



SAFER INTERNET DAY

TECH IN OUR WORLD
Post Primary



An Roinn Oideachais
Department of Education



Co-funded by
the European Union



Safer
Internet
Day



Safer Internet Day

What is Safer Internet Day?

- A day to create awareness of a better internet for **ALL** users
- The theme for Safer Internet Day is ***“Together for a Better Internet”***
- Safer Internet Day began as an EU wide initiative and is now celebrated in over 180 countries worldwide



Tech in Our World



On Safer Internet Day let's take time to:

Reflect: An opportunity to reflect on the role of technology in our world, the challenges and opportunities.

Recognise: Recognise the influence of persuasive design features and algorithms on our online experiences.

Reset: Learn tips to help reset our online experiences to promote a positive impact on our time online.

***Advancements in technology have
improved our lives for the better.
Discuss.***

Tech in Our World:

Let's Reflect

- **One good thing** for me about the online world is...
- **One challenging thing** for me about the online world...



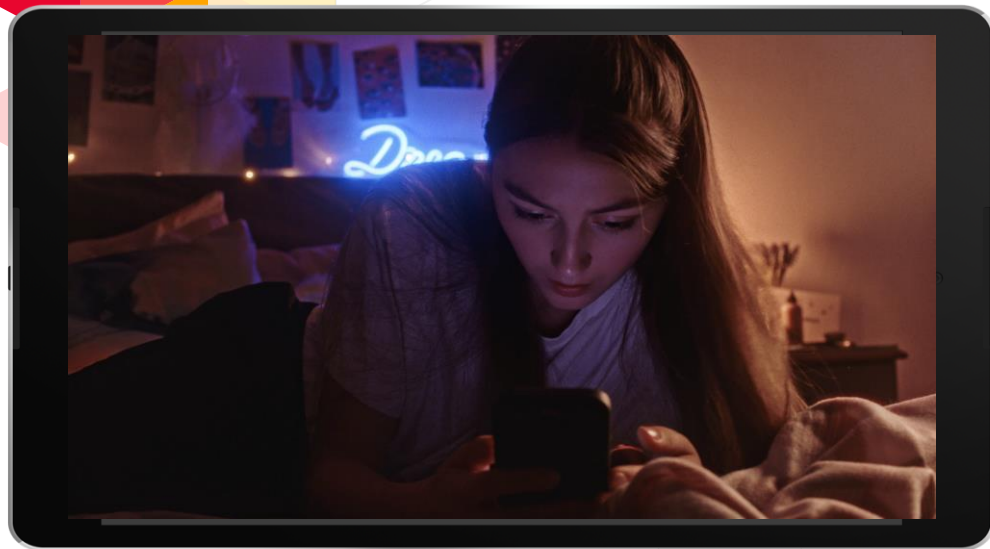
Tech in Our World: Let's Reflect

How big a part does technology play in our daily life?

Let's find out!

- What is your screen time total for today and the last 7 days?
- What are the Top 5 most used apps?

Tech in Our World: Let's Recognise



What is it about our technology (e.g., smartphones, social media, games, etc.) that draws us in and makes us want to spend so much time on them?

Tech in Our World: Let's Recognise



Let's consider some of the design features technology companies use to persuade us to stay online for longer...

Watch *Six Easy Steps to Get Us Addicted to Our Phones* **here:**
<https://vimeo.com/503021412>

Tech in Our World: Let's Recognise



What design features can you recognise your favourite apps use to draw you in?

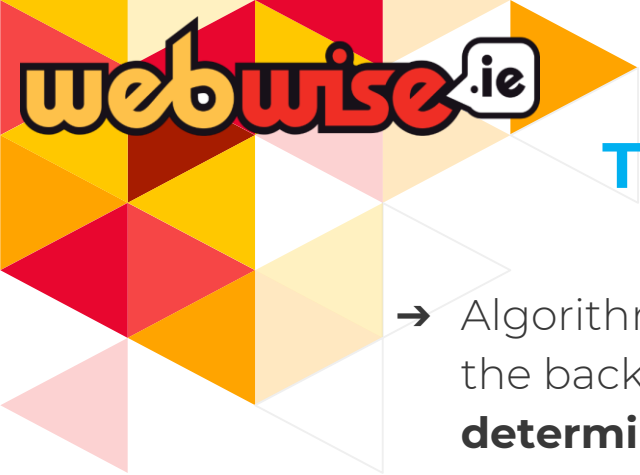


Tech in Our World: Let's Recognise



Have you noticed that when you go online or login to social media you are presented with content, news, articles or ads that somehow know the things that you are interested in?

