

# Module 6 (Part 1)

## Inclusive Storytelling: Amplifying diverse voices in the digital space

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## M6 Part 1

**Topic 1:** Representation in Digital Media:  
The European Landscape of Diversity and  
Inclusion

**Topic 2:** The Power of the Digital  
Narrative: Challenging Stereotypes and  
Promoting Equity



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## Module 6 (Part 1) Inclusive Storytelling: Amplifying diverse voices in the digital space

This Module explores how digital media can preserve cultural heritage, promote equity, facilitate social change and redefine European identities through storytelling in the digital space

YOU ARE HERE

### MODULE 6 (Part 1)

#### Topic 1

**Representation in digital media:** the European landscape of diversity and inclusion

*Assesses the state of diversity in European media, highlighting **gaps, biases, and efforts to create more inclusive narratives.***



### MODULE 6 (Part 1)

#### Topic 2

**The power of the digital narrative:** challenging stereotypes and promoting equity

*Explores how storytelling can **reshape perceptions, break down prejudices, and promote social justice.***



### MODULE 6 (Part 2)

#### Topic 3

**Digital storytelling for social changes:** European initiatives and case studies

*Showcases impactful projects that use **digital media to drive awareness, advocacy, and meaningful societal transformation.***



### MODULE 6 (Part 2)

#### Topic 4

**Media and cultural heritage:** preserving and showcasing Europe's diverse histories

*Discusses the role of **digital archiving, cultural storytelling, and online platforms** in safeguarding Europe's rich heritage.*



## Module 6 Snapshot



**Focus Area:** Diverse stories

**Aim:** Explores how digital media can preserve cultural heritage, promote equity, facilitate social change and redefine European identities through storytelling in the digital space.

**Key Words:** Inclusive Storytelling, Diverse Voices, Equity & Representation, European Identities and Diversity, Digital Inclusion, Digital Empowerment, Power of Digital Narratives, Cultural Heritage Preservation, Challenging Stereotypes, Amplifying Marginalised Communities and the Vulnerable, Justice, Social Change, Media Advocacy





# Module Overview

YOU ARE HERE

01

This module examines representation, diversity, and equity in digital media, emphasising the power of inclusive storytelling to challenge stereotypes and preserve cultural heritage.

Participants will engage with case studies, ethical considerations, and digital tools that facilitate responsible storytelling and counteract bias.

Through interactive exercises and expert insights, learners will develop practical skills to create, assess, and share inclusive narratives in the digital space.

02

## **Representation in digital media: the European landscape of diversity and inclusion**

*Assesses the state of diversity in European media, highlighting gaps, biases, and efforts to create more inclusive narratives.*

03

## **The power of the digital narrative: challenging stereotypes and promoting equity**

*Explores how storytelling can reshape societal perceptions, break down prejudices, and promote social justice*

04

## **Digital storytelling for social change: European initiatives and case studies**

*Showcases impactful projects that use digital media to drive awareness, advocacy, and meaningful societal transformation.*

## **Media and cultural heritage: preserving and showcasing Europe's diverse histories**

*Discusses the role of digital archiving, cultural storytelling, and online platforms in safeguarding Europe's rich heritage.*



02

Page 5

Module  
Overview



04

Page 11

Topic 1

Representation in  
digital media: the  
European landscape of  
diversity and inclusion

## Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space



01

Page 4

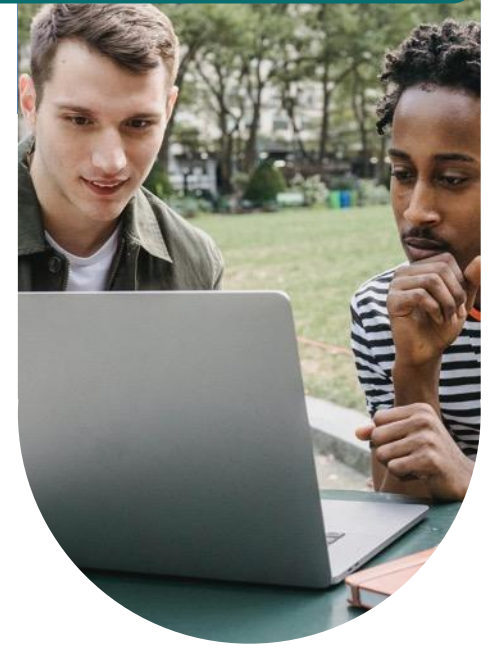
Module  
Snapshot



03

Page 9

Learning  
Outcomes





06

Page 90

Conclusions



## Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space



07

Page 93

Final  
Exercises



05

Page 49

**Topic 2**  
The Power of The  
Digital Narrative:  
Challenging  
Stereotypes and  
Promoting Equity



# Module 6 (Part 1) Interactive Learning Elements



**102** Slides



**02** Exercises



**02** Videos



**03** Case Studies



**3** Digital Tools



**4** Toolkits & Guides



**4** Articles & Reports



# Learning Outcomes

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## Topic 1: Representation in digital media: the European landscape of diversity and inclusion

- Analyse the current state of diversity, equity and inclusion in **European digital media**.
- Identify **gaps and biases in media representation** and their **impact** on marginalised communities.
- Evaluate **initiatives and policies** aimed at facilitating inclusive, equitable and diverse storytelling in the European context.
- Develop **strategies to advocate for greater representation** in digital media spaces.

# Learning Outcomes

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## Topic 2: The power of the digital narrative: challenging stereotypes and promoting equity

- Examine how digital storytelling can **disrupt stereotypes and reshape societal perceptions.**
- Understand the impact of media representation **on social justice and equity.**
- Assess the effectiveness of digital narratives in **influencing policy and public attitudes.**
- Create storytelling strategies that actively **challenge biases and promote inclusivity.**

# Topic 1

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## Representation In Digital Media: The European Landscape of Diversity and Inclusion



# Overview

## Representation in Digital Media: The European Landscape of Diversity and Inclusion

This section assesses the state of diversity in European digital media, highlighting gaps, biases, and efforts to create more inclusive narratives. It explores the role of media representation in shaping public perceptions and facilitating social cohesion.





# Focus Areas

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1 Analysing diversity in European digital media across race, gender, disability and LGBTQ+ identities

Identifying systemic barriers, economic constraints and algorithmic influences on representation

2

3 Industry-led strategies for inclusive representation

Examining EU regulations, corporate initiatives and media watchdog interventions

4



# Concepts Covered



1

**Media representation:** How different communities and identities are portrayed in digital media.

2

**Implicit and algorithmic bias:** The unintended reinforcement of stereotypes through human-led storytelling and AI-driven content distribution.

3

**Equitable media landscapes:** Strategies and frameworks for achieving fair, balanced, and inclusive digital storytelling.



## Focus Area 1

### State of Representation

# Analysing Diversity In European Digital Media Across Race, Gender, Disability, and LGBTQ+ Identities

Media representation directly influences public perception, shaping attitudes toward different communities.

In Europe, efforts to increase diversity in digital media remain inconsistent, with some sectors making progress while others lag behind.

Studies show underrepresentation of racial minorities, women, and disabled individuals in media leadership and content.

# Persistent Marginalisation In European Media

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Despite growing awareness of diversity, European media continue to marginalise, directly and indirectly, women, ethnic minorities, people with disabilities, older adults, and other vulnerable groups—both in leadership and on screen. Moreover, digital platforms often reinforce these biases algorithmically.

These gaps not only limit career opportunities and authentic storytelling but also shape public attitudes and hinder social inclusion by perpetuating stereotypes and exclusionary norms.

Let's see some examples of underrepresentation in the media sector and how it can influence our perception.



# Underrepresentation in Media Leadership

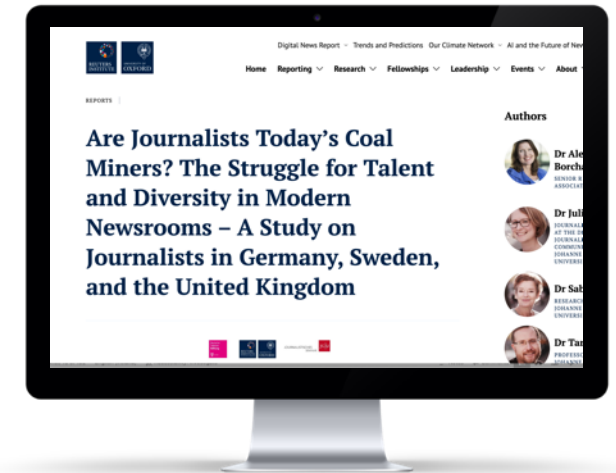
European evidence shows decision-making remains overwhelmingly male and homogenous:

→ [Research](#) from the European Institute for Gender Equality evidenced that **women** occupy just **22%** of strategic leadership in public media – and only 12% in private outlets – despite making almost half of the media workforce.

→ A [recent study](#), by the Reuters Institute for Journalism Research, examining the composition of editorial boards of the most important online and print media, showed that none of the major media companies in Germany and UK have a **non-white** editor-in-chief.



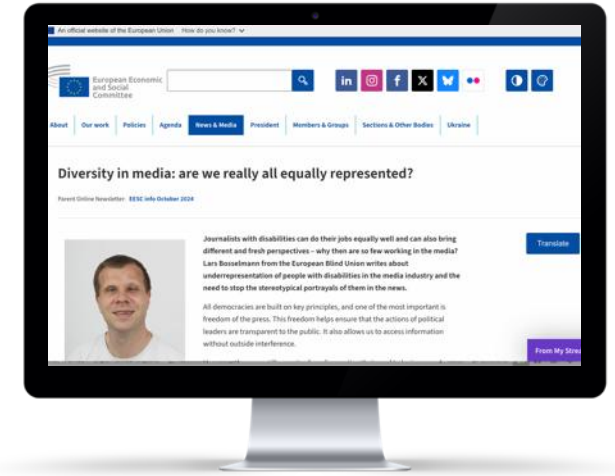
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# Underrepresentation in Media Leadership

- [Current figures](#) show that **people with disabilities** are not represented in the staff of newspapers, radio stations and TV broadcasters.
- A 2017 report by [Ascend Leadership](#) found that despite **Asian professionals** being nearly as represented as white professionals at major Silicon Valley companies, white employees were about 154% more likely to hold executive positions.



