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Cyberculture and media ethics

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CYBERCULTURE AND MEDIA ETHICS

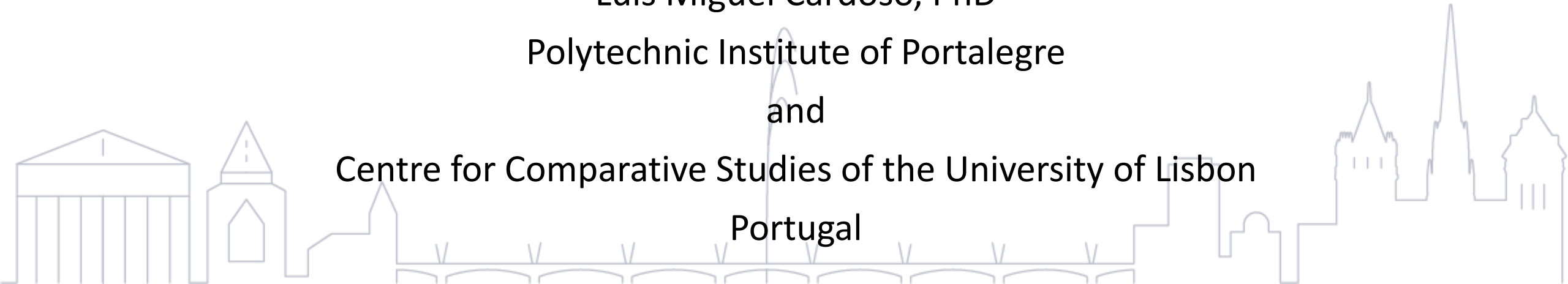
Luís Miguel Cardoso, PhD

Polytechnic Institute of Portalegre

and

Centre for Comparative Studies of the University of Lisbon

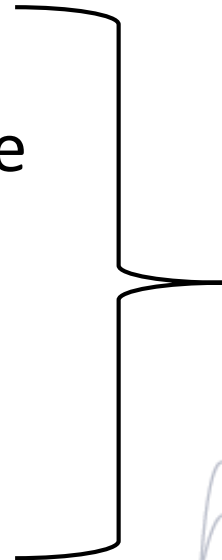
Portugal



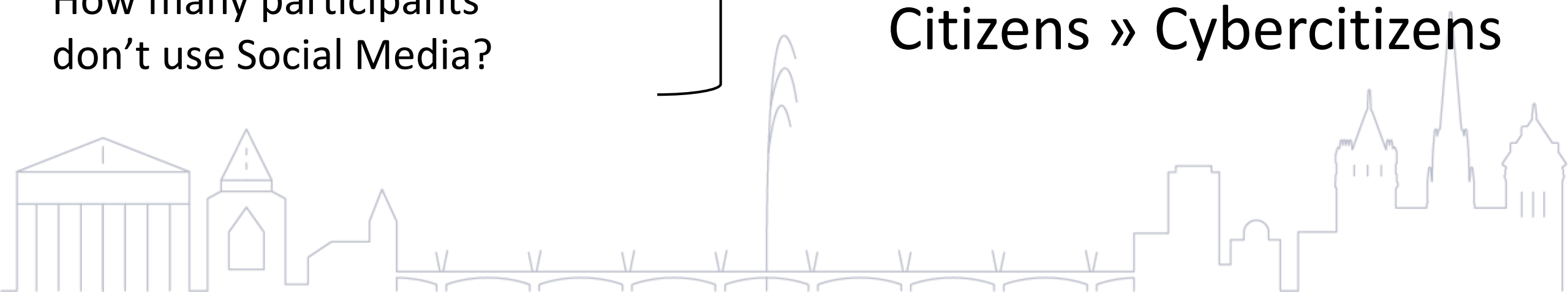
Question

How many participants don't use internet?

How many participants don't use Social Media?



