



# WORDS ARE STONES



This training course was funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020)

A close-up photograph of a person's hands holding several smooth, rounded stones of various colors (grey, blue, and light brown). The hands are positioned in the center of the frame, with the fingers gently cupping the stones. The background is blurred, showing more stones and a dark fabric. A semi-transparent grey banner is overlaid at the bottom of the image, containing the text "WORDS ARE STONES PROJECT" in bold, black, uppercase letters.

**WORDS ARE STONES PROJECT**





# **TODAY'S AGENDA**

# WHAT WILL WE TALK ABOUT TODAY?

1. Using social media
2. How do you interact?
3. Fake news
4. Happy speech





**USING SOCIAL MEDIA**

# DIGITAL IN EUROPE IN 2018

TOTAL  
POPULATION



**843**

MILLION

URBANISATION

**74%**

INTERNET  
USERS



**674**

MILLION

PENETRATION

**80%**

ACTIVE SOCIAL  
MEDIA USERS



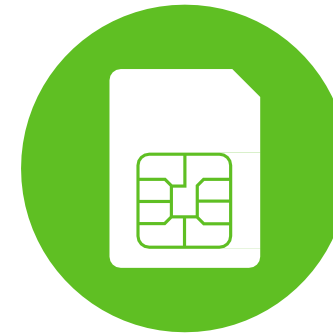
**448**

MILLION

PENETRATION

**53%**

MOBILE  
CONNECTIONS



**1,106**

MILLION

POPULATION

**131%**

ACTIVE MOBILE  
SOCIAL USERS



**376**

MILLION

PENETRATION

**45%**



Source: Digital in 2018 Report, We Are Social & Hootsuite



# QUICK TEST

**What kind of social media  
user are you?**



# RESULTS

Answer a. – 3 points, Answer b. – 2 points,  
Answer c. – 1 point, Answer d. – 0 points

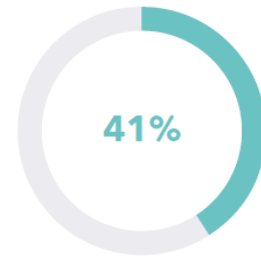
## RESULT

34-42	Social super-user
26-33	Active user
16-25	Occasional user
10-15	Sleepyhead
0-9	Inactive user





# WHY DO WE USE SOCIAL MEDIA



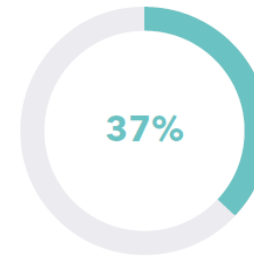
To stay in touch with what my friends are doing



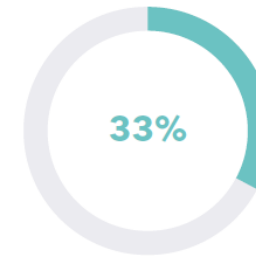
To stay up-to-date with news and current events



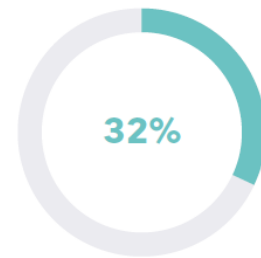
To fill up spare time



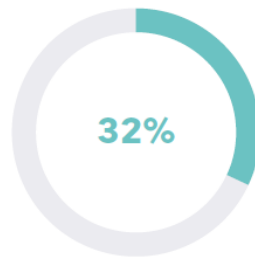
To find funny or entertaining content



General networking with other people



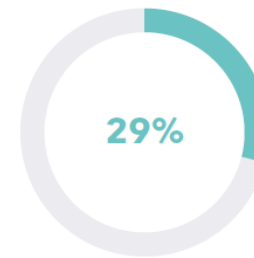
To share photos or videos with others



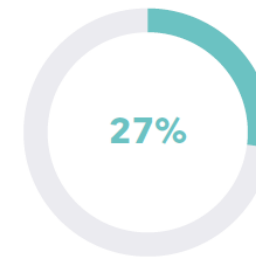
Because a lot of my friends are on them



To research/find products to buy



To share my opinion



To meet new people

Source:  
GlobalWebIndex  
Q4 2017



# WHY DO WE USE SOCIAL MEDIA (AGE 16-24)

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<i>To fill up spare time</i>	<b>47%</b>
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<i>To find funny or entertaining content</i>	<b>45%</b>
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<i>To stay in touch with what my friends are doing</i>	<b>43%</b>
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<i>To stay up-to-date with news and current events</i>	<b>41%</b>
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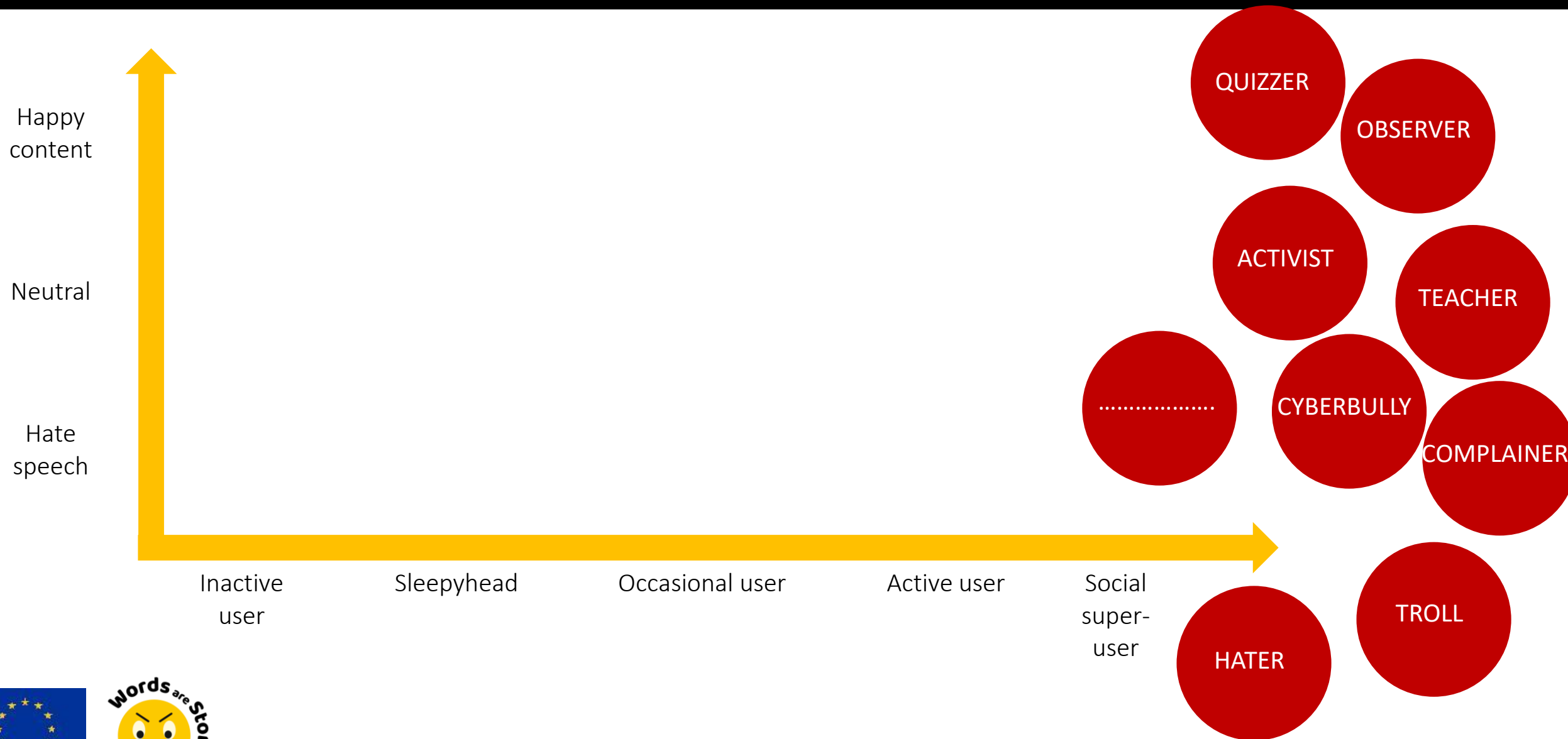
<i>To share photos or videos with others</i>	<b>36%</b>
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Source:  
GlobalWebIndex  
Q4 2017