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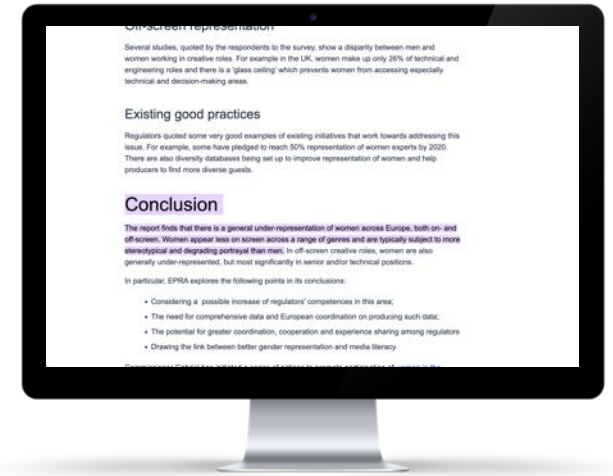


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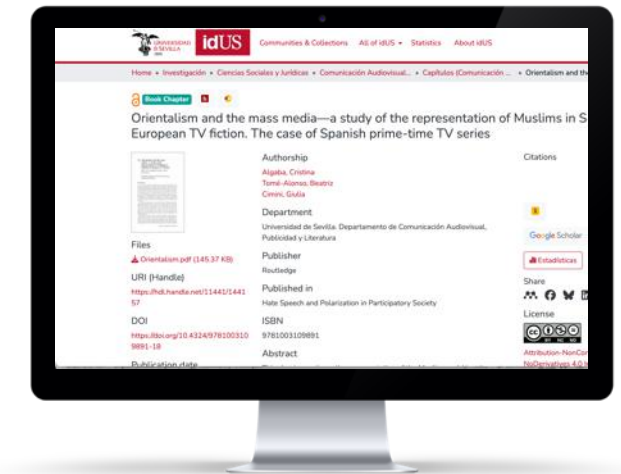
# On-screen Representation

On-screen casting and characterisation continue to exclude or stereotype marginalised groups:

- A [report](#) by the European Platform of Regulatory Authorities shows that **women** appear less frequently across genres, appear less in peak-time programming, and are often portrayed in stereotypical or degrading ways.
- A [content analysis](#) of Spanish-produced television (INE, 2010) found that **immigrant characters** accounted for only 7.8% of roles, despite immigrants making up 12.2% of the population. They are not only under-represented, but also depicted more negatively than native characters.



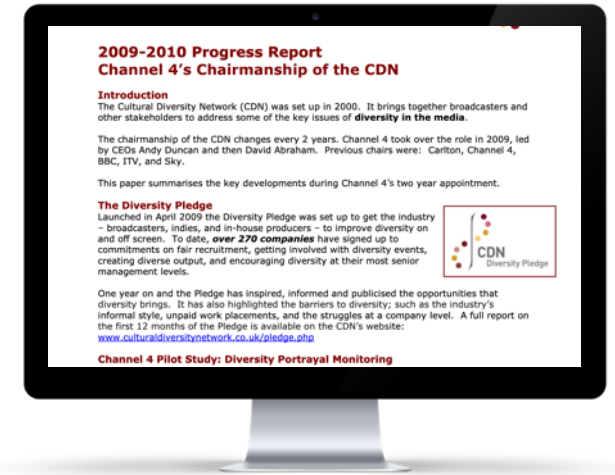
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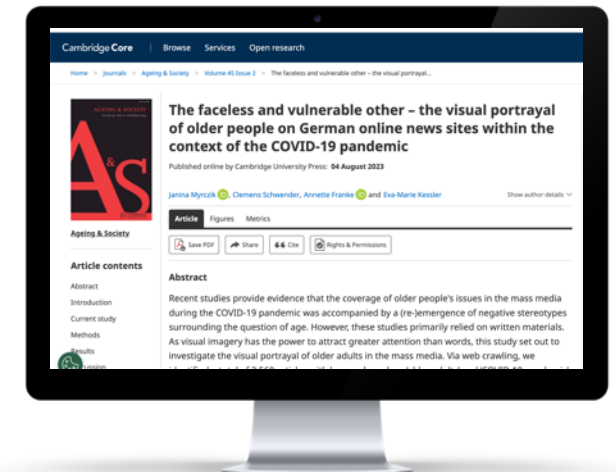
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# On-screen Representation

- In the UK, 20% of the population is **disabled**, but less than 1% is represented on British TV ([CDN 2009-10 Progress Report](#)).
- [Recent studies](#) provide evidence that the coverage of **older people's** issues in the mass media during the COVID-19 pandemic was accompanied by a (re-) emergence of negative stereotypes surrounding the question of age.



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# Impact on Public Attitudes and Social Inclusion

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**Media portrayals do more than reflect society—they actively shape it.**

Media, including television, film, news outlets, social media platforms, and advertising, serves as a primary source of information and cultural expression. Through its portrayal of diverse social groups—such as race, gender, age, ethnicity, and socioeconomic status—media constructs and reinforces stereotypes. These portrayals can perpetuate biases and misconceptions, influencing how individuals perceive and interact with different societal segments. By highlighting specific perspectives and narratives, media shapes public opinion and societal priorities.

Cultural norms and values are also profoundly influenced by media representations. Media content often reflects and reinforces prevailing cultural norms regarding family structures, gender roles, beauty standards, and consumer behaviour. These portrayals contribute to the transmission of cultural values and shape societal expectations and behaviours.



# Identifying Systemic Biases, Economic Constraints, and Algorithmic Influences on Representation

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## Focus Area 2

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### Barriers to Inclusion

The digital media industry faces structural and systemic barriers that hinder media representation, including biased hiring practices, economic constraints, and algorithmic biases in content distribution. This section explores how digital platforms may reinforce dominant narratives while limiting visibility for marginalised creators.



# What's Blocking Diversity in Media?

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**As we have seen, representation across the European media landscape remains limited and uneven. But what drives this persistent lack of diversity?**

In today's digital media environment, deep-rooted structural barriers—ranging from discriminatory hiring practices and chronic underfunding to opaque algorithmic filtering—continue to shape who gets to lead, who has the resources to create, and whose voices are amplified. These obstacles do more than restrict creative access; they also reinforce dominant narratives by systematically marginalising women, ethnic minorities, people with disabilities, and other vulnerable groups.

In this section, we will explore some of the key barriers that continue to hinder equitable representation in European media.

# Biased Hiring Practices

Despite pledges to the contrary, many media and tech firms continue to hire in ways that disadvantage under-represented groups:

→ In a [survey](#) of 14,000 tech professionals (including 4,000 Europe-based recruiters), 65 % admitted their own hiring decisions were influenced by unconscious or conscious bias, confirming that discriminatory practices for gigs persist even among those responsible for building teams.



[Survey](#)

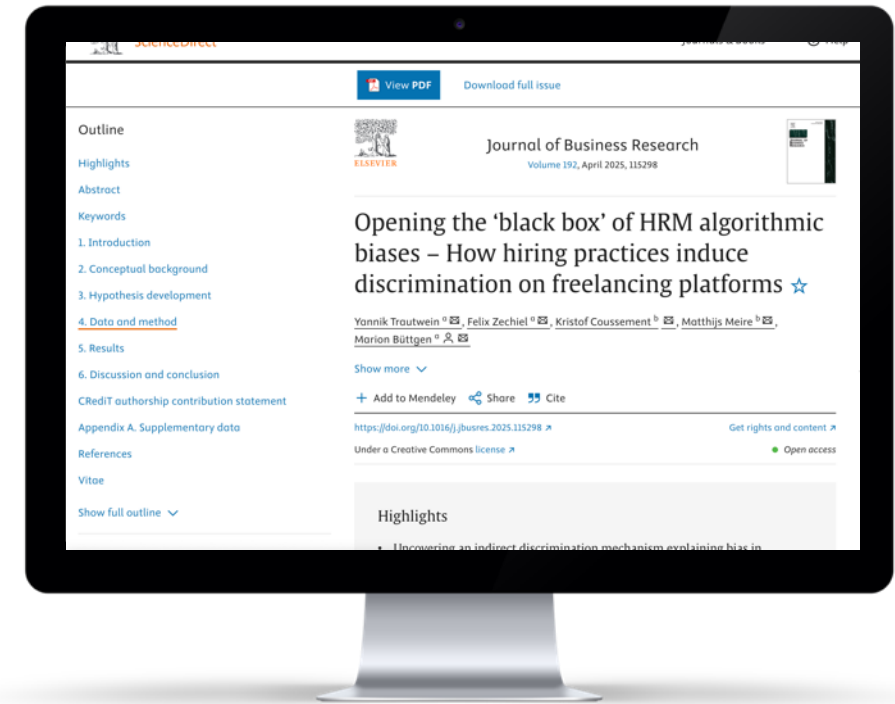
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# Biased Hiring Practices

→ Freelance marketplaces increasingly rely on AI-driven matching systems that perpetuate biases and inequalities embedded in their training data and algorithms. One large-scale [study](#) of over 44,000 profiles found that women— especially Black and Asian women—and younger candidates were significantly less likely to be recommended.



[Study](#)

[Click To View](#)

# Algorithmic and Platform Biases

Digital platforms, once hailed as inclusive arenas, often reinforce existing inequalities through hidden algorithms and uneven moderation:

- [Research](#) on Spanish youth finds that platforms like Twitch and Discord benefit content by cisgender, white, heterosexual men, reinforcing gender stereotypes and excluding non-conforming identities.
- “Algorithmic misogynoir” [studies](#) reveal that content-moderation systems disproportionately suppress Black women’s voices—removing or de-prioritising their posts—due to entrenched biases in both code and policy.



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# Invisible Voices

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Together, these systemic hiring and distribution biases not only block the entry and progression of marginalised creators, but also profoundly shape the narratives that circulate in our societies. By determining who gets to tell stories—and which stories are considered worth telling—these barriers narrow the breadth of perspectives available to the public, reinforce harmful stereotypes, and exclude the lived experiences of underrepresented communities.

