LinkedIn profile is an aspect of that. A contrasting report suggests that a personal brand is "a public-facing persona, exhibited on LinkedIn, Twitter, and other networks, that showcases expertise and fosters new connections.

LinkedIn allows professionals to build exposure for their brand within the site itself as well as in the World Wide Web as a whole. With a tool that LinkedIn dubs a *Profile Strength Meter*, the site encourages users to offer enough information in their profile to optimize visibility by search engines. It can strengthen a user's LinkedIn presence if he or she belongs to professional groups on the site. The site enables users to add videos to their profiles. Some users hire a professional photographer for their profile photos. Video presentations can be added to one's profile. LinkedIn's capabilities have been expanding so rapidly that a cottage industry of outside consultants has grown up to help users navigate the system. A particular emphasis is helping users with their LinkedIn profiles.

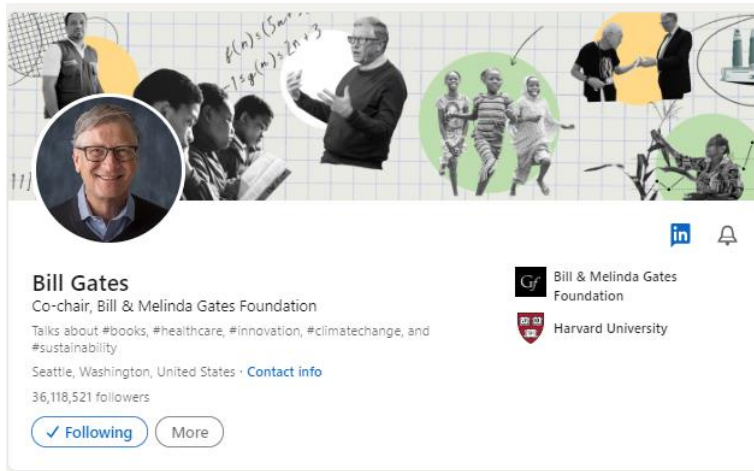


Figure 16 Personal branding

In October 2012, LinkedIn launched the LinkedIn Influencers program, which features global thought leaders who share their professional insights with LinkedIn's members. As of May 2016, there are 750+ Influencers.

Job seeking

LinkedIn is widely used by job seekers and employers. According to Jack Meyer, the site has become the "premier digital platform" for professionals to network online. In Australia, which has approximately twelve million working professionals, ten million of them are on LinkedIn, according to Anastasia Santoreneos, suggesting that the probability was high that one's "future employer is probably on the site." According to one estimate based on worldwide figures, 122 million users got job interviews via LinkedIn, and 35 million were hired by a LinkedIn online connection.

LinkedIn also allows users to research companies, non-profit organizations, and governments they may be interested in working for. Typing the name of a company or organization in the search box causes pop-up data about the company or organization to appear. Such data may include the ratio of female to male employees, the percentage of the most common titles/positions held within the company, the location of the company's headquarters and offices, and a list of present and former employees. In July 2011, LinkedIn launched a new feature allowing companies to include an "Apply with LinkedIn" button on job listing pages. The new plugin allowed potential employees to apply for positions using their LinkedIn profiles as resumes.

LinkedIn can help small businesses connect with customers. In the site's parlance, two users have a "first-degree connection" when one accepts an invitation from another. People connected to each of them are "second-degree connections" and persons connected to the second-degree connections are "third-degree connections." This forms a user's internal LinkedIn network, making the user's profile more likely to appear in searches.

The premise for connecting with someone has shifted significantly in recent years. Before the 2017 new interface was launched, LinkedIn encouraged connections between people who'd already worked together, studied together, done business together, or the like. Since 2017 that step has been removed from the connection request process - and users are allowed to connect with up to 30,000 people. This change means LinkedIn is a more proactive networking site, be that for job applicants trying to secure a career move or for salespeople wanting to generate new client leads.

Top Companies

LinkedIn Top Companies is a series of lists published by LinkedIn, identifying companies in the United States, Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, and the United Kingdom that are attracting the

most intense interest from job candidates. The 2019 lists identified Google's parent company, Alphabet, as the most sought-after U.S. Company, with Facebook ranked second and Amazon ranked third. The lists are based on more than one billion actions by LinkedIn members worldwide. The Top Companies lists were started in 2016 and are published annually. The 2021 top list identified Amazon as the top company with Alphabet ranked second and JPMorgan & Chase Co. ranked third.

