



DIGITAL AND MEDIA LITERACY FOR ACTIVE CITIZENSHIP: A Toolkit
to promote critical thinking and democratic values

MODULE 6: MANAGING DIGITAL IDENTITIES

Topic 1: Netiquette

Material for teachers and parents

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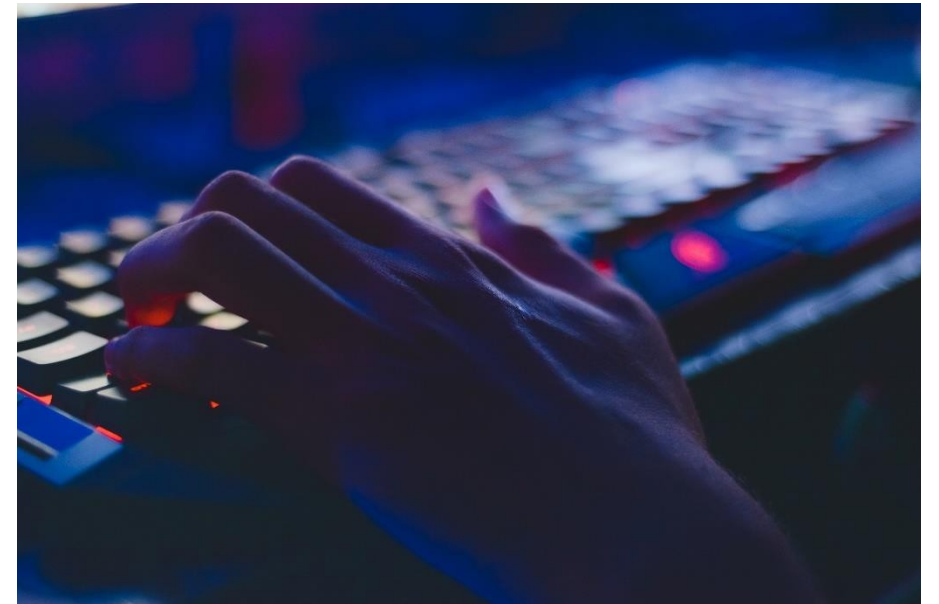
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Module description

Nowadays, technology makes up an important part of our daily lives.

We are almost constantly in front of a screen, be it a smartphone, computer monitor, laptop or tablet. It is always important to keep in mind that the person(s) we are online also have an impact on our ofine lives.

In this module, you will learn why you need to be careful with your online identity, how to behave appropriately online, and how to control your time and activities online.



Topics

This module deals with the following topics:

- Topic 1: Netiquette
- Topic 2: Digital footprint
- Theme 3: Time in front of the screen









Learning objectives

In this module you will learn ...

- what constitutes our digital identity and why it is important to know more about it.
- What skills you need to distinguish between appropriate and inappropriate behavior online and why appropriate behavior is so important to your digital identity.
- How to manage your online identity to avoid pitfalls. This includes, above all, offensive and inappropriate behavior that could happen while using the Internet.

