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Cyberculture and media ethics

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#BNBT2022
Ethics and Values at the Heart of Quality Education

CYBERCULTURE AND MEDIA ETHICS

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Polytechnic Institute of Portalegre
and
Centre for Comparative Studies of the University of Lisbon
Portugal

Question

How many participants don’t use internet?

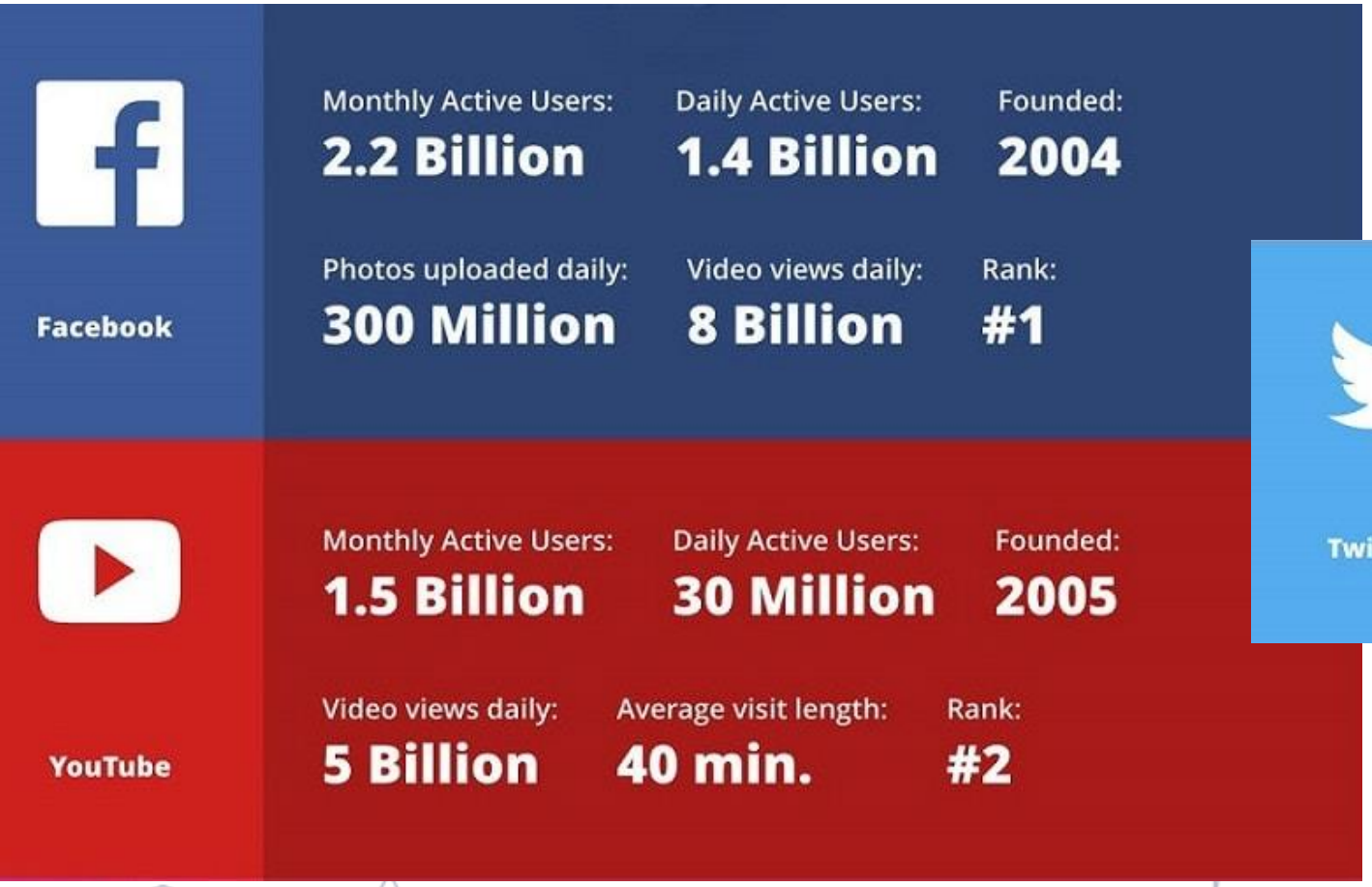
How many participants don’t use Social Media?