# FREQUENCY AND KIND OF CONTENT




# THE BORDER

Have you ever written an offensive comment or shared a discriminative content?

Where is the border?







The road to hell is  
paved with good  
intentions



# YOUR EXPERIENCES

Have you heard stories from your friends or family, or have you ever experienced hate speech online?

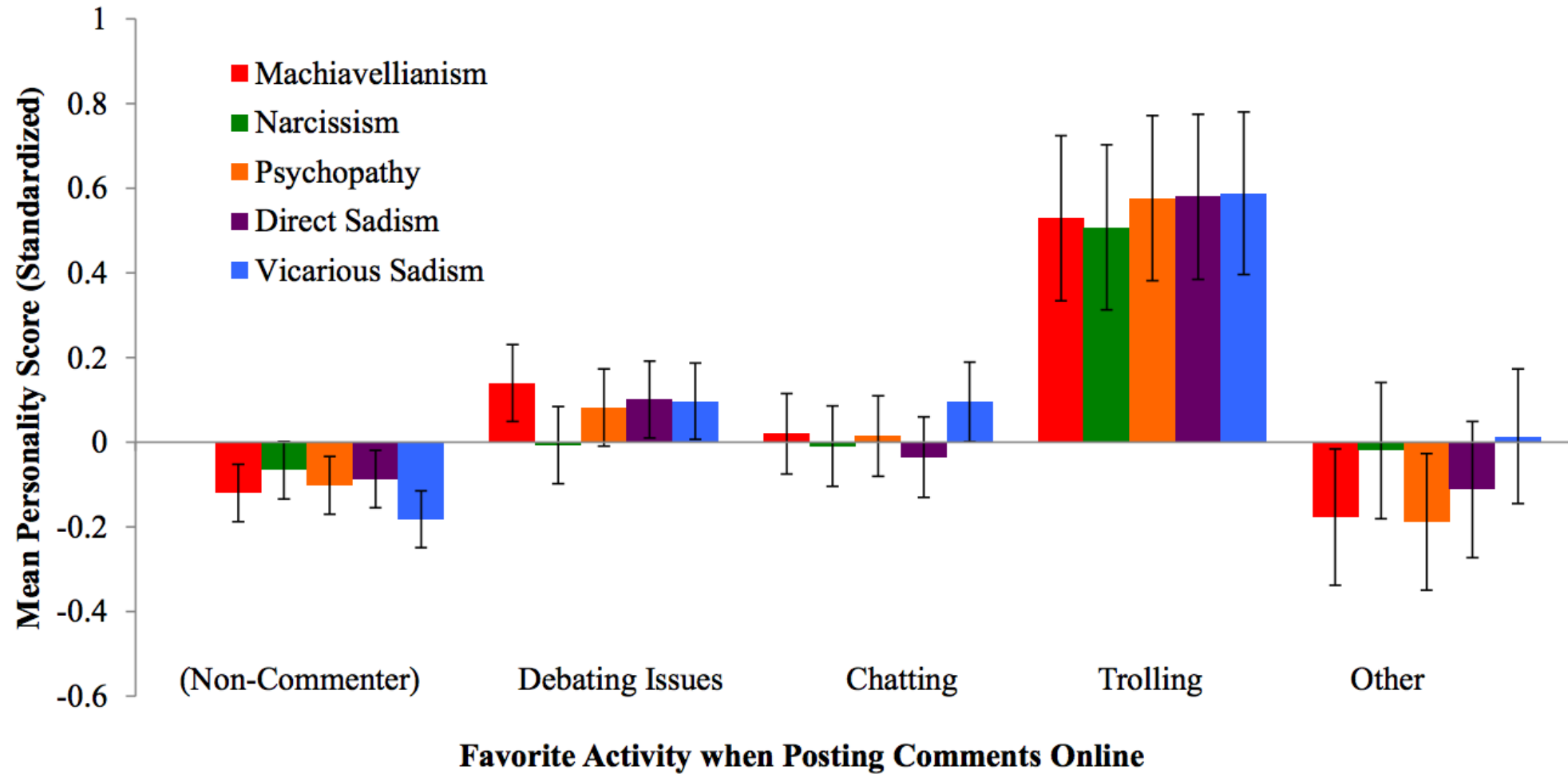




**HOW DO YOU INTERACT?**



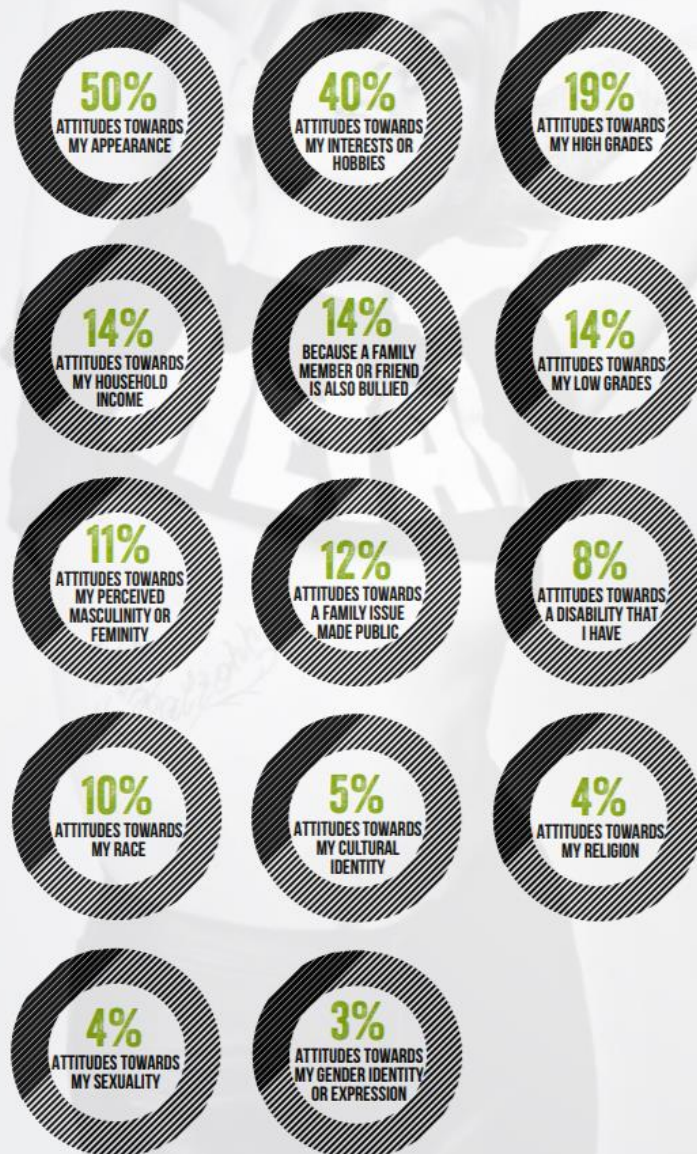
# TROLLS JUST WANT TO HAVE FUN?





