

# Who are active digital citizens & how can you become one

Learning to make an impact in an adaptive way





# 5 challenges of information security in Slovakia

Disinformation focused on triggering hate speech

Disinformation boosting toxic nationalism

Disinfo eroding trust towards media and institutions

Disinformation creating extreme version of reality

Disinformation connected with Covid-19 pandemic



Did you encounter at least one example  
of below phenomena recently?  
If yes, which one?



Disinformation focused on triggering hate speech

Disinformation boosting toxic nationalism

Disinfo eroding trust towards media and institutions

Disinformation creating extreme version of reality

Disinformation connected with Covid-19 pandemic





# 3 pillars

## Personal

Presentation focused on explanation of the phenomena for participants. Exercises explored cognitive defects of participants to ensure we all know, we are vulnerable. This helps us to connect with the affected audience in emphatic way.

## Instrumental

Understand the basic structure of tools that help us tackle and counter disinformation in Slovak context. Understand how monitoring tools, graphic pages and other helpful platforms can help us in our mission.

## Societal

A trained person needs to know his mission can only succeed in collaboration with others. Therefore creating a working Network is essential as well as understanding how to keep it operational, effective and sustainable.





# Personal pillar

## Know your weakness

We are all imperfect and that's alright. Admitting this is a first step to success as we all need to understand what are our cognitive defects and how can we be manipulated in digital sphere. This knowledge helps us to build our own defenses and gain empathy to help others.

## Be true to yourself

We also tend to forget or deny that we have all kinds of biases that are often helpful in navigating us in our everyday lives, yet there are some that have negative impact. Explore them too as they are essential part of what we need to understand about ourselves in order to become ADC.

## Empower yourself

Once you have a better understanding of yourself it's time to learn how to improve what we know and how we act. Nobody was born an ADC but we can all become one via training and exercise both online and offline. Use Checkbot as a personal trainer for your critical thinking and media literacy skills.





# Instrumental pillar

## Intel

Become aware of how can you use technology to tackle disinformation in your community. Get familiar with databases like blbec.online, konspiratori.sk or gerulata technologies.

## Content creation

Once you know what surrounds you and what is what you might want to start creating content that will help improve the overall condition of our shared infosphere. Learn to use free tools like Canva so you can add interesting graphics to whatever important message you might have for others.





# Societal pillar

## Its up to you

We often tend to wait for the others to help pick up the trash or engage in social situations where bystanders tend to do nothing. Overcome this passivity and be aware that its up to you to be the active piece of fabric of society.

## Inspire and connect

We humans are social creatures and connecting with others is hardwired to our brains like no other things. Use this to your advantage, start an initiative or join one like #iamhere (#somt) initiative that connects people who bring facts and empathy to discussions on social media..

## Improve and focus

A trained person needs to know his mission can only succeed in collaboration with others. Therefore creating a working Network is essential as well as understanding how to keep it operational, effective and sustainable.





# What is the correct example for societal pillar?

blbec.online

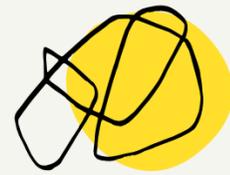
checkbot

#sometu





# 2 aspects



## Emotions

Countering disinformation relies on how we approach the emotional aspect they carry. Learning various techniques that help us process emotions and create more understanding, trust and emotional harmony are the key to succeed.



## Facts

Once the audience can trust us it is time to present the facts. In this aspect it is important to rethink not only the approach to content but also to its form.





# 1/9/90 rule

## Creators

Only 1% of online users create content that is liked, shared and consumed by everyone else. Every ADC wants to be part of this club as it is the creators who are most important in what is the overall quality of our infospace.

## Engagers

Some other 9% of users who do engage in debates and care to share their views and opinions in comment sections below the content from creators. They are essential for consumers and others to put a frame on topics that emerge from the infosphere.

## Consumers

The other 90% of users on the internet and social media who are too busy or shy to create content or engagement. Platforms can still gather their information and read their behavioural patterns so it is important to bear in mind that the quality of infosphere is of great passive benefit to them. And yes, they are billions.