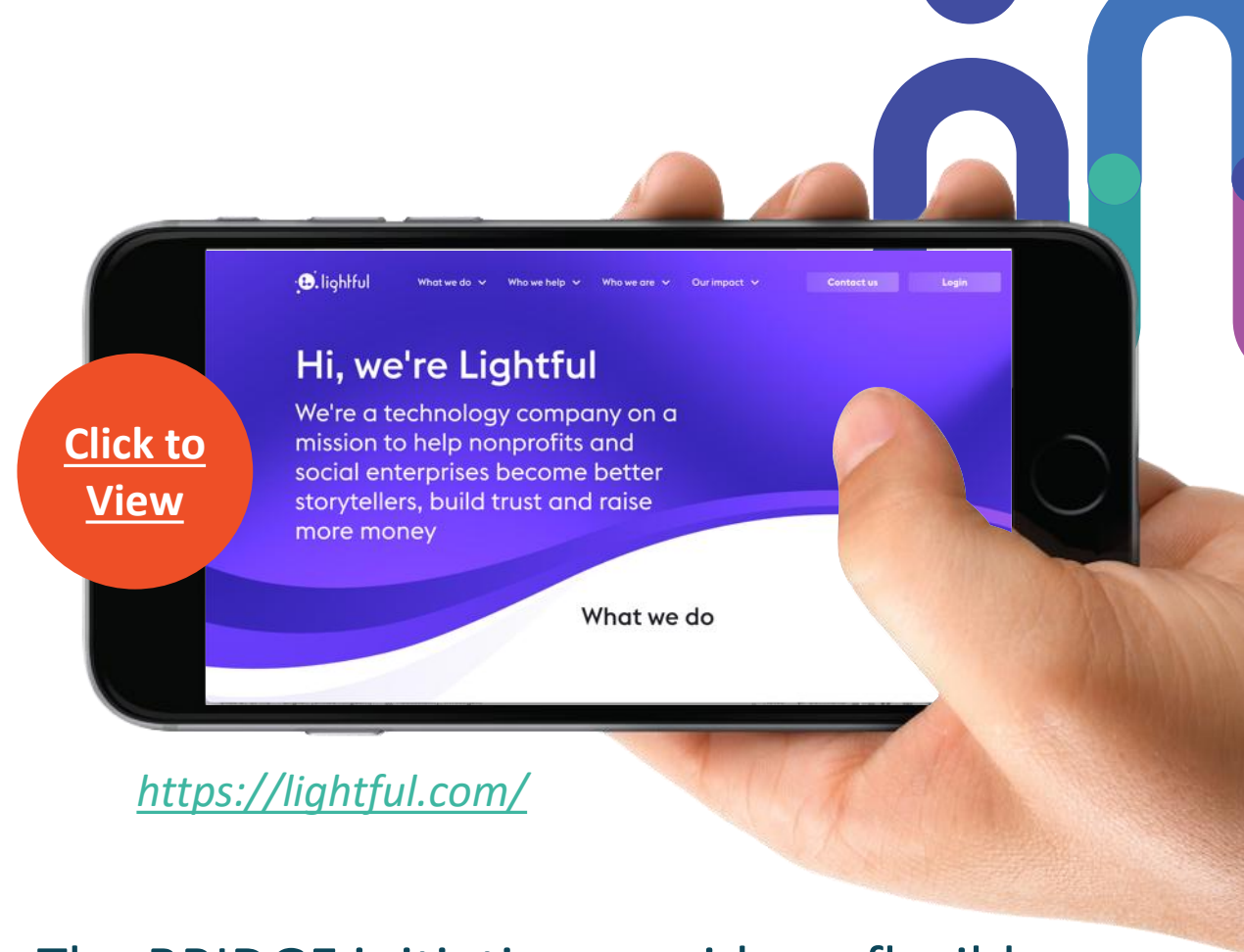
As a result, the media landscape fails to reflect the diversity of contemporary Europe, ultimately undermining efforts toward genuine social inclusion, equity, and democratic dialogue.

# Digital Tools:

## Lightful



Lightful is a digital platform designed to help nonprofits strengthen their online presence, tell compelling stories, build trust with supporters, and increase fundraising impact. Through its flagship programme, BRIDGE (Building Resilience in Digital Growth and Engagement), Lightful has supported over 3,500 organisations across 120+ countries by offering tailored digital training and tools.



The BRIDGE initiative provides a flexible and inclusive learning experience using a blend of masterclasses, one-to-one coaching, on-demand bite-sized content, and access to AI-powered, purpose-built tools.



# Inclusive Representation in Media

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## Focus Area 3

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### Industry-led strategies

To counter biased media organisations, production companies, and creators are implementing strategies to improve representation at both structural and content levels.

This includes initiatives such as inclusive hiring, sensitivity training, content guidelines, and leadership programs that foster diversity in storytelling.



# From Intent to Action: Strategies for Inclusive Media

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Building upon the previous discussion, it's evident that systemic hiring and distribution biases not only hinder the entry and progression of marginalised creators but also shape the narratives that permeate our cultural landscape.

These biases limit the diversity of perspectives, reinforce stereotypes, and challenge the pursuit of genuine social inclusion.

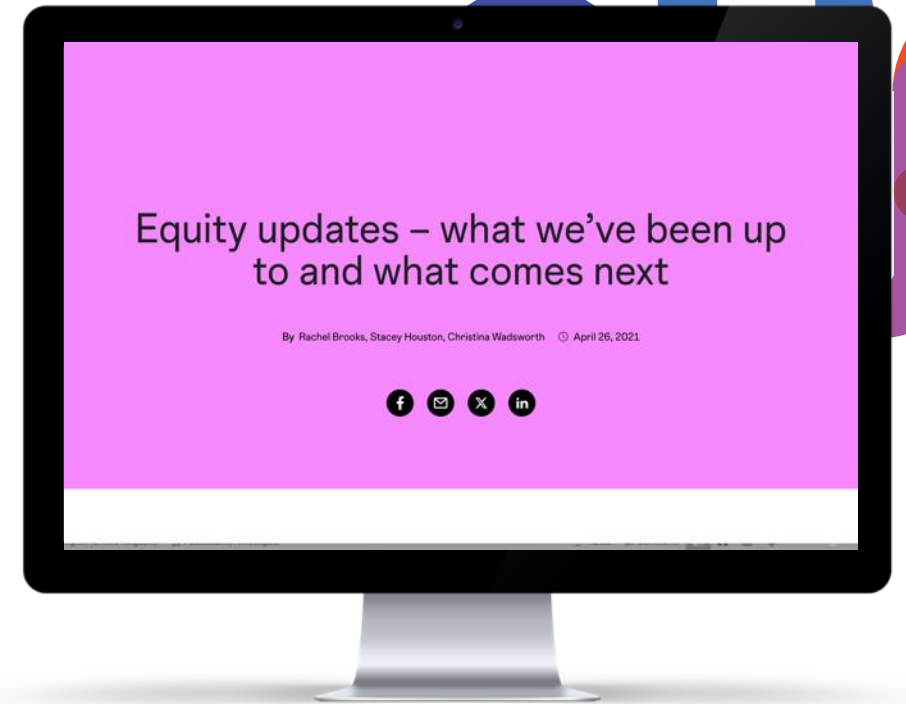
In response, several media organisations have transitioned from mere declarations of intent to implementing concrete, multi-level interventions aimed at broadening representation.

These initiatives encompass targeted recruitment, mandatory bias training, editorial mandates, and talent-development funds, all designed to diversify leadership, storytelling, and audience engagement.



# Case Study: Instagram's Equity Team

In 2020, Instagram established a dedicated Equity Team to lead systemic change within the platform by tackling bias in product development, policy enforcement, and content visibility—with a strong focus on amplifying Black, LGBTQ+, Latinx, Indigenous, and other underrepresented creators.



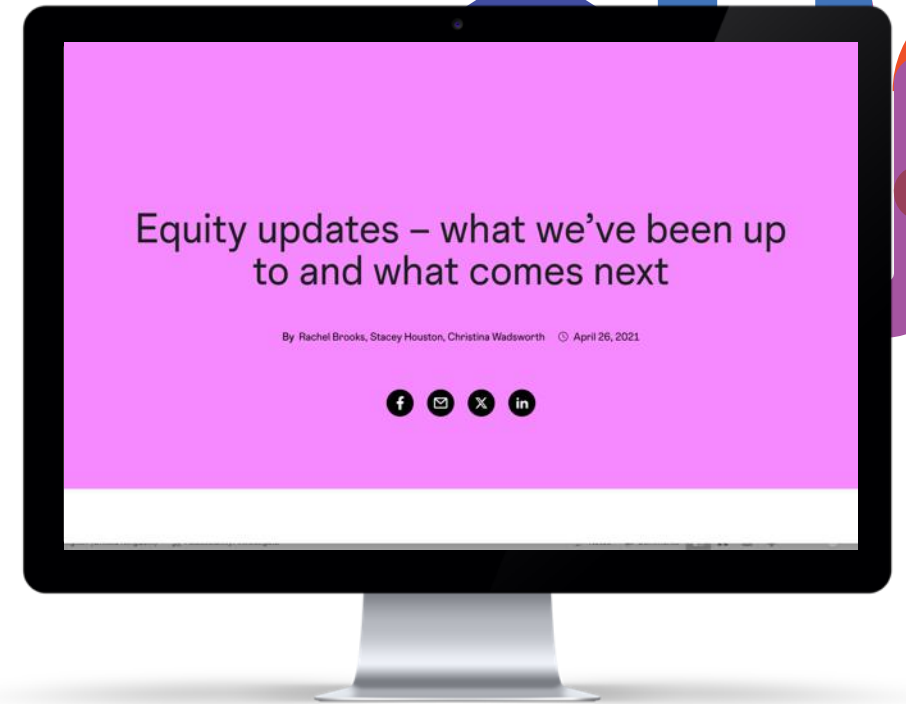
[Instagram's Equity Team](#)

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# Case Study: Instagram's Equity Team

The team works on **3 key areas**:

- 1** Helping every Instagram employee prioritise building equitable products and tools
- 2** Promoting fairness on the platform through technology and automated systems
- 3** Using Instagram to create more opportunities for economic empowerment



[Instagram's Equity Team](#)

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# Case Study: BBC's 50:50 Equality Project

A notable example is the BBC's 50:50 Equality Project, launched in 2017 by journalist Ros Atkins. This initiative employs a data-driven approach to achieve equal gender representation in media content. By encouraging content teams to self-monitor and report the gender balance of their contributors, the project fosters accountability and continuous improvement..



[BBC's 50:50 Equality Project](#)

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# Case Study: BBC's 50:50 Equality Project

## Key Outcomes:

- By March 2022, over 250 BBC teams had adopted the 50:50 monitoring system.
- The project's methodology has been embraced by more than 70 organizations across 20 countries.



[BBC's 50:50 Equality Project](#)

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## Focus Area 4

### Policy and Regulatory Frameworks

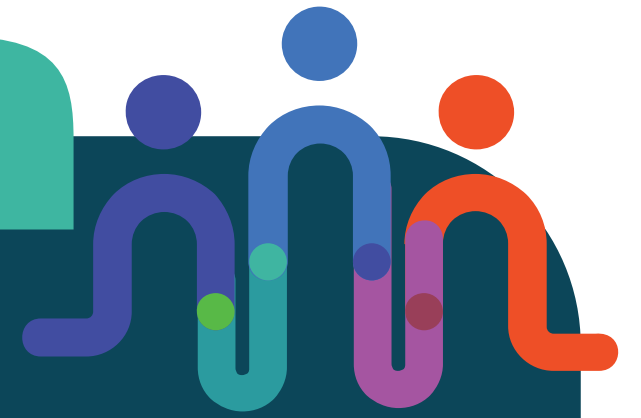
# Examining EU Regulations, Corporate Initiatives, and Media Watchdog Interventions

The European Union and industry associations are taking steps to ensure greater inclusivity in media, such as policies, regulations, funding opportunities, compliance measures and public accountability initiatives.





