

Module 1

Foundations of Inclusive Digital Media: Mediation for a Connected Society

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Co-funded by
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Module 1 Overview

Module 1 introduces the INCLUDE ME+ approach and the role of digital mediation in building inclusive, participatory, and ethical digital spaces.

Learners explore how digital mediation addresses misinformation, exclusion, and online conflict, while supporting peacebuilding and responsible communication.

Through real-world examples, EU frameworks, and interactive tools, the module equips educators, students, media, and CSOs with strategies to apply inclusive practices in their own contexts.

01

Understanding INCLUDE ME+ and Digital Mediation

*Explores INCLUDE ME+ and how it uses digital mediation to fulfill its objectives to **enable inclusion, participation, and ethical communication** while reducing online conflicts.*

02

The Need for Mediation in Digital Media Society & Key Stakeholders

Addresses misinformation, exclusion, hate speech, and online conflicts while promoting responsible digital citizenship and stakeholder accountability.

03

Ethical Considerations in Digital Media: Balancing Free Speech and Inclusion

Examines free speech, platform accountability, and EU policies on digital inclusion. Interactive tools help learners apply mediation strategies.

04

Applying What You've Learned

Encourages learners to reflect, self-assess, and plan how to use mediation strategies in their own professional or community context.

Module 1 Introduction

This module explores the **foundations of inclusive digital media** and the importance of **mediation** in today's connected society.

It highlights how digital mediation can:



Promote inclusion and ensure diverse voices are heard



Strengthen participation in online spaces



Support peacebuilding and reduce digital conflict

It is designed for:

1. **Educators and students**
2. **Civil society organisations (CSOs)**
3. **Media professionals**

*Together, we'll examine how digital practices can foster **respectful, inclusive, and responsible online engagement**.*



Module Snapshot



Focus Area: Inclusive Digital Media & Mediation

Aim: To explore how **digital mediation** supports **inclusion**, **civic participation**, and **peacebuilding** in a connected society.

This module introduces the role of **digital mediation** in shaping respectful, safe, and inclusive online spaces. It looks at how mediation can reduce polarisation, support responsible communication, and empower users—especially from marginalised communities—to engage confidently in digital environments.

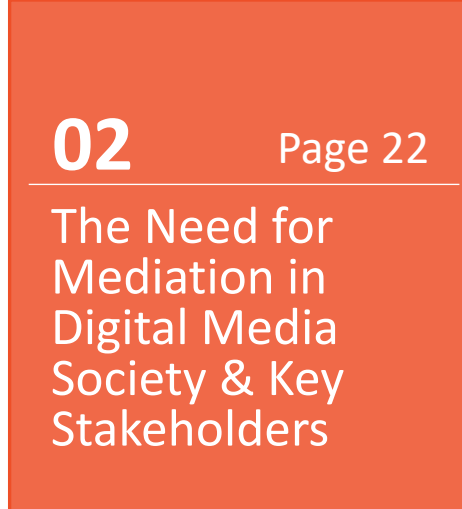
Key Words: *Inclusion, Digital Citizenship, Mediation, Online Conflict Resolution, Civic Participation, Digital Literacy, Hate Speech, Misinformation, Digital Dialogue, Responsible Communication, Ethical Moderation.*



01

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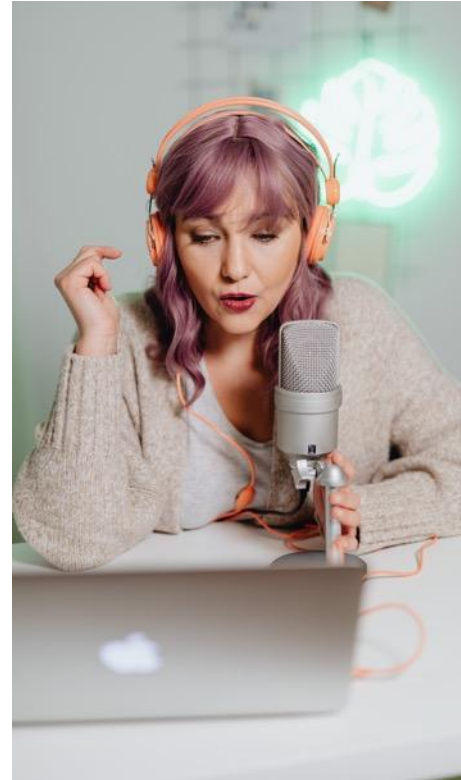
Understanding
INCLUDE ME+
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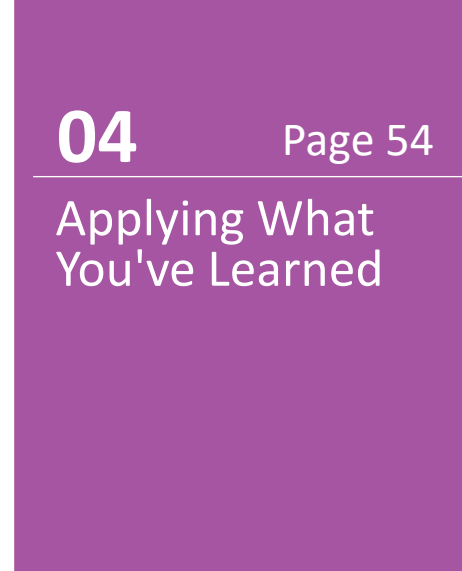
The Need for
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03

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Ethical
Considerations:
Balancing Free
Speech and
Inclusion



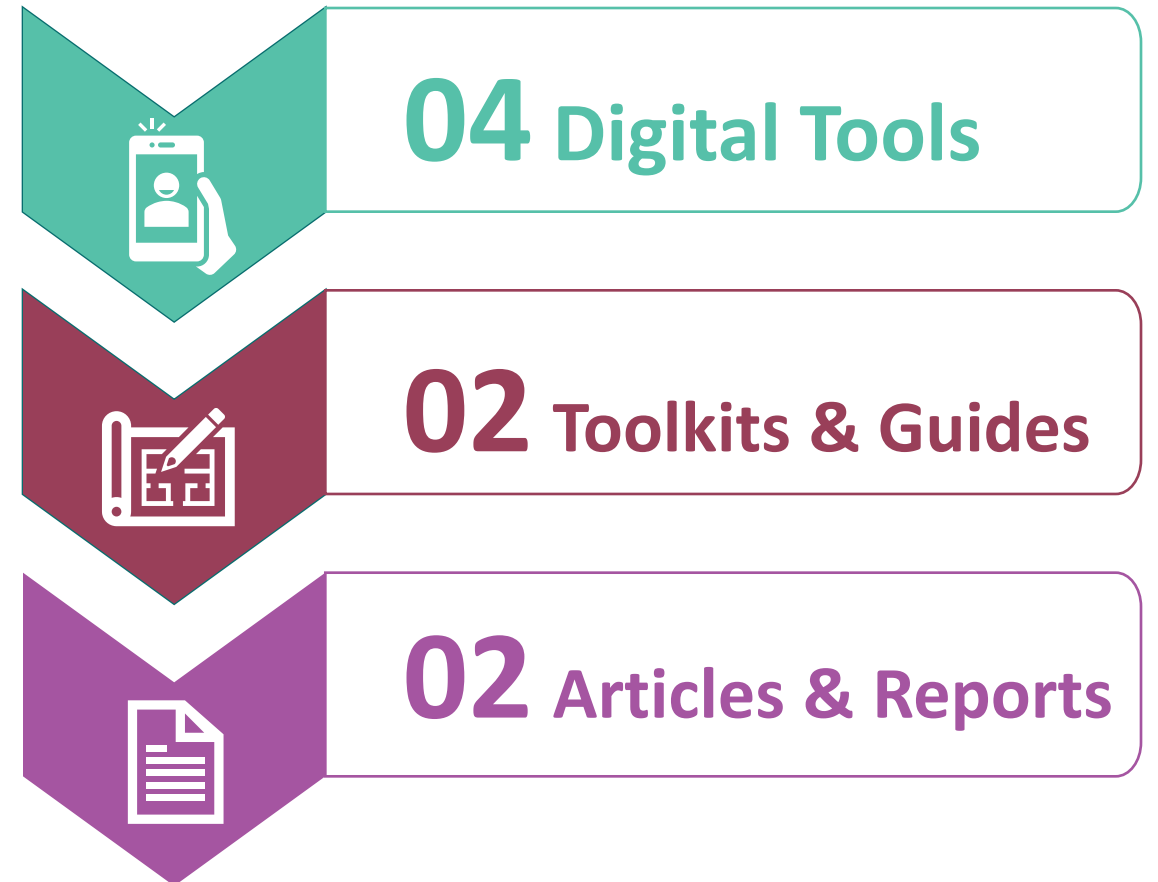
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Applying What
You've Learned



Module 1 Interactive Learning Elements



Learning Outcomes

Topic 1: Define Digital Media Mediation

- Understand the concept and role of digital media mediation and the critical role it plays in **promoting inclusion** and **equal participation** in digital spaces.
- Grasp essential concepts such as **digital accessibility**, **media literacy**, and **responsible digital citizenship** and their relevance in digital inclusion efforts.