Legend

	Keywords
	Scenarios
	Tips
	Questions
	Activities
	Helpful materials

Theme 1

Netiquette

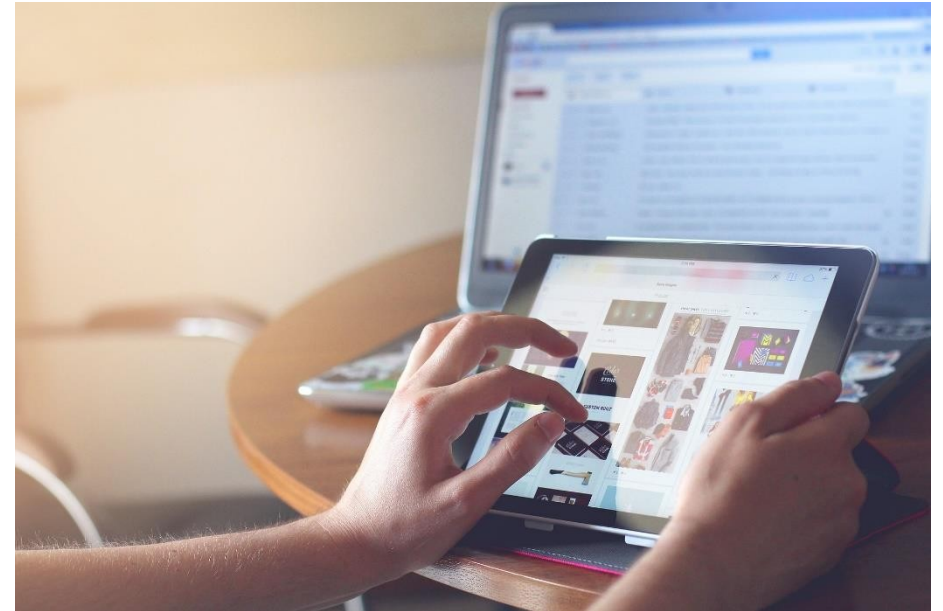


What is "netiquette"?



"Netiquette" is internet etiquette.

"Netiquette" means following **good manners in** online communication, such as social media, emails, and chats. It is important to adhere to netiquette on the Internet because when we communicate online, we usually read texts that others have written. That is why **misunderstandings** often occur. If you follow netiquette, online communication becomes clearer.



Social media and society



People are in social media, to to **communicate**.


Communication is an important part of society and is the basis for human relationships. When we talk to other people, there are some unwritten rules that we follow, such as "Be polite" and "Let others finish".

Online communication is no different. Friendships and relationships can be made online. Just like in real life, there are some guidelines we should follow online when we

want to communicate successfully.

Why do arguments occur on the Internet?

When we are online, we might get a message or come across something that offends us (video, image, text or audio), or we might come across other people who are offended:

- **Trolls:** These are people online  who are intentionally rudely and insulting are at to annoy other Internet users.
- **Ignorance** can also lead to poor online communication. If we know a person's background, the situation, or the netiquette- rules for a specific area of the Internet, we may



Saying or doing something

Netiquette

inadvertently do something

Why do people behave badly on the Internet?

- **Misunderstanding:** we can't see each other's facial expressions and body language over the Internet, so it's easy to misinterpret. For this reason, people have invented several ways to express emotions more clearly convey. These include:

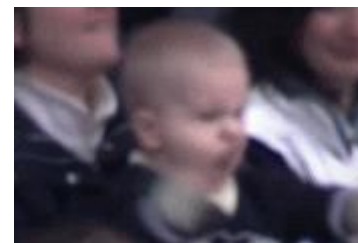
- Punctuation ! ? ...
- Different types of images that can be exchanged in chats:



Memes



Emojis



GIFs

Why should you follow netiquette?



Possible consequences if you does not adhere to netiquette

- x People might get upset if they get something wrong
- x Man risks being seen as insensitive to to stand there for others
- x Communication breakdown : The message is not received by the other party.
- x You risk destroying friendships

Why should you follow netiquette?

Advantages of following netiquette

- ✓ It helps to establish and maintain online relationships
- ✓ Interaction on the Internet remains friendly and constructive
- ✓ It helps to keep a positive digital footprint
(see also Module 6, Theme 2)
- ✓ We show that we are other people online respect
- ✓ It helps to convey the right messages to the counterpart



How to respond to online content

Online content comes in many forms and Gestals. These include:

- Texts:



