

Navigating the Digital Landscape



“Digital Landscape”

Digital Landscape

A collective name for all platforms (websites, social networks, mobile devices, etc.) that make up online communication

**Why is it important to learn how to navigate
the digital landscape?**

Navigating the Digital Landscape



HISTORY OF DIGITAL
COMMUNICATION



SOCIAL MEDIA
PLATFORMS



BEST PRACTICES

History of Digital Communication

A Brief History of Communication



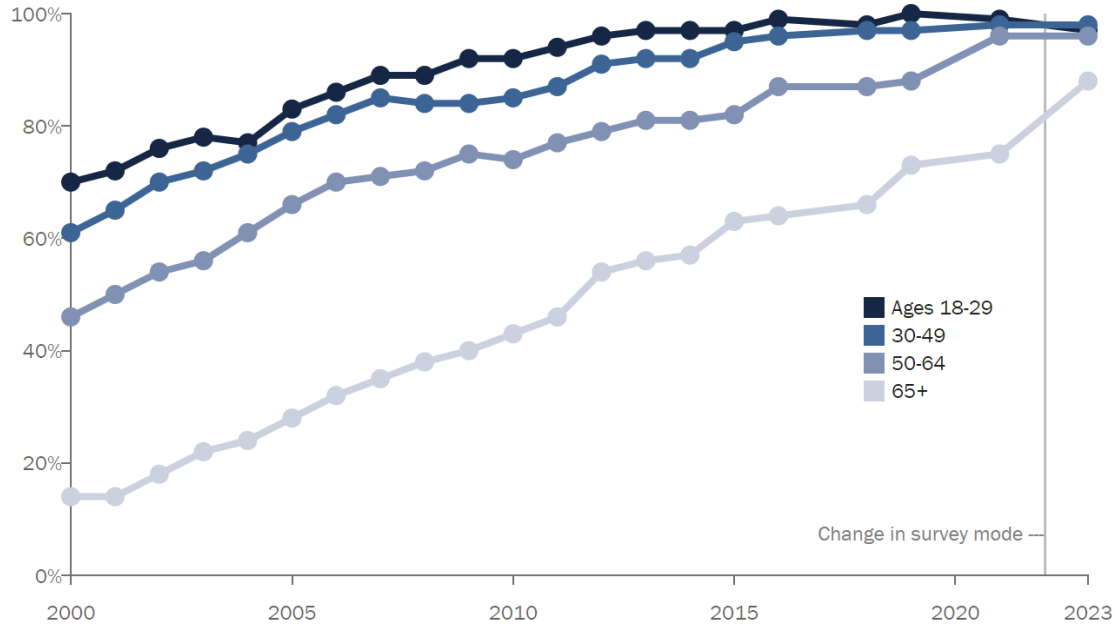
Internet Usage

- As of 2023, 95% of US adults say they use the internet
- Compared to 52% in 2000

Internet Usage

Internet use by age

% of U.S. adults who say they use the internet, by age



History of Digital Communication

“Superficial, sudden, unsifted, too fast for the truth, must be all telegraphic intelligence.”
– New York Times, 1858

History of Digital Communication

“Superficial, sudden, unsifted, too fast for the truth, must be all telegraphic intelligence.”
– New York Times, 1858

“Have I done the world good, or have I added a menace?” - Guglielmo Marconi, inventor of wireless audio transmission

History of Digital Communication

“Superficial, sudden, unsifted, too fast for the truth, must be all telegraphic intelligence.”
– New York Times, 1858

“Have I done the world good, or have I added a menace?” - Guglielmo Marconi, inventor of wireless audio transmission

“It is time that the atrocious nature of the telephone should be fully exposed...” – New York Times, 1877

Social Media

How many social media apps do you use?



3.5 BILLION PEOPLE ON
SOCIAL MEDIA



3.5 BILLION PEOPLE ON
SOCIAL MEDIA



ABOUT 1 IN EVERY 3
PEOPLE WORLDWIDE

“Social Media”

Social Media

Websites and computer programs that allow people to communicate and share information on the internet

Social Media

Social media is a tool

Types of Social Media Platforms

- Traditional social networking
 - Facebook
- Image-based
 - Instagram
- Short-form video
 - TikTok
- Long-form/Livestream Video
 - YouTube
- Discussion Forum
 - Reddit

Why are most social media platforms free to use?