Topic 2: Understand the Need for Digital Mediation in a Digital Society

- Gain insight into the challenges posed by **misinformation**, **digital exclusion**, and **online polarisation**.
- Understand how digital mediation helps mitigate these challenges, enabling **peace-building** and **reducing digital conflicts**.
- Recognise the roles of **educators**, **media providers**, **civil society organisations**, and **policymakers** in ensuring responsible digital engagement.

Learning Outcomes

Topic 3: Develop Practical Mediation Strategies

- Learn how to apply digital mediation techniques to engage in **ethical online discourse, counter misinformation**, and **create inclusive digital spaces**.
- Use interactive tools (e.g., fact-checking, role-playing exercises, debate simulations) to practice mediation approaches in real-world scenarios.
- **Examine Digital Mediation Challenges and Solutions** including **AI-driven moderation** and **human mediation** contribute to resolving online conflicts and promote inclusion.

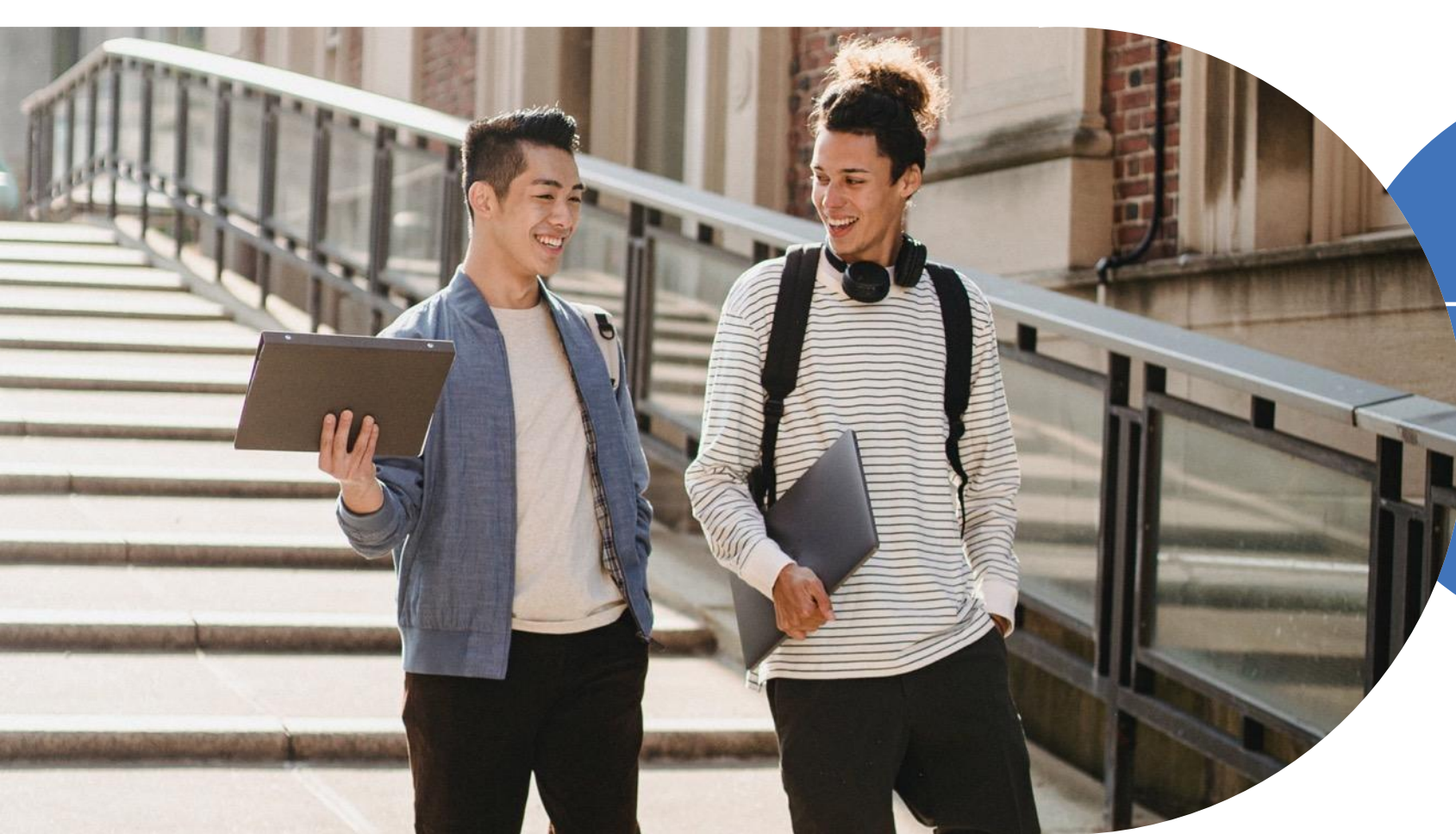
Topic 4: Applying What You've Learned

- Reflect on key concepts from the module and connect them to your own **context**.
- Self-assess your ability to use **mediation techniques** for inclusive digital engagement
- Identify concrete actions you can take to promote **inclusion, responsibility**, and **peacebuilding** through digital media.

01

Understanding INCLUDE ME+ and Digital Mediation





Overview

Understanding INCLUDE ME+ and Digital Mediation

Digital media can divide or connect us. This section introduces the **INCLUDE ME+ approach**, using **digital mediation** to support **inclusion, participation, and ethical communication**. It explains the basics of **inclusive digital media**, why mediation matters, and how it enables more respectful, diverse, and constructive engagement. Learners will explore key terms and real examples to understand how mediation works and why it's vital in Europe today.

Key Definitions and Concepts in

Understanding INCLUDE ME+ and Digital Mediation

1 Digital Mediation: Using structured dialogue and facilitation tools to reduce conflict and promote inclusion in online spaces.

Inclusive Digital Media: Designing content and platforms that reflect and respect diverse voices, especially marginalised groups.

2

3 Ethical Communication: Encouraging responsible digital behaviour and respectful online discourse.

Reducing Polarisation and Misinformation: Strategies to counter echo chambers and false narratives through education and mediation.

4

5 Civic Participation through Media: How digital platforms can engage users in dialogue, advocacy, and shared problem-solving.

Introduction: Why Digital Mediation Matters for Inclusion

Underrepresented groups often face exclusion, bias, and online harassment in digital spaces. Barriers include lack of access, low digital literacy, and limited visibility in mainstream narratives.

Polarisation, misinformation, and hate speech further isolate marginalised voices and undermine civic dialogue.

Digital mediation offers tools and methods to make online spaces more inclusive, respectful, and participatory

It helps manage conflict, support diverse perspectives, and foster **constructive engagement** in digital communities.

What is INCLUDE ME+?



Project Focus: INCLUDE ME+ empowers underrepresented groups to participate fully in digital society by promoting ethical, inclusive, and safe online spaces.



Core Aim: To build capacity among educators, students, media actors, and civil society to mediate digital conflict and foster respectful, informed participation.



Cross-Sector Collaboration: The project bridges **media, education, and civil society** to strengthen digital inclusion, reduce online harms, and promote constructive engagement across Europe.

What is Digital Mediation?

Digital mediation refers to structured strategies and tools used to manage online interactions, resolve digital conflicts, and promote respectful communication.

Why It Matters: In an era of rising misinformation and polarisation, **digital mediation** helps ensure safe, inclusive spaces for dialogue and collaboration.

Inclusive Mediation: It supports **marginalised voices**, reduces harm, and fosters **peacebuilding and civic participation** in digital environments.

Exploring 4 Focus Areas in Inclusive Digital Mediation

1. **Promoting Digital Inclusion:** Ensuring equal access and participation in online spaces.
2. **Enhancing Mediation Tools:** Using tools to manage conflict and support respectful dialogue.
3. **Ethical Engagement:** Encouraging responsible, inclusive communication online.
4. **Peacebuilding via Media:** Supporting dialogue and reducing polarisation through digital platforms.



Focus Area 1

Promoting Digital Inclusion

Ensuring Equal Access, Representation and Participation in Digital Media Spaces

- **Digital inclusion** means ensuring everyone can access, understand, and participate in digital spaces - regardless of background, ability, or location.
- It addresses barriers like **low digital literacy**, **lack of internet access**, and **discrimination** in online environments.
- Inclusive digital practices help reduce inequality, giving marginalised groups a stronger voice online.
- Example:
EU Digital Education Action Plan - Promotes accessible, high-quality digital learning and supports efforts to close the digital divide.

👉 education.ec.europa.eu/focus-topics/digital-education/action-plan



Focus Area 2

Enhancing Digital Mediation Tools

Strategies, Moderation Practices and Interactive Techniques for Inclusive Online Engagement

- Digital mediation tools support respectful online interaction and help manage conflict in digital spaces.
- Key methods include **role-play exercises, structured debate platforms, and clear moderation guidelines.**
- These tools promote **inclusive participation**, especially for marginalised voices.
- **AI and human-led moderation** can reduce misinformation and harmful content.
- The **UNESCO MIL Framework** supports critical, ethical engagement in digital environments.
- INCLUDE ME+ applies these tools to foster safer, more inclusive online discourse.



