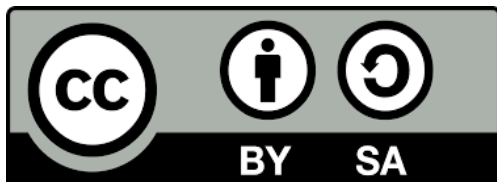




DIGITAL AND MEDIA LITERACY FOR ACTIVE CITIZENSHIP: A tool kit
for promoting critical thinking and democratic values

MODULE 6: Managing Digital Identity

Topic 1: Netiquette



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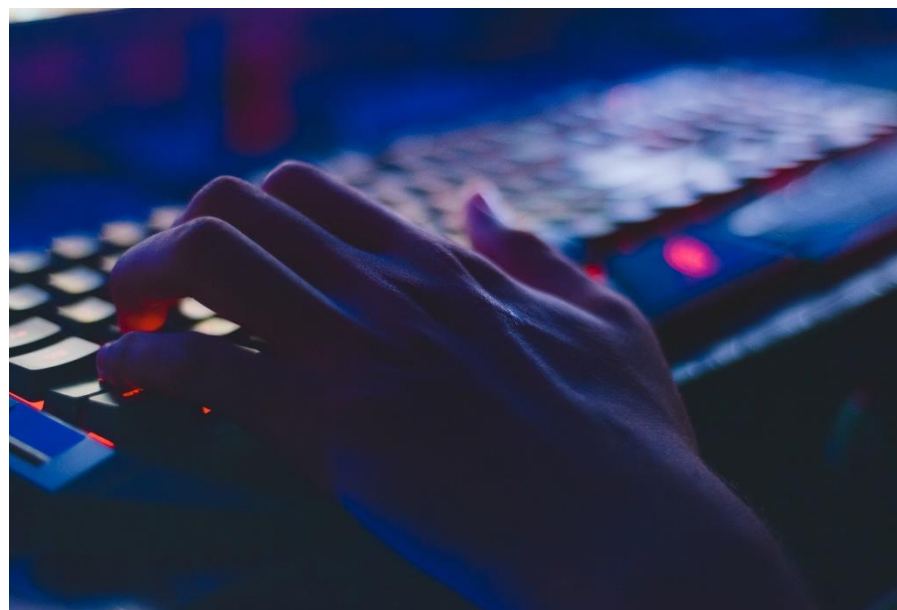
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Module Description

Nowadays, technology is a part of our everyday lives.

We are online perhaps more than we are offline, as we are almost constantly in front of a screen, whether on a smartphone, a computer monitor, a laptop or a tablet, and it is important to remember that the persona we have online has an impact on our offline lives, as well.

This module will teach you why you need to be careful with your online identity, how to paint yourself in a good light in online interactions, and how to manage your time and activities online.



Topics

This module will cover the following topics:

- Topic 1: Netiquette
- Topic 2: Digital Footprint
- Topic 3: Screen Time









Learning Outcomes

In this module, you will learn:

- what comprises our digital identity and why it is important to be conscious of it
- the skillset needed to distinguish between appropriate and inappropriate online behaviours that form one's digital identity
- how to manage your online identity to avoid the pitfalls that may result from abusive or inappropriate behaviour and use of the internet