# BULLIED... ABOUT WHAT?

## WHY DO YOU THINK YOU WERE BULLIED?



Source: **The annual bullying survey**, 2017.  
(+10.000 students aged 12-20, across UK)



# WHAT IS CYBERBULLYING?

Cyberbullying is the form of bullying that takes place over digital mediums.

Most of the students that have been bullied, had experienced both «traditional» bullying and cyberbullying.

Cyberbullies still choose their victims at school in the vast majority of cases, and simply use digital platform as another tool to reach their victims.



# BULLYING AND CYBERBULLYING: DIFFERENCES

## Bullying

Face to face, in physical reality: it happens in some specific moments.

Possible to find a safe space or escape

Limited to onlookers

The victim knows who he is / who she is, and he / she / they can be tracked down

Bullies can see facial and body reactions of the victim and onlookers

Onlookers can see facial and body reactions of the bully and the victim

## Cyberbullying

Online, in the reality of bits: it can happen at any moment. H24, 7 days a week, 365 days / year

No safe space - hard to escape

Shared by a wide audience, can go viral: at school, in the neighborhood, in the city, in the state, in the world

Bullies can also be anonymous

Bullies can't see facial and body reactions of the victim and onlookers

Onlookers can't see facial and body reactions of the bully and the victim



# NUMBERS OF CYBERBULLYING



>:)

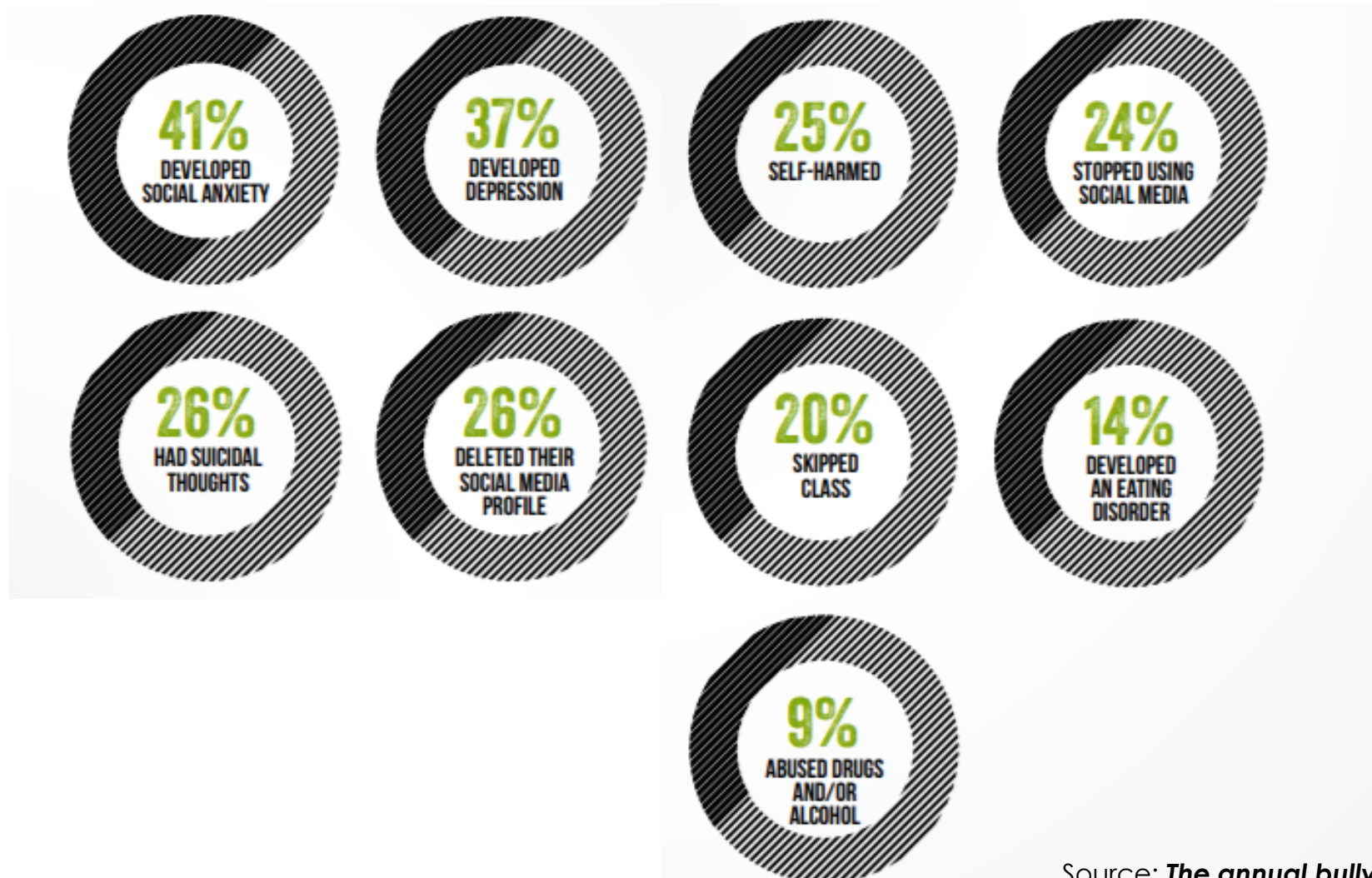
**69% OF ALL RESPONDENTS HAVE DONE SOMETHING ABUSIVE TOWARDS ANOTHER PERSON ONLINE.**

Source: *The annual bullying survey*, 2017.  
(+10,000 students aged 12-20, across UK)