Why do you think this ?

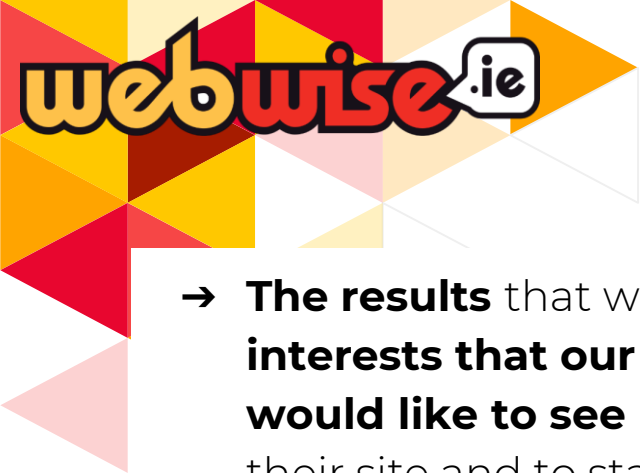


Tech in Our World: The Influence of Online Algorithms

- Algorithms are complex mathematical formulas working in the background of the websites/apps we use which help **determine what content is presented to us** online e.g. in your newsfeed or search results.



- What we see on our online news feeds is determined by the algorithm of the particular platform we are using.
- Social media platforms highlight content that they believe we will like, because it is **popular or because you are being advertised to**.



Tech in Our World: The Influence of Algorithms

- **The results** that we are presented with are likely to **reflect the likes and interests that our browsing history and personal data suggests we would like to see more of** – after all, online platforms want you to use their site and to stay for as long as possible.
- It is important to be aware that the content being pushed to your newsfeed is **filtered and tailored** by what a social media network or online platform believes that **you are interested in, or would like you to become interested in.**
- Different users who use the exact same search terms or scroll through the same social media platform are likely to **see different content.**



Tech in Our World: The Influence of Algorithms



List **one benefit** and **one downside** for how companies use algorithms to influence and tailor your online experiences?

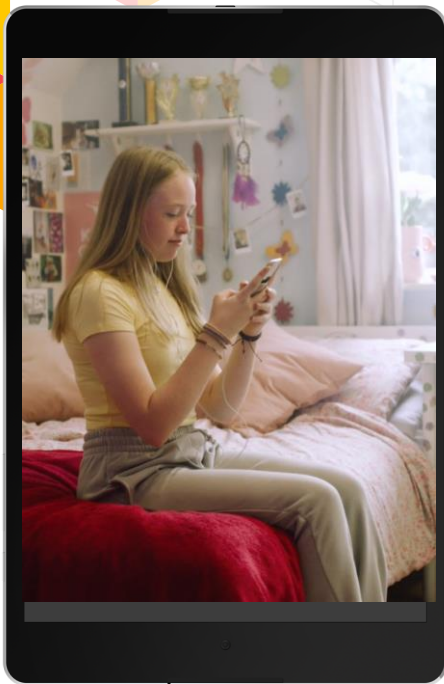
Tech in Our World: Time to Reset

Top Tips for a Digital Reset

1. Manage your time online using App Timers.
2. Take back control over your newsfeeds and algorithms - review accounts you follow and build a positive newsfeed that reflects your interests.
3. Regularly Review and Clear Your Data on social media apps.
4. Take a step back. It's hard to switch off when our devices are by our side at all times. Try switching off by keeping your devices in another room at night time or while watching tv.
5. Help bring in new perspectives and avoid echo chambers by clearing your browser history.
6. Review Your Location Footprint & remove unnecessary sharing.
7. Review Apps on your phone and delete any you don't need or use.