Cyberspace
Cyberculture
Citizens » Cybercitizens



Social Media

Social Media

['sō-shəl 'mē-dē-ə]

A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

 Investopedia

- There are more than 3.8 billion social media users around the world;
- By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million;
- Nearly 90% of people between the ages of 18 and 29 used at least one form of social media.



Facebook

Monthly Active Users: **2.2 Billion** Daily Active Users: **1.4 Billion** Founded: **2004**

Photos uploaded daily: **300 Million** Video views daily: **8 Billion** Rank: **#1**



YouTube

Monthly Active Users: **1.5 Billion** Daily Active Users: **30 Million** Founded: **2005**

Video views daily: **5 Billion** Average visit length: **40 min.** Rank: **#2**



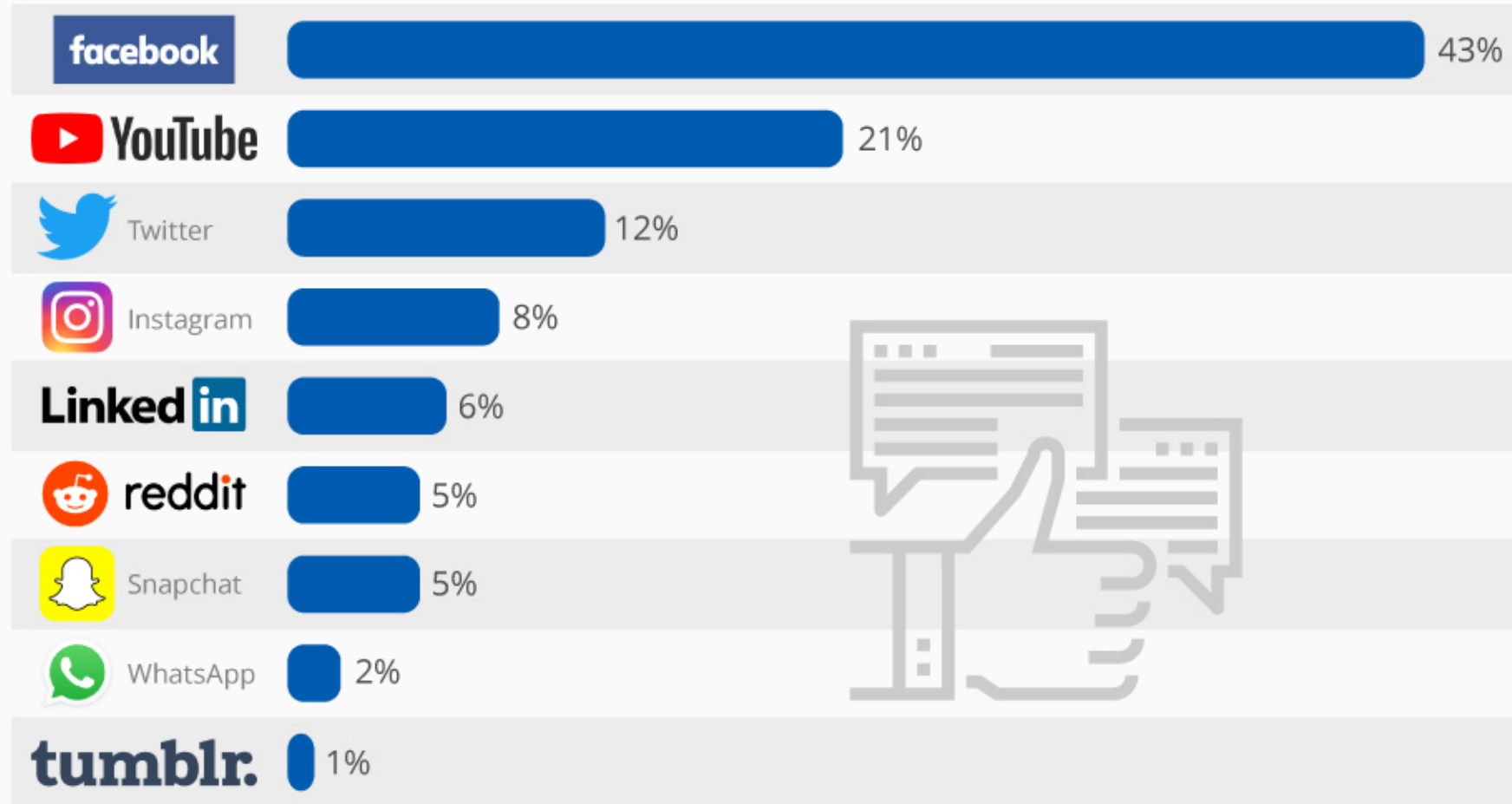
Twitter

Monthly Active Users: **330 Million** Daily Active Users: **100 Million** Founded: **2006**

Tweets published daily: **140 Million** New accounts daily: **460,000** Rank: **#6**

Facebook Remains a Major Gateway to Online News

% of U.S. adults who get news on the following social media sites*



Question

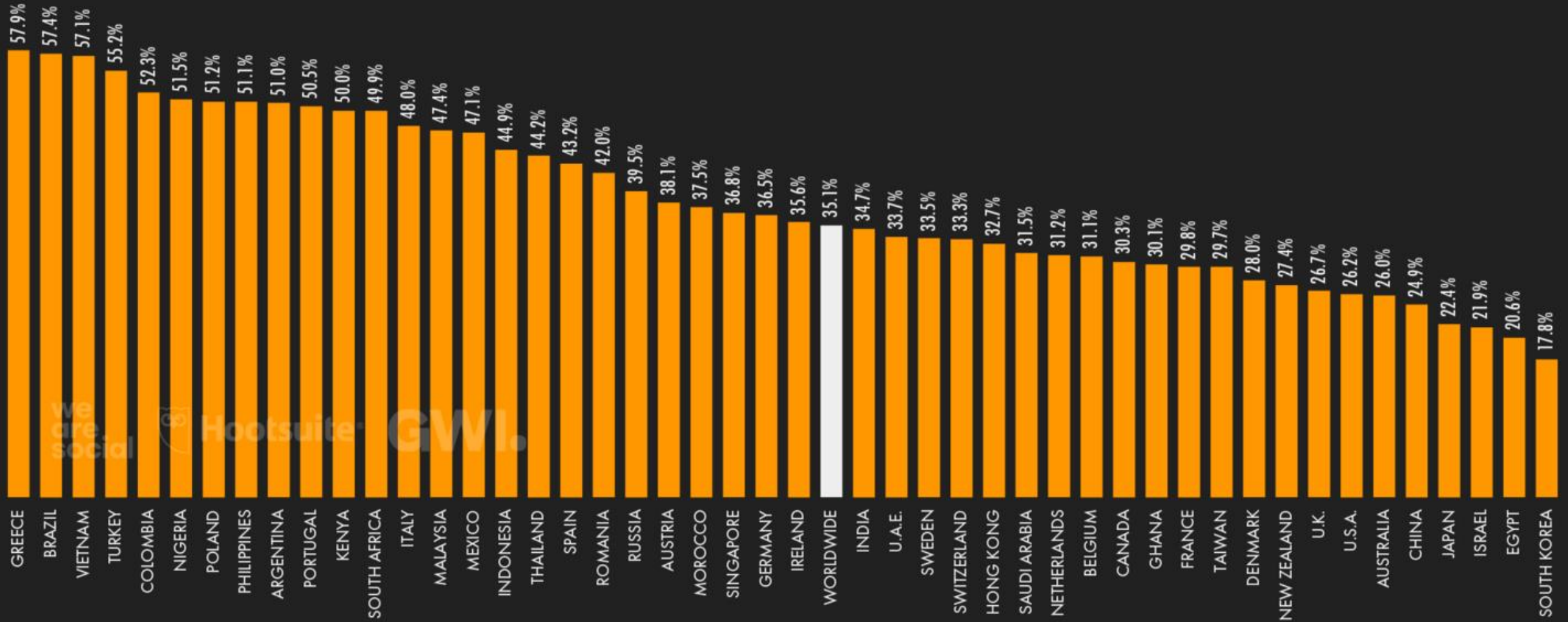
How many participants use Social Media to access News?