Cyberspace
Cyberculture
Citizens » Cybercitizens

Social Media



- 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.

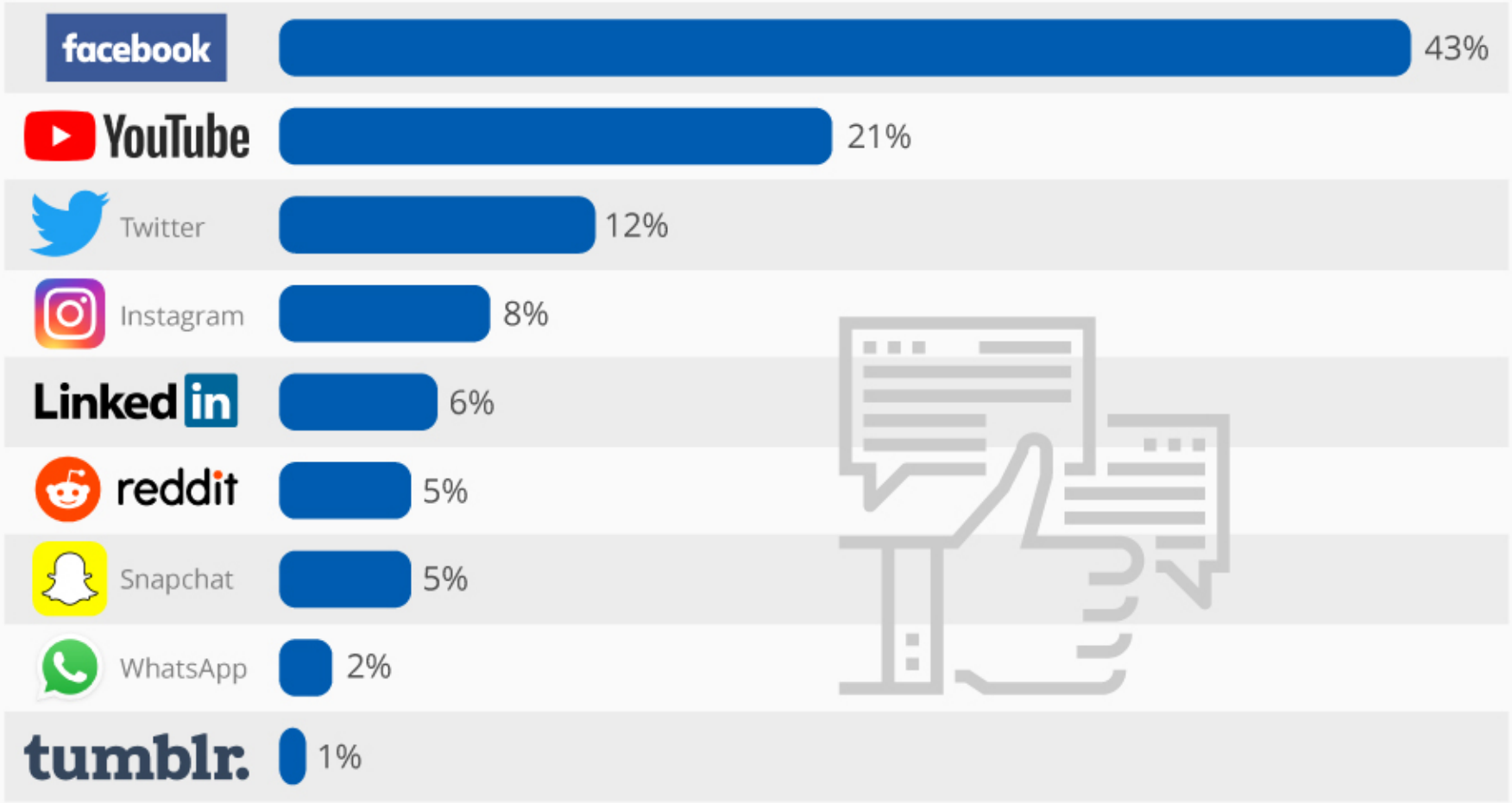




https://socialmedialist.org/social-media-news-statistics.html

Facebook Remains a Major Gateway to Online News

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



@StatistaCharts

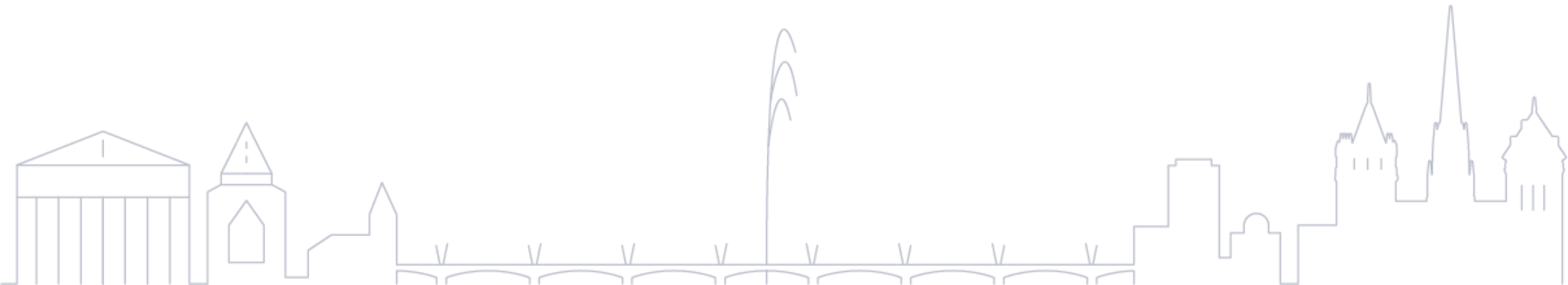
* based on a survey of 4,581 U.S. adults conducted in Q3 2018

Source: Pew Research Center

statista

Question

How many participants use Social Media to access News?