Legend

	Keywords
	Scenarios
	Tips
	Questions
	Activities
	Resources

Topic 1

Netiquette

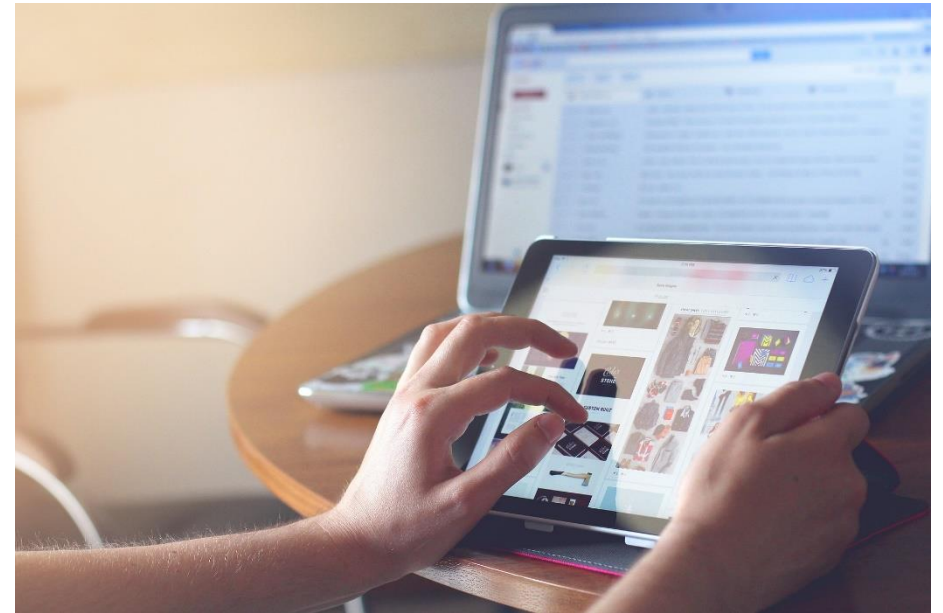


What is Netiquette?



"Netiquette" refers to Internet etiquette.

It is the use of **good manners** in online communication such as social media, e-mails and chats. It is important to use netiquette because when we are communicating online, we are usually reading text that someone else has typed. Because of this, messages can often be **misinterpreted**. By following netiquette, online communication becomes clearer.



Social media and society



People go on social media to **communicate**.

Communication is a major part of society, and is the basis for forming relationships. When talking with other people, there are some unwritten rules that we follow, like and “**Be polite**” and “**Let others finish when they are talking**”.

Online communication is no different.

Friendships and relationships can be formed online. Same as in real life, there are some guidelines that we must follow online if we want to achieve successful communication.

How do online arguments start?

When we are online, we might receive or come across something which offends us (video, image, text or audio), or we might come across other people being offended:



- **Trolls:** These are people who are purposely rude and offensive online, aiming to upset other internet users.
- **Ignorance** can also lead to poor online communication. If we are **unfamiliar** with a person's **background**, the **situation**, or the **netiquette rules** for this specific area of the internet, we may accidentally say or do something offensive.



Why do people misbehave online?

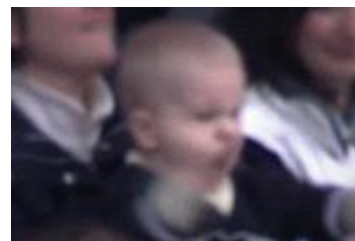
- **Misunderstanding:** We can't see the other person's facial expressions and body language over the internet, so it's easy to misinterpret things. For this reason, people have invented multiple ways to convey emotions more clearly. These include:
 - Punctuation ! ? ...
 - various visuals that can be exchanged in chats:



Memes



Emojis



GIFs

Why use Netiquette?



Potential consequences of not using Netiquette

- x People may become upset if they misunderstand
- x Risk appearing insensitive towards others
- x Communication breakdown: the meaning is not passed across at all
- x Risk destroying friendships and other relationships

Why use Netiquette?

Benefits of using Netiquette

- ✓ Helps create and sustain online relationships
- ✓ Maintains online interaction constructive and friendly
- ✓ Helps maintain a positive Digital Footprint (*see module 6, Topic 2*)
- ✓ We show that we respect other people online
- ✓ Helps get the correct meaning across



Reacting to content

Online content takes many shapes and forms. It can be in any format:

- Text:



Comments on platforms
such as YouTube, Instagram,
Facebook

- Sound: **podcasts, music**



Searching for secrets and treasures in much trodden paths may seem pointless. Others have been here long before you, all the secrets were uncovered before you were even a thought, the treasures are all but sold away or locked behind glass cases for everyone to see. But at the end of day, when your feet hurt and your eyelids are heavy, it dawns upon you: the search itself is what you were looking for all along.