JAN
2022

SOCIAL MEDIA AS A SOURCE OF NEWS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE SOCIAL MEDIA TO FIND OR CONSUME NEWS CONTENT

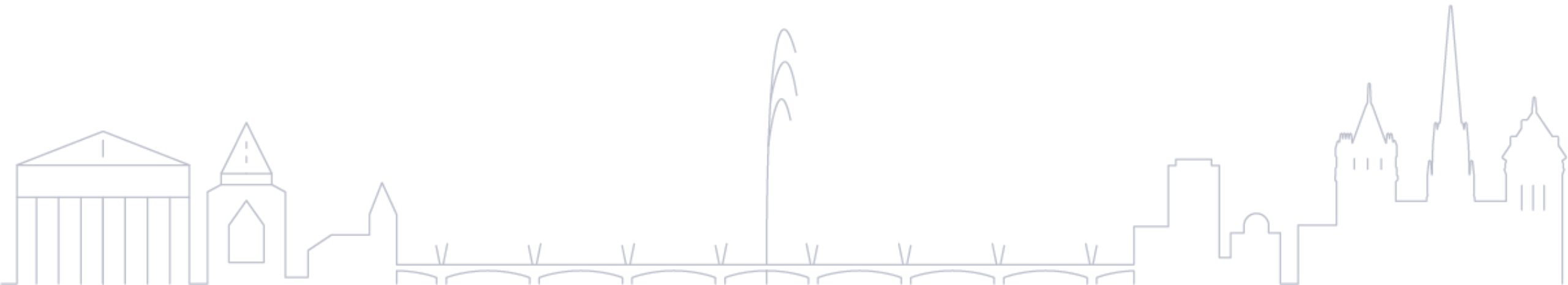


Misleading information



Question

Have you found fake news while using Social Media?



Common sources of fake news according to Canadians



Facebook 68%



Social media 65%



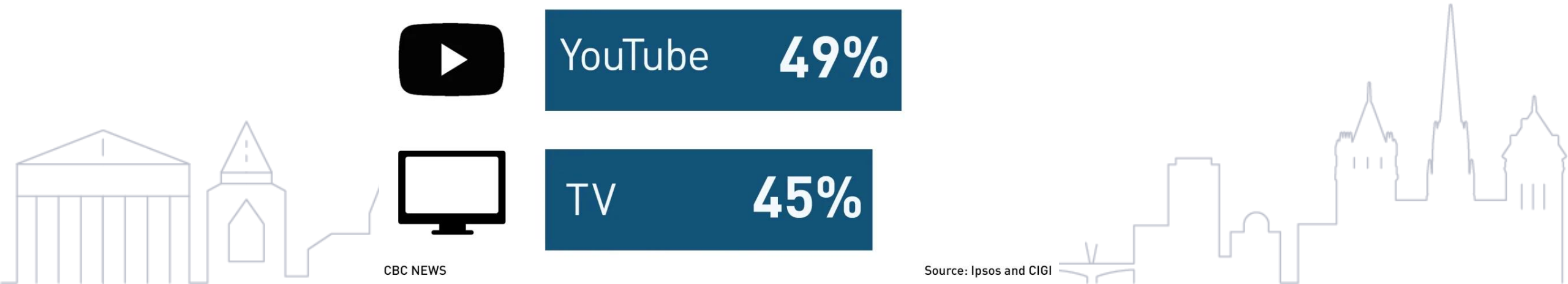
Websites 62%



YouTube 49%



TV 45%



1 in 4
YouTUBE videos
on coronavirus
contain
misinformation

[Broadband Commission for Sustainable Development]