Focus Area 3

Ethical Engagement & Respectful Discourse

Reducing Online Conflict and Promoting Digital Civility

- Ethical engagement is key to building trust and **reducing polarisation** in digital spaces.
- Respectful discourse involves **active listening, fact-based communication**, and **awareness of diverse perspectives**.
- Online conflicts often escalate due to anonymity, echo chambers, and lack of shared norms.
- Initiatives like **Germany's ReSpeCT campaign** demonstrate how values-based communication can counter hate speech and foster dialogue.
- INCLUDE ME+ encourages learners to model ethical behaviour, promote **responsible digital citizenship**, and challenge exclusionary narratives.



P E A C E T E C H L A B

Focus Area 4

Peacebuilding via
Digital Media

Tackling Polarisation and Misinformation to Strengthen Social Cohesion

- Digital media can be a powerful tool for **peacebuilding**, helping communities overcome division and build mutual understanding.
- Addressing **misinformation**, **hate speech**, and **online polarisation** is essential to prevent escalation and foster inclusive dialogue.
- Initiatives like PeaceTech Lab use media and technology to reduce conflict and support peaceful communication across divides.
- INCLUDE ME+ promotes peace-oriented practices such as **fact-checking**, **narrative reframing**, and **intercultural dialogue** through digital tools.
- Learners explore how to apply these strategies to create **inclusive, resilient digital communities**.

Case Study: Digital Storytelling and Reconciliation in Post-Conflict Ireland

- In Northern Ireland, digital storytelling has supported **peacebuilding and healing** after The Troubles.
- Projects like “**Accounts of the Conflict**” share personal stories to build understanding across communities.
- These narratives help **challenge stereotypes**, promote **dialogue**, and support **reconciliation**.



Accounts of the Conflict Archive (Ulster University)

[Click To Watch Video](#)



Reflection Exercise

Use these prompts to guide group discussion or individual journaling

Personal Connection:

- ☐ Where have you seen **inclusive** or **exclusive** digital media in action—online or in your own community?

Impact Reflection:

- ☐ How did this affect participation, voice, or representation for different groups?

Your Role:

- ☐ What steps could you take to support **inclusive digital spaces** in your work or studies?



02

The Need for Mediation in Digital Media Society & Key Stakeholders





Overview

The Need for Mediation in Digital Media Society & Key Stakeholders

Digital media can connect—but also divide. As misinformation, hate speech, and exclusion rise online, the need for **skilled mediation** grows. This section explores why mediation matters in today's digital society and outlines the roles of **key stakeholders**—educators, CSOs, platforms, and policymakers. Learners will see how inclusive mediation builds safer, more participatory online spaces.

Key Definitions and Concepts in

Mediation in Digital Media Society & Key Stakeholders

1 Digital Polarisation & Misinformation: Understand how digital content can fuel division, exclusion, and conflict.

The Role of Digital Mediation: Learn how mediation practices help reduce harm, promote inclusion, and support respectful engagement.

2

3 Stakeholder Responsibilities: Explore how educators, media, CSOs, and policymakers contribute to safer digital environments.

Inclusive Digital Citizenship: Highlight the importance of rights, responsibilities, and participation in digital spaces.

4

5 Building Trust in Digital Spaces: Examine how transparency, accountability, and fact-checking tools foster user confidence and civic engagement.

Introduction: Challenges and Stakeholder Roles

Digital platforms shape how people connect, share, and form opinions — but they also present serious challenges. Misinformation, hate speech, and exclusion can spread quickly, deepening social divides.

This section looks at:



The Power of Storytelling for Social Change



Narratives shape perception: Stories can challenge stereotypes, humanise marginalised voices, and reframe conflict.



Digital media expands reach: Online platforms allow diverse communities to share experiences, promote empathy, and influence public opinion.



Reconciliation through stories: Personal accounts help foster understanding and healing in post-conflict settings.

Examples include:

#ReconciliationTalks campaign – personal testimonies from divided communities in Northern Ireland

Exploring 4 Focus Areas of Mediation in Digital Society

1. **Mediation in Digital Society** – Why mediation matters for navigating polarisation, exclusion, and online harms.
2. **Human vs AI Mediation** – The strengths, limitations, and ethical questions around automated vs human moderation.
3. **Balancing Free Expression and Responsibility** – How digital platforms, users, and regulators can support open yet respectful discourse.
4. **Enabling Peacebuilding & Cohesion** – How inclusive digital mediation strengthens community ties and reduces conflict.





Focus Area 1

Mediation in Digital Society

Addressing Conflict and Polarisation in Digital Society

Digital mediation plays a vital role in navigating today's online landscape. Without clear mediation, digital spaces risk becoming echo chambers or hostile environments.

- **Digital mediation** helps reduce conflict, encourage inclusion, and promote respectful interaction.
- Poor or absent mediation can **fuel polarisation**, misinformation, and online harm.
- Effective approaches include **clear moderation guidelines**, transparent platform policies, and inclusive community standards.
- Mediation is not about censorship—it's about **enabling constructive dialogue** while protecting users from harm.
- Example: Facebook Oversight Board as a model of third-party platform accountability.



Focus Area 2

Human vs AI Mediation

Comparing Human and AI-Led Mediation in Digital Conflict Management

Both human and AI-led moderation have roles in managing online dialogue—but each comes with strengths and limitations.

- **Human mediation** brings context, empathy, and ethical judgement. It's crucial in complex or sensitive cases.
- **AI moderation** offers speed and scale—identifying harmful content across millions of posts.
- **Limitations of AI** include bias in training data, lack of nuance, and over-reliance on keyword detection.
- **A blended approach** is often best—AI for efficiency, humans for fairness and context.
- *Example: YouTube's use of AI to flag content, followed by human reviewer checks for appeals.*



Focus Area 3

Balancing Free
Expression and
Responsibility

Navigating Ethical Boundaries: Free Speech vs Responsible Online Discourse

Balancing freedom of expression with respectful, inclusive communication is a central challenge in digital mediation.

- **Free speech** is a democratic right, but it can clash with community safety and dignity.
- **Moderation dilemmas** arise when content is offensive but legal—who decides what stays?
- **Inclusive platforms** aim to foster open dialogue while protecting users from harm.
- **Policy frameworks** (e.g., EU Digital Services Act) guide platforms in ethical moderation practices.
- *Example: Debates around content removal on platforms like X (formerly Twitter) after online abuse reports.*



Focus Area 4




Enabling Peacebuilding & Cohesion

Digital Tools for Peacebuilding: Strengthening Social Cohesion Online

Digital spaces offer opportunities to bridge divides, promote dialogue, and support post-conflict understanding.

- Peacebuilding online involves using media platforms to foster inclusive, respectful exchange.
- Tools like moderated forums, interactive dialogue platforms, and educational campaigns reduce tensions.
- Collaboration between civil society, educators, and platform providers is key to sustaining these efforts.
- Digital storytelling and community media play a vital role in shared narratives and addressing misunderstandings.
- *Example: The “#Together” campaign by the UN promoted social cohesion and solidarity during COVID-19 by sharing inclusive stories across digital platforms.*

Challenges in Digital Society and Mediation Solutions

Challenge	Mediation Solution
 Misinformation	Fact-checking initiatives (e.g., media partnerships), AI-driven content moderation
 Digital Exclusion	Digital literacy programmes, inclusive design standards (e.g., WCAG), affordable access
 Polarisation	Dialogue-based platforms, diverse content promotion, algorithmic transparency policies

Stakeholder Roles in Digital Mediation and Inclusion



Educators:
Teach media literacy, ethical communication, and inclusive digital practices.



Civil Society Organisations:
Advocate for digital rights, support underrepresented groups, and develop community mediation tools.



Media Providers:
Implement responsible reporting, ensure ethical moderation, and counter misinformation.



Policymakers:
Create fair digital regulations, support inclusive access, and promote accountability frameworks.



Tech Platforms:
Design inclusive interfaces, improve moderation tools, and support transparency in content algorithms.

Stakeholder Roles in Practice

Educators

Deliver classroom workshops on identifying misinformation and fostering respectful online dialogue.

CSOs

Run campaigns promoting safe online spaces for marginalised voices (e.g. youth, migrants, minorities).

Media Platforms

Introduce **ethical moderation** policies, involving both AI and human reviewers to reduce harmful content.

Policymakers

Enforce transparency laws requiring platforms to report on content removal and moderation practices.

Tech Developers

Co-design digital tools with input from vulnerable communities to ensure usability and inclusiveness.

Case Study: YMCA Europe's Digital Equity Initiative

YMCA Europe, in partnership with HP, launched a campaign to improve digital access and skills across 10+ European countries.

Key Actions:

- ❑ Distributed 30,000+ digital tools (e.g., headsets, keyboards)
- ❑ Set up Digital Hubs offering free training and HP LIFE courses
- ❑ Partnered with 25+ organisations to deliver local impact

Impact:

- ✓ Boosted digital literacy for underserved groups
- ✓ Enabled better access to education and job opportunities



"Digital Upskilling Sessions for the Underprivileged Communities" (YMCA)

[Click To Watch Video](#)



Reflection & Application Exercise: Mediation in Action

Think about your own digital environment.

Reflect on the following:



Where do you see the biggest challenges – misinformation, exclusion, or polarisation?