Comments on platforms like YouTube, Instagram, Facebook

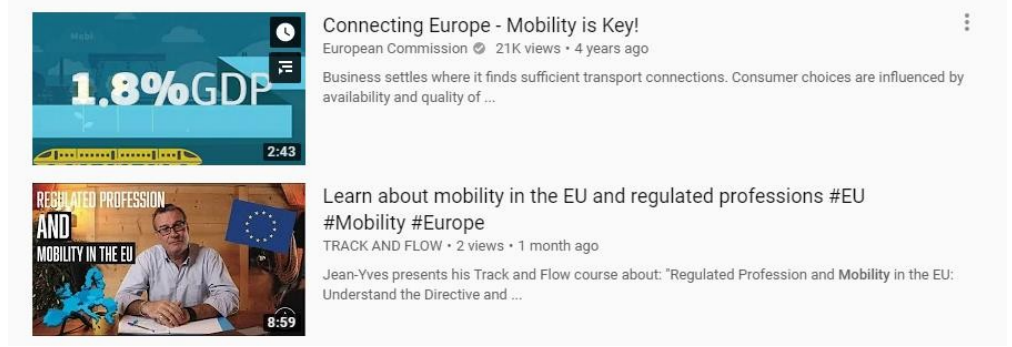


Posts and headlines on social media

- Sound: **podcasts, music**



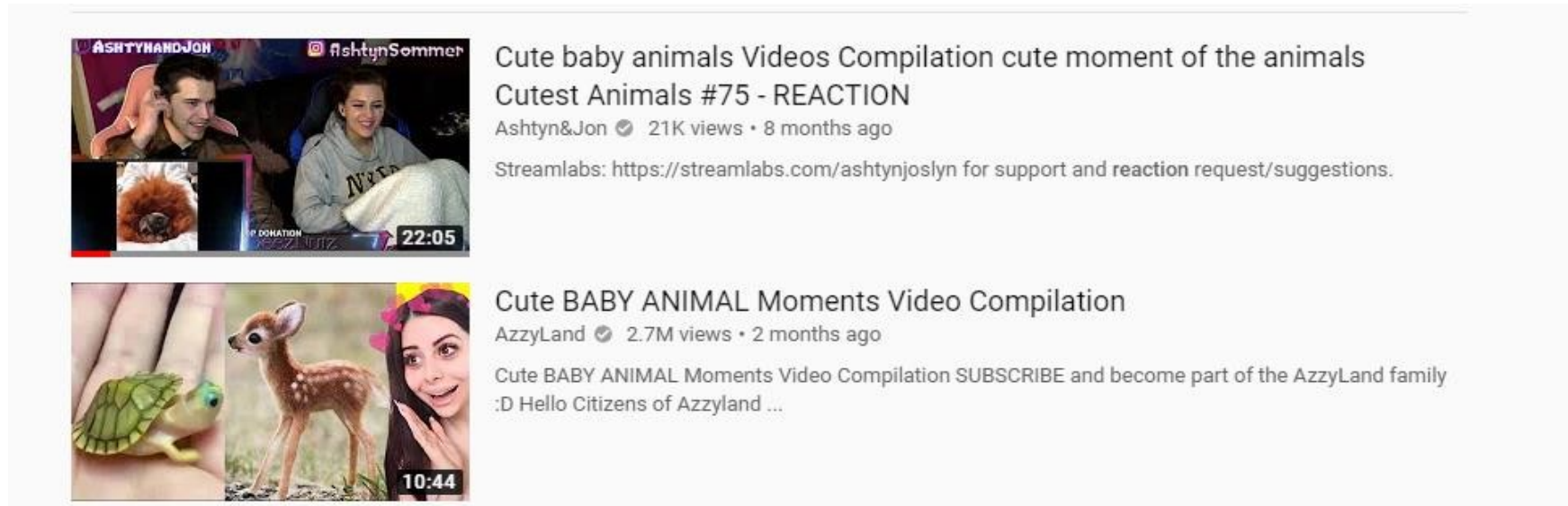
- Video: **Vlogs** or other types of **videos** on YouTube or other platforms, and also on Facebook, Instagram etc.



- Images: **GIFs, memes**, or any other kind from image or photo.