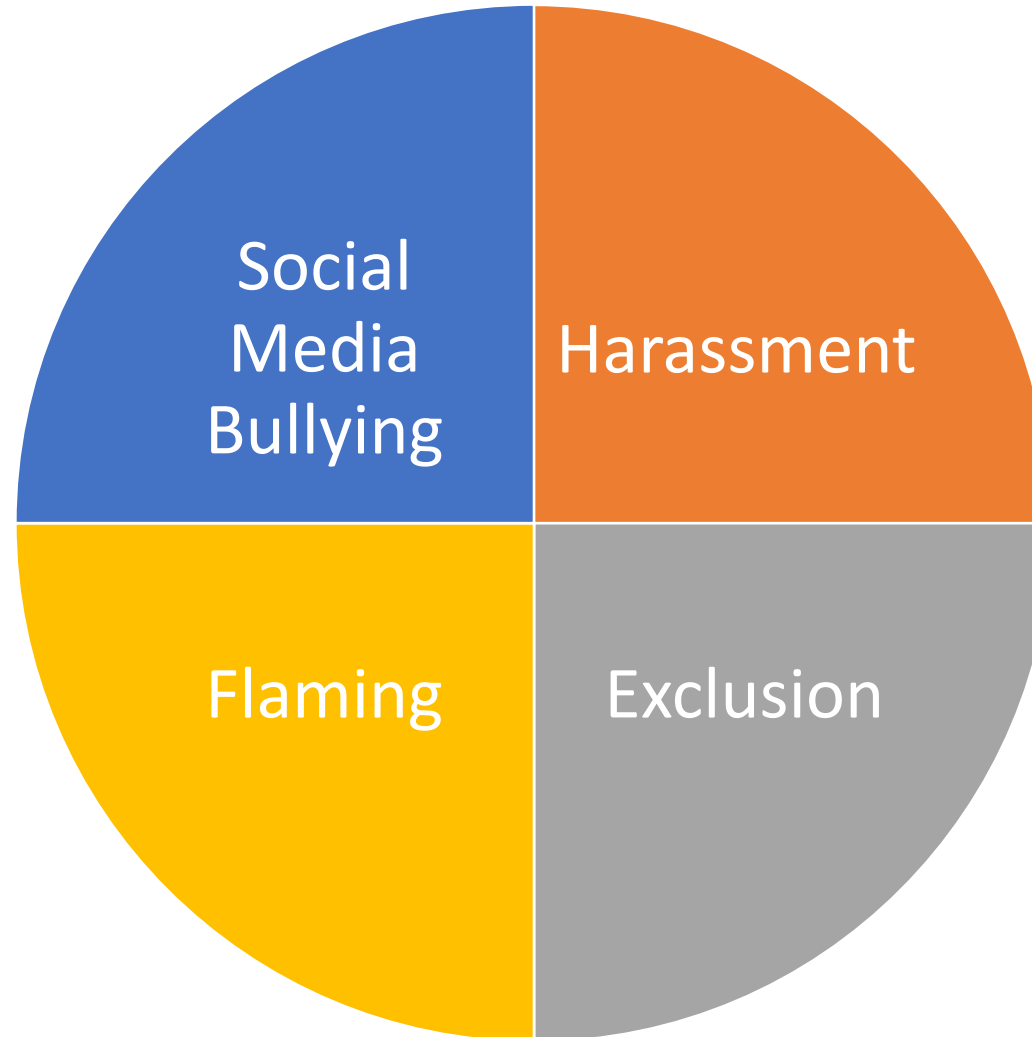


# IMPACT OF CYBERBULLYING



Source: **The annual bullying survey**, 2017.  
(+10.000 students aged 12-20, across UK)

# TYPES OF CYBERBULLYING



# TYPES OF CYBERBULLYING: SOCIAL MEDIA BULLYING

## 1. Social Media Bullying

Comments, making fun of the victims publicly on social media, gossiping online.



Aye @ADELLEO Close Enough?



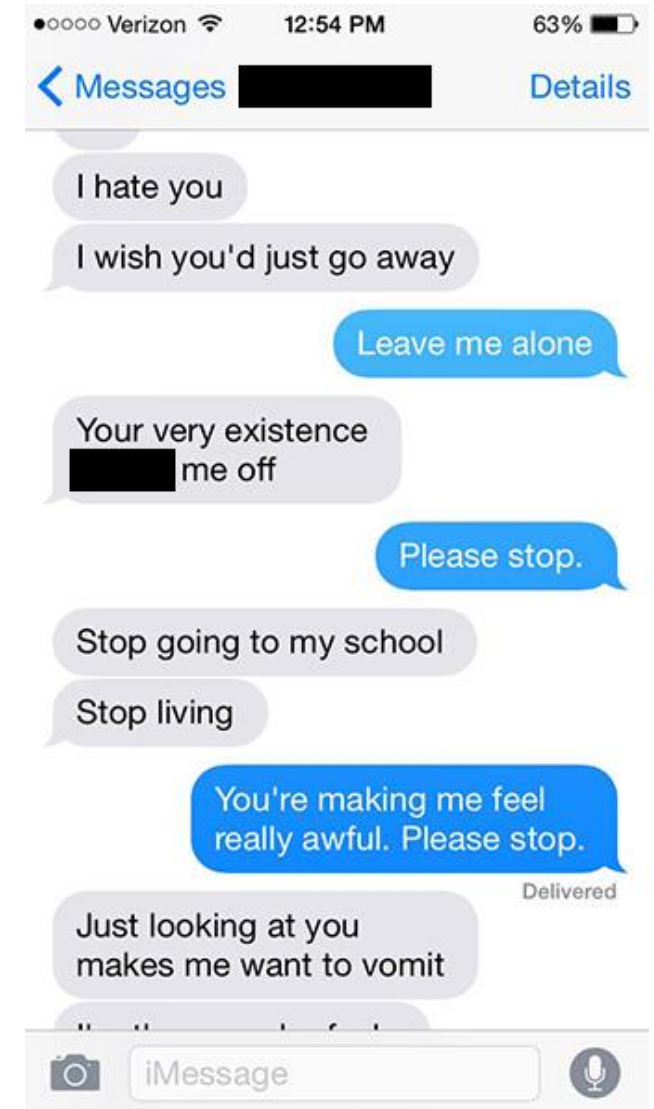
# TYPES OF CYBERBULLYING: HARASSMENT

## 2. Harassment

The repeated and nasty negative comments threats, and other hurtful activity, publicly or/and privately.

Harassment can mean:

- Sending hurtful private messages
- Sharing private communications, pics and videos online with others (often about sexting).
- «Posing»: the bully creates a fake profile of the victim and poses as them (often on a date site).





# TYPES OF CYBERBULLYING: FLAMING

## 3. Flaming

Flaming usually occurs in a more public setting online, such as chat group, gaming chat, or forum. The cybrbully (or cyberbullies group) send hurtful, angry, or shaming messages to the victim directly, within the grup so others can see.