# EU Frameworks for Inclusive Media



→ To promote greater inclusivity and diversity in European media, a combination of EU-wide regulations, funding programmes, and accountability mechanisms has been established. These initiatives aim to dismantle structural barriers and foster a more representative media landscape. On the next slides is an overview of:

- Policy and regulatory frameworks
- Funding and incentive mechanisms
- Compliance and public accountability measures



# EU Policy and Regulatory Frameworks

## [Guide to Human Rights for Internet Users – 2014](#)

Outlines the basic principles that protect the human rights of all internet users, as guaranteed by the European Convention on Human Rights.

## [Code of Conduct – 2016](#)

The code aims to prevent and counter the spread of online hate speech, with regular monitoring conducted by a network of EU-based organisations to ensure compliance by IT companies



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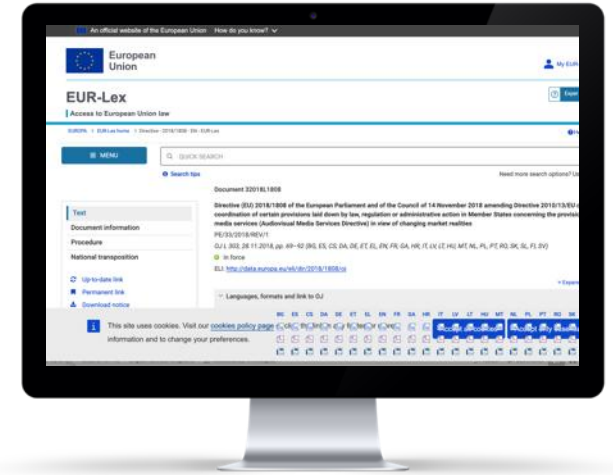
# EU Policy and Regulatory Frameworks

## [Audiovisual Media Services Directive \(AVMSD\) – 2018](#)

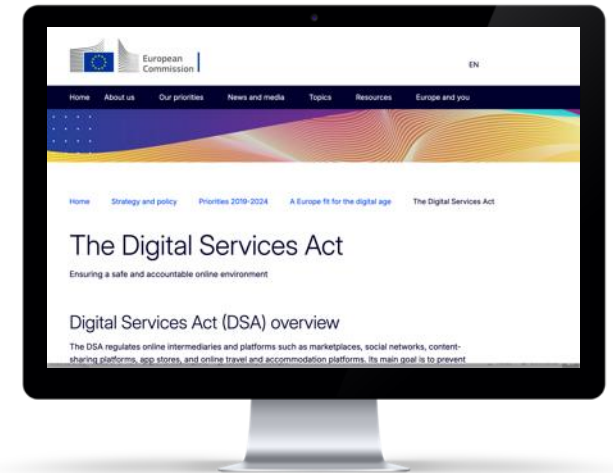
It sets out EU-wide rules for audiovisual media, mandating that services do not contain incitement to hatred based on race, sex, religion, nationality, or other protected characteristics. It also requires that media services are made more accessible to persons with disabilities.

## [Digital Services Act \(DSA\) – 2022](#)

The DSA imposes obligations on online platforms to mitigate systemic risks, including the spread of illegal content and disinformation. It imposes obligations on online platforms to enhance transparency and accountability.



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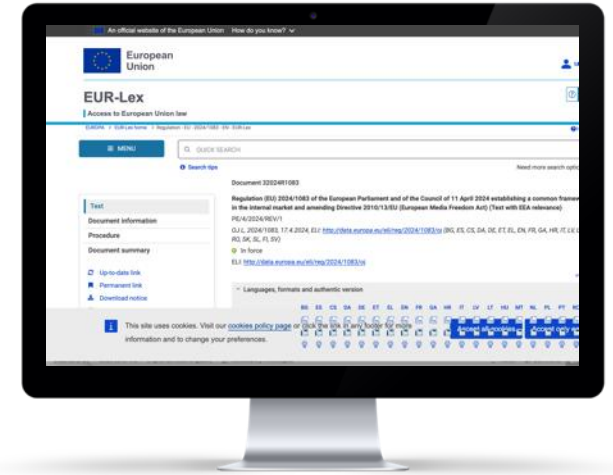
# EU Policy and Regulatory Frameworks

## European Media Freedom Act (EMFA) – 2024

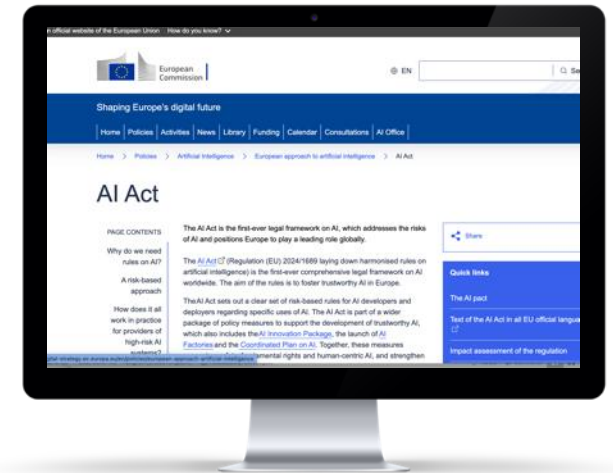
The EMFA is a landmark regulation designed to strengthen media pluralism and independence across the EU.

## Artificial Intelligence (AI) Act – 2024

It focuses on promoting the responsible development and deployment of AI technologies, including measures to mitigate the risks AI poses to fundamental rights, safety, and public health. Given AI's growing role in moderating online content, the act plays a critical role in preventing the unintended promotion of harmful online behaviour.



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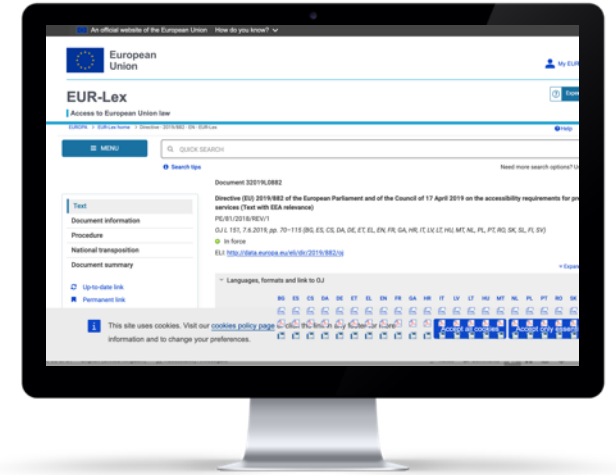
# EU Policy and Regulatory Frameworks

## European Accessibility Act (EAA) – 2025

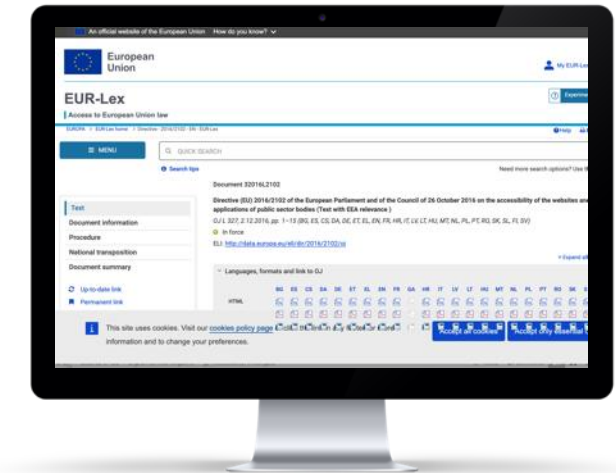
The EAA mandates that public media content be accessible to individuals with disabilities. This includes requirements for subtitles, audio descriptions, and accessible user interfaces, ensuring that media services are inclusive for all users.

## EU Web Accessibility Directive – 2025

Ensures that public sector websites and mobile applications are more accessible to users, especially people with disabilities.



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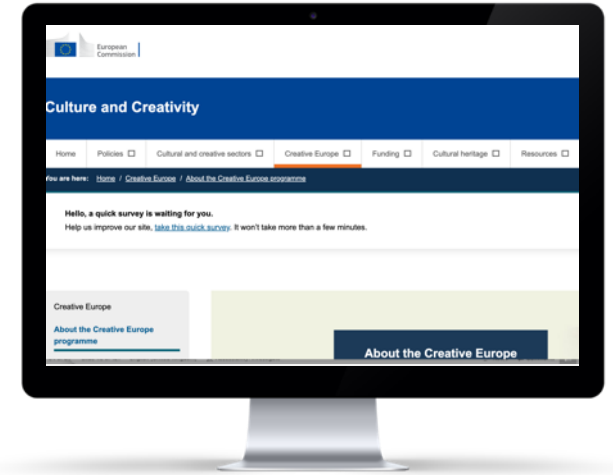
# Funding and Incentive Mechanisms

## Creative Europe MEDIA Programme (2021 – 2027)

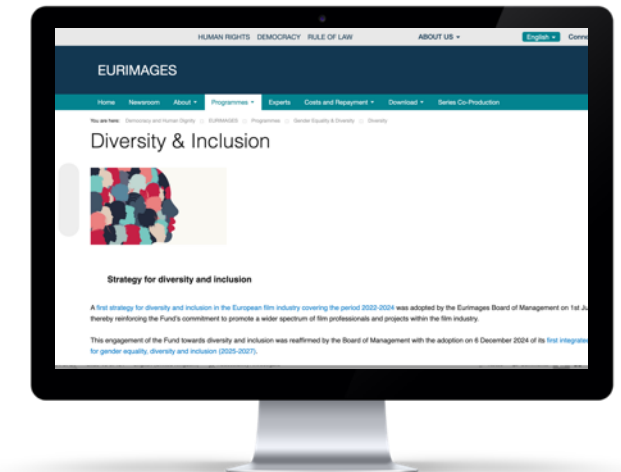
Within the framework of the Creative Europe MEDIA programme, the Commission has started to work to improve gender balance and diversity in the media and in the audiovisual sector by engaging with stakeholders and raising awareness, collecting data, and establishing networks.

## EURIMAGES Diversity & Inclusion Strategy (2022 – 2024)

Eurimages, the Council of Europe's cultural support fund, has adopted a Diversity and Inclusion Strategy (2022–2024) to promote a wider spectrum of film professionals and projects within film industry.