#nature #path #treetrunk #vineplant
#light
#detail #green #keepsearching

Posts and captions on
social media

- Video: **vlogs** or other types of **video** on YouTube or other platforms, as well as Facebook, Instagram etc.)



Connecting Europe - Mobility is Key!

European Commission 21K views • 4 years ago

Business settles where it finds sufficient transport connections. Consumer choices are influenced by availability and quality of ...



Learn about mobility in the EU and regulated professions #EU

#Mobility #Europe

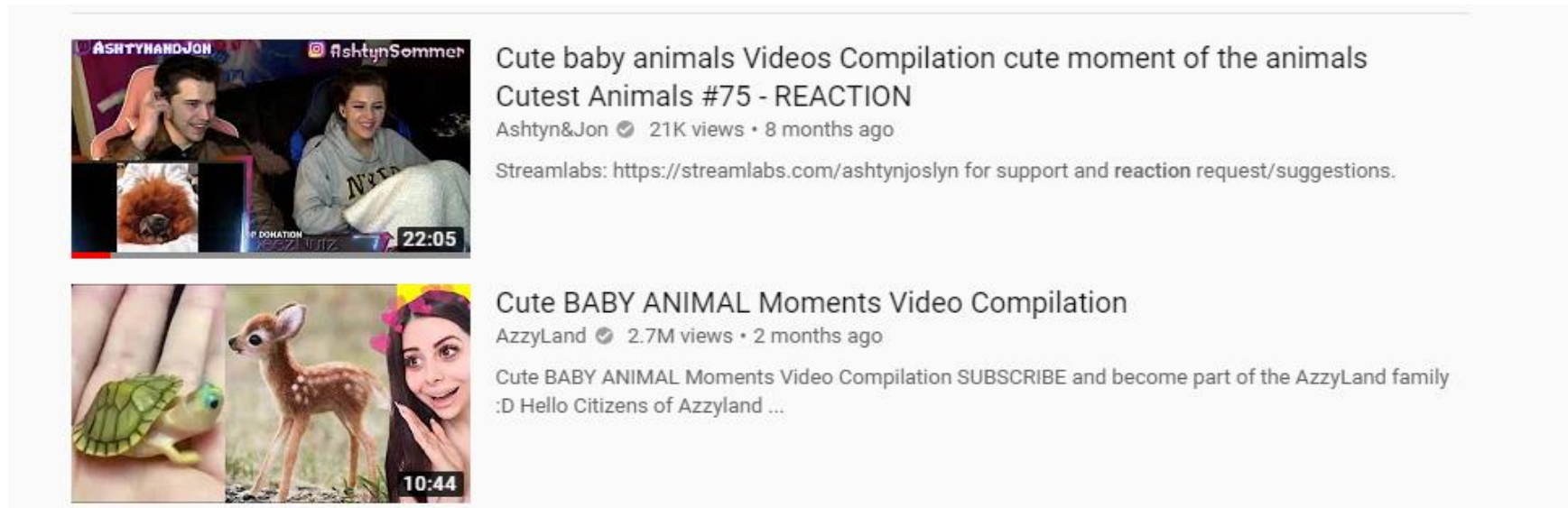
TRACK AND FLOW • 2 views • 1 month ago

Jean-Yves presents his Track and Flow course about: "Regulated Profession and Mobility in the EU: Understand the Directive and ...

- Images: **GIFs, memes**, or any other images or photographs shared.