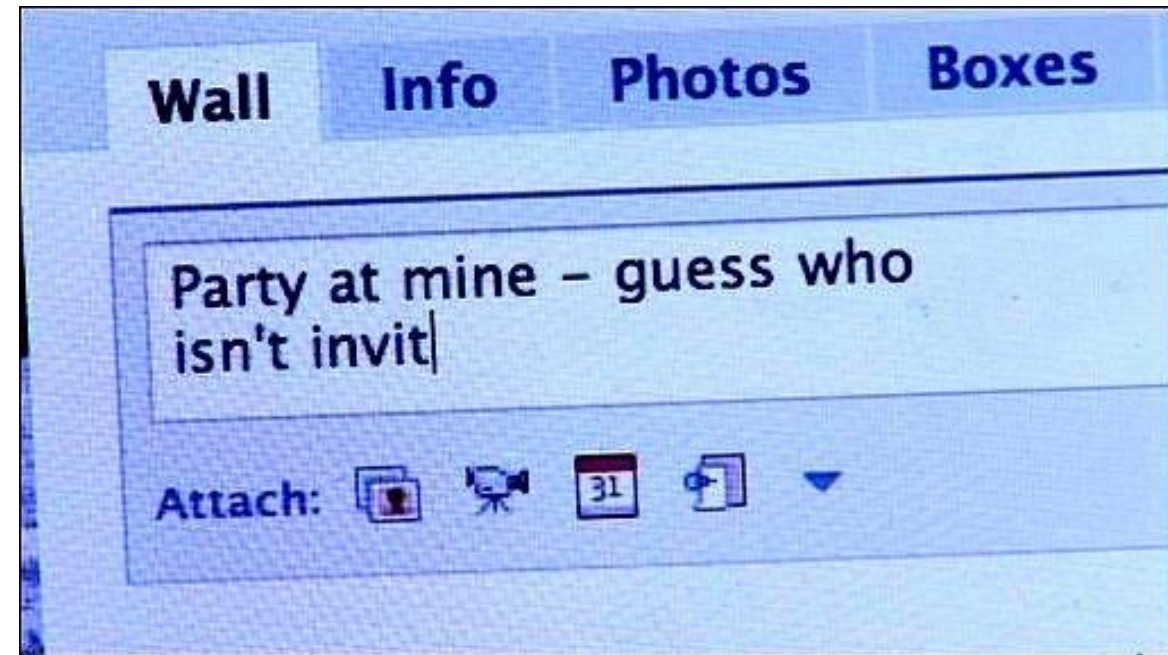


# TYPES OF CYBERBULLYING: EXCLUSION

## 4. Exclusion

Cyberbullies sometimes use exclusion, deliberately cutting their victim out of an online group. Then, they make fun of the victim with malicious comments.

«Mass unfriending»: all the people of the online group, leaded by the cyberbullies, remove friendship from the social account of the victim in few minutes / few hours.



# A REAL STORY: THE NEW KID AT SCHOOL

Henry was a shy sixth-grader who recently arrived at school from out of state. One day as he was browsing a social media site he came across a page about the school with pictures of students, including one of him labeled "The Fat Nerd." Upset, he posted a reply expressing his dismay.

Henry had to endure many weeks of feeling humiliated and hurt before anyone realized what was going on. His parents didn't even know because Henry was too embarrassed to tell them.

The postings became nastier, and soon some students were making loud comments in the lunchroom and on the playground. A teacher overheard some of the names, and asked Henry what was going on. He described the social media page and the cyberbullying.

It will take Henry a long time to regain his confidence.

**What could you and your friends have done if you were a fellow of Henry's school, to help him and make him feel better?**



# THE STORY OF FLAVIA

I'm Flavia, I'm an 18 years old roman girl, and I'm in the fifth year of high school in the humanities.

I was in eighth grade, and at Christmas, I was given a netbook to use for my exam paper. Immediately I created an account on Skype to connect with some of my classmates. Through this Skype account, one of my classmates informed me that someone has opened a fake Facebook account in my name and that this profile spoke badly of me and the people I cared for most.

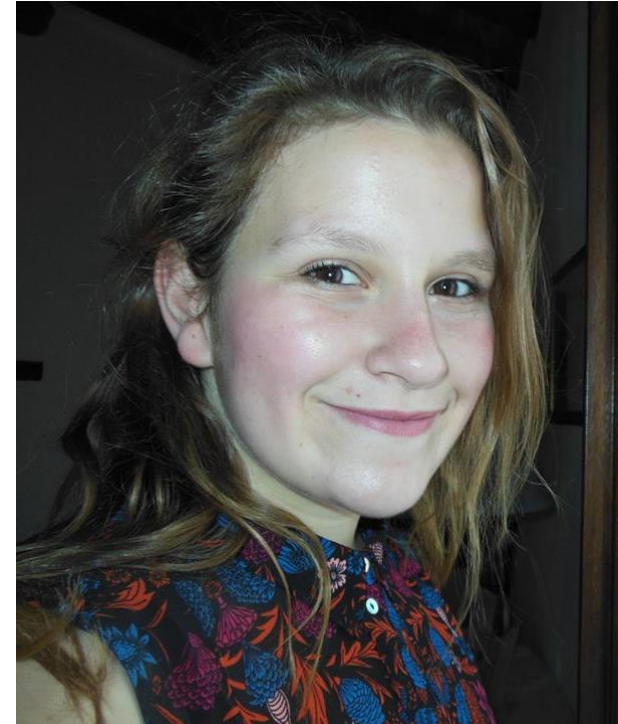
At school, I always took high marks and many were envious of me. I am very shy and some students were making fun of me and insulting me. Thanks to my family we recovered the chats and my father wrote to this imaginary profile to eliminate it. The profile disappeared and the culprits came out.

"It was a students prank, they were just playing", how do you know it was about you? After all your surname was not even written in the correct way". These sentences were said by a parent and one of the perpetrators respectively.

The question ended there, but the student was very difficult for me. I was not very outgoing, in fact I could not make friends, but losing even those that I had did really hurt me.

The following September I started the first year at high school. In the school that I'm attending and towards the end of the month, a new false profile appeared with my name. I noticed this profile because I had recently opened one of my own, and the architects of the fake profile stole the photos from mine, which I had just posted. I spent those years trying not to point out that I was sick. But I thought I was wrong; I cried often, very much. Now I have my good friends of scouts and theater school and my family and some professors.

My advice is to talk. Talk about bullying or cyberbullying, or talk about whether you are witnessing or knowing about these acts. Today I no longer fear my bullies and I'm fine with the simple fact of being unique and unrepeatable just like every one of you.



**FIND A STORY OF HATE  
SPEECH/CYBERBULLYING  
FROM YOUR COUNTRY AND  
DESCRIBE IT HERE**

**What could you and your friends have done if you were a fellow of Flavia's school, to help her and make her feel better?**



# USEFUL CONTACTS

- ...
- ...
- ...








**FAKE NEWS**

# FAKE NEWS SOURCES


**LIBERTY WRITERS**

NEWS POLITICS MORE JOIN US! 🔍

## Trump Just Walked Into The U.N. And Said ONE WORD Left Them All Speechless



President Trump told the U.N. that no country shall "shoulder a disproportionate share of the burden and that's military or financially." President Trump at #UNGA: We must ensure no country...