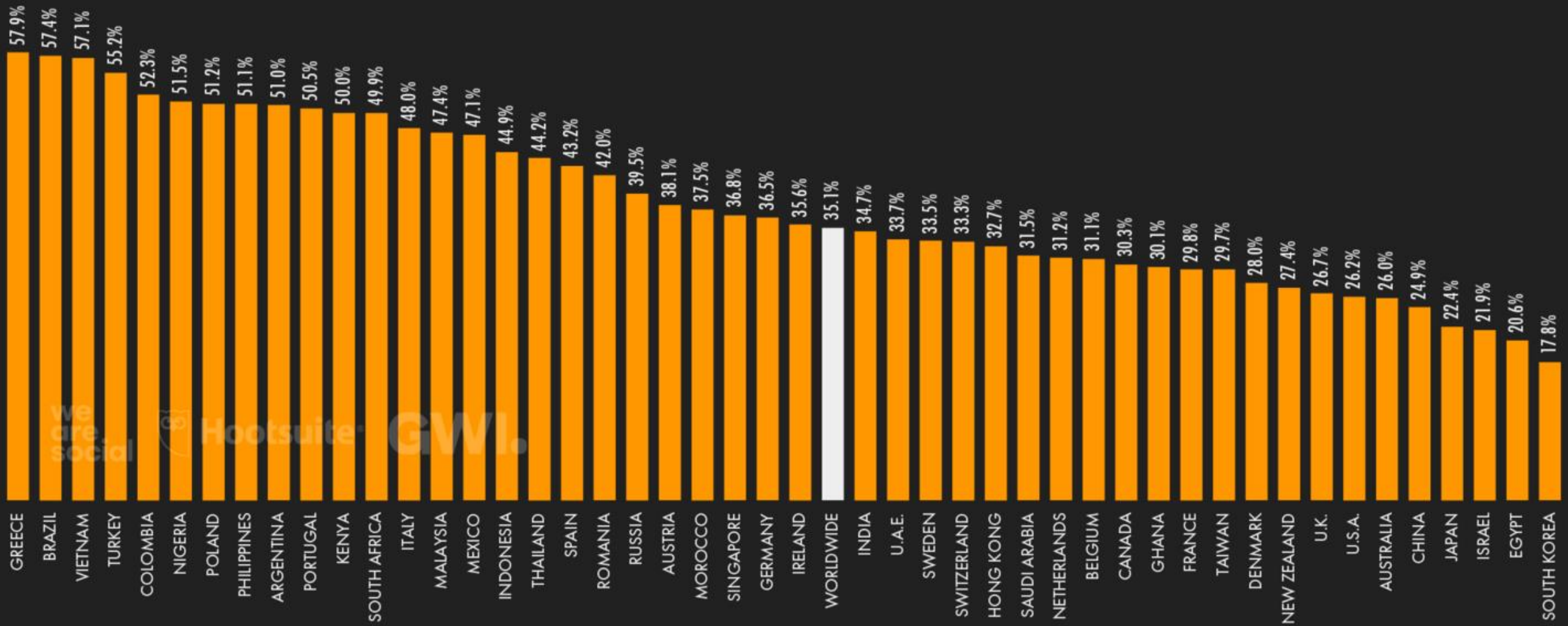


JAN 2022

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

GLOBAL OVERVIEW



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Hootsuite

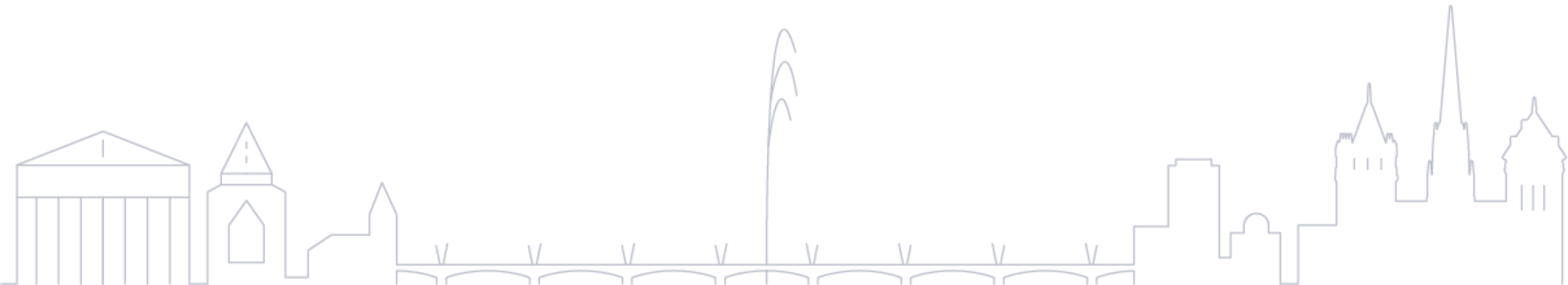
Misleading information

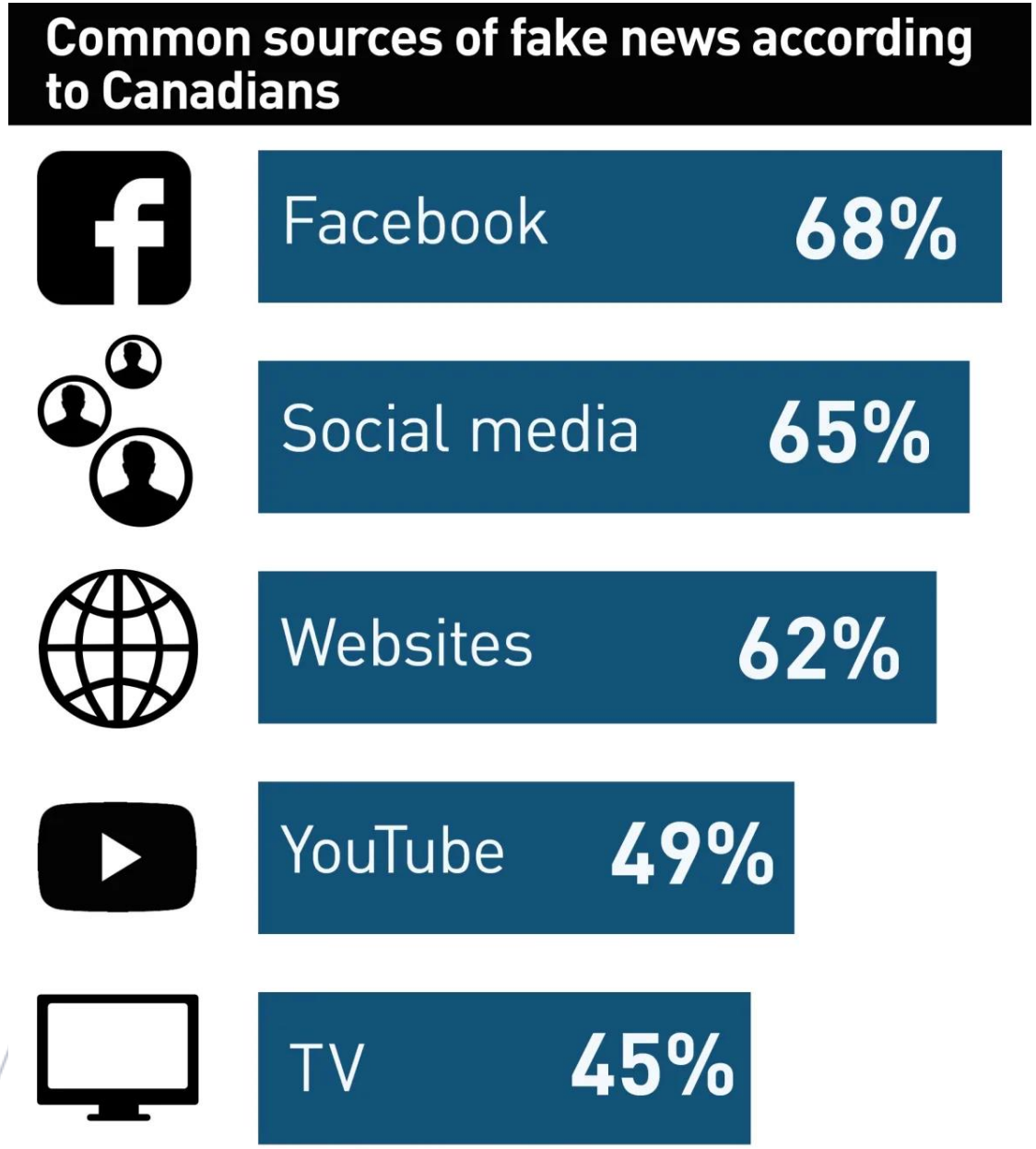


Providel, Eliana & Mendoza, Marcelo. (2021). Misleading information in Spanish: a survey. Social Network Analysis and Mining. 11. 10.1007/s13278-021-00746-y.

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%
CBC NEWS
Source: Ipsos and CIGI

1 in 4
YouTube videos
on coronavirus
contain
misinformation

[Broadband Commission for Sustainable Development]