Reacting to content

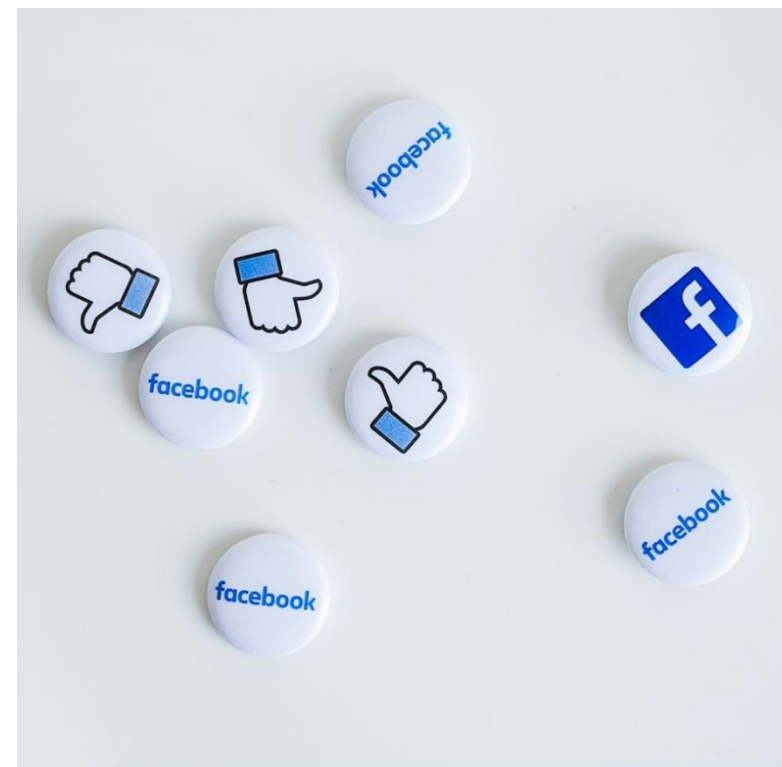


Reaction videos are very popular and get quite a few views. In this manner, even our **reaction** to content becomes content **itself**, which can have its own impact on people.

❗ Rules of Netiquette - Attitudes

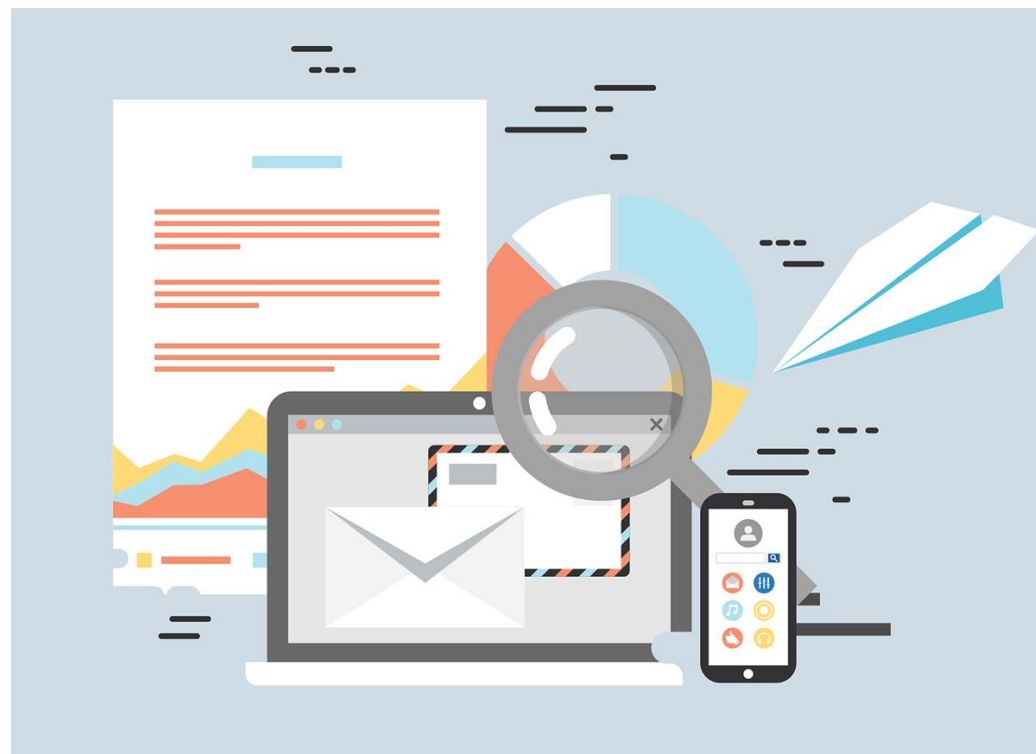
The general rules of Netiquette, which apply in most settings, are as follows:

1. Do not say things online you would not say in person.
2. Do not produce racism and hate speech (*see module 5*). Respect differences in culture and appearance.
3. Respect people's privacy. Don't share with other people photos or messages sent to you privately.



