Module 3

Netiquette

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About us

i-DREAM is an Erasmus+ project that aims to support and guide trainers/tutors and facilitators to transition to online and blended learning provision. The main objectives of the project are to:
• Assist trainers' transition to the new training landscapes which resulted due to the COVID19pandemic
• Develop the training toolkit, curricula, modules &resources in order to meet the identified training needs of the trainers, so as to be able to deliver through online/blended learning methods, as a result of the COVID-19 pandemic
• Support and guidance to trainers/tutors and facilitators for the transition process towards online and blended learning provision

Module aims

The aim of this module is develop a proper understanding of what netiquette entails, to define a set of rules concerning netiquette.

Case Studies

Case Study 1

Netiquette is a term given to a set of 'rules' that govern how to behave yourself online. It is entwined with all your digital/online profiles.
There is sense of anonymity, even 'invincibility', when people go online and use their digital persona. The use of social media and other online tools often exacerbates the issue.

- **Personal experiences/examples?**
- **Which social media platforms do you use?**
- **Which digital tools do you use?**

The reach of our online identity often goes farther than we imagine. We will illustrate this using a simple calculation. We will look up the average number of 'friends' on one of the most popular social networks.

Posts made on this social network that use the default setting 'friends of friends' reach a staggering 114.000 people on average. Real life numbers are probably even higher. A lot of users are not aware of this reach, which further illustrates the need for a set of rules on how to conduct yourself online.

A perfect example of not realizing this reach and a lack of digital awareness is the now famous Project X in Haren, Netherlands.

https://www.youtube.com/watch?v=Z2IsB3eo92s

- **Let us recap what happened here.**
- **What could she have done different?**

Another theory on this subject is that of 6 degrees of separation.

https://www.youtube.com/watch?v=TcxZSmzPw8k

Being online and using our digital persona more often, be it through the use of social media or other digital tools, implicates that we must be aware of the reach these services have.

- **Can we already define a couple 'rules' concerning netiquette?**

- **Discuss in small groups**

Case Study 2

A lot of information makes the rounds on different social media. Being active online means that we get exposed to al kinds of information, whether this is relevant or not.

- **What is disinformation, how would you define this?**
- **Do you have any examples of disinformation?**
- **How have you dealt with disinformation?**

Your online persona is connected to certain types of information. Social networks use algorithms to determine which information you see on their services.

- **What are the downsides of this?**

https://www.youtube.com/watch?v=FLoR2Spftwg (in Dutch)

- **What are your thoughts on this?**
- **Which aspects of netiquette, that we have already defined, can we apply to the subject of disinformation?**

Another prime example of disinformation are the events that transpired near the U.S. Capitol, 6/01/2021.

Technology plays an important role in this!

https://www.mediawijsheid.nl/video/deep-fake-video-van-obama/

Let's recap

- Do we have additions to our set of 'rules'?
- How does failing to use a proper form of netiquette impact our daily lives?

Netiquette in the workplace vs. personal netiquette

Professional netiquette

Social networks

A very important aspect of netiquette is knowing where you are in cyberspace. Different social networks or tools allow for different types of interaction.

For example:

The form of communication and the type of posts made on the network LinkedIn vastly differs from the of content shared on, let's say, Facebook.

Communication in the workplace

- E-mail
- Video conferencing tools (Skype, Teams, Zoom, ….
- Chat applications (Basecamp, Zoho, Teams, ….)
- More?

Generally accepted in the workplace

We can apply a number of generally accepted 'rules' in the workplace.

- Keep your messages short and to the point.
- Be clear in your communication. Try to leave very little room for interpretation.
- Know your role in the organisation. Do not misuse your role.
- Apply CC, BCC correctly.
- Pay attention to grammar/spelling
- E-mail is a tool used for **non urgent** communication.

Do we apply the same set of rules for our personal netiquette?

Discuss!

Children and young adults

Young adults are the core demographic of most social media networks. Can we add rules of netiquette to our list specifically for this age group?

Defining netiquette

- **Conduct yourself like in real life**
- **Think of the person behind the screen**
- **Show your best self online**
- **Read first, question later**
- **Pay attention to your spelling, grammar**
- **Respect peoples privacy**
- **Respect other peoples time and bandwidth**
- **Forgive other peoples mistakes**
- **Don't abuse your 'power'**
- **Do not openly criticize anyone, do not intentionally offend anyone**
- **Know where you are in cyberspace**

Contact Us

KILCOOLEY WOMENS CENTRE / United Kingdom

Fundacja Instytut Re-Integracji Społecznej / Poland

VI One Consultancy / Netherlands

Confederation of European Firms, Employment Initiatives and Cooperatives / Belgium

DOMSPAIN SLU /Spain

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Thank You