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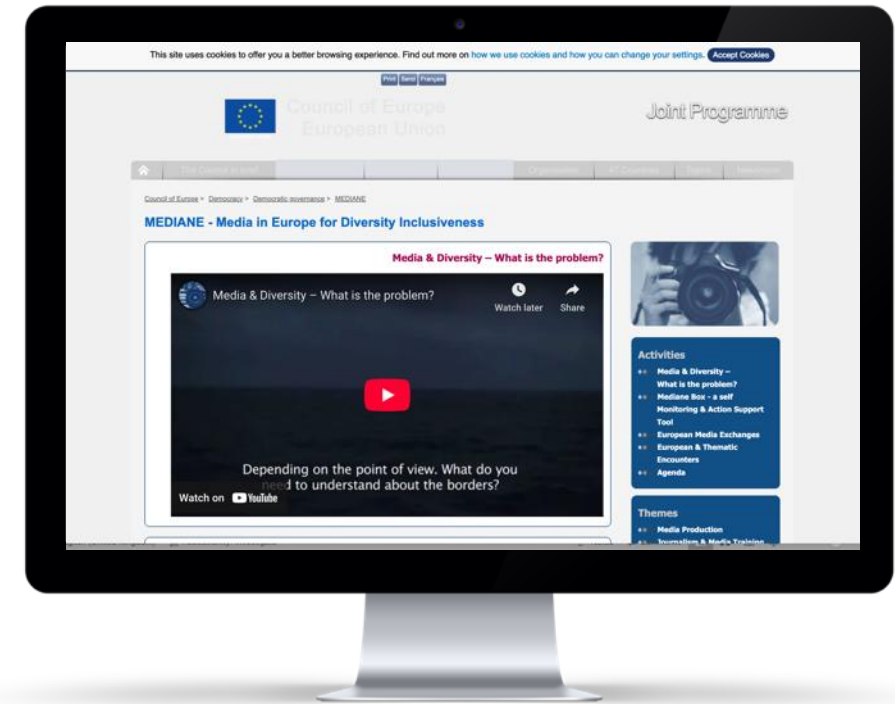
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# Funding and Incentive Mechanisms



## MEDIANE: Media in Europe for Diversity Inclusiveness (2013 – 2014)

A joint programme between the European Union, its Fundamental Rights and Citizenship Programme and the Council of Europe aimed at encouraging truly diverse, inclusive and intercultural ways of media content design and production



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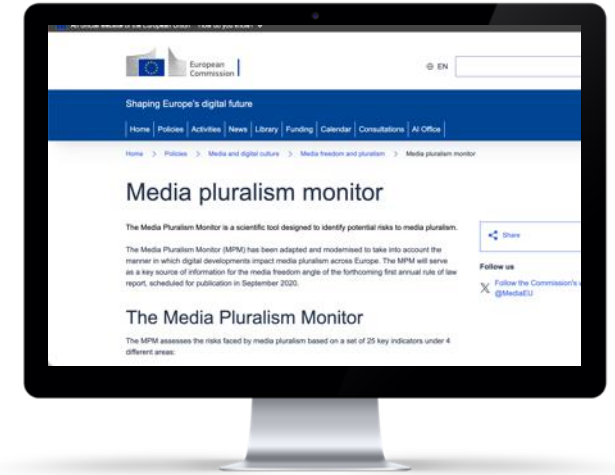
# Compliance and Accountability Measures

## [Media Pluralism Monitor \(MPM\)](#)

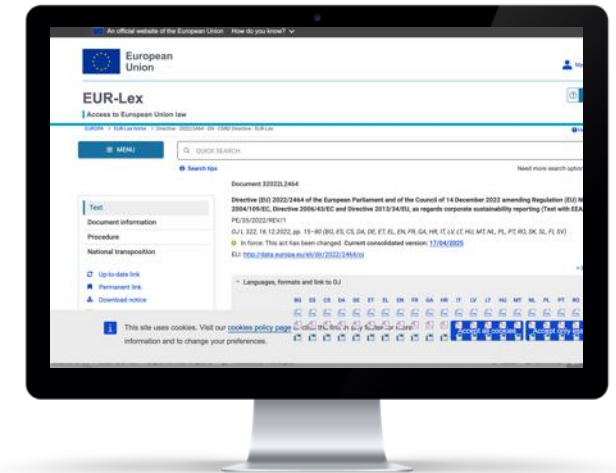
The Media Pluralism Monitor is a research tool that assesses risks to media pluralism in EU Member States. It evaluates various factors, including market concentration, political independence, and social inclusiveness, providing data to inform policy decisions.

## [Diversity, Equity and Inclusion \(DEI\) reporting obligations](#)

The [EU Corporate Sustainability Reporting Directive \(CSRD\)](#) includes specific reporting requirements on Diversity, Equity, and Inclusion. These regulations mandate that companies with more than 100 employees report key DEI metrics.



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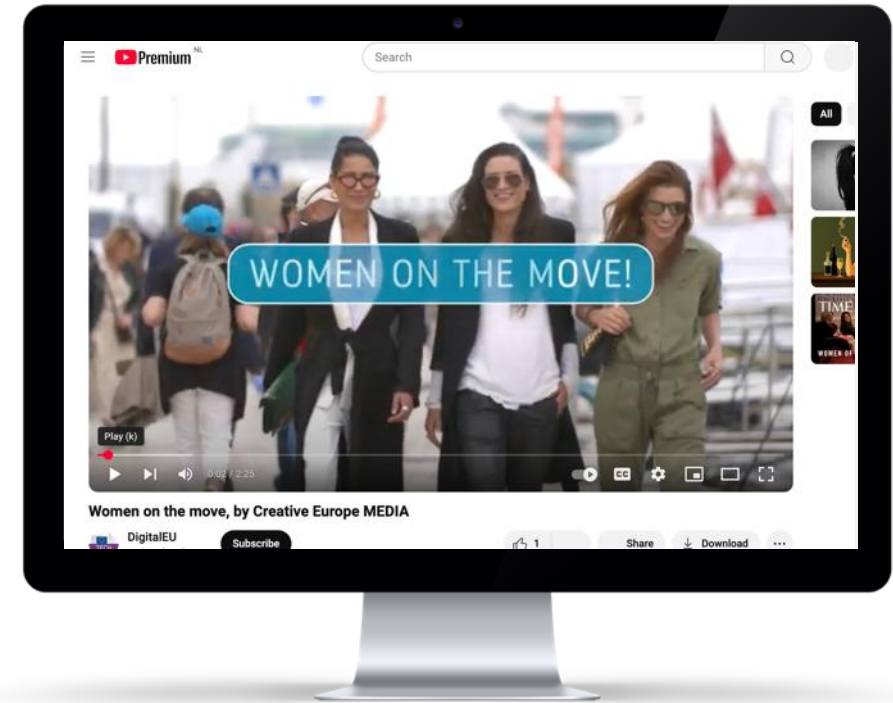
# “Women on the Move”



This video highlights the European Commission’s Creative Europe MEDIA programme and its commitment to promoting gender balance in the European audiovisual sector.

Presented during the inaugural “Women on the Move Day” at the 2019 Cannes Film Festival, the initiative underscores the EU's efforts to improve the representation of women—both behind and in front of the camera.

The event and the video together send a clear message: **gender equality is not just a cultural goal, but a creative and economic necessity** for the future of European media.



[Click To Watch](#)

# Additional Resource

## Article

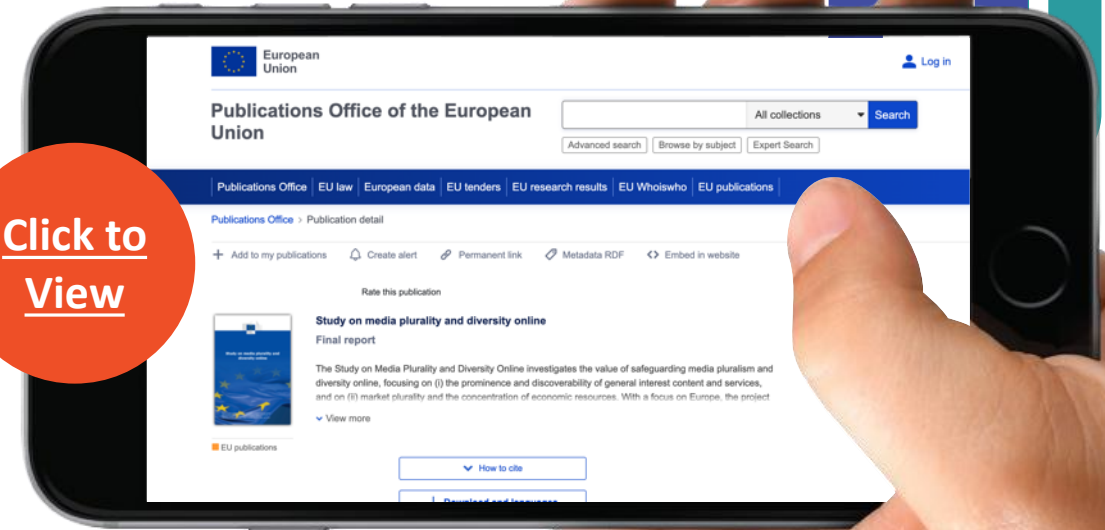


### Publications Office of the European Union

#### [Study on media plurality and diversity online](#)

Examines legislative measures and offers policy recommendations to safeguard media pluralism.

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[Source](#)

# Additional Resource

## Interview

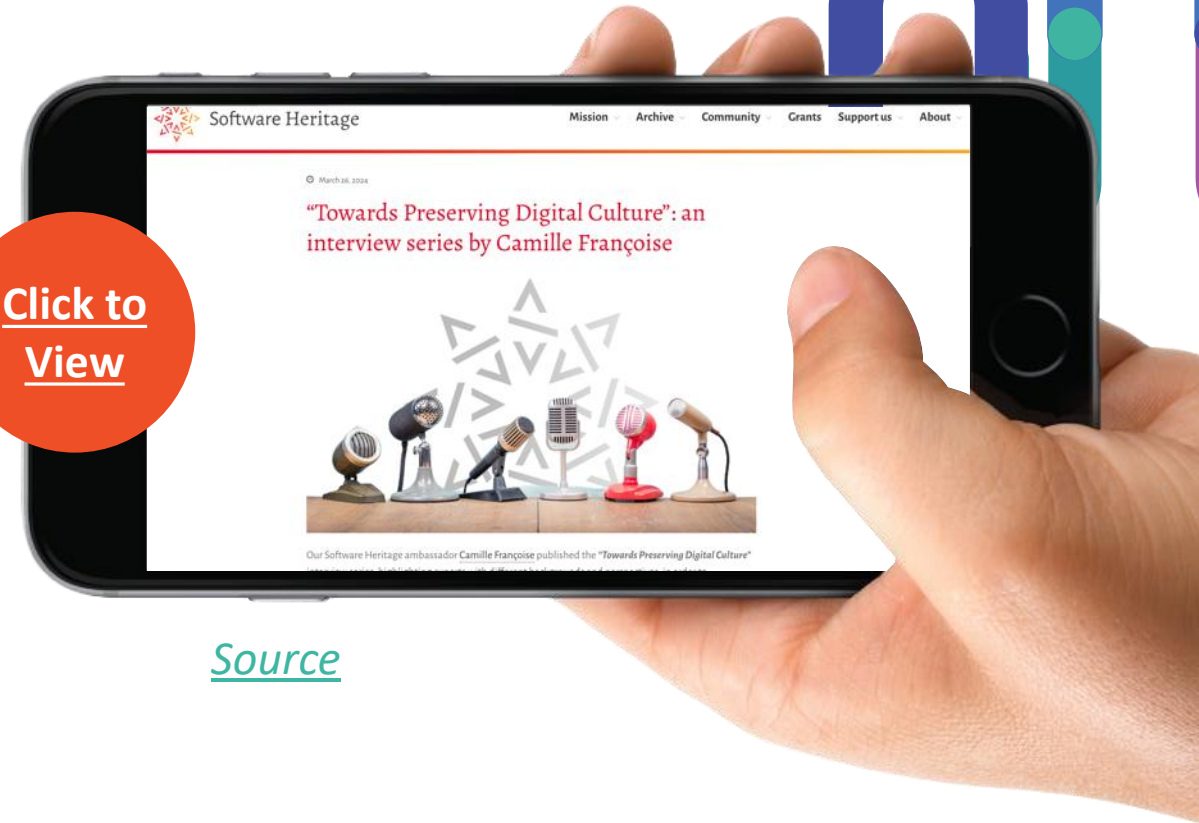


Software Heritage

### “Towards Preserving Digital Culture”

Camille Françoise discusses media plurality and the role of digital narratives in cultural representation.