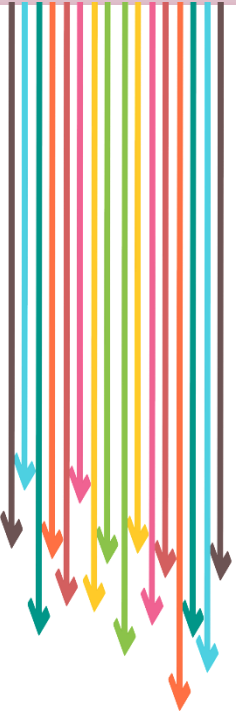
❗ Rules of Netiquette - Attitudes

4. Do not post things that you would not want your family members to see.
5. Don't repost something without checking the facts first.
6. Do not bully people, and do not perpetuate cyberbullying (*See module 5, Topic X*).

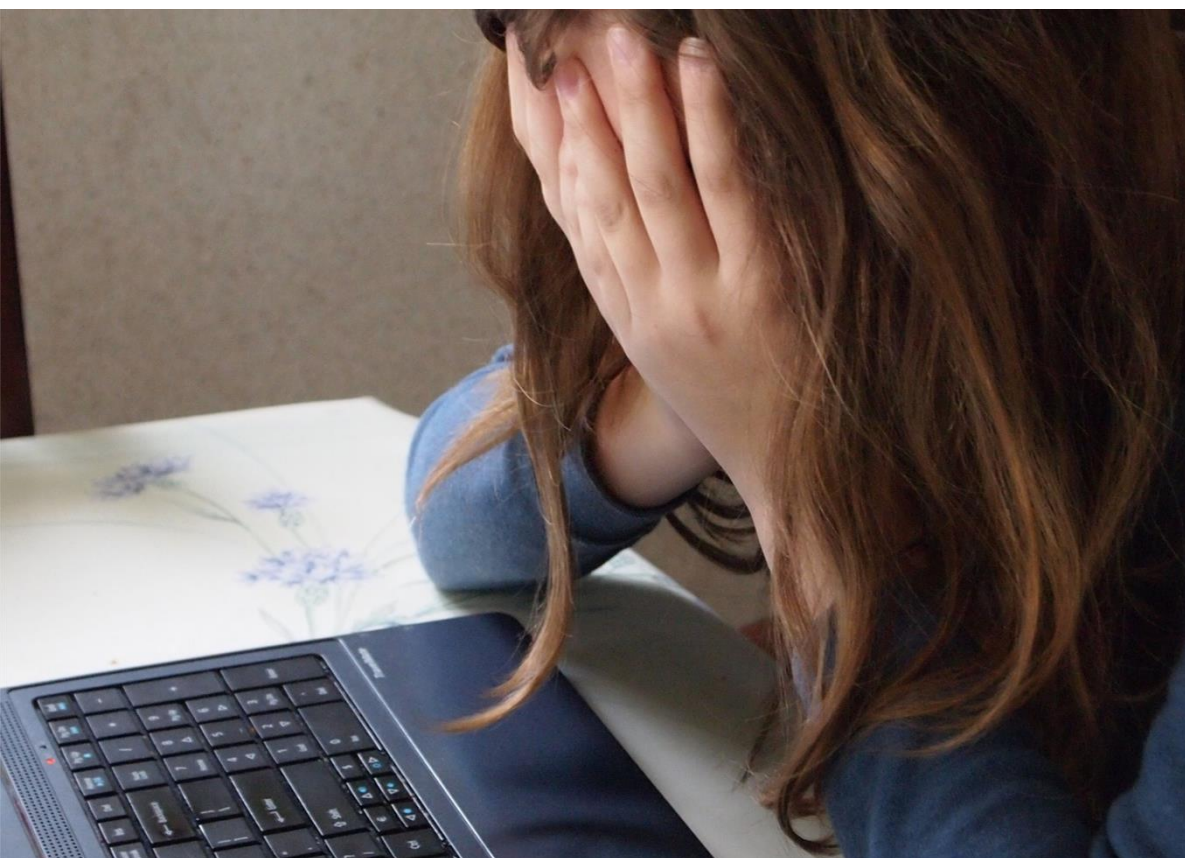


❗ Rules of Netiquette – Language and Manners

7. Stay on topic. Do not comment irrelevant information. Respect the time of other people.
8. Remain economical. Don't use too many words if it's not necessary.
9. Consider the most appropriate format in each instance for sharing data.
10. Use language that is understood by your audience. Avoid using abbreviations and slang terms.
11. Use no language that is—or that could be mistaken to be—offensive toward others.
12. DO NOT “SHOUT”. Typing in all caps is considered rude.