### Trump Just Gave Hurricane Survivors a HUGE Surprise From His Own Wallet

UNCATEGORIZED

President Trump has managed to be a man of his word

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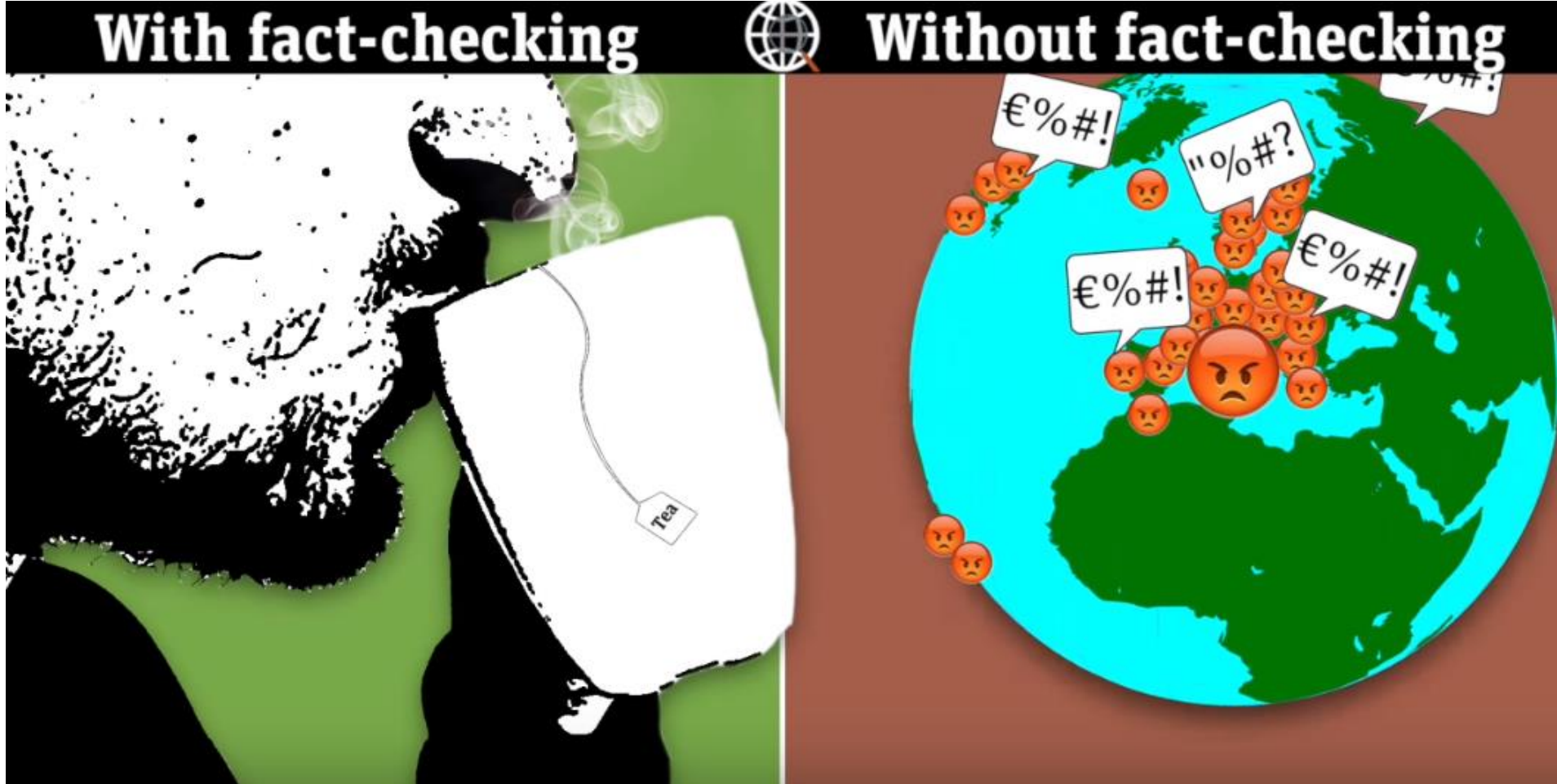


# THE PARIS WADE AND BEN GOLDMAN STORY





# FACT CHECKING ONLINE



# World Worried About Fake News as a Weapon

Percent who worry about false information or fake news being used as a weapon



Nearly  
**7 in 10**  
worry about false  
information or fake news  
being used as a weapon

Germany passes a law  
that fines social media  
companies for failing to  
delete fake news

Canadian Conservative  
leader's campaign  
manager roots out  
enemies using fake news

Pope criticizes  
spread of fake news

Fake news disrupts  
elections in South Africa

Singapore announces  
plans to introduce  
laws designed to  
fight fake news





# WHY FAKE NEWS ARE STRONGER ONLINE?

- **Infobesity** → Decrease in attention to details and nuances. Less desire to deepen an information.
- **Echo chambers and filter bubbles** → If many people/friends in my groups online repeat that something is true, so that's true.
- **Collapse of the context in content** → decontextualized texts, images and videos.
- **Manipulable online information** → It's easy to create fake content about real people and fake profiles of real people.



# HOW TO SPREAD FAKE NEWS?

- Choose a theme or a person that can easily trigger debate, comments and clicks.
- Use a direct style, simple, aggressive, violent.
- Propose the title so that it is as clicked (click-bait) as possible and shared (share-bait): misleading words, sensationalistic tones, strong and shocking images.
- Many will not read the post, but only the title and the incipit on social media. Make them understandable for everyone: so they will be shared without even being read.



# CREATING A FAKE NEWS



20'

- 1) It can be related to your school, or to a famous character that you want to attack. It can be a friend of yours. It can relate to the course you are attending today. It can concern culture, society. Something or someone you know well and could possibly attack.
- 2) Your possible goal? Unleash more click-bait, share-bait and comments because of your *hate speech* content.
- 3) Tip 1: do not invent something totally absurd. You can use partly true information, and then add many falsehoods.
- 4) Tip 2: you can look for information from online sources that at least partially (or misleadingly) confirm your fake news.
- 5) Create (BUT DO NOT SHARE) your fake news, "well argued", and decide on which online channel you could possibly post it.

**ATTENTION: Do not post or share the fake news. The exercise has the only goal to make you understand the easiness of creating fake news**