Top Voices and other rankings

Since 2015 LinkedIn has published annual rankings of Top Voices on the platform, recognizing "members that generated the most engagement and interaction with their posts. The 2020 lists included 14 industry categories, ranging from data science to sports, as well as 14 country lists, extending from Australia to Italy.

LinkedIn also publishes data-driven annual rankings of the Top Startups in more than a dozen countries, based on "employment growth, job interest from potential candidates, engagement, and attraction of top talent.

Advertising and for-pay research

In 2008 LinkedIn launched LinkedIn Direct Ads as a form of sponsored advertising. In October 2008, LinkedIn revealed plans to open its social network of 30 million professionals globally as a potential sample for business-to-business research. It is testing a potential social network revenue model. Research that to some appears more promising than advertising. On July 23, 2013, LinkedIn announced its Sponsored Updates ad service. Individuals and companies can now pay a fee to have LinkedIn sponsor their content and spread it to their user base. This is a common way for social media sites such as LinkedIn to generate revenue.

Business Manager

LinkedIn today announced the creation of a Business Manager. The new Business Manager is a centralized platform designed to make it easier for large companies and agencies to manage people, ad accounts, and business pages.

Publishing platform

In 2015, LinkedIn added an analytics tool to its publishing platform. The tool allows authors to better track the traffic that their posts receive. Social media marketing.

Blog

In 1994, when blogs began, a blog was more of a personal diary that people shared online. In this online journal, you could talk about your daily life or share about things that you were doing. Then, people saw an opportunity to communicate information in a new way online. Thus began the beautiful world of blogging.



Definition | Meaning of blog:

A blog (a shortened version of “weblog”) is **an online journal or informational website** displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

Figure 17 Definition of blog

There are many reasons to start a blog for personal use and only a handful of strong ones for business blogging. Blogging for business, projects, or anything else that might bring money has a very straightforward purpose to rank your website higher in Google SERPs, a.k.a. increase your visibility.

Business, rely on consumers to keep buying your products and services. As a new business, rely on blogging to help get to potential consumers and grab their attention. Without blogging, website would remain invisible, whereas running a blog makes searchable and competitive.

Digital marketing

The component of marketing uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital

devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO) search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ringtones. The extension to *non*-Internet channels differentiates digital marketing from online advertising.

- Online methods used to build brand awareness
- Digital marketing strategies may include the use of one or more online channels and techniques (omnichannel) to increase brand awareness among consumers.

Search engine optimization (SEO)

- Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries.
- The importance of SEO to increase brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels, and local SEO on customer behavior.

Search engine marketing (SEM)

- SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness, and conversions.
- 33% of searchers who click on paid ads do so because they directly respond to their search query.

Social media marketing

Social media marketing has the characteristics of being in the marketing state and interacting with consumers all the time, emphasizing content and interaction skills. The marketing process needs to be monitored, analyzed, summarized and managed in real-time, and the marketing target needs to be adjusted according to the real-time feedback from the market and consumers. 70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter, and YouTube are listed as the top platforms currently used by social media marketing teams. As of

2021, LinkedIn has been added as one of the most-used social media platforms by business leaders for its professional networking capabilities.

Channels

Digital Marketing Channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to consumer terminal, through digital networks. Digital marketing is facilitated by multiple Digital Marketing channels, as an advertiser one's core objective is to find channels that result in maximum two-way communication and a better overall ROI for the brand. There are multiple digital marketing channels available namely.

- **Affiliate marketing:** Affiliate marketing is perceived to not be considered a safe, reliable, and easy means of marketing through online platforms. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates, it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investments. Despite this, affiliate marketing allows the brand to market to smaller publishers and websites with smaller traffic. Brands that choose to use this marketing often should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.
- **Display advertising:** As the term implies, online display advertising deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on search engines, classified or dynamic advertisements, etc. The method can target specific audiences tuning in from different types of locals to view a particular advertisement, the variations can be found as the most productive element of this method.
- **Email marketing:** Email marketing in comparison to other forms of digital marketing is considered cheap. It is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, some indications using graphics/visuals that are relevant to the message, which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, style is the main factor in determining how captivating the email is. Using a casual

tone invokes a warmer, gentler, and more inviting feel to the email, compared to a more formal tone.