Learn the Tamagochi rule

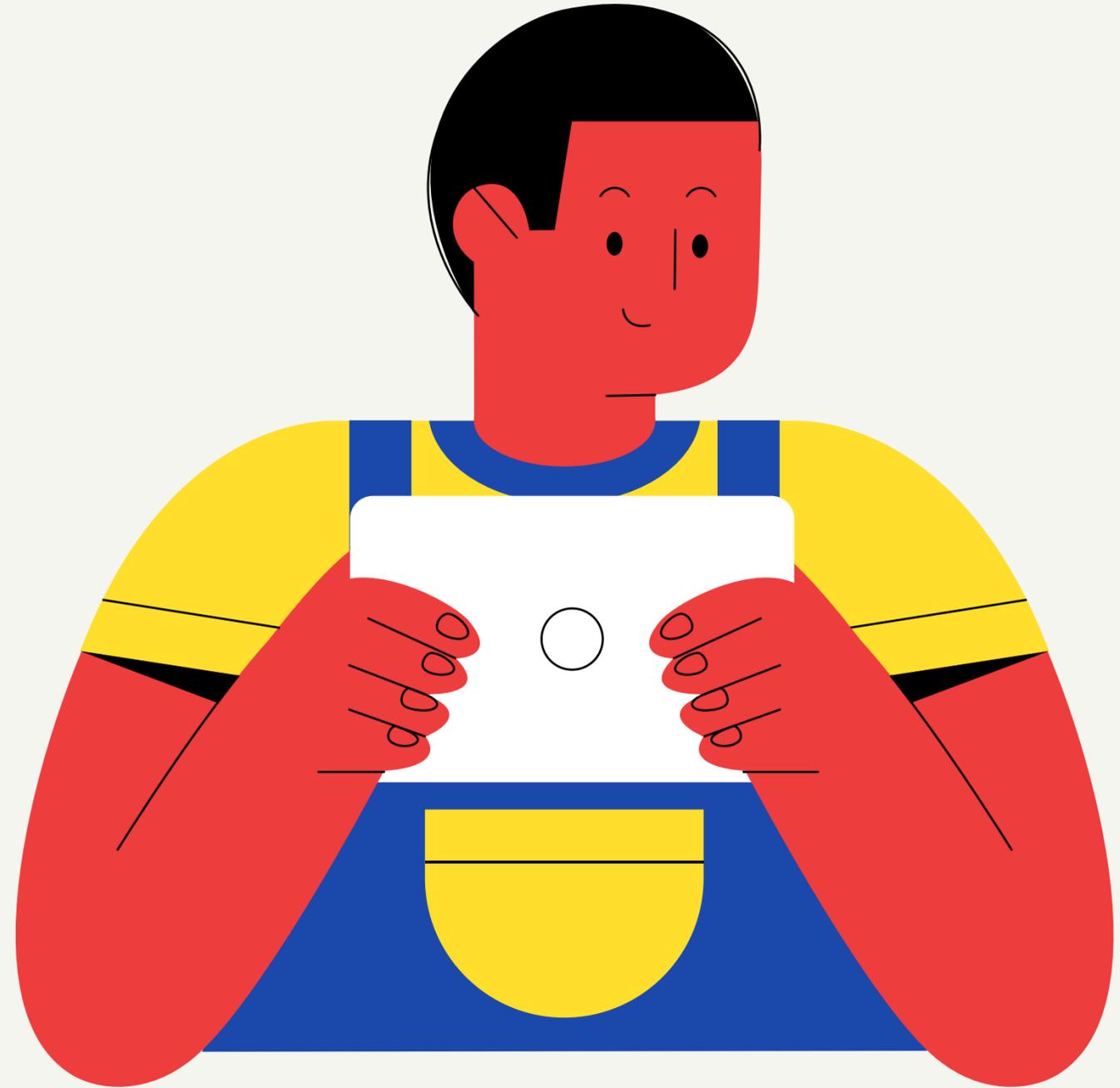
One owner

Daily activities

Growth



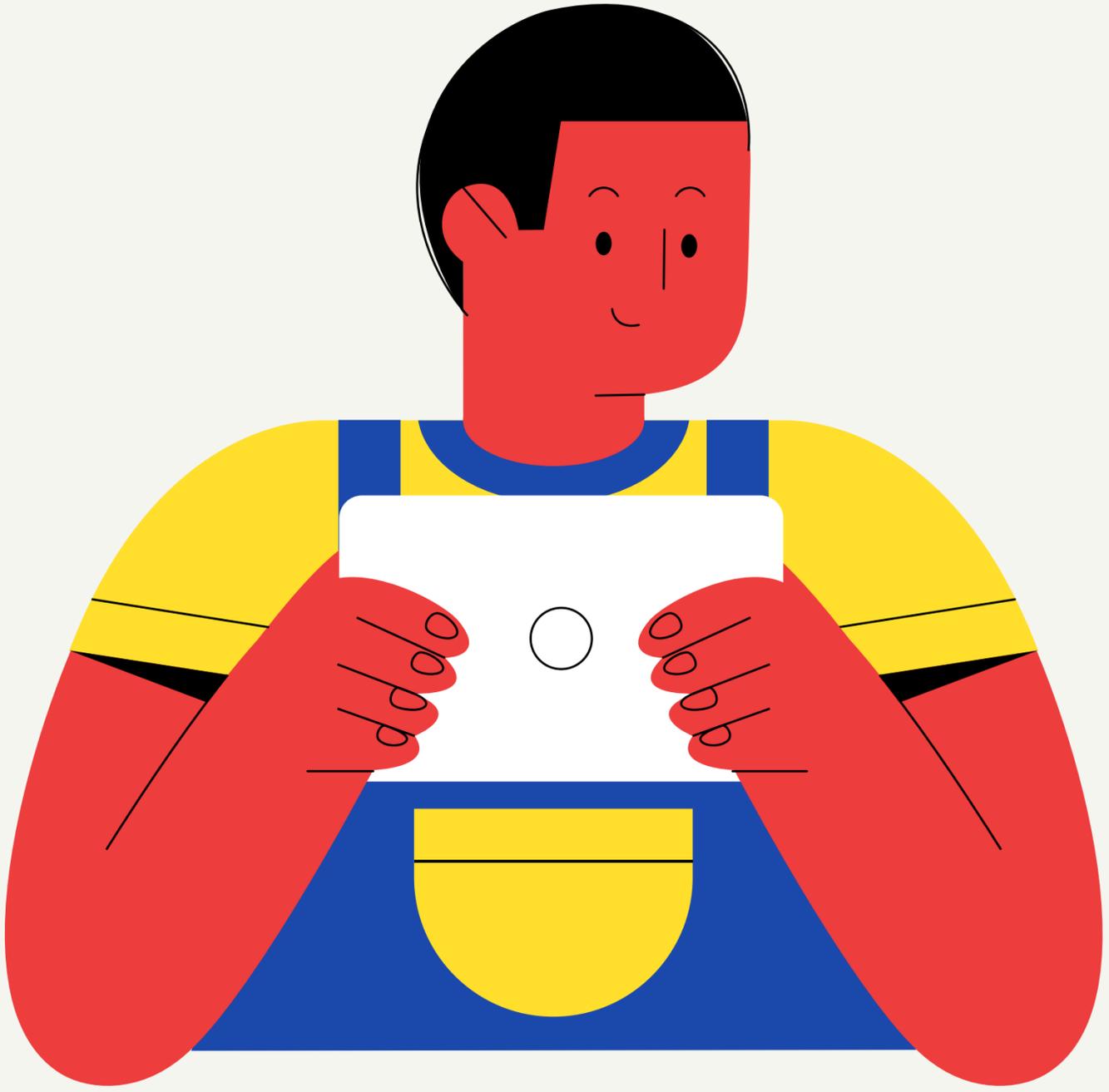
One  
Active  
digital  
citizen







Ask  
me  
anything



Thank you

---

krissak.mei@gmail.com

---