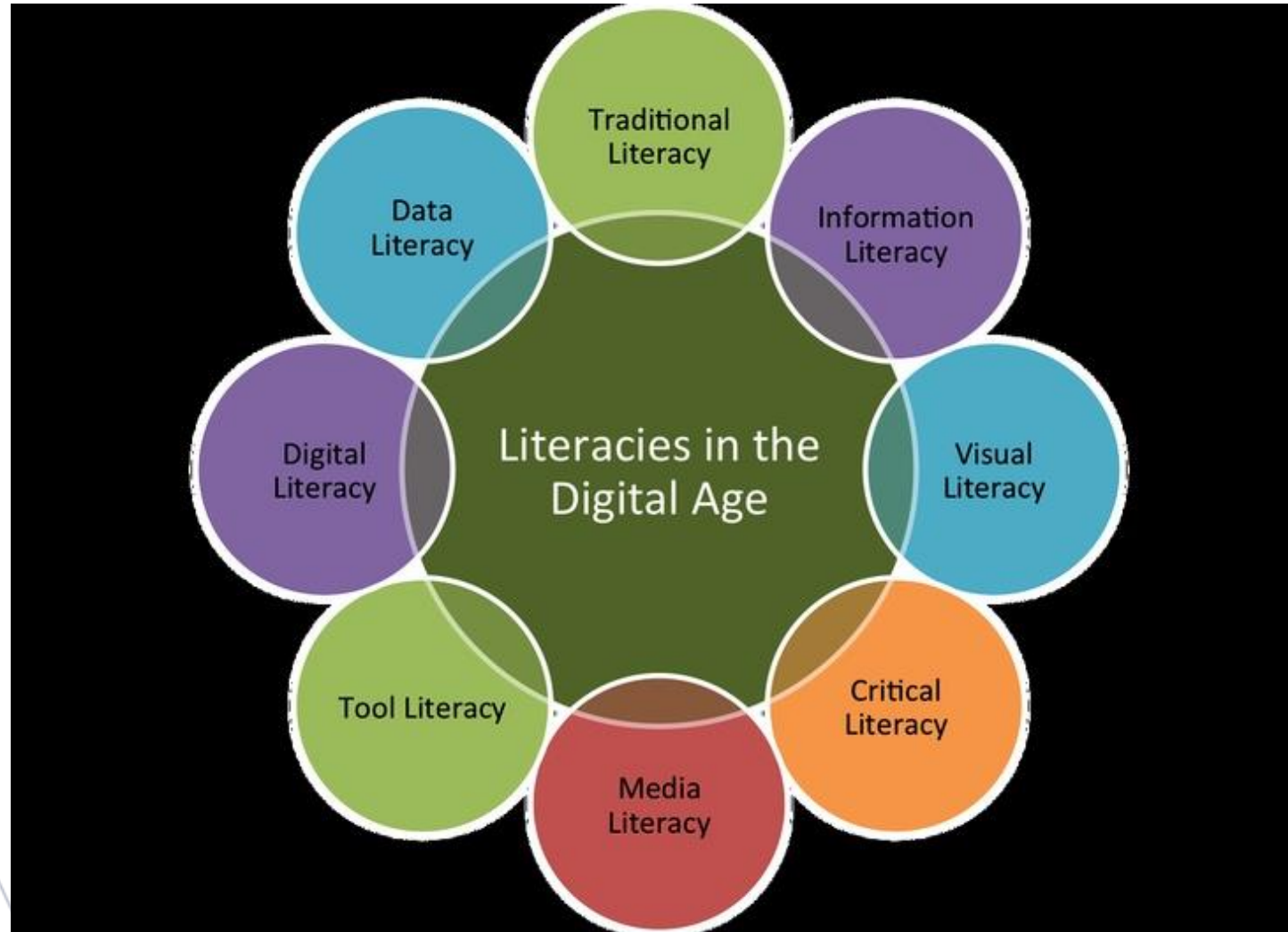
unicef  for every child

In the UK
only 2%
of children
have the necessary
skills to detect
misinformation

[UK's Commission on Fake News and the Teaching
of Critical Literacy Skills]


LEADING MINDS
20 ONLINE 20

The answer?