- **Search engine marketing:** Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate Search engine optimization, which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results in pages to enhance pay-per-click (PPC) listings.
- **Social Media Marketing:** The term 'Digital Marketing has several marketing facets as it supports different channels used and among these, comes social media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain the attention of buyers over the web using different social media platforms.
- **Social networking service:** A social networking service is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds, or real-life connections.
- **In-game advertising:** In-Game advertising is defined as the "inclusion of products or brands within a digital game. The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. Many factors exist in whether brands are successful in the advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruity of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement advertisements, game involvement, product involvement, flow, or entertainment. The attitude towards the advertising also considers not only the message shown but also the attitude toward the game. Dependent on how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm" is important as it results in more clarity about the brand/product and creates a larger overall effect.
- **Online public relations:** The use of the internet to communicate with both potential and current customers in the public realm.
- **Video advertising:** This type of advertising in terms of digital/online means are advertisements that play on online videos e.g., YouTube

videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or post-Roll advertisements which play after the video is watched. Post-roll advertisements were shown to have better brand recognition than the other types, where-as "ad-context congruity/incongruity plays an important role in reinforcing ad memorability". Due to selective attention from viewers, there is the likelihood that the message may not be received. The main advantage of video advertising is that it disrupts the viewing experience of the video and therefore there is difficulty in attempting to avoid them. How a consumer interacts with online video advertising can come down to three stages: Pre attention, attention, and behavioral decision. These online advertisements give the brand/business options and choices. These consist of length, position, and adjacent video content which all directly affect the effectiveness of the produced advertisement time, therefore manipulating these variables will yield different results. The length of the advertisement has been shown to affect memorability whereas a longer duration resulted in increased brand recognition. This type of advertising, due to its nature of interrupting the viewer, is likely that the consumer may feel as if their experience is being interrupted or invaded, creating a negative perception of the brand. These advertisements are also available to be shared by the viewers, adding to the attractiveness of this platform. Sharing these videos can be equated to the online version of word-by-mouth marketing, extending the number of people reached. Sharing videos creates six different outcomes: these being "pleasure, affection, inclusion, escape, relaxation, and control". As well, videos that have entertainment value are more likely to be shared, yet pleasure is the strongest motivator to pass videos on. Creating a 'viral' trend from a mass amount of a brand advertisement can maximize the outcome of an online video advert whether it be a positive or negative outcome.

- **Native Advertising:** This involves the placement of paid content that replicates the look, feel, and oftentimes, the voice of a platform's existing content. It is most effective when used on digital platforms like websites, newsletters, and social media. Can be somewhat controversial as some critics feel it intentionally deceives consumers.
- **Content Marketing:** This is an approach to marketing that focuses on gaining and retaining customers by offering helpful content to customers that improve the buying experience and creates brand awareness. A brand may use this approach to hold a customer's attention to influence potential purchase decisions.
- **Sponsored Content:** This utilizes content created and paid for by a brand to promote a specific product or service.

- **Inbound Marketing:** a market strategy that involves using content to attract customers to a brand or product. Requires extensive research into the behaviors, interests, and habits of the brand's target market.
- **SMS Marketing:** Although the popularity is decreasing day by day, still SMS marketing plays a huge role to bring new users, providing direct updates, providing new offers, etc.
- **Push Notification:** In this digital era, Push Notification is responsible for bringing the new and abandoned customer through smart segmentation. Many online brands are using this to provide personalized appeals depending on the scenario of customer acquisition.

A firm needs to reach out to consumers and create a two-way communication model, as digital marketing allows consumers to give back feedback to the firm on a community-based site or straight directly to the firm via email. Firms should seek this long-term communication relationship by using multiple forms of channels and using promotional strategies related to their target consumer as well as word-of-mouth marketing.