unicef | for every child

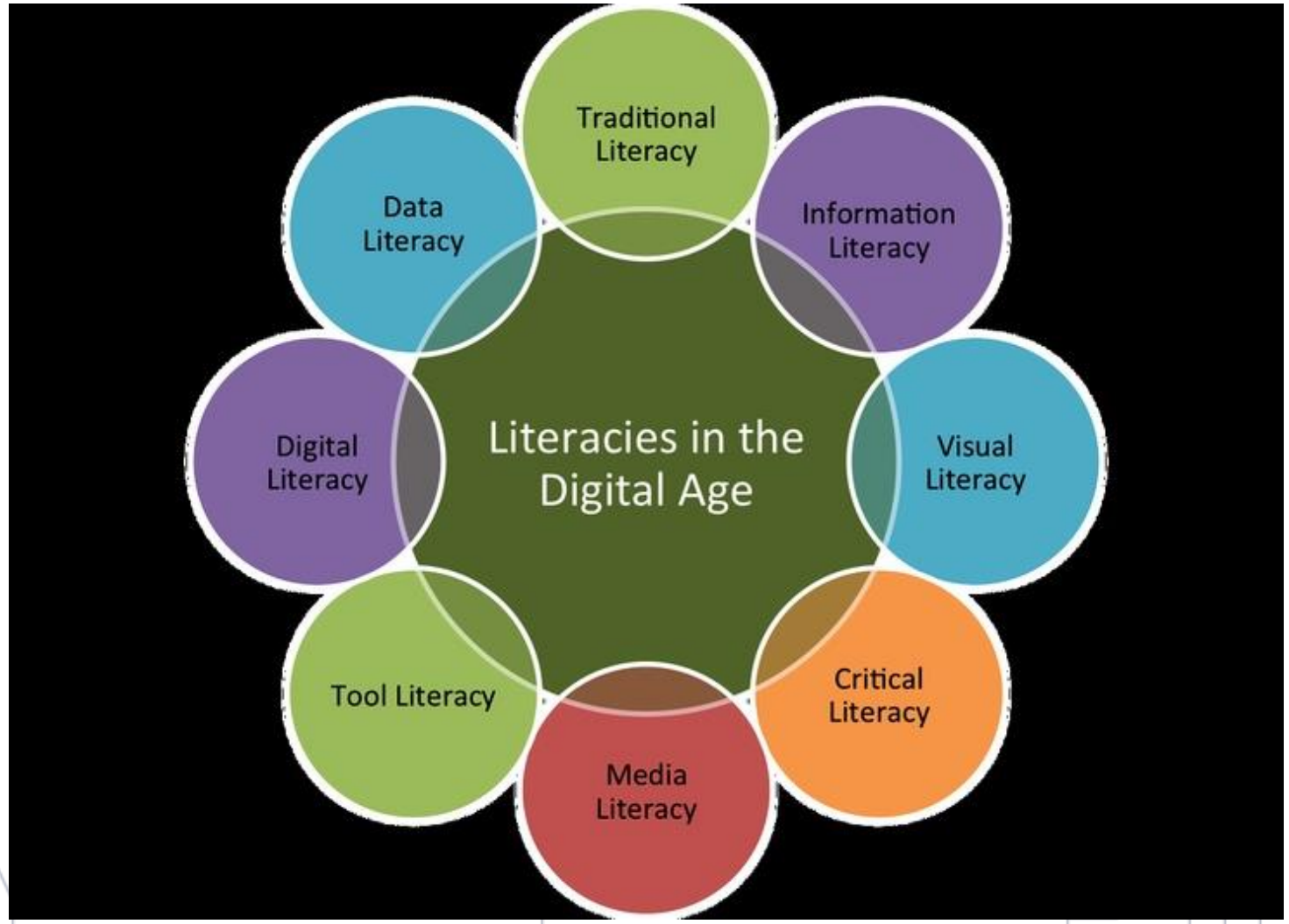
In the UK
only 2%
of children
have the necessary
skills to detect
misinformation

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

LEADINGMINDS
20 ONLINE 20

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The answer?



https://outliersacademy.com/2019/01/01/8-important-digital-literacy-practices-for-students/

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The answer?