What mediation strategies
(human or AI) have you seen work well — or fail?



How can you, in your role,
contribute to more inclusive and respectful
digital spaces?

Optional Activity:

Choose one stakeholder group (e.g., educator, policymaker, media) and draft a short action plan with 2–3 steps they could take to promote digital mediation in your context.

03

Ethical Considerations: Balancing Free Speech and Inclusion





Overview

Ethical Considerations: Balancing Free Speech and Inclusion

As **digital platforms** shape communication, tensions emerge between **free expression** and **inclusive, respectful discourse**. This section explores how to uphold **freedom of speech** while addressing **harmful content** and **exclusion**, using **ethical principles**, **EU policy**, and real-world cases to guide balanced **digital mediation**.

Key Definitions and Concepts in

Ethical Considerations: Balancing Free Speech and Inclusion

1 Freedom of Expression: The right to share ideas without censorship—vital in democracy but limited when it causes harm.

Hate Speech: Any form of communication that attacks or discriminates against a group based on attributes like race, religion, gender, or disability.

2

3 Platform Accountability: Digital platforms' duty to moderate harmful content and protect user rights responsibly.

Inclusion in Digital Spaces: Ensuring that all voices, especially from marginalised groups, are heard, respected, and protected online.

4

5 Ethical Moderation: Applying fair and consistent rules to manage content, balancing the right to speak with the duty to protect.

Introduction: Navigating Ethics in Digital Communication

Digital platforms are now key spaces for expression, debate, and connection. Yet with this influence comes responsibility. Ethical frameworks help guide how we manage speech, protect rights, and promote respectful engagement.

Why It Matters

Unchecked speech can cause harm. Over-moderation can silence voices. This section explores how to find balance.

What You'll Learn

Key principles of ethical communication, the boundaries of free speech, and how inclusion and safety can co-exist with open expression.

Ethical Frameworks

Includes reference points such as the **EU Charter of Fundamental Rights**, **UNESCO guidelines**, and national regulations guiding platform behaviour.

Key Legal & Ethical Frameworks for Digital Media

Regulations shape how digital platforms balance rights, safety, and responsibility. Understanding these helps ensure ethical and lawful mediation.

1

Digital Services Act (DSA): Sets rules for online platforms to tackle illegal content, ensure transparency, and protect fundamental rights.

2

General Data Protection Regulation (GDPR): Regulates data use and privacy, ensuring users have control over personal information.

3

Digital Markets Act (DMA): Addresses the power of large digital platforms to promote fair competition and user choice.

4

European Convention on Human Rights (ECHR) – Article 10: Protects the right to freedom of expression, with limits to prevent harm and hate.

5

EU Code of Practice on Disinformation: A voluntary standard for platforms and advertisers to counter false content, promote transparency, and support fact-checking.



Understanding the Digital Services Act (DSA)



What it is:

The DSA is an EU regulation that sets out clear rules for online platforms to protect users and uphold fundamental rights.



Platform Responsibility:

Platforms must act quickly against illegal content, improve transparency of algorithms, and provide clear terms of service.



User Rights:

Users have the right to **appeal moderation decisions**, access **transparent advertising**, and receive clear information on **content removals**.



Why it matters:

DSA strengthens **accountability**, supports **safe online spaces**, and protects **freedom of expression** while tackling harmful content.

ECHR & Freedom of Expression – Article 10



What it says:

Everyone has the right to freedom of expression, including holding opinions & sharing information and ideas without interference by public authorities.



Limitations:

This right can be restricted for reasons like public safety, protecting health or morals, or the rights of others (e.g. hate speech, incitement).



Why it matters:

It provides a legal foundation for both protecting speech and justifying moderation when speech causes harm.



Example:

A media outlet may publish controversial views, but hate speech targeting a minority group may be legally restricted under Article 10(2).

DMA & AI Regulation: Ensuring Fairness and Accountability



What the DMA does:

Regulates powerful online platforms (“gatekeepers”) to prevent unfair practices, promote competition, and protect users from manipulation.



AI Regulation goals:

Ensures safe and transparent use of AI. High-risk AI systems (e.g. in hiring or education) must meet strict requirements like human oversight and clear labelling.



Example:

DMA

Preventing a platform from ranking its own services above competitors.



Example:

AI Act

Requiring human review of automated decisions in job recruitment tools

Legal & Ethical Considerations in Moderation

Key Principles:



Transparency: Users should understand why content is removed or flagged.



Appeals: Platforms must offer clear, accessible ways to challenge moderation decisions.



Oversight: Independent bodies or internal review panels should assess complex or sensitive cases.



Goal:

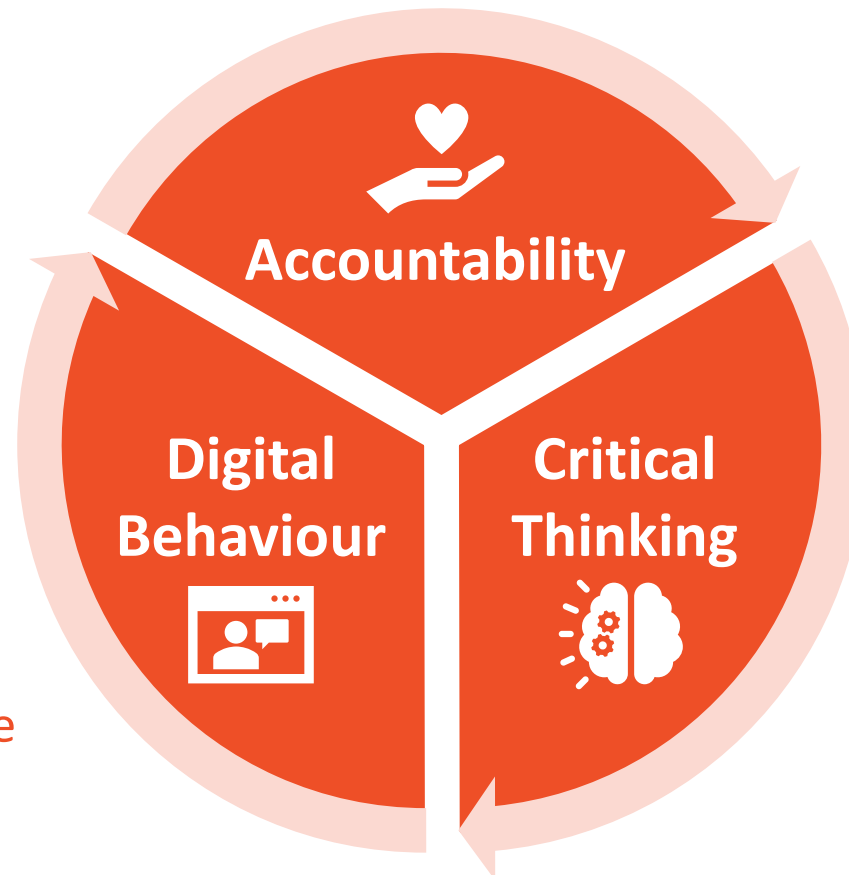
Balance free speech with protecting users from harm, ensuring fair and accountable content governance.

Responsible Digital Citizenship: Behaving Ethically Online

What it means:

Engaging online in a way that is respectful, informed, and socially responsible.

Take responsibility for your actions and their impact on others.



Practice respectful communication, avoid harmful content, and engage constructively.

Why it matters:

Promotes safer, more inclusive digital spaces and builds trust in online communities.

Evaluate sources, question biases, and avoid spreading misinformation.

Media Literacy & Fact-Checking Tools

What is Media Literacy?

The ability to access, analyse, evaluate, and create media in a critical and informed way.

Why it's important:

Empowers users to detect misinformation, resist manipulation, and make informed decisions.

Tip: Always cross-check content with multiple reputable sources before sharing.



Snopes:

Verifies popular rumours and viral claims



EUvsDisInfo:

Counters disinformation from foreign sources



FactCheck.org:




Analyses claims in media and politics



Google Fact Check Tools:

Identifies verified information across articles

Content Moderation Tools: Human & AI in Action

-  **Human Moderators:** Handle complex, sensitive content.
-  **AI Tools:** Detect violations like hate speech or misinformation at scale.
-  **Hybrid Approach:** Most platforms combine AI speed with human judgement.