Benefits of social media marketing

Possible benefits of social media marketing include:

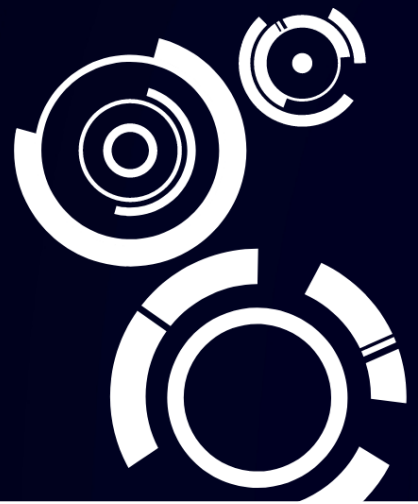
- Allows companies to promote themselves to large, diverse audiences that could not be reached through traditional marketing such as phone and email-based advertising.
- Marketing on most social media platforms comes at little to no cost-making it accessible to virtually any size business.
- Accommodates personalized and direct marketing that targets specific demographics and markets.
- Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately.
- The ideal environment for a company to conduct market research.
- Can be used as a means of obtaining information about competitors and boosting competitive advantage.
- Social platforms can be used to promote brand events, deals, and news.
- Social platforms can also be used to offer incentives in the form of loyalty points and discounts.



DIGITAL RIGHTS

DAY FOUR

- **DIGITAL/CYBER SECURITY,**
- **DIGITAL/CYBER SAFETY**
- **DIGITAL RESPONSIBILITIES**
- **HOW TO STAY SAFE AND SECURE ONLINE**
 - **ACCORDING TO GOOGLE**
- **CONSIDER SEVERAL LEVELS OF SECURITY**
- **SOCIAL MEDIA CHALLENGES**
- **PRODUCTIVE OUTCOMES THROUGH THE SOCIAL MEDIA**



Day 4

Introduction to social media

Take a walk through any office, at any time of day, sure to see at least a few people using social media at their desks. Whether it's Facebook, Twitter, LinkedIn, Google+ or other sites, most workers spend at least some time on social networking each day.

At first glance, managers might view social media as a threat to productivity. After all, one might think, time spent on blogs or social networks is time that employees could be spending on their work duties instead. Though, the issue is not so simple. Some research shows that rather than pulling employees away from their jobs, social media makes them more productive. Not only do social media tools give workers a way to relieve stress during the day, but they can also help project team members communicate more effectively and gain new insights into their work.

Through the discussions start with this, student will guide to the future lessons on social media and digital marketing. And whether social media is productive or not also be decided by the participants after the session and discuss the productive outcomes from the social media and as well as the negative ones.

Digital Responsibilities

- Responsibility to report bullying, harassing, sexting, or identity theft
- Responsibility to cite works used for resources and researching
- Responsibility to download music, videos, and other material legally
- Responsibility to model and teach student expectations of technology use
- Responsibility to keep data/information safe from hackers
- Responsibility not to falsify our identity in any way

Personal Responsibilities of Digital Citizenship

Basic acceptable use policies define technology responsibility for users when on an organization's property, but what happens when the user, the property and the associated equipment has no connections with an organization, school, agency, or other group entity? Does this mean that personal responsibility for reasonable and acceptable Internet behavior becomes null and void?

No.

Everyone has a right to use modern technology in a manner that fits their reasonable best interests. But the keyword is “reasonable.” Every Internet user has a personal accountability for how he or she applies technology to digital relationships, activities, and personal goals.

What is at the core of digital citizenship? The following are five of the personal responsibilities that is associated with becoming a productive digital citizen.

1. Cyber bullying

The Internet provides an immense playground for social networking and social interaction. In many cases, proper supervision is nonexistent. Although most social sites do establish specific Terms of Use Agreements designed to prevent cyber bullying, predator activities, identify theft and all of the associated trappings, it is the users who must ultimately take care of policing the communications. You make the voice. You create the content. You are responsible for how you interact with other digital users. And you are responsible for protecting yourself against abusive relationships.

2. Internet safety

At times, the emotional and mental aspects of Internet communications spills over into the physical realm. Barter sites deal with local sales events. Adventure resources sometimes involve physical meetings for group activities. Almost every social site provides an abundance of opportunities for predators of every age and type. Sensibility must guide your digital relationships.

Personal safety should always remain foremost in your mind. Many Digital Citizens believe that Internet safety is all about children, cyber-bullying and sexual predators. But the issue spans a much broader gap. Resources made available by the National Criminal Justice Reference Service document a host of cyber-crimes, cyber threats and youth related risks.

3. Netiquette

Internet communication involves various keyboard shortcuts, but at times the shortcuts hamper reasonable understanding and professional appearance. For example, typing in all caps is frowned upon as “SHOUTING.” As a model digital citizen, you are responsible for learning the Internet lingo and the times and places when that lingo should be applied.