MoreThanDigital

Skills of the 21th century

Basics

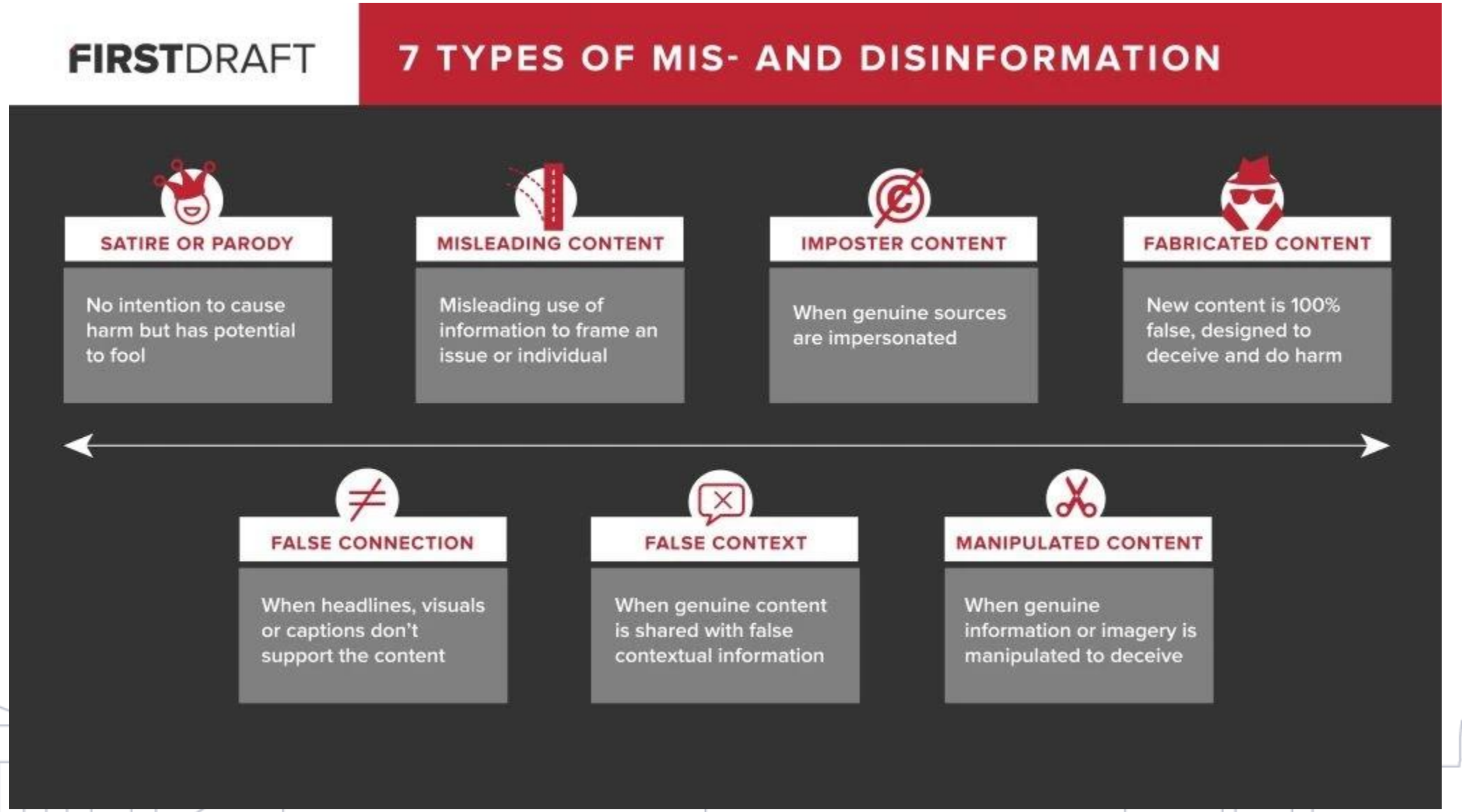
1. Literacy
2. Numeracy
3. ICT & Digital Literacy
4. Financial Literacy
5. Cultural Literacy
6. Scientific Methods
7. Learning Literacy
8. Ethical Literacy

Personal Skills

1. Active Learning / Curiosity / Growth
2. Emotional Inteligence
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 & Mindfulnes
14. Resilience
15. Adaptability

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https://morethandigital.info/en/23-skills-of-the-future-important-skills-for-the-jobs-of-21th-century/