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[Source](#)

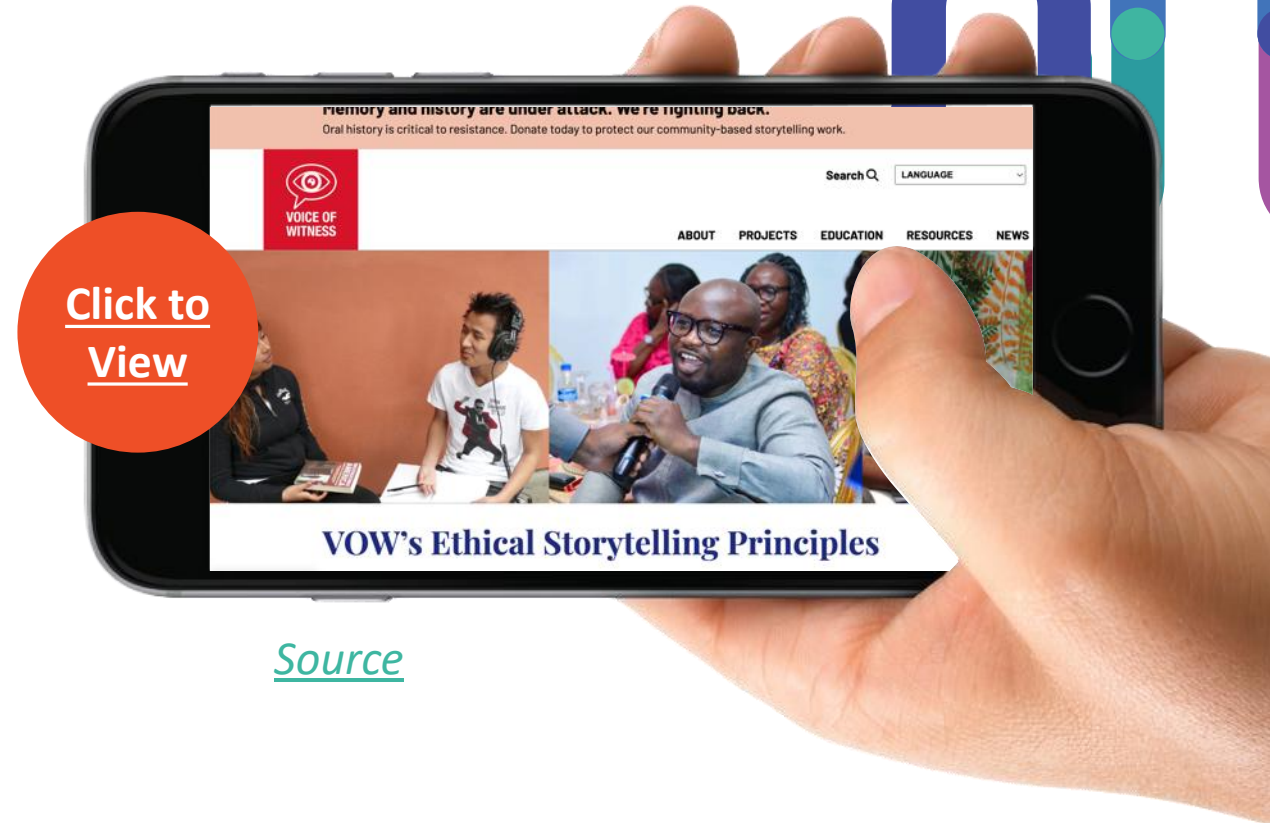
# Additional Resource

## Guide



### [Ethical Storytelling Practices \(Voice of Witness\)](#)

Outlines principles to centre dignity, empathy, and equity in storytelling practices.



[Source](#)



# Additional Resource

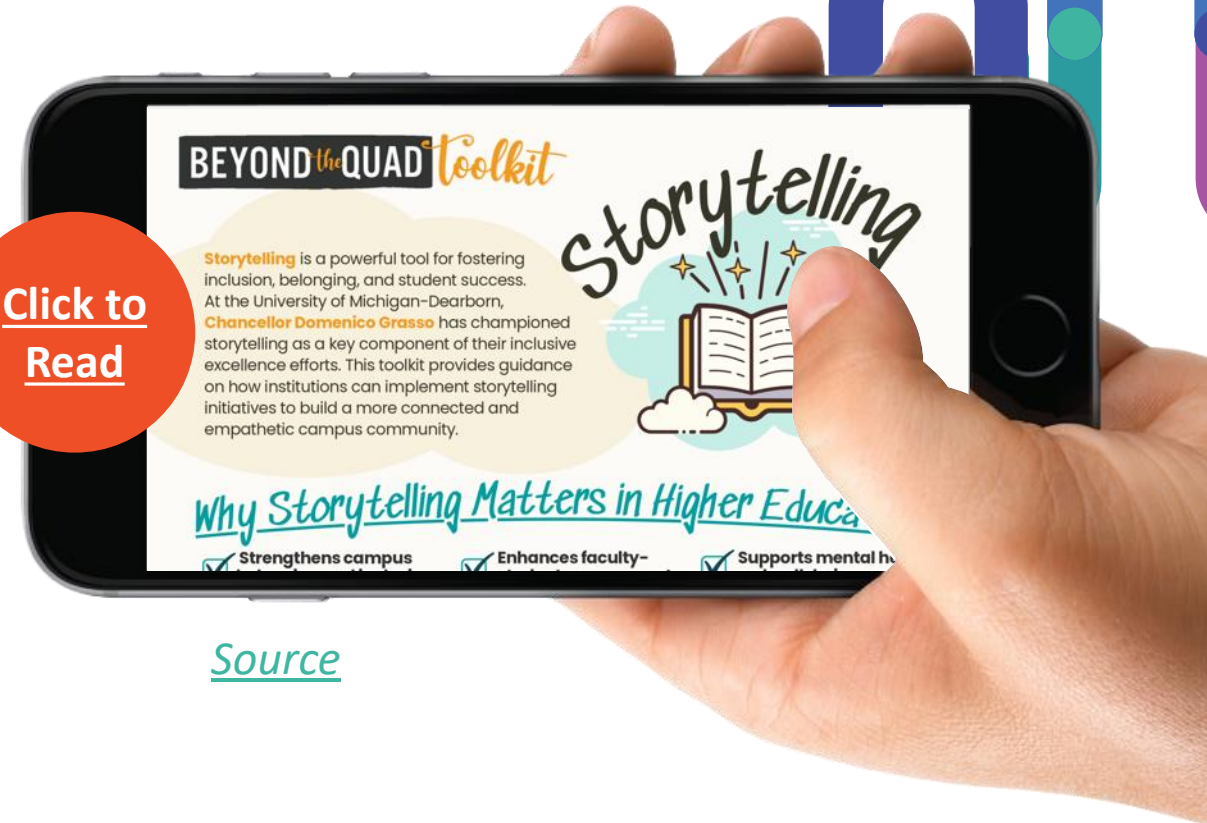
## Toolkit



### Storytelling for Inclusive Excellence (Insight Into Diversity)

Provides guidance on implementing storytelling initiatives to build inclusive communities.

[Click to  
Read](#)



[Source](#)



# Topic 2

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The Power of The Digital  
Narrative: Challenging  
Stereotypes and  
Promoting Equity



# Overview

## The Power of The Digital Narrative: Challenging Stereotypes and Promoting Equity

**Storytelling has long been a powerful tool for shaping public opinion and constructing narratives.**

However, its impact depends on how it is used—whether to promote positive or negative social change. This section examines key considerations in leveraging digital storytelling to promote peace initiatives, humanise conflict experiences, and inspire civic engagement.



# Focus Areas

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1 Power and responsibility

Ensuring truthfulness in digital storytelling 2

3 Ensuring a responsible use

Using media to promote equity, justice and systemic change 4



# Concepts Covered



1

**Narrative framing:** The intentional structuring of stories to shape audience understanding and emotional response.

2

**Social justice storytelling:** Using media as a tool for equity, activism, and human rights advocacy.

3

**Inclusive storytelling practices:** Ethical approaches to representation that respect the lived experiences of diverse communities.



# Power and Responsibility

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## Focus Area 1

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### Narratives matter

Storytelling has the potential to shape the public perception, reinforcing or challenging biases.

It is crucial to verify the information before sharing and to critically assess the content when consuming it.

Misinformation can reinforce harmful biases if left unchecked.



# The Double-edged Power Of Digital Storytelling

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Digital storytelling is a powerful tool that shapes public narratives and influences how communities perceive social issues, identities, and one another. Stories can humanise, inspire empathy, and drive change—but when based on misinformation or stereotypes, they can just as easily spread harm, reinforce prejudice, and deepen divides. Unchecked misinformation doesn't just distort facts—it can:



**Fuel xenophobia and racism:** especially in stories about migrants, refugees, or minority groups.



**Undermine solidarity** and empathy across European communities.




**Perpetuate harmful power dynamics** by silencing or misrepresenting marginalised voices.





# Reflection

## The "Invasion" Narrative Around Migration



During the 2015–2016 refugee crisis, many European media outlets and political figures began using the term “invasion” to describe the arrival of refugees and migrants from Syria, Afghanistan, and other conflict-affected regions. This language was widely repeated in headlines, social media posts, and political speeches—often without fact-checking the scale, causes, or nature of migration.