4. Reporting Offenders

Safety is always important. Should you notice improper activities going on at your neighbor’s home, would you ignore the issue? If you witnessed a bully threatening another child, would you remain silent and neutral? A component of

responsible Digital Citizenship demands that you respond to digital offenders in a manner that can end the offenses. This doesn't entail a violent exchange of instant messaging. It merely requires that you report the offender to the website management or, if necessary, to the proper legal authorities.

5. Digital Law

Learning to protect yourself goes far deeper than the visual aspects of digital communications. You must also learn the laws that govern Internet activities.

Digital Rights:

- Right to freedom of expression
- Right to privacy
- Right to credit for personal works
- Right to digital access
- Right to our identity

Digital/cyber security & safety

Cybersecurity vs cybersafe

Cyber safety essentially refers to the careful and responsible handling of one's personal data while online. More people nowadays are taking advantage of the convenience of storing personal information digitally. Whether it's bank account information for rapid payments, email, chat forums, or placing an online food order, your personal and financial information is online. Understanding how your data is utilized online is key to practicing cyber safety.

Although they are connected, cyber safety and cyber security are not the same. Cybersecurity refers to the measures taken to prevent unauthorized access to your equipment, data, and networks. A digital instrument called cyber security guards against malicious individuals accessing information or data. Cyber security on a personal level may consist of firewalls, antivirus software, spam filters, or content filters. To safeguard the security of their corporate data, companies and organizations employ teams of people and more powerful security solutions.

A business or organization uses cyber security to make sure that any possible hazards are kept out of the IT environment. Whether anything unusual happens, security tools that keep an eye on the network and systems to determine if an attack is being made will give out alarms. It's critical to stop the threat from spreading after hackers have infiltrated a system. By disrupting the network, stealing data, or issuing ransomware threats, cyberattacks that manage to get past security measures can do significant harm.

Why is business cybersecurity crucial?

- Many of us identify cyber safety with online gaming, social media, or cyberbullying, and we probably think it has nothing to do with business because cyber security takes care of that.
- Even though investing in cyber security equipment is essential for an organization's success and should be a top priority, training personnel in cyber safety is also a significant part of keeping the company secure. Both people who work from home and those who work in an office should be aware of this.

How to stay safe and secure online - According to Google

1. **Set up a recovery phone number or email address, and keep it updated.**
 - Most people surveyed said they have either a secondary email address (87 percent) or mobile device (73 percent) sets for account recovery and security purposes—and that's great.
 - For many web services, your Google Account included, having a recovery method can help alert you if there's suspicious activity on your account or if you need to block someone from using your account without permission. And of course, adding recovery information to your account can help you get back in more quickly if you ever lose access or can't sign in.
 - To set up recovery information, visit your Google Account's Security section and scroll down to "Ways we can verify it's you."
2. **Use unique passwords for your accounts.**
 - Create a unique password for each account to eliminate this risk. Make sure that each password is hard to guess and better yet, at least eight characters long. It can be hard to keep track of many different passwords 60 percent of people report having too many passwords to remember. To help, consider using a password manager (like the one built into your Chrome browser) to help you create, safeguard and keep track of all your passwords. If that is too difficult, you can even write your passwords down on a piece of paper (but keep it in a safe place!), since hijackers are most likely to be online, rather than physically near you.
3. **Keep your software up to date**
 - To help protect online activity, make sure you're always running the latest version of software on all your devices. The Harris Poll results show that, while 79 percent of respondents said they

understood the importance of updating their software, one third of people said they still don't regularly update their applications or aren't sure if they do or not.

- Some software, like Chrome, will automatically update so never need to worry about doing it yourself. For other services that send notifications when it's time to update, don't click "remind me later" take the time to install the update right away.

4. Go a step further by setting up two-factor authentication.

- Setting up two-factor authentication (2FA) also known as 2-Step Verification significantly decreases the chance of someone gaining unauthorized access to your account. For most people, Google's automatic and risk-based sign-in protections are more than enough, but everyone should know that 2FA is an extra option. However, one in three survey respondents (31 percent) said they do not use 2FA, or don't know if they are using it or not.
- 2FA requires you to take a second step each time you sign into your account on top of your username and password. Examples of second verification steps include: an SMS text message, a six-digit code generated by an app, a prompt that you receive on a trusted device or the use of a physical security key.