https://lifestylesharer.wordpress.com/2019/01/10/7-types-of-mis-and-disinformation-and-how-to-spot-them/



A “Troll Farm”

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

https://profbunting.medium.com/the-dangers-of-misinformation-fake-news-dfb5a22828c6

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How to spot when news is fake

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.

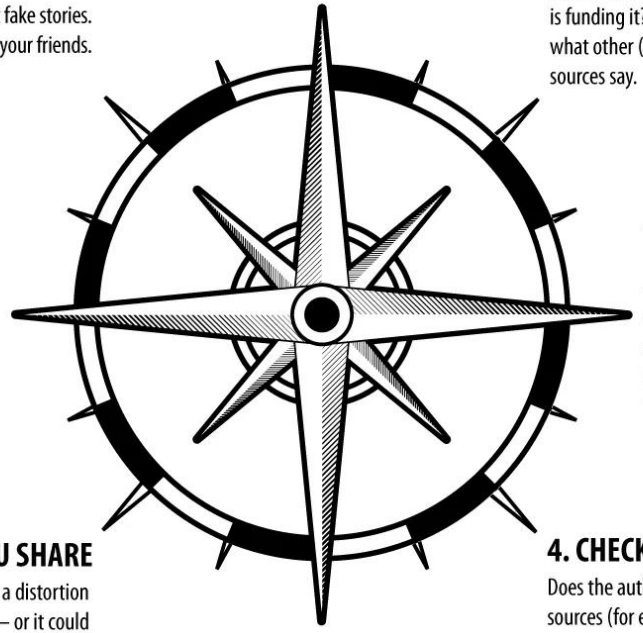
4. CHECK THE SOURCES
Does the author use reliable sources (for example, well-established and respected media outlets)? Are the quoted experts real specialists? If the story uses anonymous (or no) sources, it could be fake.