**What Was Misleading? Think about it!**





# The "Invasion" Narrative Around Migration



## What was misleading?

- The term “invasion” falsely implied an aggressive, military-style threat.
- It ignored the humanitarian context—people fleeing war and persecution.
- It suggested that Europe was being “overrun,” even though most refugees remained in neighbouring countries outside Europe.

## Why it matters for digital storytelling:

This example shows how emotionally charged, unchecked narratives can spread quickly—especially online—and shape public perception. Responsible digital storytellers must counter these harmful myths by amplifying truthful, humanising stories that reflect the complexity and dignity of people's experiences.



European Fact-Checking  
Standards Network

## Focus Area 2

Verifying information

# Ensuring Truthfulness in Digital Storytelling

Acknowledging how digital storytelling can shape the public opinion and construct narratives, we should always ensure that information is true.



# 5 Key Practices

for Verifying  
Information

In the previous section, we explored how unchecked misinformation can perpetuate harmful stereotypes, distort reality, and deepen social divides. In an era where digital storytelling holds immense power to shape public opinion and collective memory, verifying the truthfulness of every piece of content before sharing is not just a recommendation—it's a responsibility.

To foster informed discourse and resist the spread of falsehoods, content creators, journalists, and everyday users alike must adopt rigorous.

In the next slides are five key actions to ensure content is accurate, credible, and trustworthy before publishing or believing it. Keep in mind: **Verification takes time**, but it's far better to be careful than to contribute to the spread of misinformation.

# 01

## Verify the source's credibility

**Before trusting any piece of information, identify where it comes from.**

1

**Check for transparency:** Does the source clearly state who they are, what their mission is, and how are they funded?

2

**Be wary of impersonation:** Disinformation actors often create cloned websites—known as “doppelganger operations”—that mimic real news outlets to spread false claims.

3

**Look at the web domain:** Unusual domain ending like “.ltd”, “.online”, or “.xyz” may signal fake or deceptive sources.

## 02

### Examine the source's track record

**Credibility is proven over time—look for consistency and transparency:**

**1 Research the outlet's history:** Have they reported accurately in the past? Do they issue corrections when they make mistakes? Reliable outlets routinely publish corrections when errors occur and openly document their editorial policies and funding sources.

**2 Check their affiliations:** Are they connected to political or commercial interests that might bias their content? Check the "about us" section or their policies. Investigate the authors, editors, contributors, etc.

**3 Transparency is key:** Reputable outlets disclose their editorial policies, funding sources, and the identity of their contributors. If you can't find this information, be cautious.

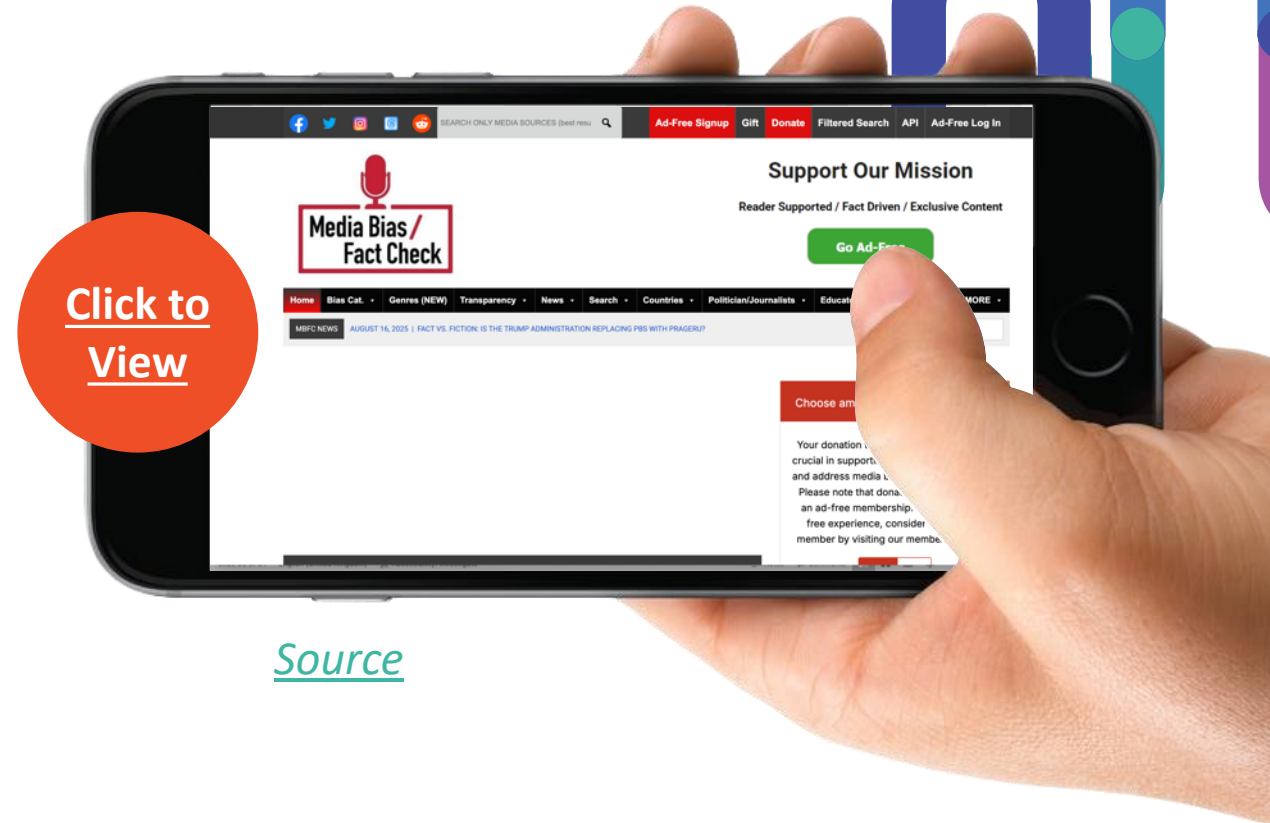


# Digital Tools:

## Media Bias /Fact Check

You can use the Media Bias/Fact Check website to verify a media source's political leaning, factual accuracy, and overall credibility. The site also provides background information on the outlet, including its history and funding sources.

To get started, simply enter the name of the media outlet or paste its URL into the search bar.



[Source](#)



# 03

## Cross-check Information With Multiple Reputable Sources

**Never rely on a single outlet—confirmation through independent voices is essential:**

- 1** **Triangulate:** Always look for at least two or three separate sources that confirm the same information.
- 2** **Rely on reputable evidence:** Like established news organisations, peer-reviewed academic studies, and official governments data.
- 3** **Watch for manipulation:** Disinformation campaigns often “cherry-pick” facts or blend truth with falsehoods to create persuasive but misleading stories.
- 4** **Seek primary evidence:** official data sets, peer-reviewed research, or direct interviews—rather than second-hand summaries that may distort or omit context.

# 04

## Watch for Emotional Manipulation and Sensationalism

**Misinformation thrives on strong emotional reactions:**

- 1** **Pause and reflect:** If the content provokes anger, fear, or moral outrage, take a step back before sharing. False narratives often leverage on emotions.
- 2** **Assess the language:** Is it using hyperbole or inflammatory rhetoric? Is it impartial? Does it blame a specific group without evidence?
- 3** **Avoid clickbait:** Sensationalists headlines often sacrifice nuance and accuracy for shock value. [UNESCO](#) warns that influencers frequently prioritise popularity over accuracy, leading two-thirds of them to skip basic fact checks and amplify sensational claims.
- 4** **Prefer context-rich reporting:** The best journalism explains complexity, presents multiple viewpoints, and avoids black-and-white narratives.

# 05

## Use Media and Fact-checking Tools

- Digital tools can help verify content in seconds:**
- 1 Reverse image/video search:** Tools like [Google reverse Image](#) or [InVid](#) let you trace photos and videos to their original source—crucial for spotting recycled or manipulated media.
  - 2 Fact checking tools:** Websites like [Snopes](#), [FactCheck.org](#), and [PolitiFact](#) regularly investigate and debunk viral misinformation.
  - 3 Track disinformation trends:** [EUvsDisinfo](#) and similar platforms expose coordinated campaigns and provide examples of current disinformation tactics.
  - 4 Use browser extensions:** Some tools can alert you to untrustworthy websites or provide real-time context while browsing.



## Focus Area 3

### Ethical Storytelling

## Ensuring a Responsible Use

**Digital storytelling should always be ethical** to ensure the dissemination of accurate, respectful representations of marginalised individuals. This involves obtaining informed consent, avoiding sensationalism, and prioritising community-led narratives.

**Ethical storytelling should also consider intersectionality.** Intersectionality considers how different aspects of identity—such as race, gender, disability, and socioeconomic status—intersect and impact an individual's experience. Inclusive storytelling should highlight these complexities rather than reducing people to a single identity.

# 9

## Principles

### for Storytelling

Digital storytelling must do more than relay facts—it must uphold ethical standards that safeguard the dignity and agency of marginalised individuals. This means ensuring truthful, respectful representation; securing informed consent; avoiding sensationalism; centring community-led narratives; and embedding an intersectional lens that honours the full complexity of people’s lives. Together, these practices turn digital narratives into powerful tools for empowerment, justice, and inclusion. In the next slides we are going to see the **8 Principles of Storytelling**.







## 01 Do No Harm



**Ethical storytelling starts with a simple but essential commitment: protect the people in your stories.** The safety, dignity, and emotional well-being of contributors must always come before any advocacy goal or media objective. This requires continuous reflection—before, during, and after the storytelling process.

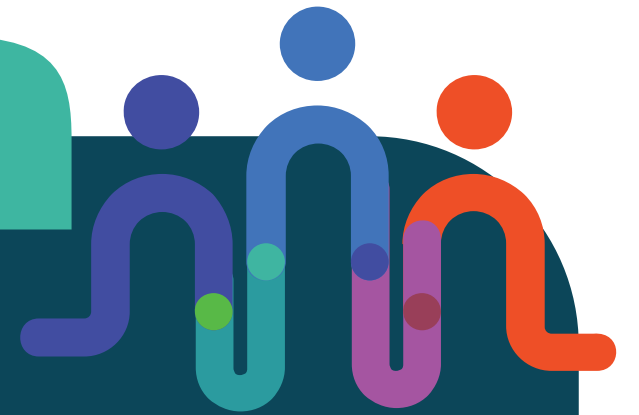
You should assess whether sharing a story could expose someone to emotional distress, social backlash, legal risks, or further marginalisation.

Ask yourself: *If this were my story, would I feel safe?* Employ empathy checks throughout—especially before publication. Adjust the process if needed to prevent harm.

When in doubt, prioritise the contributor's humanity over the audience's curiosity. Use storytelling as a tool for care, not just communication.