# CREATING A FAKE NEWS

**IT IS REALLY EASY TO CREATE  
A FAKE NEWS.**

**By understanding how easy it is, you  
can better distinguish and deal with it**



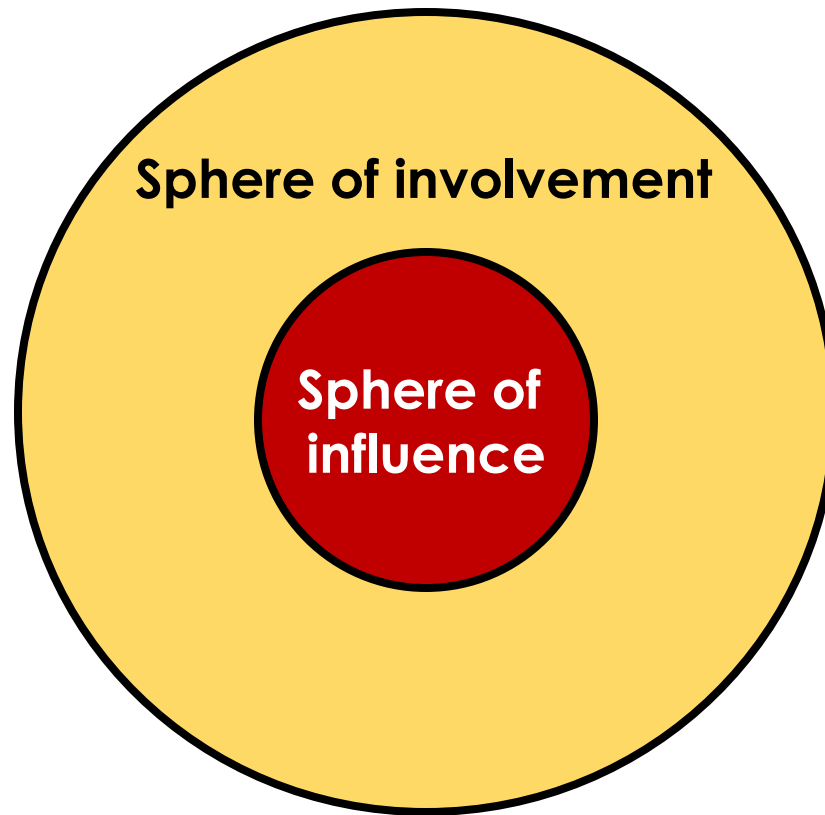


**HAPPY SPEECH**

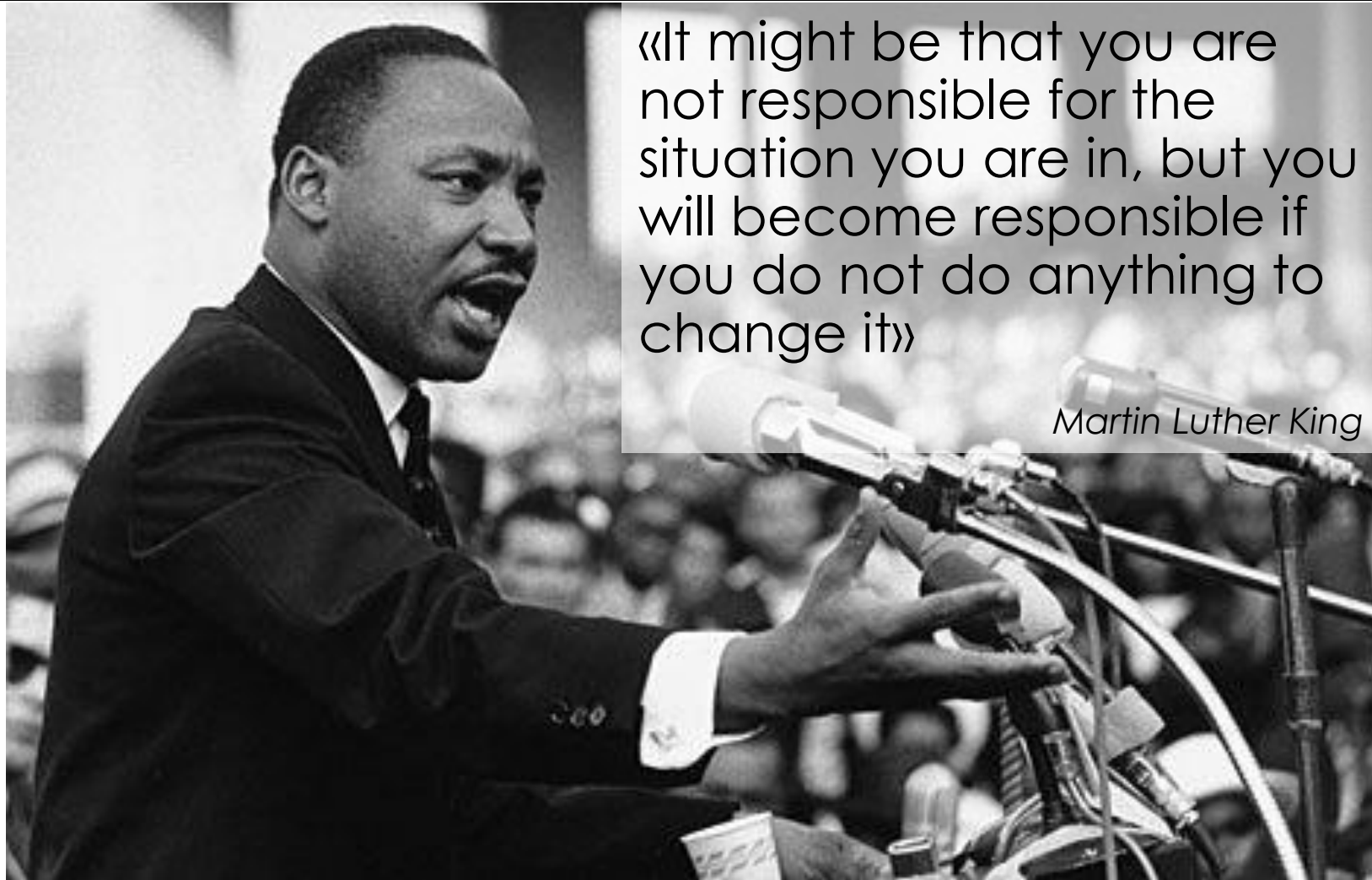


# SPHERE OF INFLUENCE

No direct involvement



# PERSONAL (IR)RESPONSIBILITY



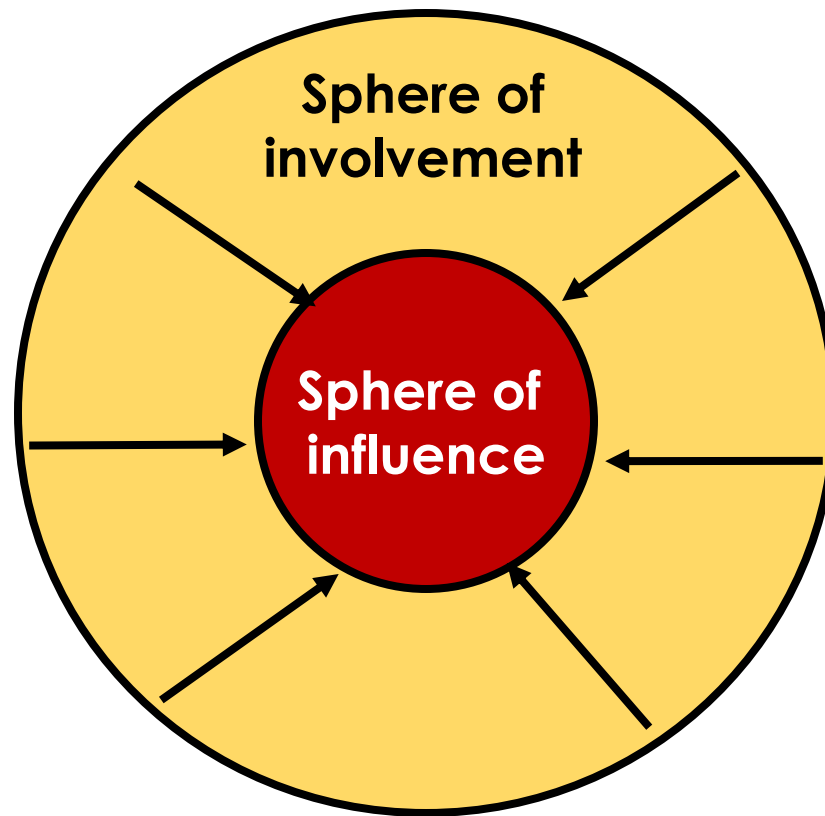
«It might be that you are not responsible for the situation you are in, but you will become responsible if you do not do anything to change it»