5. Take the Google Security Checkup.

- The Security Checkup gives you personalized and actionable security recommendations that help you strengthen the security of your Google Account, and it only takes two minutes to complete.
- Taking the Security Checkup doesn't just help make you safer while using Google. The Checkup also includes personalized tips to keep you safer across the web, like helping you set up a screen lock on your mobile phone and advising you to remove risky third-party sites and apps that have access to your account.

Several levels of security

- **Level 1** – Information Security processes are unorganized and may be unstructured. Success is likely to depend on individual efforts and is not considered to be repeatable or scalable. This is because processes would not be sufficiently defined and documented to allow them to be replicated.
- **Level 2** – Information Security efforts are at a repeatable level where basic project management techniques are established, and successes can be repeated. This is due to processes being established, defined, and documented.
- **Level 3** – Information Security efforts have greater attention to documentation, standardization, and maintenance support.

- **Level 4** – At this level, an organization monitors and controls its own Information Security processes through data collection and analysis.
- **Level 5** – This is an optimizing level where Information Security processes are constantly being improved through monitoring feedback from existing processes and introducing new processes to better serve the organization's particular needs.

Social Media challenges

Social Media is relatively a newer technology; hence, it is a little difficult to establish its long-term good and bad consequences. However, multiple researchers have concluded a strong relationship between heavy use of social media platforms with an increase in risk of depression, self-harm, anxiety, and loneliness.

- Fear of Missing Out (FOMO)

Long-use of social media platforms make you addicted to checking out what other people are doing. FOMO is an exacerbated feeling that other people are living better lives or having more fun compared with you. This feeling makes you check your notification every second, just to make yourself feel better.

- Cyberbullying

Teenagers need to fit in, to be popular, and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat, and Instagram into the mix, and you suddenly have teenagers subjected to feeling pressure to grow up too fast in an online world.

- Lack of Privacy

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by social media users. Most of the time, the users themselves are to blame as they share content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile work.

Productive outcomes through the social media

Impacts of social media

1. The Impact of social media on Politics

- A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims than people who get their news from traditional sources.
- In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics first in the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African American president in 2008, and again in the Twitter-driven campaign of Donald Trump.
- The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

2. The Impact of social media on Society

- Almost a quarter of the world’s population is now on Facebook. In the U.S. nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.
- Thanks to the internet, each person with marginal views can see that he’s not alone. And when these people find one another via social media, they can do things create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

- Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

3. The Impact of social media on Commerce

- The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.
- Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-mortar businesses and, obviously, in the world of e-commerce.
- Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers.

4. The Impact of social media on the World of Work

- Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.
- Nineteen percent of hiring managers make their hiring decisions based on information found on social media. According to CareerBuilder's 2018 social media recruitment survey, 70 percent of employers use social networking sites to research job candidates.

5. The Impact of social media on Training and Development

- Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.
- A 2020 survey by One Poll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the "new normal" of high school. Sixty-eight percent of students

and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

- Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning.
- Despite issues of lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.



Figure 18 for your knowledge graphic

The flipside: social media is slowly killing real activism and replacing it with 'slacktivism'

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real

change. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content.

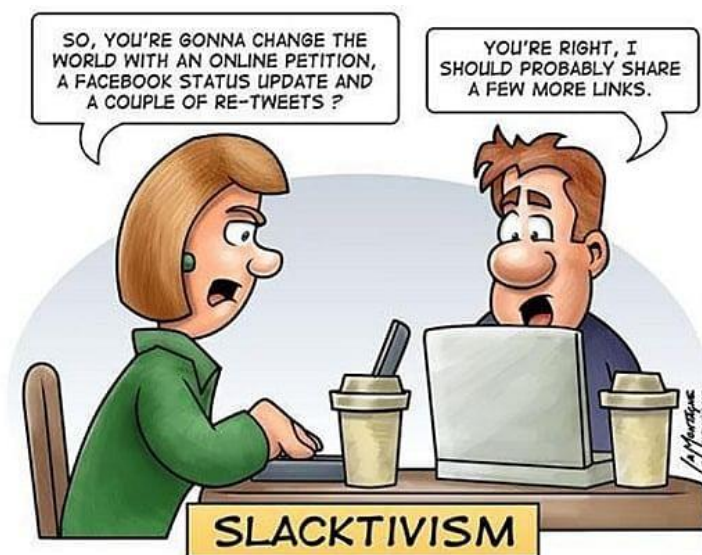


Figure 19 slacktivism

This passivity is a very human reaction when people are given options that absolve them from the responsibility to act. A 2013 study by the University of British Columbia's Sauder School of Business found that when people are presented with the option of 'liking' a social cause, they use this to opt-out of actually committing time and money to a charitable cause. On the other hand, when people are allowed to show support in private, they are more likely to offer meaningful support by making a financial contribution.

