# 6

# Handouts & Exercises

# Social Media Peace Activism

#defyhatenow | 6 HANDOUTS & EXERCISES

# SOCIAL MEDIA PEACE ACTIVISM

· Discussion Questions

· Group Exercise

· Action plan

· #ThinkB4UClick Social Media Campaign

## QUESTIONS FOR GROUP DISCUSSION

· Take a close look at how different cultural activities may contribute to peacebuilding?

· What do you see as the common aim or elements between these activities?

· How can you link them to your understanding of peace?

· Do you think they are successful in realising the aim of building peace?

· Sketch of your ideas to connect cultural activities with peacebuilding in your community.

## STARTING YOUR INITIATIVE FOR PEACEBUILDING, ASK YOURSELF;

· Where is this initiative leading?

· Will it inhibit violent conflict?

· Will it contribute to peace?

· How will it aid in the development of a "post-conflict" society?

## GROUP EXERCISE: PEACEBUILDING AIMS

Draw a diagram with circles showing activities and the aims or goal for peacebuilding
Arrows point from each of the activities / circles towards a different concept

Examples:

· bridging communication gaps between different people

· personalising peace, connecting with people and engagement

· self sustainability of peace and self education

· diversity, coexistence and the need to resolve conflict without resorting to violence

· openness and inclusiveness in public spheres.

The diagram will also reflect how these points are fluid and can overlap with each other.
Leave space for participants to add and connect their points in addition to the above in the diagram.

The facilitators are encouraged to open the floor for people to come up with their own activities and link them to their understanding of peace, expanding on the points they wrote on the diagram above.

**KEY DISCUSSION POINTS FOR ACTION!**

· What areas for peacebuilding cultural exchange can you identify in your community?

· Where would you organise an event? eg: community leaders, school, social space?

· Make a list of all ideas in the group to facilitate cultural exchange peacebuilding activities

· Decide with the group to implement one of these now!

· Check the activity you plan is inclusive and open to different communities & ages

· Find a venue, organise the date, engage community leaders & teachers to get involved

· Let people know and invite different communities, old and young to attend your event!

· Set up fb event page, print leaflet or fliers, community announcements, radio interviews.

# #ThinkB4UClick
# SOCIAL MEDIA ACTIVISM CAMPAIGN

## INTRODUCTION

#ThinkB4UClick (Think Before You Click) is a #defyhatenow led awareness campaign that aims at creating public awareness on the dangers of misinformation, fake news and hate speech in South Sudan. Over a period of one month #defyhatenow and partners will work on educating the public on hate speech and how it can be mitigated through individual actions that aim at creating safe spaces online and offline for citizens to interact with each other and discuss matters in an healthy and informed manner.

## OBJECTIVES
Create public awareness on the dangers of misinformation, fake news and hate speech in South Sudan. Encourage citizens to take small but significant actions to defy hate and avoid sharing misinformation online.

## TARGET AUDIENCE

· Media organizations operating in South Sudan.

· Public opinion shapers and influencers in South Sudan.

· South Sudanese citizens - at home and in the diaspora

· South Sudanese online communities, facebook groups and Social Media users

· South Sudanese refugees in Uganda and Kenya.

## WEEKLY THEMES

**The campaign has four themes that are segmented into weekly messages.**
**Week 1 : Check the source and verify the information**

Unlike information found in newspapers or television broadcasts, information available on the Internet is not regulated for quality or accuracy; therefore, it is important for the individual internet user to evaluate the resource or information. Keep in mind that almost anyone can publish anything they wish on the Web. It is often difficult to determine authorship of Web sources, and even if the author is listed, he or she may not always represent him or herself honestly, or he or she may represent opinions or outright propaganda as facts. The responsibility is on the user to evaluate resources effectively.