*Martin Luther King*



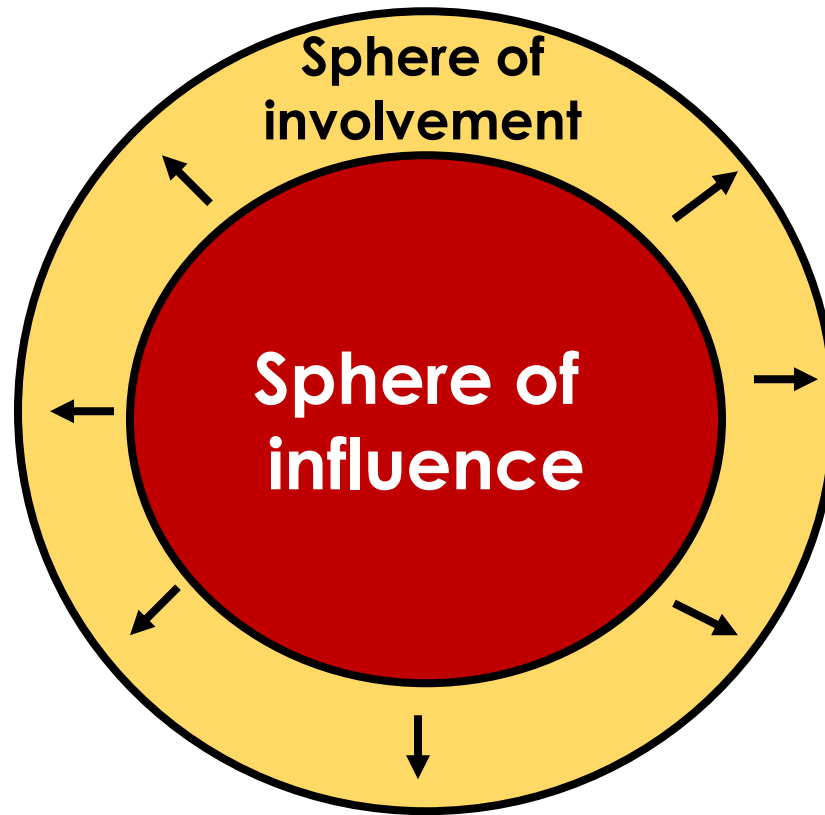
# REACTIVE FOCUS

No direct involvement



# BE PROACTIVE, NOT REACTIVE!

No direct involvement



# BE PROACTIVE: CREATE *HAPPY* CONTENT





# SOME EXAMPLES

**change.org**

**FIND EXAMPLES FROM YOUR COUNTRY AND DESCRIBE THEM HERE**

**THUNDER CLAP**

**change.org** Start a petition Browse Subscription

The world's platform for change

225,378,674 people taking action. [Victories every day.](#)

Start a petition

**VICTORY**

**Meriam Yehya Ibrahim saved from execution in Sudan**

One million people from around the globe signed Emily Clarke's petition, joining a chorus of international voices demanding freedom and justice for Meriam, a Sudanese woman who was sentenced to death because of her faith...

Emily Clarke  
Malmesbury, Uni...

1,092,282  
Supporters

Featured in  
**The Telegraph**

**ENVIRONMENT**

**Beat Plastic Pollution**

Join hands with UN, RallyForRivers & Isha Foundation this World Env Day on Jun 5 to BeatPlasticPollution! Click

by Isha Foundation

31% supported 605,168 social reach 5 days left

Goal: 2,000 supporters by Jun 4th

**CAUSE**

**words to break the silence around baby loss...**

**#FindingTheWords**

Find the words to break the silence around baby loss. Please join me in the Finding the Words campaign now!

by Sands (Stillbirth and neonatal death c...

297% supported 393,890 social reach 1 days left

Goal: 250 supporters by May 31st

**CAUSE**

**FREE IRAN**

Stand by the Iranian people and echo their voices.

#FreeIran2018  
June 30, 2018 - Velegate Paris

**Free Iran 2018 Gathering**

Express Solidarity W/Free Iran gathering.Be the voice of Iranian ppl in their quest for freedom.

by Iranian Communities abroad

31% supported 1,069,771 social reach 21 days left

Goal: 3,500 supporters by Jun 20th



# HAPPY CONTENT, HAPPY INTERNET, HAPPY PEOPLE!

The chance of being happy increases by 15% if you are very close to a happy person.

**No matter who this person is**, your intimate friend or not: your chance of being happy increases by 15% regardless of the person's identity.

*Wellbeing: The Five Essential Elements, Tom Rath*





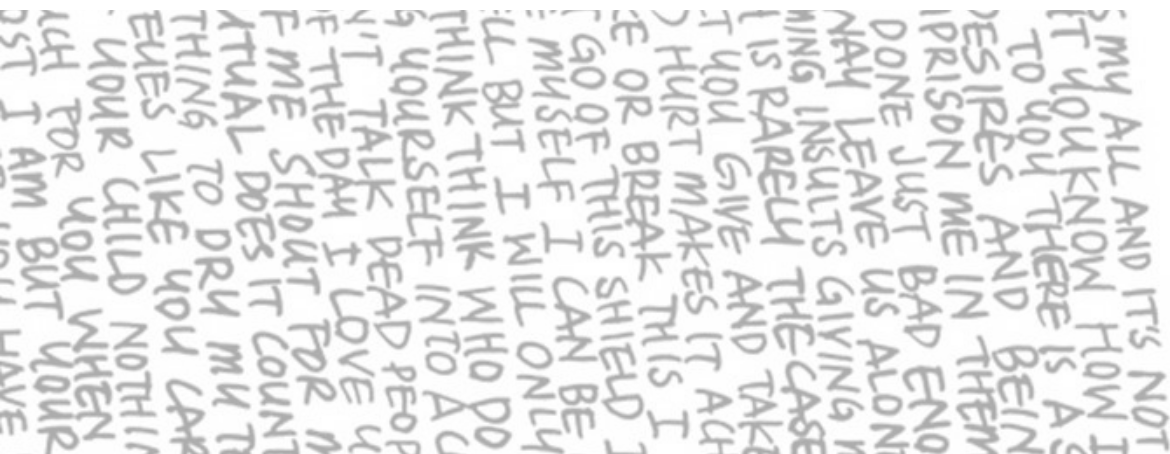
**Q & A**



**Join us at**  
**<https://www.facebook.com/wordsarestones/>**



# THANK YOU



This training course was funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020)