Tech in Our World: Time to Reset



- ▶ Don't like a persuasive or addictive feature you've noticed on your favourite app/website?
- ▶ Tell them about it: Take a screenshot, post about it, tag the tech company, email them about it.
- ▶ You can ask them to change their app to better protect young people's online wellbeing.
- ▶ Finally, you can spot using it or find an alternative app to use... the future is in your hands!

**Now that we can recognise how
tech works to keep us engaged for
longer...**

**One thing I will do to balance my
time on and offline is...**

Tech in Our World



On Safer Internet Day you have learned:

- ▶ The role technology plays in your daily life.
- ▶ To recognise the influence of persuasive design features and algorithms on our online experiences.
- ▶ Tips to help you reset your online experience and reduce the influence of persuasive design features.



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THANKS!

WANT TO FIND OUT MORE?

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EXTENDED SAFER INTERNET DAY ACTIVITIES



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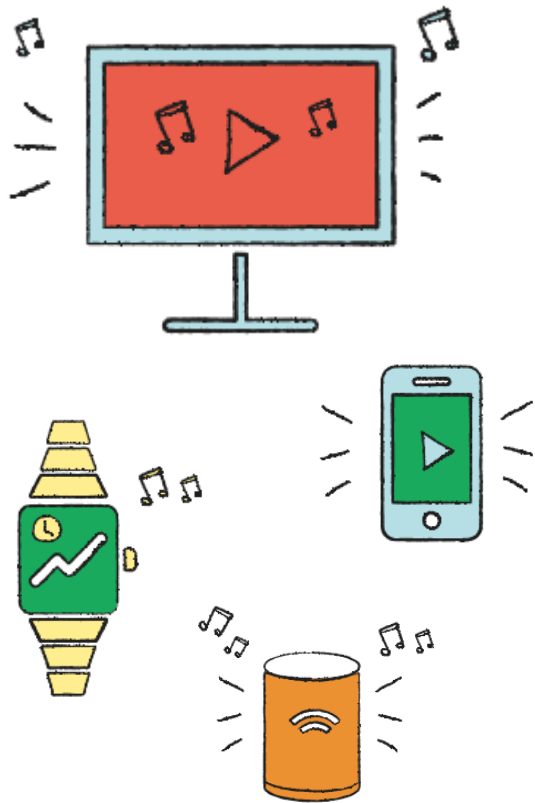
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Tech in Our World: Artificial Intelligence

Technology works using
Artificial Intelligence or A.I.

A.I. is when technology is able to gather
information and put it together to perform
a task in a human like way e.g., making
recommendations.

Can you think of any examples of artificial
intelligence when using something like a
smart phone or tv?