The researchers found that a public endorsement is meant to satisfy others' opinions, whereas people who give in private do so because the cause is aligned to their values. This peer pressure may be a factor in the recent trend of political polls in the U.S. to misread voter intentions. people who respond to the polls may be answering how they think the pollsters expect or the way they think will please their peers, but in the privacy of the voting booth (or at home with a mail-in ballot), they vote according to their true preferences.

Advantages of social media

- Connectivity

Connectivity is among the most significant benefits of social media. It can link countless users at any time, everywhere. Information could be spread globally through social media and its connectedness, making it simple for people to interact with one another. It results in global relationships.

- Education

The use of social media in education is commendable. Learners and educators can enroll in global collaborative platforms to facilitate constructive learning. It also aids in skill improvement by fostering knowledge and creativity.

- Information and Updates

Stay informed about events happening across the globe or in other people's lives using social media. In contrast to television, radio, or newspapers, social media lets everyone convey information accurately by presenting the real picture. It aids in showcasing real-world news across the globe.

- Awareness

People have become more conscious thanks to social media. It serves as a channel for information, thus paving the way to innovation and success via developing their knowledge and abilities. Social media well-covers global events, making people more aware of their surroundings.

- Share Anything with Others

Social media is the best platform to convey feelings and opinions - a song, a poem, a work of art, a decadent dessert, or anything else. Anyone can let their creativity shine through the platform for it to be shared by millions of others. Sharing the artistic works with others could open the door to achievement and several milestones.

- Helps in Building Communities

Live in a diverse world where individuals from different cultures, beliefs, and backgrounds exist. Social media brings these people together by linking them on a common platform. Thus, fostering a sense of unity facilitates the development of community links. For instance, food lovers can join the

community of food bloggers, while gamers can join communities focused on gaming, etc.

- **Mental Health**

Social media serves as an excellent stress reliever. Several groups can support people battling against stress, depression, and loneliness. By creating a feeling of elation, these communities can bestow a brighter attitude while also helping develop healthy relationships with others, thus enhancing mental health.

Disadvantages of social media

- **Affects Social-Emotional Connection**

Social media hampers emotional bonds. Everything is conveyed through texts digitally, which can stunt expressions. Ingenuity is lost when people who would ideally visit one another to convey greetings only send text messages instead of hugs.

- **Decreases Quick-witted Skill**

With the decrease in real face-to-face conversations and in-person chats, quick-wittedness is rare. Sense of humor and sporty tête-à-têtes have been compromised – the sense of love, friendship, fun, and enjoyment have all disappeared because of social media on human mental health.

- **Causing Distress to Someone's Feelings**

People who use social media to communicate lack empathy and do not wink an eyelid when they have to hurt someone. The latest trolls, negative comments, and feedback are all witnesses to the hard-heartedness that has evolved due to the invisible nature of social media.

- **Present Physically Not Mentally**

Spending time with each other is about being 'present' and in the moment. As friends and family gather, create memories by speaking to one another about times past, present and future. Unfortunately, today with social media being made available on the mobile phone, people spend time with each other 'scrolling' through posts.

- **Lacking Understanding and Thoughtfulness**

Feelings are conveyed through word and voice – but to do this, there is a need to be physically present in front of the other person to communicate feelings effectively. However, social media gives it a different hue when anyone puts them into a text, thus masking the real meaning.

- **Lack of Quality Family Time**

Social media has been the cause of many disrupted relationships simply because families cannot spend quality time with each other. Family time has taken a hit with 'me' and privacy taking precedence (due to the quality of texts that appear on social media).

- **Cyberbullying**

People, particularly children, have been victims of cyberbullying where threats, cons, and other negative activities easily ensnare them. Fake news and rumors spread effortlessly, leading to depression and suicide.

- **Hacking**

The vulnerability of social media has also thrown light on how easy it is to gather a person's data. Privacy settings must be constantly updated, and profile locked to avoid such situations.