13. The tone you use must match the setting. Emails are more formal, whereas private messages on social media and chats can be informal.



❗ Rules of Netiquette



Staring at a screen makes it easy to forget that whatever we produce online goes out to real people with real feelings.

Most netiquette rules stem from one basic principle:

❗ **Remember the Human.**

Do unto others as you would want them do unto you.

Be mindful of the person behind the screen.

Netiquette in different environments

The way we talk online also depends on the **setting**, same as in real life.

We talk to people differently in formal settings than we would in informal situations.

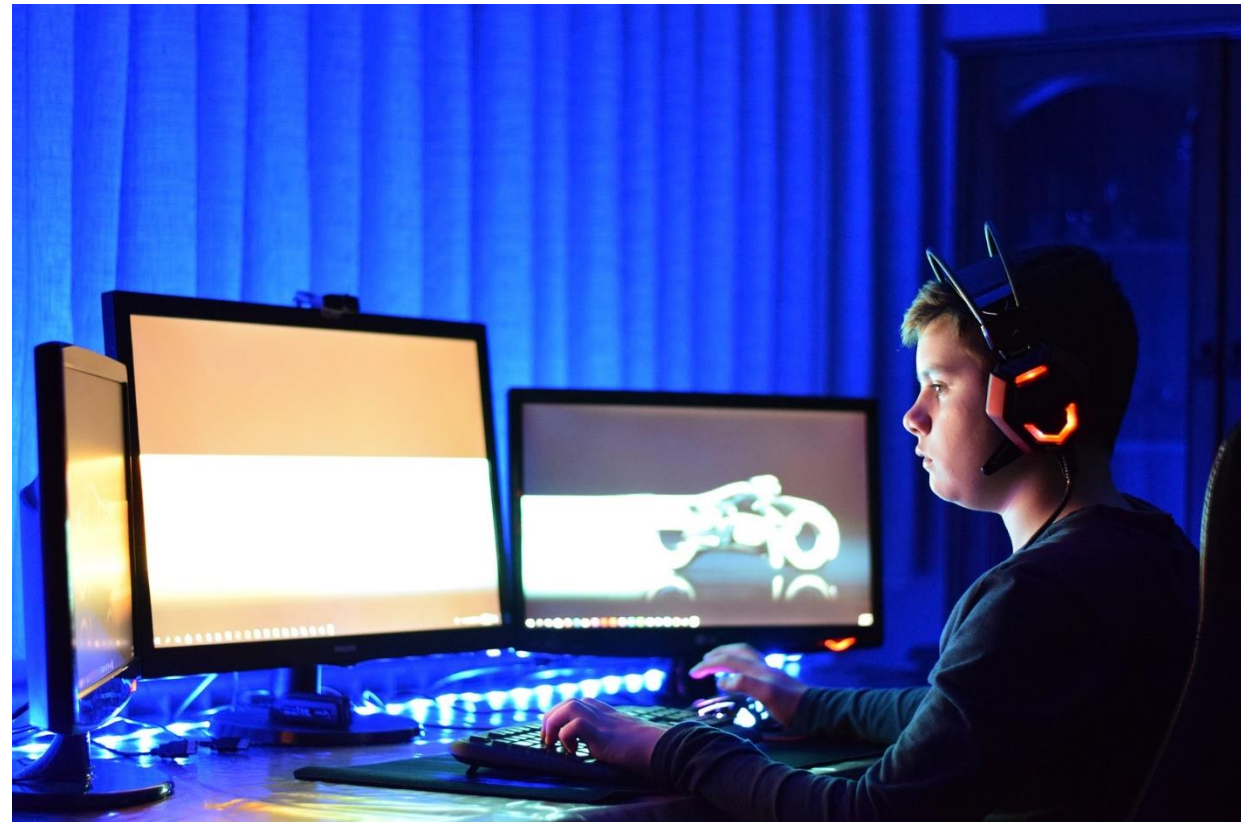
It is similar with online communication: more formal means of communication, such as **emails**, call for more formal language and content.