Skills of the 21th century

Basics

1. Literacy
2. Numeracy
3. ICT & Digital Literacy
4. Financial Literacy
5. Cultural Literacy
6. Scientific Methods
7. Learning Literacy
8. Ethical Literacy

Personal Skills

1. Active Learning / Curiosity / Growth
2. Emotional Intelligence
3. Leadership Skills
4. Communication & Coordination
5. Judgement & Decision-Making
6. Creativity, Ideation and Innovation
7. Critical Thinking & Reasoning
8. Complex Problem-Solving
9. Analytical Thinking
10. Systems Thinking
11. Collaboration
12. Negotiation
13. Self-Reflection & Mindfulness
14. Resilience
15. Adaptability

FIRSTDRAFT

7 TYPES OF MIS- AND DISINFORMATION



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive



A “Troll Farm”

Internet search engines and social media sites have become the targets of organized groups that create and spread disinformation online.

How to spot when news is fake



8. JOIN THE MYTH-BUSTERS⁽²⁾

Keep on top of the latest tricks and narratives used by those spreading disinformation. Report fake stories. Tell your friends.

7. QUESTION YOUR OWN BIASES

Sometimes a story is just too good or entertaining to be true. Take a deep breath, compare with reliable sources and keep a cool head.

6. THINK BEFORE YOU SHARE

The story could be a distortion of real or old events – or it could be satire. The headline could be designed to spark strong emotions. If an event is real, reliable media will cover it.

1. CHECK THE CONTENT

Are the facts and figures accurate? Is the article biased? A credible media outlet keeps one-sided opinions where they belong – in op-eds, not in news articles.

2. CHECK THE OUTLET

Do you know it? Does the URL look strange? Check the 'about' section. Who is behind it? Who is funding it? Double-check what other (trustworthy) sources say.

3. CHECK THE AUTHOR

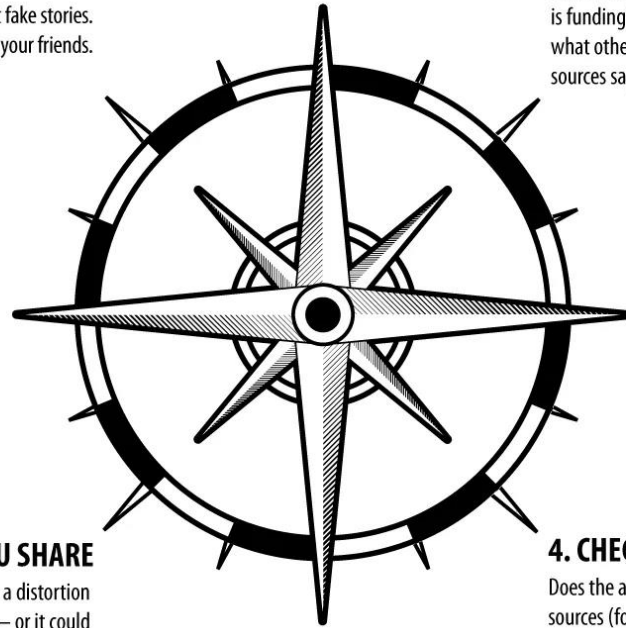
Does this person even exist? A well-respected journalist always has a track record. If the author has made up his or her name (or does not mention it), the rest is also likely to be fake.

4. CHECK THE SOURCES

Does the author use reliable sources (for example, well-established and respected media outlets)? Are the quoted experts real specialists? If the story uses anonymous (or no) sources, it could be fake.

5. CHECK THE PICTURES

Images are powerful, and it is easy to manipulate them. An image search can show if it has been used before in a different context. The InVID plugin⁽¹⁾ can help you detect manipulation of videos or pictures.



Fighting 'Fake News' In Europe

Albania, Bosnia-Herzegovina, and North Macedonia are the least resilient countries to "fake news," a report by the Open Society Institute reveals.