Transparency Reports

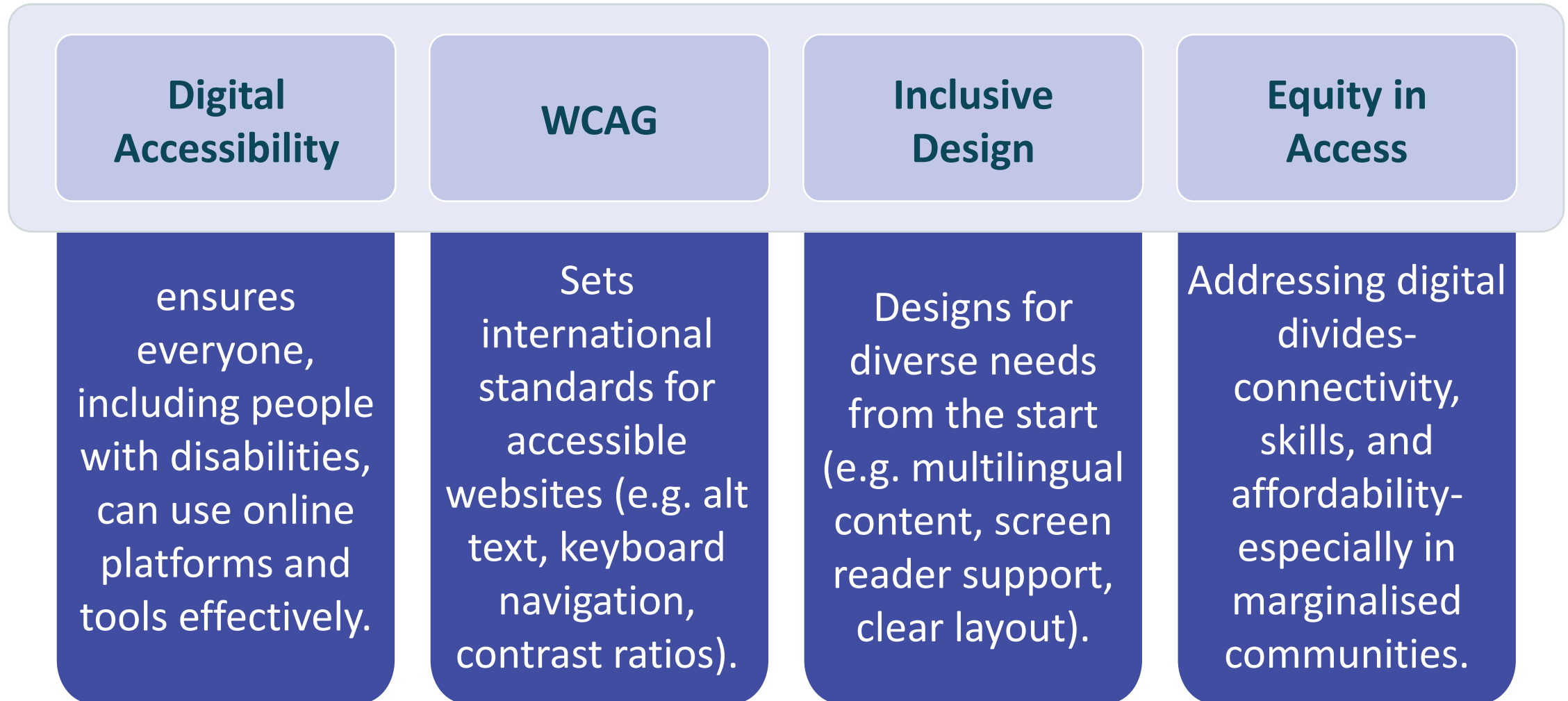
Platforms (e.g. Meta, X, YouTube) share:

- ✓ Content removed and reasons
- ✓ Appeals and outcomes

Ongoing Issues

- Algorithm bias
- Inconsistent decisions
- Limited user clarity on moderation

Digital Accessibility and Equity: Inclusive by Design



Algorithmic Bias & AI Ethics: Fair & Inclusive Technology

Algorithmic Bias

Occurs when AI systems reflect or reinforce inequalities due to biased data, flawed assumptions, or lack of diversity in design.

Bias in Datasets

AI often learns from historical data that may include societal prejudice (e.g. gender, race, disability).

Ethical AI

Involves transparency, fairness, accountability, and inclusive design in AI systems and decision-making processes.

Fairness in Practice

Requires regular auditing, diverse data sources, and human oversight to prevent discrimination in areas like hiring, policing, and content curation.

Case Study: Multi-Level Moderation Against Hate Speech

In response to growing concerns over hate speech, Twitter/X adopted a three-tier moderation approach:



AI tools scan and flag harmful content in real time

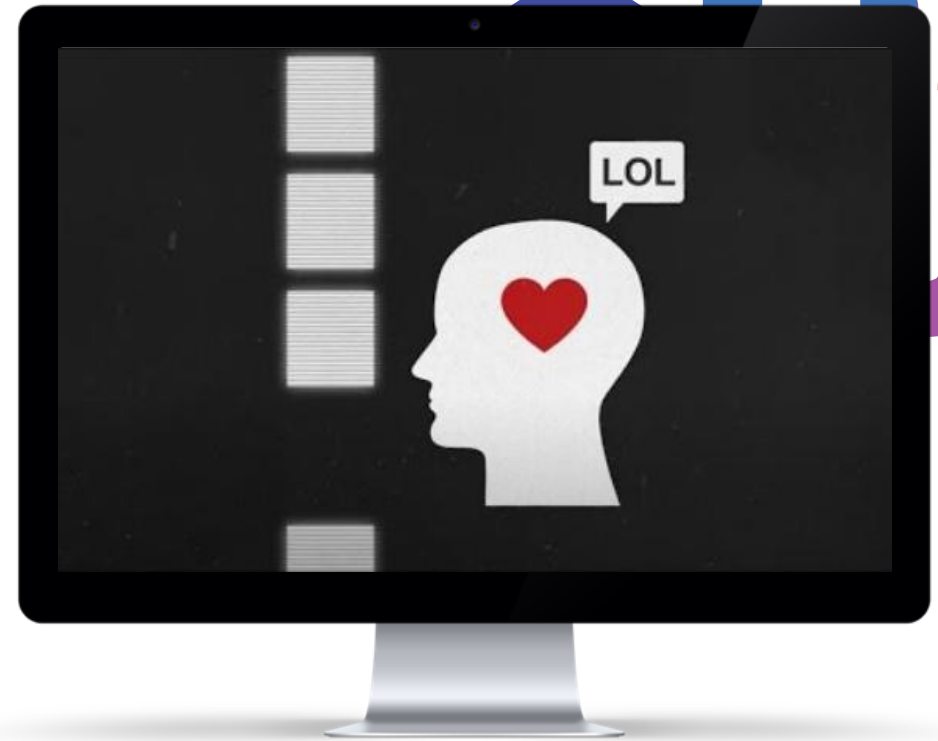


Human moderators assess flagged content for context



User appeals ensure transparency and accountability

This layered system aimed to improve response times, reduce bias, and rebuild user trust in platform moderation.



[“What is Content Moderation? Moderation vs. Censorship”](#)

[Click To Watch Video](#)



Practical Exercise: Role-Play & Fact-Checking in Action

Objective: Apply digital mediation and media literacy skills through a hands-on activity simulating real-world challenges.



Role-Play Moderation

- ☐ Learners act as content moderators on a fictional platform.
- ☐ Review sample posts and decide: **Allow, Flag, Remove, or Escalate.**
- ☐ Discuss decisions in small groups, referencing **DSA, Article 10**, and **inclusion principles**.



Fact-Checking Challenge

- ☐ Use tools like **Snopes**, **EUvsDisinfo**, and **Google Fact Check Explorer**.
- ☐ Verify 3 news headlines (provided or found online).
- ☐ Reflect on how misinformation spreads and how fact-checking strengthens digital inclusion.



Debrief: How do these tools and strategies support responsible digital citizenship and reduce online harm?



Reflection – Ethics and Inclusion in Practice

Consider the following questions to reflect on your own context and digital engagement:

- 1** What **ethical challenges** do you encounter in your digital or professional life?
- 2** How do you **balance free expression** with the need to ensure respectful, inclusive spaces?
- 3** When have you seen **moderation fail or succeed** in managing online discourse?
- 4** What **role can you play** in supporting ethical and inclusive digital spaces?
- 5** Which **tools or strategies** from this module could be useful in your work?

04

Applying What You've Learned





Role-Play Simulation: Platform Moderation Meeting



***Scenario:** A viral post criticising immigration is flagged for hate speech. Should it stay up, be flagged, or be removed?*



Roles:

- **Moderator** – Enforces platform rules
- **CSO Rep** – Raises inclusion concerns
- **User** – Defends post as free speech
- **Policymaker** – Highlights legal/regulatory duties



Task: Discuss and decide on a response. Justify your choice



Reflect:

- What values shaped your decision?
- Were there role conflicts?
- How does this compare to real moderation?

Scenario Analysis: Misinformation & Mediation



Scenario: A popular post falsely claims that climate change is a hoax. It's gaining traction across multiple platforms.