- **Distracted Mind**

Social media is impulsive. New messages, notifications, and updates are the impetus to constantly checking the phone, resulting in distraction. The individual wastes time even ignoring important work to only look at the menial update.

- **Facilitates Laziness**

Spending hours on the couch glued to our smartphones results in several health problems such as obesity, stress, and high blood pressure. Technology and accompanying social media have led to a rise in laziness among people due to no physical activity or exercise.

- **Addiction**

A serious issue among youth social media addiction has led to disastrous consequences. While checking social media and using the smartphone in moderation is not bad, productive time and energy are wasted due to overuse.

- **Cheating and Relationship Issues**

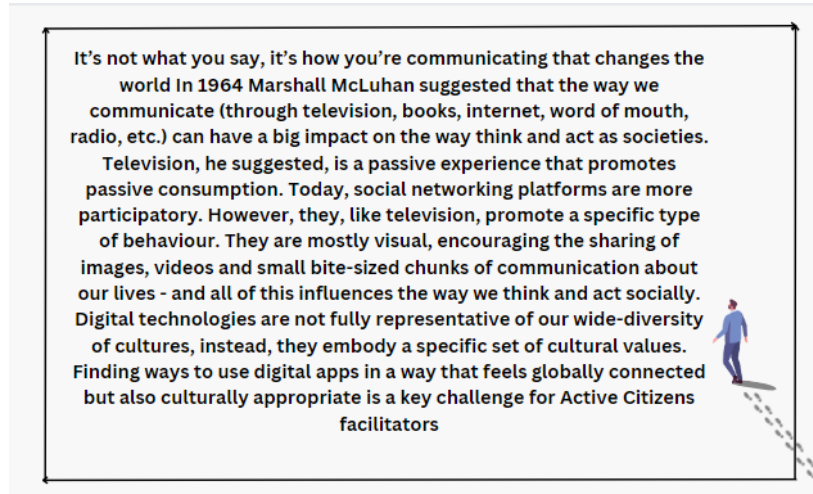
Individuals are now using social media as a platform for dating and marriage. However, chances are that the information provided on the profile is false, eventually leading to a toxic relationship or even divorce.

Going digital (opportunities)

- In the last few years there has been an increasing interest to understand how the Active Citizens learning journey can be delivered in either a digital or blended (mix of digital & face to face) model, and there have been pockets of innovation across the global network that have used digital to support network-building and delivery of programmed content.
- This is understandable given the potential opportunities that exist in 'going digital'.
- In a best-case scenario digital approach can:
- Improve accessibility to the programme e.g., where there are obstacles to meeting face to face, participants will still be able to access the programme.
- Reduce the cost of participation e.g., using messaging and video apps during delivery can significantly reduce the cost of organising meetings.
- Reach greater numbers e.g., large-scale courses that mix digital events and gettogethers with offline tasks can reach larger numbers of participants than face to face events. See section
- Strengthen local to global relationships e.g., using digital tools can enable participants to communicate and collaborate across borders, whilst feeling part of a greater whole.
- Support the self-organisation of participants e.g., instant messaging and social media apps can enhance the ability of groups to sustain communication over time without direct management by partners and facilitators.
- Capture data and information over time e.g., digital tools can drastically reduce the time and resources required to gather and collate information from communities providing useful evidence and insights for social action, advocacy campaigns and strategic decision-making.
- Enhance social action project management e.g., using apps that support collaboration, monitoring and evaluation, financial management and

communication can improve the coordination and impact of social action projects.

- Improve digital literacy skills e.g., equipping people and communities with the skills to use new technologies in a way that is safe and ‘does no harm’ is an increasingly important twenty first century skill.



WORK SHOP KEY LEARNING

1. Human Rights

Address Human rights on Digital manner and adaptation human rights on digital platforms.



2. Communication

Effective Communication through social media and Digital media as a activist. Hate speech and redemptive measures.



3. Social media

Grow audience and address relevant through social media and utilization tools. Professional profile development.



4. Cyber security

Ensure the safety of using digital platforms. Digital hygiene and healthy Digital media practice.



5. Productive personal

Productive outcomes through Digital media usage. Develop current standards and upgrade career opportunities.



**Connect with Us
for more info.**



We Deliver



1. Personal attention on every participant.

2. Will stick to time frame and it can be adjusted as request.



3. work plan and a training model will be developed.

4. Productive outcomes



5. The program will be carried out with informative attractive activities.