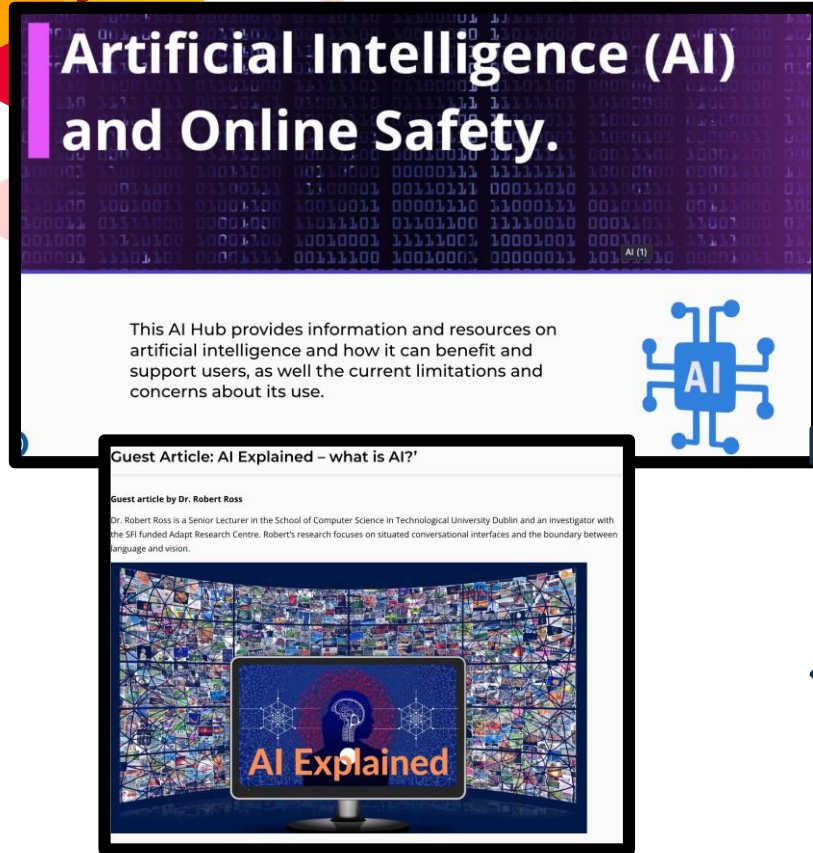


A.I. WebQuest Activity

Go to the Webwise AI Hub: <https://www.webwise.ie/ai-hub/>

Find and read the article Guest Article: AI Explained – what is AI? and answer the following questions:

1. Explain AI in your own words.
2. How do you come across AI in your life?
3. A.I. can help us solve the problems of tomorrow. Do you agree with this statement? Why/Why Not?

A screenshot of the Webwise AI Hub website. The top section has a purple background with binary code and the title 'Artificial Intelligence (AI) and Online Safety.' Below this, a white box contains the text: 'This AI Hub provides information and resources on artificial intelligence and how it can benefit and support users, as well the current limitations and concerns about its use.' To the right of this text is a blue icon of a computer chip with 'AI' inside. Below the white box is a section titled 'Guest Article: AI Explained – what is AI?' with a sub-header 'Guest article by Dr. Robert Ross'. The main content area shows a large, colorful, abstract image of a cityscape at night, with a smaller inset image of a computer monitor displaying a brain icon and the text 'AI Explained'. A large blue arrow points from the 'Guest Article' section towards the list of questions on the right.

Artificial Intelligence (AI) and Online Safety.

This AI Hub provides information and resources on artificial intelligence and how it can benefit and support users, as well the current limitations and concerns about its use.

Guest Article: AI Explained – what is AI?

Guest article by Dr. Robert Ross

Dr. Robert Ross is a Senior Lecturer in the School of Computer Science in Technological University Dublin and an investigator with the SFI funded Adapt Research Centre. Robert's research focuses on situated conversational interfaces and the boundary between language and vision.

