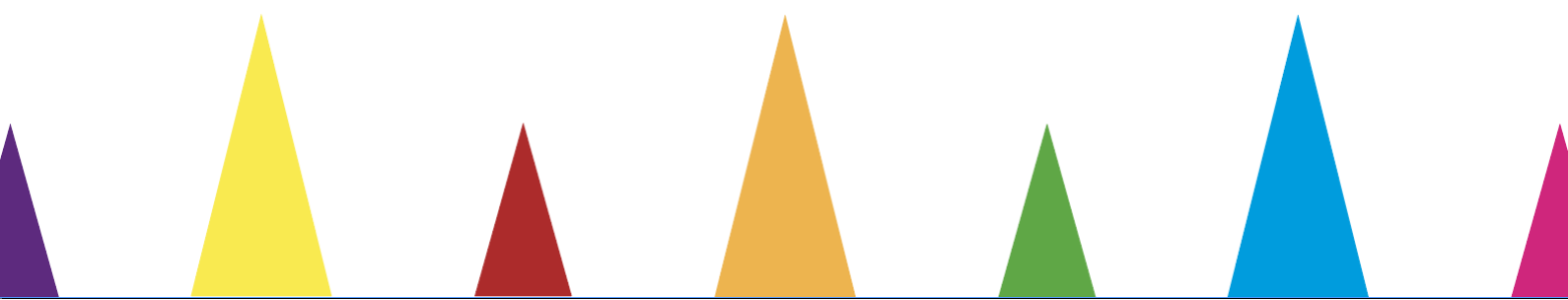




Resource 8  
Media Literacy  
Student Handout

**CHAMELEON**

Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age



## Resource 8 Media Literacy

### Student Handout

**Resource title:**      **Resource 1 Media Literacy**

**Introduction to the**

**Activity:**

Social media marketing is an important way for companies of all sizes to reach customers but one downside is that companies and the individuals that run them can be subjected to abuse from cyber bullies and trolls. Unfortunately, as female migrants you are particularly susceptible to receiving abuse from a minority of people who resent you and it is important to know how to look after yourself if you are targeted.

This self-reflection exercise encourages you to think about how to cope if targeted by online trolls and also to examine your own pre-existing biases, which are often the underlying cause for the behaviour of trolls.

**What will you  
achieve through this  
self-reflection?**

- Develop techniques to help you feel more positive about yourself.
- Awareness of how pre-existing biases can lead to trolling.
- Recognition of your own pre-existing biases.
- Develop techniques to help you address you own pre-existing biases.

**Questions to ask  
Myself:**

*Question 1:*                      How would you feel if someone personally abused you on a social media platform?

*Question 2:*                      Can you think of ways to turn negative thoughts into positive ones?

*Question 3:*                      What do other people say are your best qualities? What do you think are you best qualities?

*Question 4:*                      Do you consider yourself to have strong opinions? Is there a particular topic you are known for having strong feelings about?

*Question 5:*                      Are you aware of alternative viewpoints on the topic(s) you feel strongly about? Have you taken the time to think about this?

## Checklist

1. Do not take personal abuse/criticism to heart
2. Learn to be positive (see below)
3. Recognise your own biases
4. Understand how pre-existing biases drive the action of trolls.

## Follow-up Activities

- Learn to be positive: if you are personally abused online and this causes you to feel sad or lose motivation, take steps to be more positive. Use positive affirmations to unlearn negative thought patterns. The act of repeating positive mantras is highly effective and can help you banish negative thoughts. Also, carry out random acts of kindness – research shows that when you are kind to other people, your focus shifts from your own problems and helps you put your own situation into perspective.
- Recognise you are biased: we all have pre-existing biases about the world from our opinions on parenting to our views on the role of religion in society. It is not possible to address our own biases until we recognise we have them.
- Seek out alternative views. Once you recognise your own biases, actively seek out viewpoints in the media that are different to yours on specific issues and controversies. It is important to find views that challenge your own to help you understand that when we think we are “right”, this doesn’t mean there are no alternative viewpoints.
- Think in shades of grey. Keep an open mind, be open to new evidence and embrace the possibility you are wrong and need to shift your position. An odd human quirk is to double down on beliefs when faced with contradictory evidence – rounded human beings are open to new information and will adjust their beliefs accordingly.
- Once you have thought more about your own biases and what they say about you, think about how internet trolls are unable to do any of the above and use their pre-existing biases to target individuals indiscriminately. You need to appreciate that this means their actions are not personal but driven by a lack of understanding and empathy. This strips them of power and should encourage you not to feel downhearted or negative when targeted by trolls.

## Take-away Notes - Next Steps:

- Develop your own ability to respond positively and creatively to genuine questions or complaints you receive on social media. This is a good starting point:  
<https://freshdesk.com/customer-support/twitter-customer-service-blog/>



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