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The acquisition of digital competencies in the fight against discrimination

Discrimination can be expressed in different directions, it does not necessarily have to be verbal and in person. In the digital world, the practice of discrimination is more difficult to control and the acceptance of embedded emotions in the text is on a different level. Here, the acquisition of digital literacy and critical thinking skills is of particular importance, because the verification of information and the competencies to correctly absorb information can protect against misinterpretation.



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In the fight against discrimination in the Internet space, a key point is digital and media literacy. Media literacy is very important for the innovation of modern society.

Unfortunately, not every user of Internet services has the necessary competencies and skills to use media such as the Internet in a critical and creative way. This is becoming an increasing problem for young people who are becoming independent Internet users.

What is media literacy? This domain assumes that users are able to navigate the information that inundates them online every day. This means knowing the major search engines like Google, Yahoo, Quant, Bing, etc. To learn to enter keywords in a search and to sift true from false information, opinion from fact.



This is most easily done by:

- Verification of information from several different sources (both on the Internet and on paper);
- Verification of the author of the information;
- Verification of publication date;
- Assessment of the purpose of the publication (why it was published);
- Verification of cited sources;
- Thinking about the messages and possible hidden purposes of the text.



Skills to develop in online communication:

- ✓ Observance of etiquette/(net) etiquette - greeting, using words expressing respect, listening, expressing opinion, etc. Sharing an opinion in the first person singular and as a personal opinion. "I think that...I have read that ..etc" This approach is a prevention for unnecessary disputes and conflicts.
- ✓ Comments - "You did", "You are wrong" - are perceived as attacking and often hinder the communication.



- ✓ Asking the following questions before sharing: Is it true? Is it helpful? Is it inspiring? Is it necessary? Is it polite?
- ✓ The use of emoticons (images that express different emotional states) helps to recognize and manage emotions, which are a fundamental and invariable part of communication.



Using the possibilities of the Internet in the fight against discrimination

The possibilities offered by the Internet for the distribution and launch of information are limitless. But it is an extremely delicate area, because the direction of action can be reversed in case of incorrect and uncontrolled dissemination of information. If properly manipulated, established anti-discrimination articles can lead to public discontent and resistance to discriminatory practices. It is very important to have constant control over information because it is a dynamic process of public opinion and is labile depending on the power of influence.



The Internet, as a global space, offers many possibilities, as long as they are controlled. What can be learned in the fight against discrimination is:

1. Launching the right anti-discrimination communication messages
2. Launch on the right platforms where user traffic is higher and visitors fall into our target group
3. Preliminary study of the habits of our users to whom the message is directed



4. Using YouTube as a potential for developing channels and disseminating information about discrimination
5. Using Instagram, which many young people use as a social network for communication.
6. Leveraging influencer practices to spread information that reaches the right people.
7. 7. In advance, it is necessary to know exactly what is intended with the message in order to use the right resources of the Internet space.



Instagram

Instagram is a social platform for photos, videos and channels.

Mainly used by influencers and teenagers. This is a place where a good photo, appearance and likes are of great importance. Outside the context of the constant beauty contest, Instagram can be useful in youth communication.

Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.



Instagram

Where the platform can be useful in the fight against discrimination is using its capacities and opportunities to disseminate information. The platform itself makes it possible to reach a certain target group and has filters for censorship, which is an opportunity to control messages.



Tik Tok

Tik Tok is a short form video hosting service. It contains a variety of short-form user videos from genres such as pranks, stunts, tricks, jokes, dance and entertainment ranging from 15 seconds to ten minutes in length. Tik Tok is the third fastest growing brand of 2020, behind only Zoom and Peacock. Tik Tok is the most popular website of 2021, overtaking Google. Tik Tok has been criticized for psychological effects such as addiction, as well as controversies over inappropriate content, misinformation, censorship and moderation, and user privacy.



Tik Tok

TikTok is a platform for creating content for fun and for money.

The platform's AI algorithm also adds to the potential of influencers as it curates content based on user preferences. The platform can be useful in the fight against discrimination because it is easily accessible and currently in demand by young people. It also carries many negative influences on users because every single user is exposed without being censored.