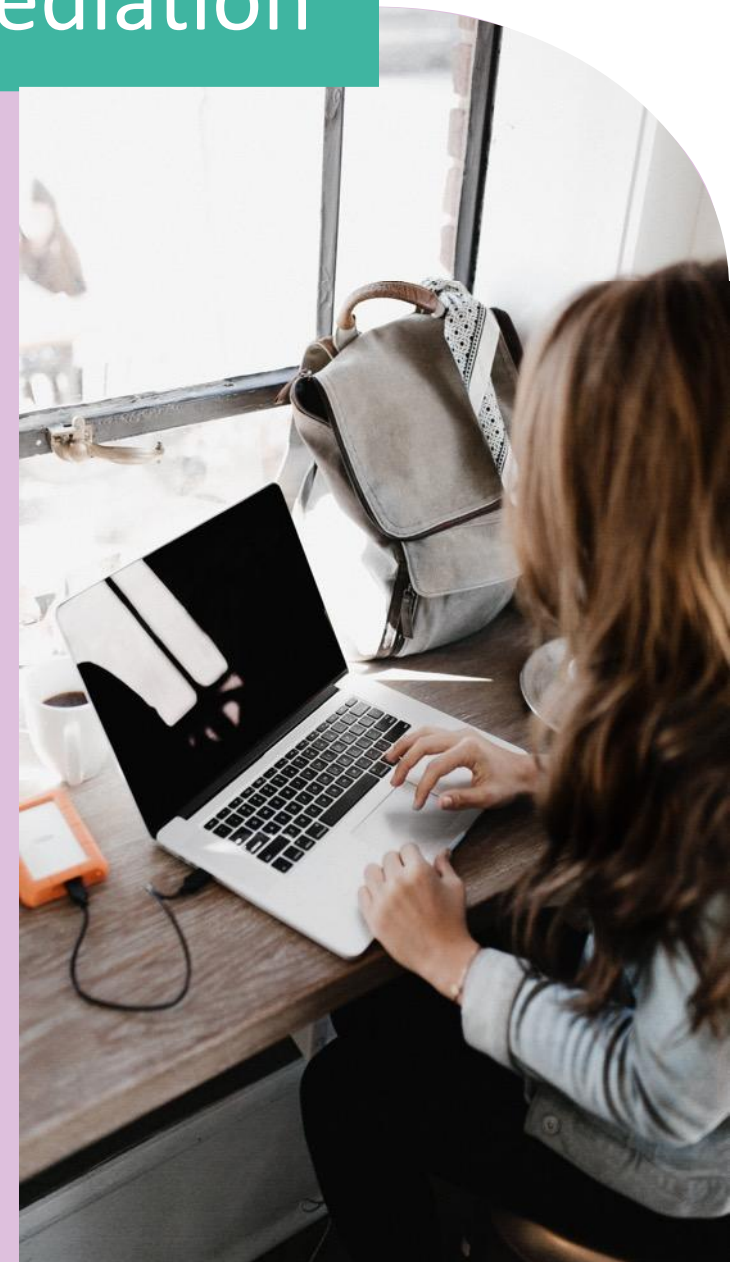
Task:

- Use tools like **Snopes**, **EUvsDisinfo**, or **FactCheck.org**
- Analyse the claim's accuracy
- Recommend a response: **label**, **remove**, or **leave as is**



Reflect:

- How did the tools help?
- What are the risks of each response?
- Who should make the final decision?





Debate Exercise: Free Speech vs Community Safety



Scenario: A post expresses strong political views that some users find offensive but doesn't violate platform rules.



Task: In pairs/groups, debate both sides

- **Side A:** Defend the post under **freedom of** expression (refer to **ECHR Article 10**)
- **Side B:** Argue for moderation based on **user safety** and **DSA obligations**



Consider:

- Platform accountability
- Harm vs opinion
- Where is the line?



Outcome: Agree on a resolution—and explain your reasoning.



Tool Walkthrough: Using EUvsDisinfo and Snopes

Activity: Explore EUvsDisinfo and Snopes to investigate flagged online claims.



Task:

- Enter a **sample claim** or find one from social media.
- Use the platforms to **verify accuracy** and **check source credibility**.

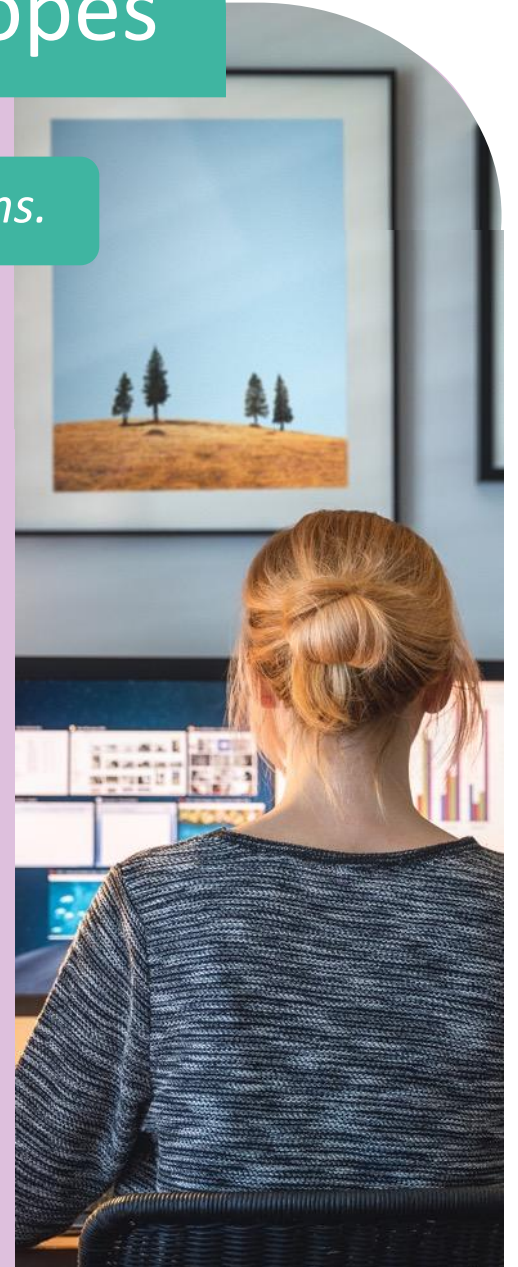


Focus on:

- How results are presented
- What makes a source reliable
- How to explain findings clearly



Outcome: Build confidence in using fact-checking tools to respond to misinformation.





Case Study Reflection: ReSpeCT Campaign



Activity: Review a brief *case summary or video* of Germany's ReSpeCT Campaign promoting respectful online dialogue.



Discussion Prompts:

- What strategies did the campaign use for **ethical moderation**?
- How did it balance **free expression** and **inclusion**?
- Could these approaches be adapted to your own context?



Goal:

Understand what ethical moderation looks like in practice—across media, policy, and community actions.

RESPECT

RESPECT





Stakeholder Mapping Exercise



Activity: Choose a real or imagined **digital conflict** (e.g. harmful content, online polarisation).



Task:

Identify key stakeholders—**users, moderators, platforms, CSOs, educators, policymakers**—and map:

- Their **roles**
- Their **interests**
- Their **responsibilities**



Goal:

Understand the complexity of digital mediation and how shared responsibility works in practice.





Ethical Dilemma Cards



Activity: In small groups, explore dilemma prompts (e.g. *satire or hate speech?*, *delete or de-escalate?*).



Task:

Discuss each scenario and agree on a response. Use your knowledge of **ethics, inclusion, and EU frameworks** to justify your decision.



Goal:

Build confidence in handling **complex moderation challenges**.





Accessibility Audit Mini-Task



*Task: Review a selected **webpage** or **social media post**.*



Activity:

Identify **barriers to accessibility** (e.g. missing alt text, low contrast, poor structure).



Use **WCAG guidelines** to suggest clear, inclusive improvements.



Goal:

Apply **inclusive design principles** to real-world digital content.





Algorithm Transparency Simulation



Task: Track how a social media post spreads through a platform's algorithm, noting what influences visibility (e.g., engagement, keywords, user data).



Discussion:

Where can **bias**, **echo chambers**, or **visibility gaps** emerge? Who is excluded or prioritised—and why?



Goal:

Explore how **algorithmic design** impacts digital inclusion, freedom of expression, and access to information.





Digital Citizenship Role Scenarios



*Task: Work through “What would you do?” scenarios involving **trolling**, **misinformation**, or **polarised debate**.*



Roles:

Respond as an **educator**, **platform user**, moderator, or CSO representative.



Goal:

Strengthen your awareness of **responsible digital behaviour**, **ethical engagement**, and **inclusive communication**.





Group Discussion: Lessons from Practice



Prompt: Reflect on the exercises and scenarios.