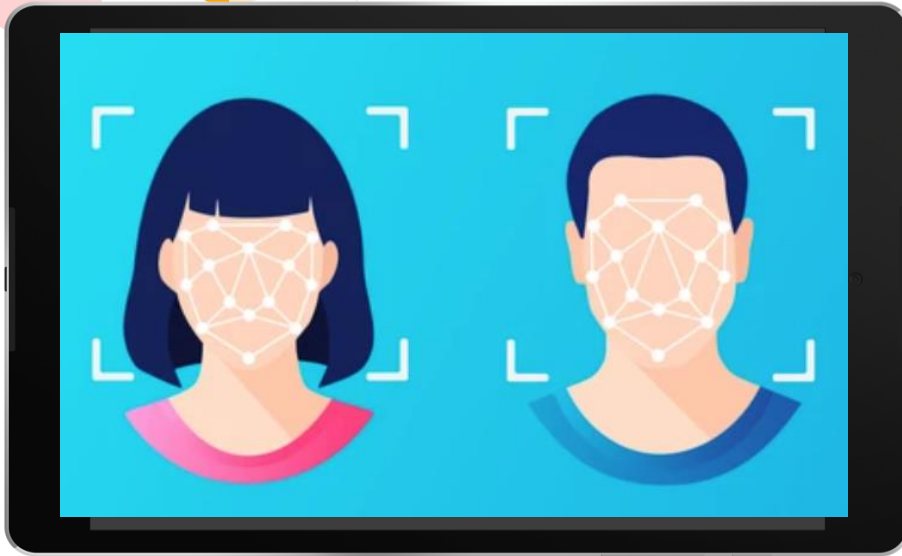
AI Explained

Tech in Our World: Facial Recognition

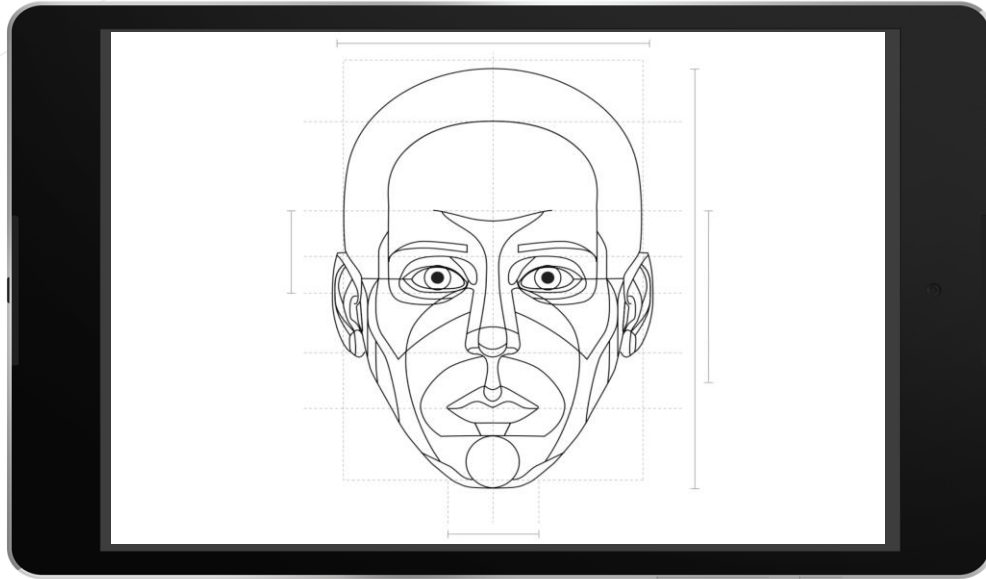
What does facial recognition mean and where can we see it used in our world?

Facial recognition is technology that can automatically identify a person from a digital image or a frame from a video.

In some ways, this can be useful. But it can also be risky, annoying and a threat to our right to privacy.



Tech in Our World: Facial Recognition



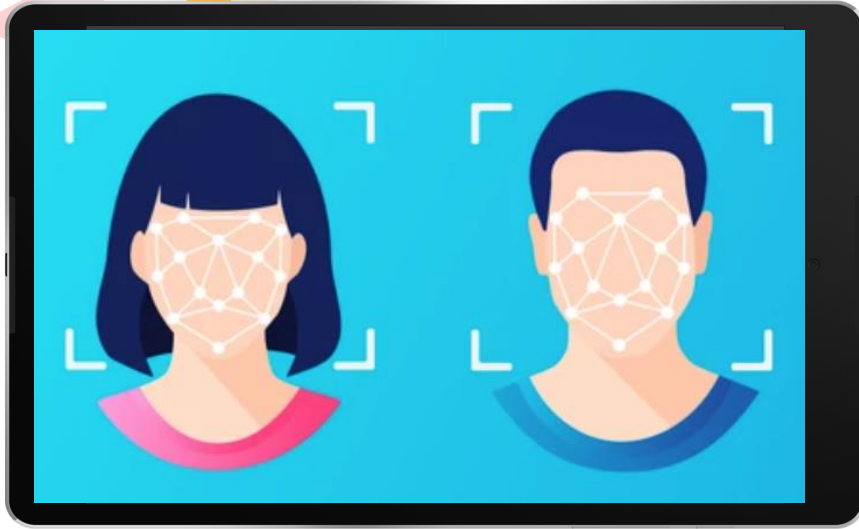
- ◀ Watch **“The Real Life of Your Selfie”** here:
<https://vimeo.com/503021673>

Tech in Our World: Facial Recognition

Here's an example of facial recognition technology:

Tagging someone on social media.

Can you think of one example of how this might be **useful** and how it might be a **problem**?



Tech in Our World: Facial Recognition Walking Debate

Statement: *Facial recognition technology will make society a safer place.*

AGREE



**DON'T
KNOW**



DISAGREE