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.

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.

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.

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.



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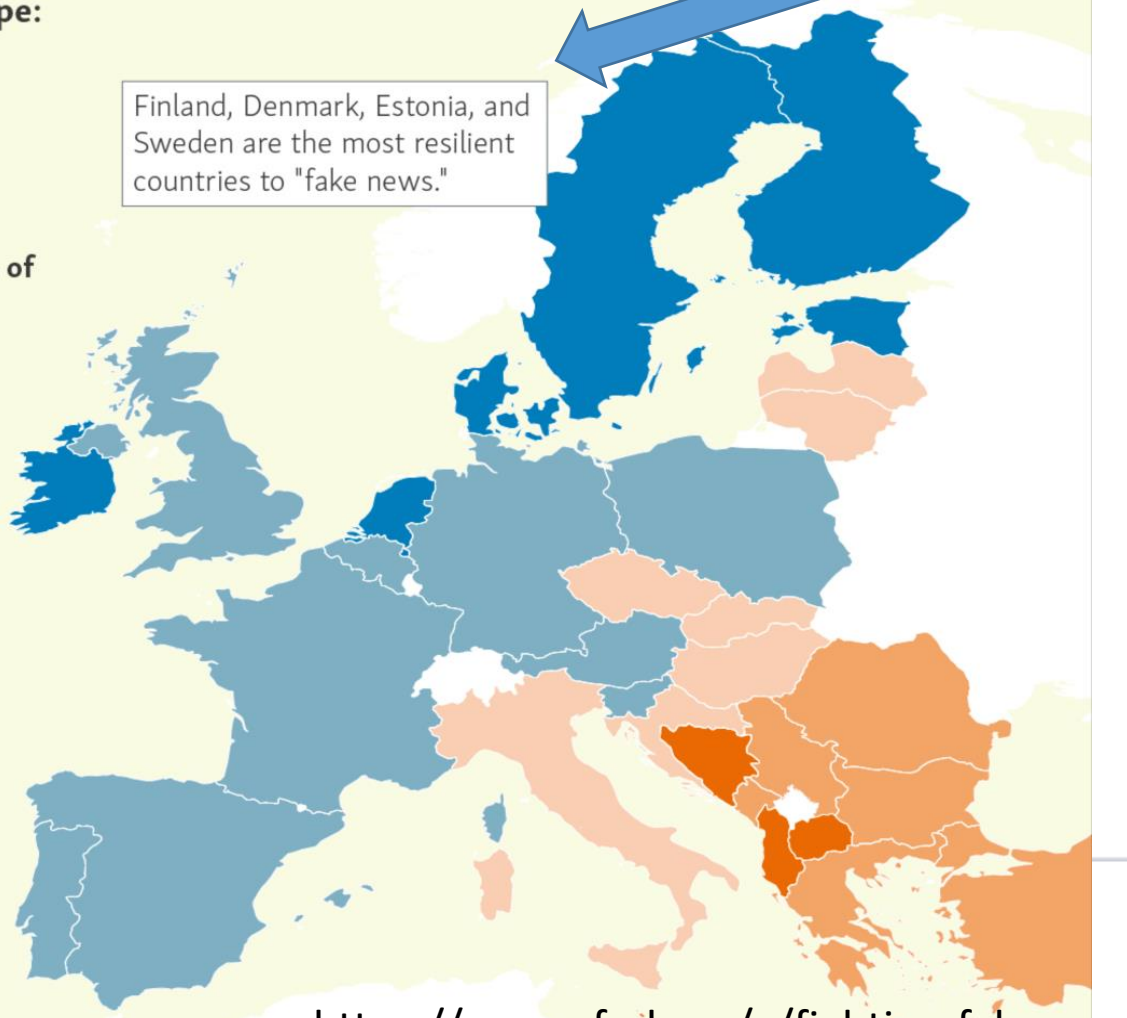
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Fighting 'Fake News' In Europe

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:





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.

https://www.rferl.org/a/fighting-fake-news-in-europe/31163685.html

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Conclusion



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THANK YOU