Netiquette in different environments

If we are **chatting** on **social media** with our friends, we are probably talking about general, everyday things.

Chatting with the same friends on a **gaming chat**, however, will be very different, as our conversation will most likely center on the game, e.g. tactics and how to overtake the opposing team.



How to be Netiquette conscious

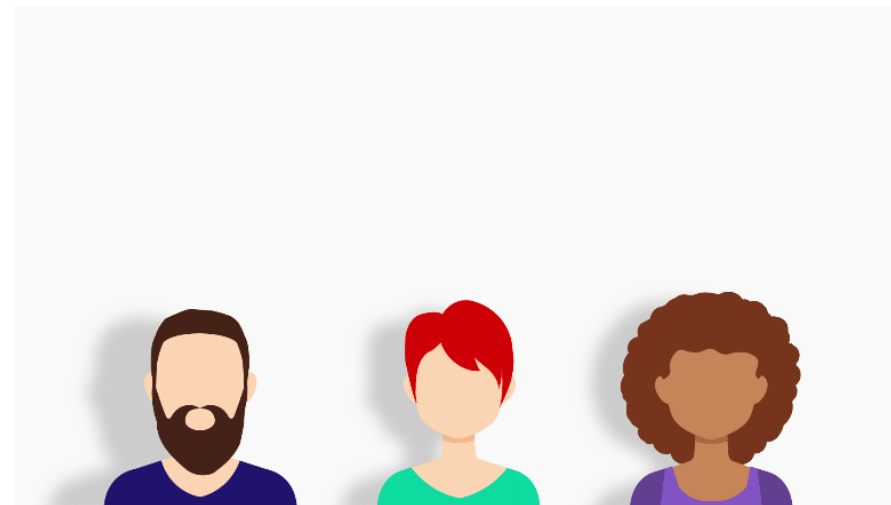
Ask yourself the following questions:

1. *Who am I talking to?*

Consider the background of the person (or people) you are communicating with, their **age**, their **ethnicity**, their **gender**, what is your **connection** with them (are they your friend, a family member etc.), how **familiar** you are with them.

Avoid making assumptions about them.

- How well do I know this person/these people?
- What do I know about this person/these people?
- Will what I am saying offend them?



How to be Netiquette conscious



2. *What is the topic of discussion?*

Make sure you understand the topic of the conversation so as to provide relevant information.

Before posting, check if anyone else mentioned what you want to say.

Keep it short and concise. No need to write long posts that veer off topic.

General Tips

- ✓ Even if you disagree with, or feel offended by something, do not lose your temper.
- ✓ If you feel the need to respond to the content that made you feel uncomfortable, use arguments relevant to the topic instead of attacking people personally.
- ✓ When you see someone being bullied online, do not join in. What you might consider harmless teasing may in the end affect people in a very negative way. Consider the impact it might have on the victim.
- ✓ If you see something greatly offensive, report it.



Conclusion

Online communication is becoming an increasingly large part of our lives. Human communication in real life is characterized by some unwritten societal laws.

These unspoken rules of society are bound to carry over in our online lives, as they are a reflection of our true, real life selves.

Netiquette is simple and complex at the same time, and can be summed up in a few simple words:

Remember the human. Respect the human.



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