→ *What surprised you?*

→ *What challenged your assumptions?*



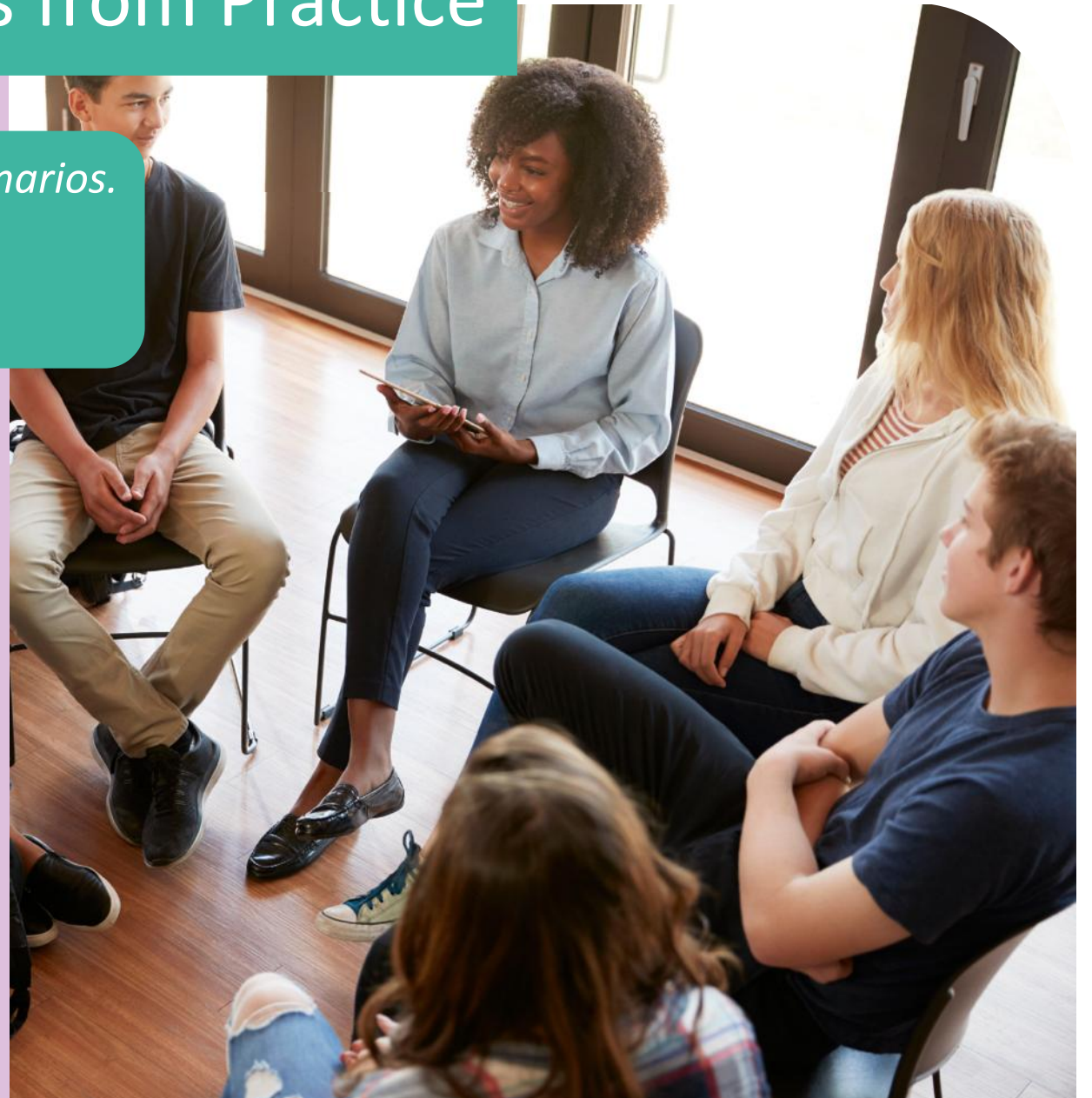
Task:

In your group, share reflections and agree on **one key takeaway** to present back.



Goal:

Encourage critical thinking, shared learning, and real-world application.



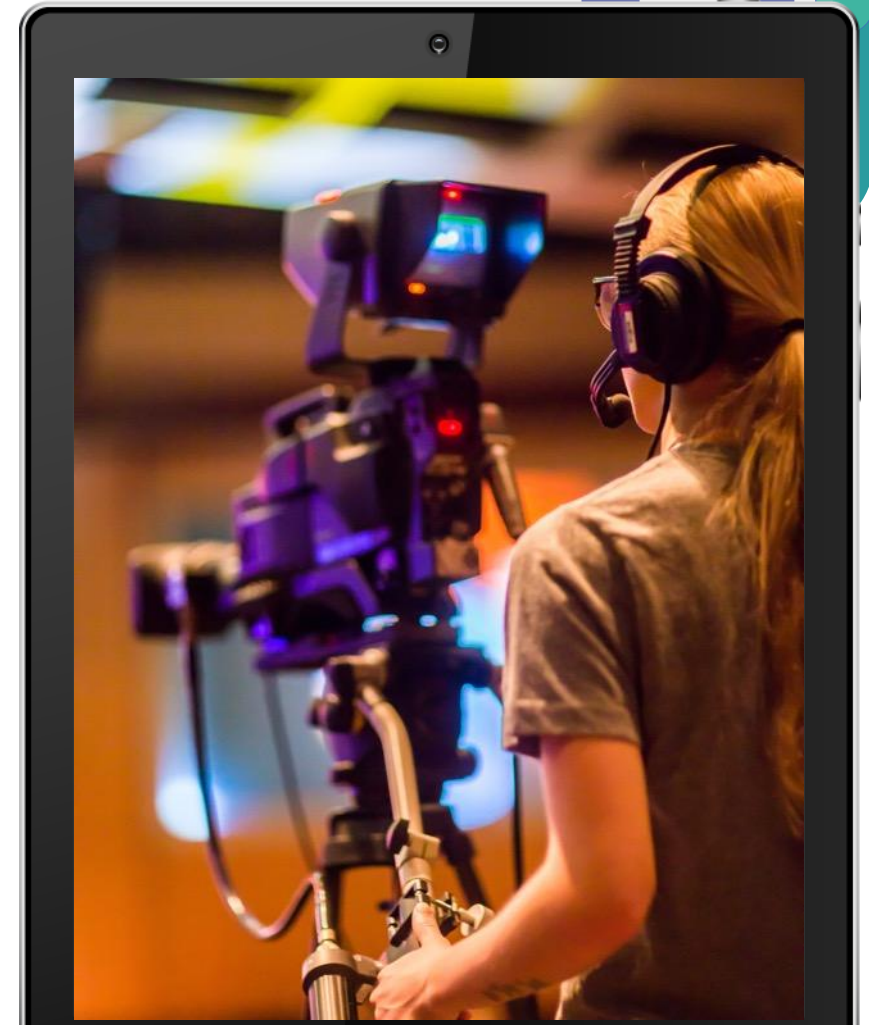
Recap: Section 1 – Digital Mediation Foundations

INCLUDE ME+ promotes inclusive, ethical communication and participation in digital spaces.

Digital mediation bridges gaps in dialogue, access, and representation online.

Key terms: **digital inclusion, media literacy, responsible citizenship, ethical engagement.**

Mediation helps counter **conflict, exclusion, and misinformation**, supporting social cohesion.



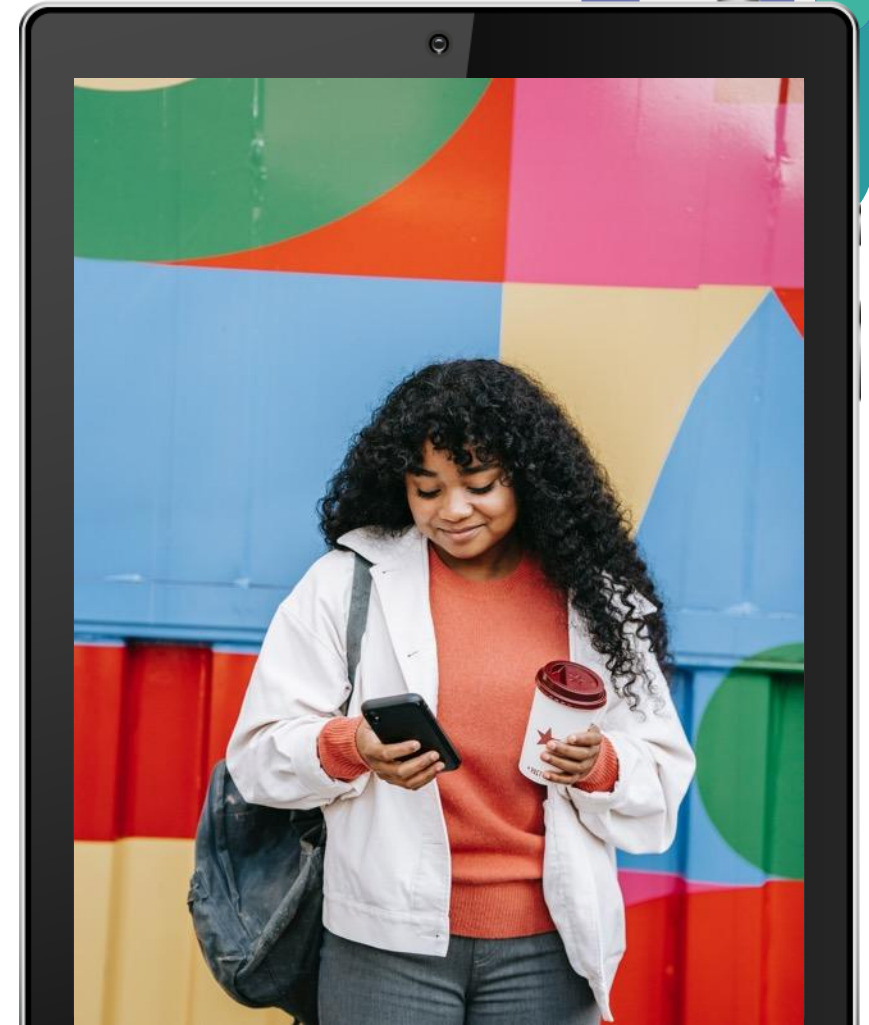
Recap: Section 2 – Stakeholders and Society

Digital society faces challenges like **polarisation, misinformation, and exclusion.**

Key stakeholders include educators, media, CSOs, policymakers, and tech platforms.