*Not everything you see online is true, not all sources of information are reliable always check twice and thrice if you may.*

**Week 2 : Lies travel fast and far, corrections and apologies don't**

**Lies spread faster than the truth**

There is worldwide concern over false news and the possibility that it can influence political, economic, and social well-being. Recently, the journal Science has published a study validating this pattern — at least when it comes to the spread of misinformation on Twitter. The study analyzed millions of tweets sent between 2006 and 2017 and came to this chilling conclusion:

"*Falsehood diffused significantly farther, faster, deeper, and more broadly than the truth in all categories of information.*" It also found that "*the effects were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information.*"

It's a huge analysis that brings data to bear on the suspicion many have that social media, as a platform for news, has a bias for the sensational, unverified, emotional, and false. And it's concerning, considering how social media has become a dominant force for news distribution.
But perhaps even more important is what the study reveals about what's responsible for fueling the momentum of false news stories. It's not influential Twitter accounts with millions of followers, or Russian bots designed to automatically tweet misinformation. It's ordinary Twitter users, with meager followings, most likely just sharing the false news stories with their friends.
What's clearer now more than ever is that the spread of false news is a consequence of flawed human psychology - and platforms like Twitter simply amplify it. But it's unclear if it's a problem the platforms themselves can truly ever solve.

By VOX Read More

*The whole world is listening to what you post, don't share lies and misinformation, you cannot undo all your wrongs with one correction.*

**Week 3 : The importance of context**

**Get context before you respond**

Context is the circumstances surrounding a message. The circumstances might include the setting, the value positions of the people, and appropriateness of a message. Without context, we immediately jump in our heads to what we want to say next, based on the very first few words we hear from the other person.

Most of us listen to someone with the intention of replying, and therefore as soon as we have a "reply" in mind, we stop listening and wait our turn to reply. No matter what remarkable new insights are uncovered in the subsequent words from the other person, it is likely that we now have a strong desire to share that initial thought we have about what to say back.

With context, on the other hand, we can achieve so much more. If we truly understand the background of the other person, we can tailor the approach for each occasion. This includes online communication not just in speech.

*Out of context information has the ability to mislead many people.*

**Week 4 : Small steps matter, you can have a larger impact**

The theme #ThinkB4UClick is a call to action, it aims at encouraging citizens to take small "hygienic" steps to mitigating hate speech and incitement to violence. We need to have more conversations on these issues at home, school and in the workplace. Each person has an obligation to use Social Media responsibly and utilize the online mechanisms for reporting hate speech and misinformation online. Let us work to have a #HateFreeSouthSudan

**How to be part of the campaign**

Tweet about the topic using #ThinkB4UClick , #defyhatenow and #SouthSudan #tags
Add the #ThinkB4UClick frame on your profile
Attend one of our meetup events to know about the issues involved and suggested solutions.
Use our online material to start a conversation in your workplace, home or school.
Listen to our radio discussions, contribute via phone.
Share your experience and what you think about fake news and misinformation on Social Media in South Sudan
Share the #ThinkB4UClick Song with your friends.
Share your own #ThinkB4UClick message
**https://defyhatenow.net/**

**Glossary of Terms:**

**Misinformation**: false or inaccurate information, especially that which is deliberately intended to deceive. Eg: "nuclear matters are often entangled in a web of secrecy and misinformation"

**Fake News:** false, often sensational, information disseminated under the guise of news reporting

**Awareness**: knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience

**Fact checking** is the act of checking factual assertions in non-fictional text in order to determine the veracity and correctness of the factual statements in the text. This may be done either before (*ante hoc*) or after (*post hoc*) the text has been published or otherwise disseminated.

**Hate speech** is speech which attacks a person or group on the basis of attributes such as race, religion, ethnic origin, sexual orientation, disability, or gender.

**Social Media** includes websites and applications that enable users to create and share content or to participate in social networking.

**A hashtag** is a label for content. It helps others who are interested in a certain topic, quickly find content on that same topic.
Users create and use hashtags by placing the number sign or pound sign # (also known as the hash character) in front of a string of alphanumeric characters, usually a word or unspaced phrase, in or at the end of a message. The hashtag may contain letters, digits, and underscores. Searching for that hashtag will yield each message that has been tagged with it.

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