How to respond to online content

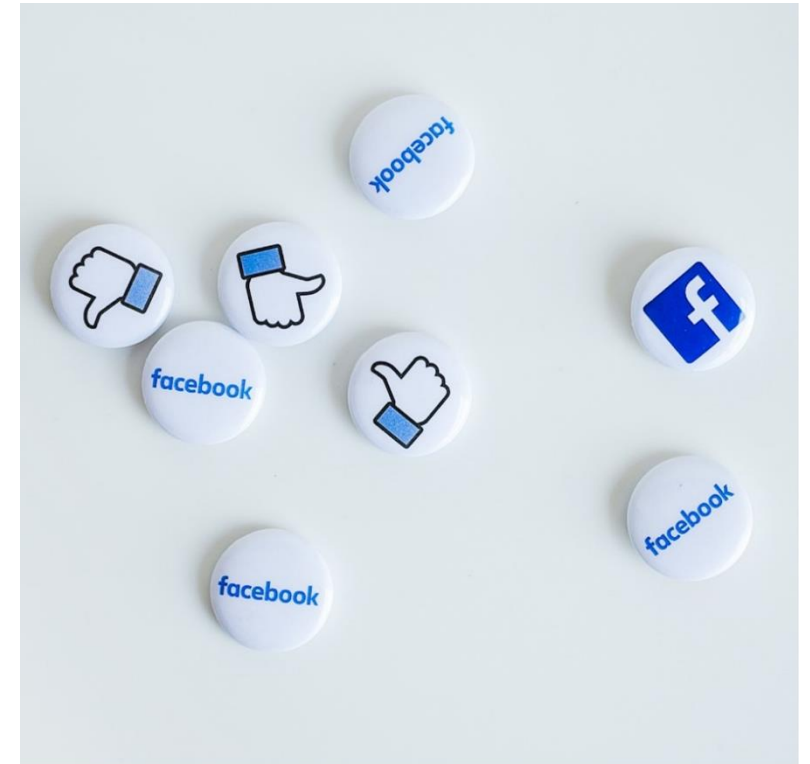


Videos where people react to other videos are very popular and frequently viewed. In this way, even our **reaction to content becomes content itself**, which can have its own effect on people.

❗ Rules of netiquette - basic

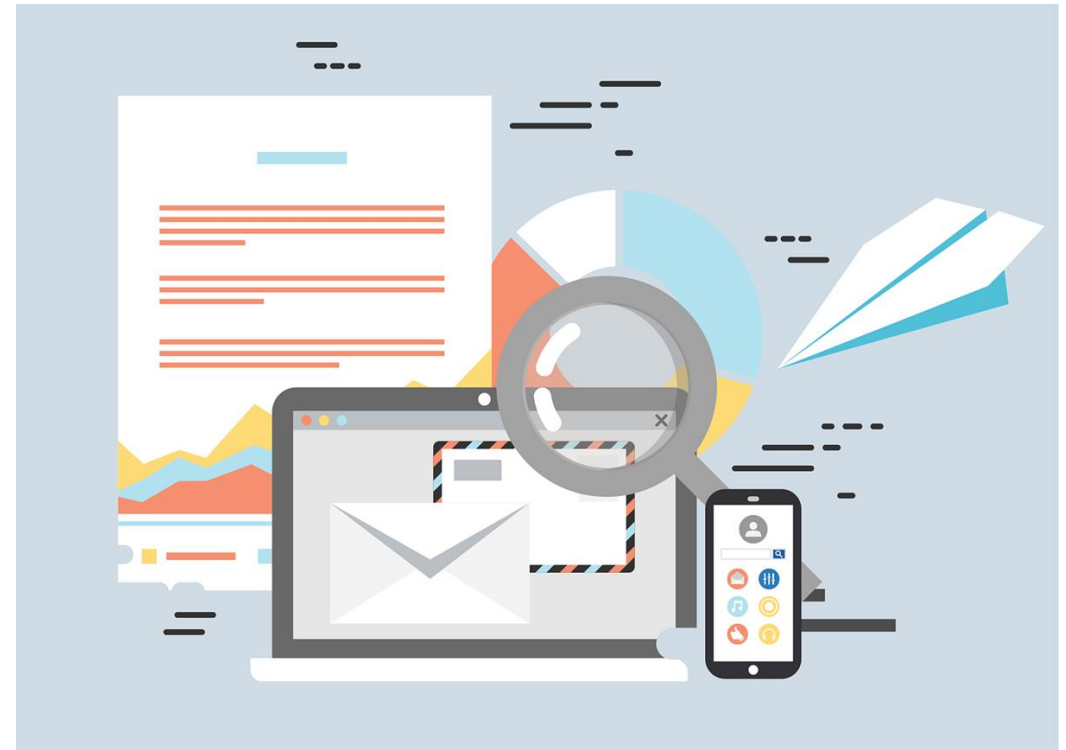
The basic rules of netiquette that apply in most situations are as follows:

1. Don't say anything online that you wouldn't say to someone in real life.
2. Refrain from racist remarks and hate comments (*see Module 5*). Respect differences in culture and appearance.
3. Respect the privacy of others. Do not share photos or messages from other people that you have received privately in confidence.