Each plays a role in promoting **accountability, inclusion, and digital literacy.**

Effective responses involve **fact-checking, dialogue platforms,** and accessible design.



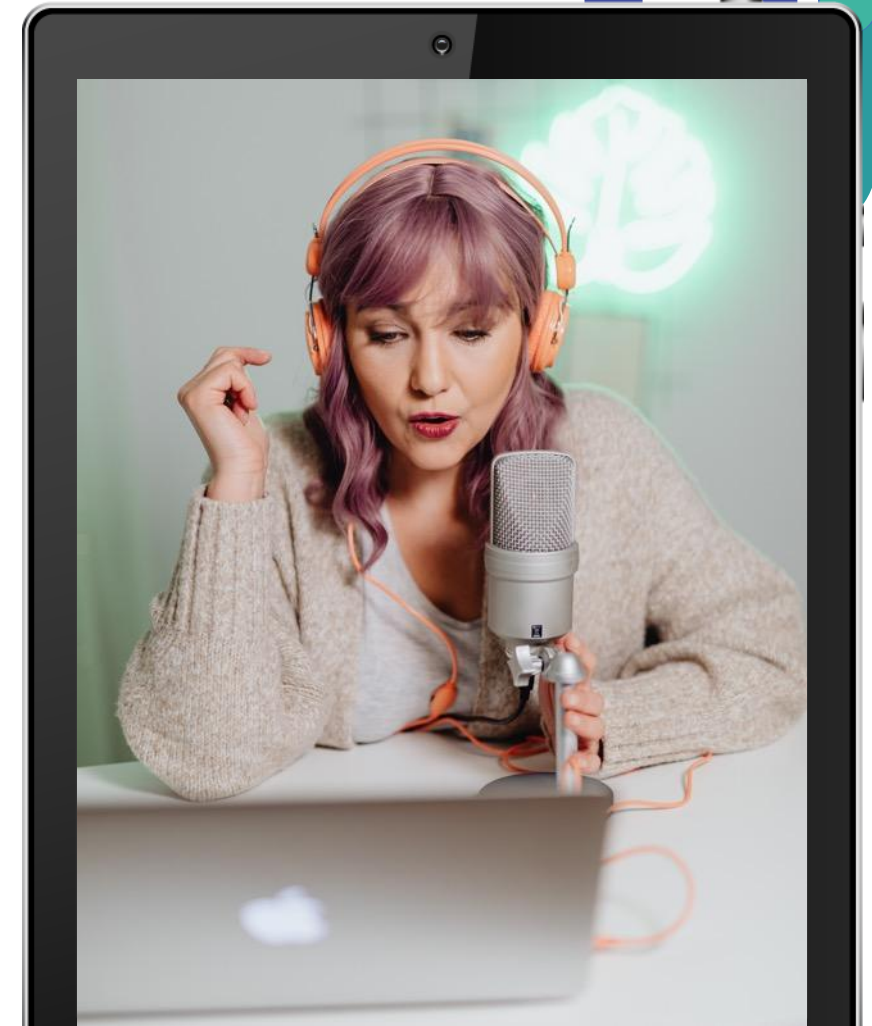
Recap: Section 3 – Ethics & Regulation

DSA & ECHR define rights and duties in digital spaces, balancing free speech and protection.

Responsible digital citizenship involves ethical behaviour, critical thinking, and civic awareness.

AI ethics address bias, fairness, and transparency in automated systems.

Content moderation requires human + AI oversight, clear rules, appeals, and transparency.





Final Reflection – Action Plan



What are your 3 key takeaways from this training?



Name one concrete action you will take in your professional or community role.



How will you share or apply this knowledge with your team, network, or learners?

Use this moment to connect learning with your real-world context.

Resources: Articles and Reports



P E A C E T E C H L A B

PeaceTech Lab | peacetechlab.org

An NGO using tech, data, and media to reduce conflict. They work globally to counter hate speech and online polarisation through social media analysis and digital peacebuilding tools.



RESpect! Campaign | meldestelle-respect.de

A German youth initiative promoting respectful digital communication. It runs school workshops and offers practical tools to tackle hate speech and support ethical online behaviour.

Resources: Articles and Reports



UNESCO MIL Framework | en.unesco.org

An NGO using tech, data, and media to reduce conflict. They work globally to counter hate speech and online polarisation through social media analysis and digital peacebuilding tools.



EU DSA Factsheet | edaa.eu

A summary of the Digital Services Act's key rules on platform accountability, risk management, and user rights. Helps users understand how their content is treated online.



Resources: Tools



Snopes | snopes.com

A widely used fact-checking website that verifies viral claims and social media content. Ideal for practising how to spot misinformation.

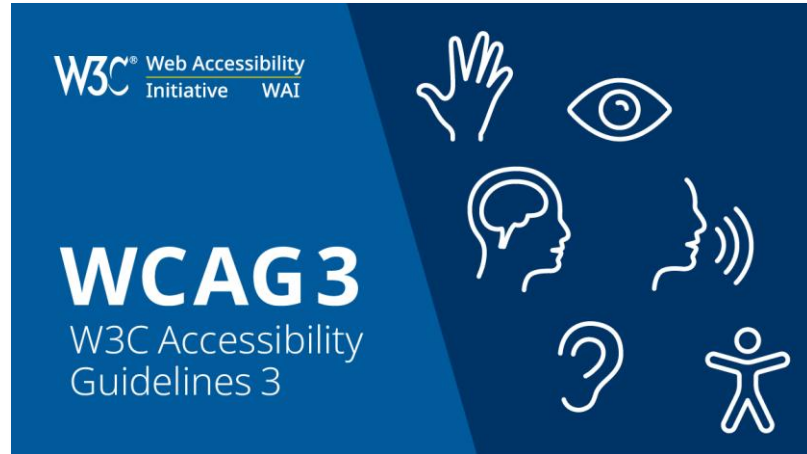


EUvsDisinfo | euvdisinfo.eu

A European platform that tracks disinformation campaigns targeting the EU. Offers examples, insights, and tips for identifying false narratives.



Resources: Tools



WCAG Guidelines | [w3.org/WAI](https://www.w3.org/WAI)

International standards for web accessibility. Offers clear guidance to ensure digital content is inclusive for all users.



AlgorithmWatch | algorithmwatch.org

An NGO that analyses the social impact of algorithms. Provides research and advocacy on transparency and fairness in digital platforms.

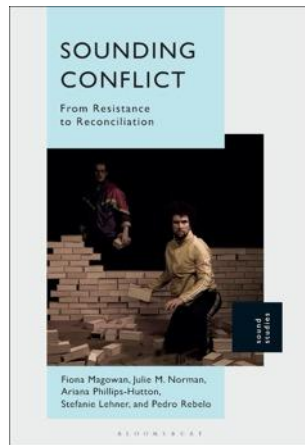


Resources: Video & Case Studies



“Belfast Stories: Beyond Barriers” | [youtube.com](https://www.youtube.com/watch?v=...)

A short documentary using digital storytelling to explore post-conflict healing in Northern Ireland.



Sounding Conflict: From Resistance to Reconciliation | gtr.ukri.org

A study of digital sound arts and narrative in peacebuilding across Northern Ireland, Palestine, and Brazil.

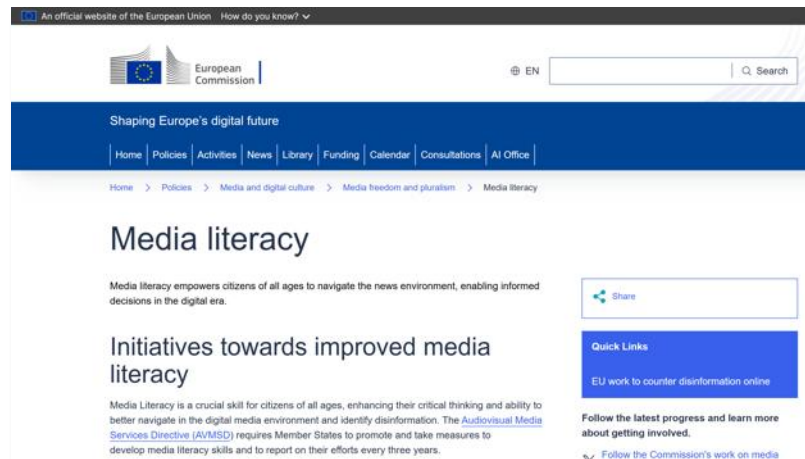


Resources: Toolkits



Digital Citizenship Curriculum (Common Sense) | commonsense.org

A toolkit with lesson plans on privacy, online safety, and respectful behaviour. Ideal for schools and youth programmes.



EU Media Literacy Guidelines | digital-strategy.ec.europa.eu

Practical recommendations for improving media literacy through education, campaigns, and public-private cooperation.

Module 1: Foundations of Inclusive Digital Media: Mediation for a Connected Society

You have completed **Module 1**
**Foundations of Inclusive Digital Media:
Mediation for a Connected Society**

Next is **Module 2 (Part 1)**
**Digital Media and Regional Narratives:
Facilitating Understanding Across Borders**

www.includememedia.e

Thank you

Any Questions?



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