Social Media Today

Self-Expression

Comparison

Social Engagement

Pressure to stay connected

Harmful Content

Self-Expression

Self-Expression

Authentic Self

Self-Expression

Cultivate a
positive self-
view

Self-Expression

Cultivate a
positive self-
view

Create positive
impressions in
others

Self-Expression



Sense of Self

Self-Expression



Sense of Self



Self-Esteem

Self-Expression



Sense of Self



Self-Esteem



Sense of Belonging

Comparison

Comparison

- Seeking approval
- Constant checking of likes and comments
 - Confirmations of meeting specific ideals

Comparison

- Likes = Confirmations of specific body ideals
 - Rooted in media representations of beauty
- Triggers development of disorders like anorexia
 - Weight loss to meet these ideals

Comparison

Authentic Self

Comparison

Authentic Self

“Authentic” Self

Social Engagement

Social Engagement

- Easier to form connections
- Less pressure
- Increased support systems
- Positive correlation with wellbeing

Social Engagement

- Support for diseases/disorders/discomfort
 - Reduced isolation
 - Recovery stories
 - Providing/sharing resources
 - Overcome fears
 - Reassurance

Pressure to Stay Connected

Pressure to Stay Connected

- Fear of being disconnected
- Being unaware of online occurrences risks offline social exclusion

Pressure to Stay Connected

Pressure to Stay Connected

Compulsive use

Activity: Check your Usage

- iPhone: Go to Settings > Screen Time. Tap See All App & Website Activity
- Android: Settings > Network & Internet > Data Usage > View Details

Pressure to Stay Connected

Compulsive use

Diminished
quality time
with friends and
family

Pressure to Stay Connected

Compulsive use

Diminished
quality time
with friends and
family

Emotional
Detachment

Pressure to Stay Connected

Compulsive use

Diminished
quality time
with friends and
family

Emotional
Detachment

Physical health
effects

Pressure to Stay Connected

Compulsive use

Diminished
quality time
with friends and
family

Emotional
Detachment

Physical health
effects

Increased
anxiety

Pressure to Stay Connected

Compulsive use

Diminished
quality time
with friends and
family

Emotional
Detachment

Physical health
effects

Increased
anxiety

Ignoring other
responsibilities

Harmful Content

Harmful Content

Harmful Content

Bullying

Bullying

- Anonymity emboldens users
- Perceived lack of consequences
- No real-time feedback

Harmful Content

Bullying

Distressing
news

Distressing News

- 60% of internet users cite keeping up with current events to be their main reason for being on social media
- Studies have found an association with social media exposure to news and depression and PTSD symptoms

Harmful Content

Bullying

Distressing
news

Misinformation
/Disinformation

What is the difference between disinformation and disinformation?

Misinformation

- False or inaccurate information
 - Ex. Falsely attributed quote, rumors, pranks

Disinformation

- False information which is intended to mislead
 - Especially propaganda, hoaxes, fabricated/manipulated content

Artificial Intelligence

- The rise of Artificial Intelligence (AI) has also given birth to new forms of misinformation and disinformation
- Artificial production, manipulation and modification of data and multimedia by automated means, especially AI algorithms, to mislead or change original meaning.
- There are fears that AI could supercharge fake news, spread misinformation and distrust of reality and automate creative jobs.

Harmful Content

- Increased anxiety
- Feeling trapped
- Increased self-harm/suicide rates
- No control

What can we do?

Parents

- “Tech-Free” Zones
- Communication
 - Talk to your kids about online habits
- Model responsible behavior

“Tech-Free” Zones

- Physical locations or Timeframes/Activities
 - Living room, during dinner, on a walk, etc.
- Establish a “closing time”
 - Better sleeping habits
- Foster in-person relationships

“Tech-Free” Zones

- Physical locations or Timeframes/Activities
 - Living room, during dinner, on a walk, etc.
- Establish a “closing time”
 - Better sleeping habits
- Foster in-person relationships

These zones must be mutual

Communicate

- Keep an open dialogue
 - Nothing is off limits
 - Provide advice, be open, but don't pry
- Keep an open mind
 - Listen to and learn from your child

Model Responsible Behavior

- It starts with you
- Follow the same rules you set for your kids
- Don't share anything you wouldn't want your kids to share

Educators

- Incorporate teachings about online behavior
 - Include critical thinking
- Report cyberbullying/inappropriate behavior to school and online platform
- Partner with parents to establish shared norms around tech

Individuals

- Turn off notifications
- Set time limits on your device
- 20-20-20 rule