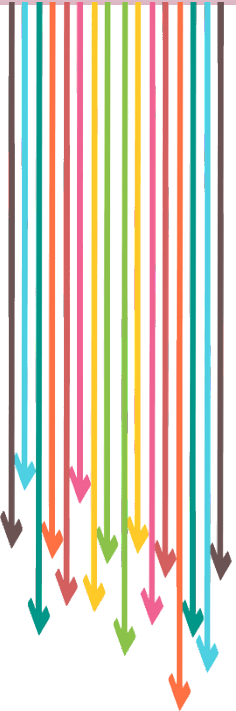
❗ Rules of netiquette - basic

4. Don't post anything online that you wouldn't show your family.
5. Do not share posts that you have not first checked for accuracy
6. Do not bully other people online and do not participate in online bullying (see Module 5, Topic X).



! Rules of netiquette - language and etiquette

7. Stay on topic. Don't just comment on irrelevant information. Respect other people's time.
8. Use your words carefully. Do not use too many words if it is not necessary.
9. Always think carefully about which format is best for communication.
10. Use language that is understood by others. Avoid the use of abbreviations and slang expressions.
11. Don't use language that is offensive to others - or could be mistakenly perceived as offensive. DON'T "YELL." Typing in capital letters is considered rude.
12. Your tone should match the situation. Emails are more formal, while private messages on social networks and chats can be informal.






Netiquette rules



When staring at a screen, it's easy to forget that what we publish online is read by real people with real feelings.

Most netiquette rules therefore go from one basic principle:

Don't forget that there are other people, too.

 *Treat other people the way you want to be treated.*

Remember that behind every screen there is also a human being.

Netiquette in different situations

The way we talk online also depends on the situation, just like in real life.

We talk to people differently in formal situations than in informal situations.

Similarly, with online communication, more formal means of communication such as **email** require more formal language and content.



Netiquette in different situations

When we **chat with** our friends on **social media**, we're probably talking about general, everyday things.

However, chatting with the same friends in a **gaming chat** will be quite different, as our conversation will most likely focus on the game, for example, tactics and how to beat the opposing team.



How to adhere to proper netiquette

Ask yourself the following questions:

1. *Who am I talking to?*

Consider the background of the person(s) you are communicating with, their **age**, **background**, **gender**, what your common **connection** is (are you a friend, family member, etc.), how **familiar** you are with each other.

Avoid making any assumptions about the other person.

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



How to adhere to proper netiquette



2. *What is the topic of discussion?*

Make sure yourself that you understand the topic of discussion so that you can respond appropriately.

Before you post something new, check to see if the same thing has already been said by someone else. Keep your posts short and to the point. There is no need to write long

Netiquette

posts that go off topic.

How to adhere to proper netiquette



Ask yourself the following questions:

3. *What is the situation?*

Are you in a more formal setting or a friendly situation? If you're writing an email or blog post, make sure you can proofread and correct any mistakes.

GIFs and reaction images may be acceptable in some situations, but not in others.

General tips

- ✓ Even if you disagree with a post on the Internet or feel offended by something, don't lose your temper.
- If you feel the need to respond to something that affects you emotionally, use factual arguments instead of attacking people personally.
- If you notice that someone is being bullied online, don't join in.
- ✓ If you see something very offensive online, report it.



Conclusion

Online communication is becoming an increasingly larger part of our lives.

Human communication in real life is characterized by some unwritten social rules. These unspoken rules can also be transferred to our online lives, as they are a reflection of our true, real selves.

The netiquette rules are simple and complex at the same time and can be summarized in a few simple words:

Remember, there are other people too.

Respect the other people.



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Project partner



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