



- DISCUSSION GUIDE III -

A GUIDE TO SAFE SOCIAL MEDIA PRACTICES

DYSTURB

- * Who do you follow on social media?
- What brands do you see advertised in your feeds?
- * What news do you consume on social media?
- What accounts? What kind of information do you get on social media?
- * How does scrolling on social media make you feel?

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SOCIAL MEDIA CONFUSION

The loss of revenues from newspapers to social media platforms has meant a shift from fact-checked information meant to inform citizens, to content designed to promote engagement, virality and money.

On a political level, social media has allowed individuals and small organizations to disseminate messages directly to voters, unmediated by major news organizations. Citizens must question whether the messages they receive can be trusted.

In order to make informed choices, one must identify multiple news sources that one can trust, while being aware that all media outlets have a point of view.

PREACHING TO THE CHOIR

Algorithms use what they know about our habits to post what we like on our newsfeed so that we stay connected and they can sell our attention and time.

WARNING!

PASSIVE SCROLLING

We are more attracted to scandalous content, but the more we read this type of content, the more the app sends it to us. Social media platforms are often designed to consume information quickly rather than critically engage with the content.

BE WARY OF NEWS THAT CONFIRMS YOUR EXISTING VIEW OF THE WORLD

Humans are wired to look for views that we agree with, which can be comforting but is less likely to engage critical thinking.

PUSH-UP NOTIFICATIONS

Are based on our habits and are not always verified.

CHANGE YOUR ONLINE HABITS

SLOW DOWN. BANISH IMPATIENCE AND PASSIVITY



Look before you click

- We often choose the first results of a search though they are not necessarily the most reliable - there are ways that entities can optimize a website's visibility in search engines
- Scan the results page (titles, URL, dates) and then decide on the link that you are going to click on, according to what you are looking for
- Advertising algorithms react to keywords, so check that there is no conflict of interest in the results offered



Diversify your sources, open your mind

- Follow sites that have different agendas and points of view



Talk to people in real life, take a break from social media

** Read out loud a IG thread.
(you'll notice that discussions are actually being lost on digital)*



Do not share information before verifying it

Take responsibility for the information you share



MALAWI. 2016.

Thandi, batsman, Malawian Under 19 Women's Cricket Team, St. Andrew's International High School, Blantyre. The Malawian Under 19 Women's Cricket Team is not only a 'first' in a country where women remain disadvantaged in almost all aspects of daily life, but it is also an attempt to change a quintessential gentlemen's game into a truly inclusive sport. This photograph was taken during a training session at St. Andrew's International High School, Blantyre, Malawi.

PHOTO: JULIA GUNTHER
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