Media literacy in Europe:

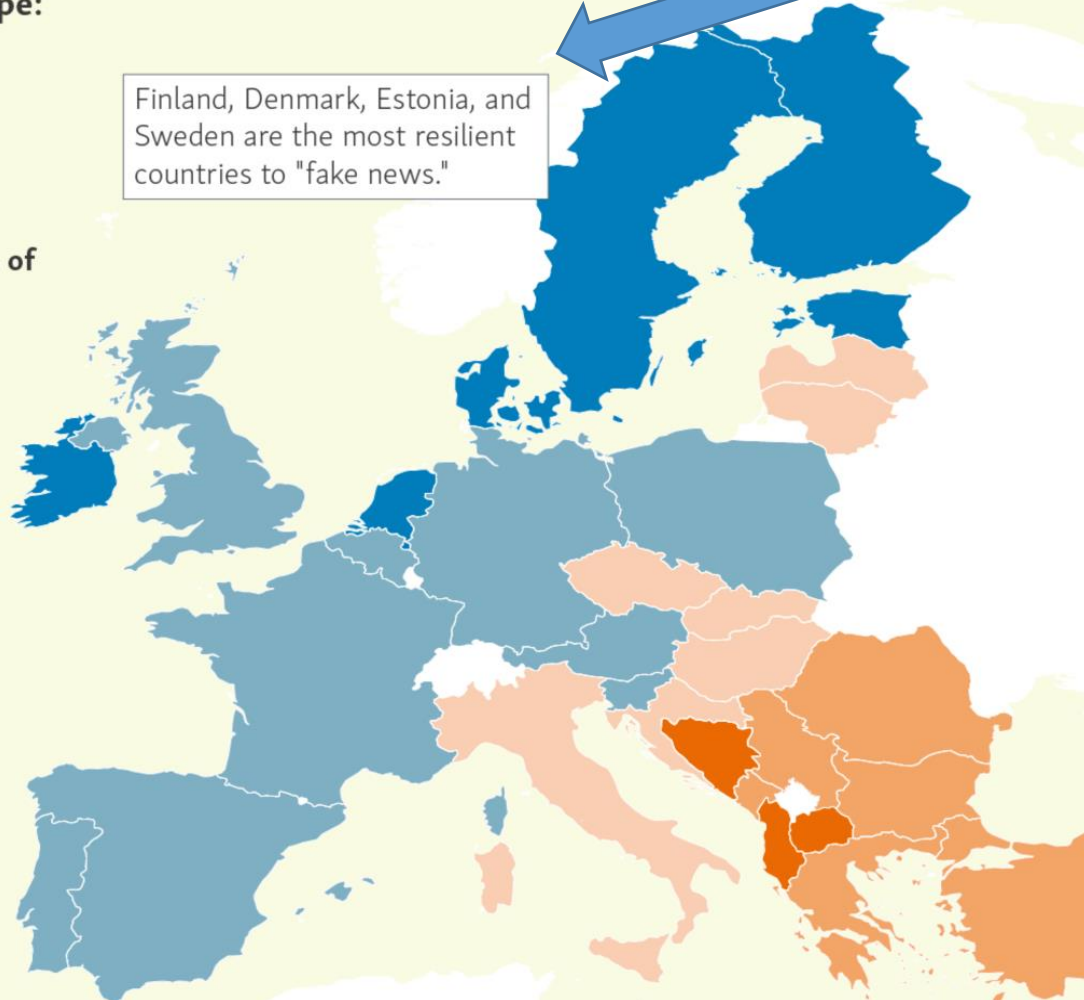


Finland, Denmark, Estonia, and Sweden are the most resilient countries to "fake news."

What are the indicators of media literacy?

- Press freedom
- Education: PISA scores
- Trust in others
- E-participation Index

The Media Literacy Index scores and ranks 35 countries in Europe.



Conclusion

MEDIA LITERACY INCLUDES:

- digital literacy
- information literacy
- news literacy
- visual literacy
- digital citizenship



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#BNBT2022

Ethics and Values at the
Heart of Quality Education

THANK YOU