## 02 Truth Over Headlines




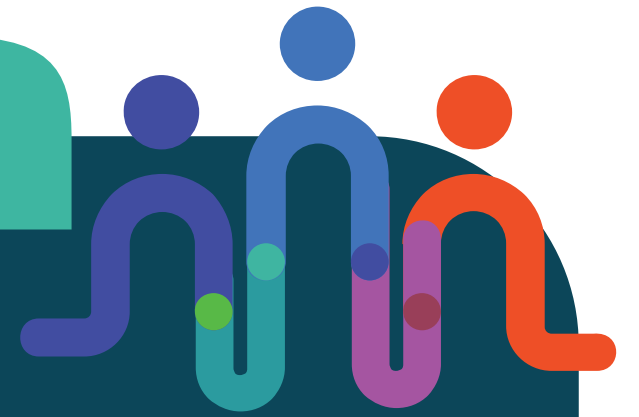
**In a world driven by algorithms and viral content, it's tempting to frame stories for maximum impact.** But ethical storytelling resists sensationalism. It tells the truth—even when the truth is quiet, complex, or difficult to explain.

Ensure accuracy through rigorous fact-checking and context. Don't manipulate images or words to exaggerate hardship or inspire pity. Avoid clickbait or overly dramatic language that distorts the lived reality of contributors.

Honest storytelling respects the intelligence of your audience and the dignity of your subject. Present stories as they are—not as they might perform online.



## 03 Transparency and Accountability




**Be clear about your identity, your purpose, and your process.** Tell your audience who you are, what your relationship is to the story, and how it was made. Acknowledge what you know—and what you don't.

Transparency includes explaining editorial choices, revealing any funding or partnerships, and disclosing how contributors were selected. When mistakes happen (and they will), correct them openly and promptly.

Accountability also means standing behind your work. Ethical storytellers are responsible not just for what they create—but for how it's understood, shared, and remembered.



## 04 Respect dignity



**Contributors are not characters—they're people with agency, history, and voice.** Ethical storytelling treats them as partners, not props. This means inviting them to co-create the story, honouring their wishes, and using language and imagery that affirms their full humanity.

Avoid narratives rooted in pity or saviourism. Instead, focus on strength, resilience, and lived experience. Let people speak in their own voice, in their own language, and on their own terms.

Above all, remember you are a guest in someone else's story. Listen with humility. Represent with care.



## 05 Cultural Sensitivity




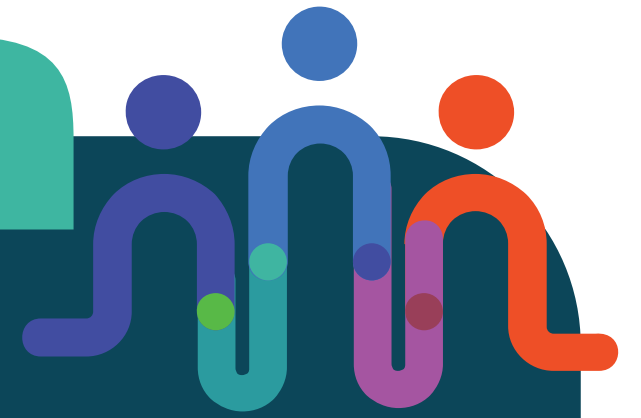
**Culture is not a backdrop—it shapes how people see themselves and how their stories unfold.** Ethical storytelling honours this by learning from and respecting the cultural context of the contributors.

Avoid stereotypes, cultural appropriation, and overgeneralisation. Communities are diverse within themselves—so take time to understand local dynamics, customs, and histories. Be mindful of moral norms, communication styles, and power structures.

Before gathering content, build relationships and consult local voices. Share drafts for feedback. Cultural sensitivity helps ensure stories are shared with respect, not simplification.



## 06 We Are All Multidimensional and Intersectional



**No single identity defines a person. Race, gender, disability, class, age, religion, and other factors intersect to shape experience.** Ethical storytelling reflects this complexity instead of flattening people into single-issue roles.

Show contributors in full: their jobs, their dreams, their families, their struggles, and their joys. A person affected by poverty might also be a teacher, a parent, or a community leader. Capture the richness of real life.

Intersectional stories are more honest—and more powerful. They challenge stereotypes and help audiences see shared humanity across difference.





## 07 Informed Consent




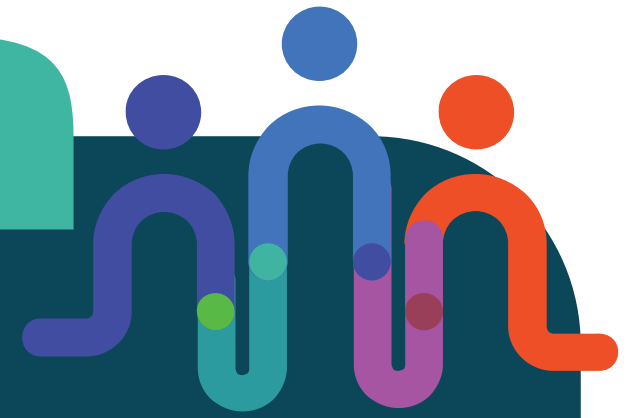
**Consent is not just about signing a form—it's about communication, clarity, and control.** Contributors should understand how their story will be used, where it will appear, and who will see it.

Give people time to consider, ask questions, and set boundaries. Ensure they know they can say no—or change their mind later. Consent should be informed, voluntary, and continuous.

Respect contributors' right to guide their own narratives. A story may belong to your project, but it always starts with the person who lived it.



## 08 Privacy and Confidentiality



**Protecting someone's identity is often critical—especially in stories involving trauma, marginalisation, or risk.** Even when consent is given, think carefully about what details are shared.

Blur names, faces, or locations when needed. Comply with privacy laws like GDPR, and set time limits on how long personal data is stored or published.

Store sensitive materials securely and destroy them when no longer needed. Confidentiality is not just a legal duty—it's a sign of respect and care.



## 09 Care for the Storyteller

**Ethical storytelling also means caring for the people telling the stories.**

Storytellers—especially those sharing lived experiences or working in sensitive or polarising spaces—may face emotional strain, hate speech, or online harassment. Prioritise their well-being, safety, and mental health throughout the storytelling process.

Recognise the emotional toll storytelling can take—especially when it involves revisiting trauma, navigating identity, or speaking truth to power.

Create space for reflection, rest, and emotional support. Before publication, ensure contributors are aware of the risks involved in sharing a story publicly, especially online. Prepare them for the potential of backlash and offer tools or resources to help them respond to or process harmful.

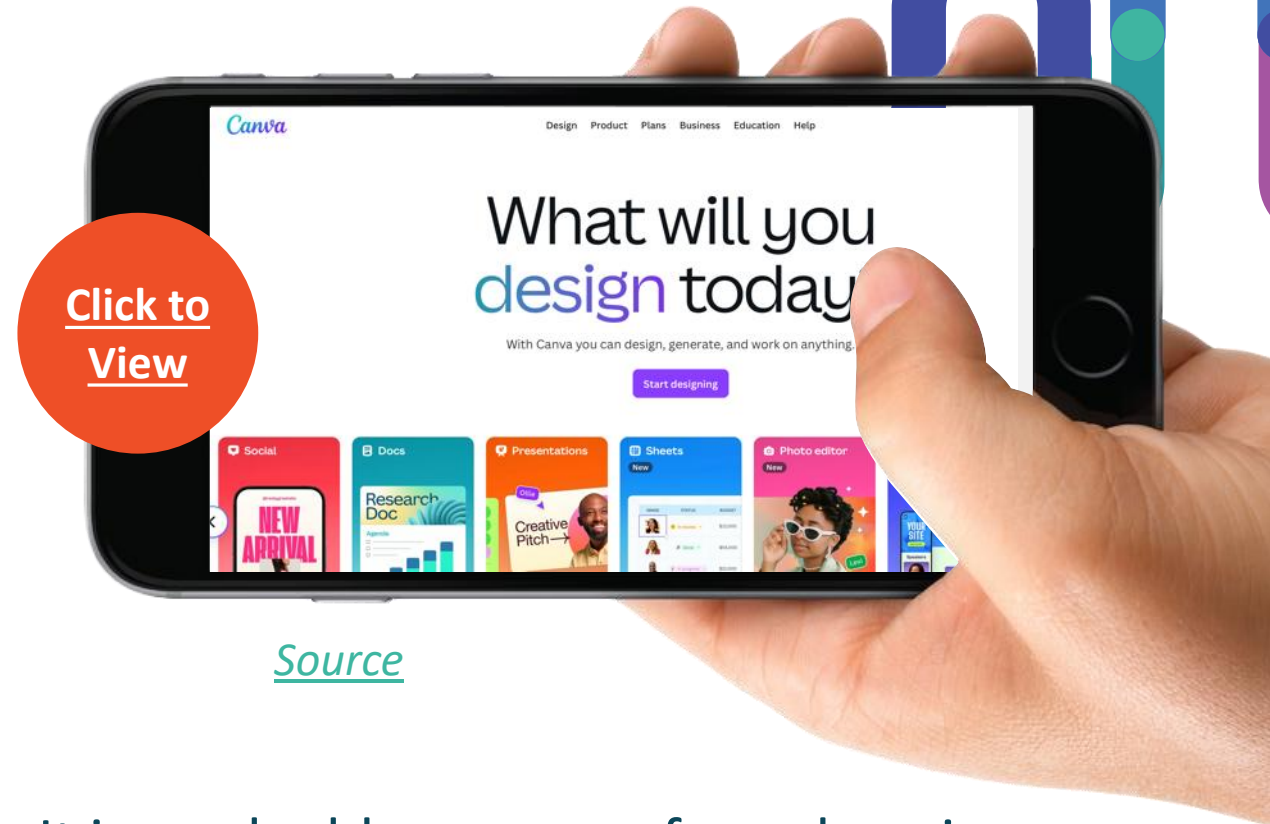
And remember: **this principle applies to you, too.**

# Digital Tools:

## Canva

**You can use tools like Canva to portray your stories.** Canva is an easy-to-use design platform that enables individuals and organisations to create engaging, professional-quality visual content with ease.

Ideal for storytelling, Canva offers a wide range of customisable templates, graphics, and tools to support the creation of presentations, social media posts, reports, videos, and more—no design experience necessary.



[Source](#)

It is a valuable resource for enhancing communication, building brand identity, and increasing impact through compelling visuals.



# Using Media to Promote Equity, Justice and Systemic Change

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## Focus Area 4

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Storytelling as  
advocacy

Storytelling is a crucial tool for activism, allowing underrepresented communities to bring attention to social justice issues and influence policy change for social transformation. Digital media enables grassroots activists to reach global audiences.

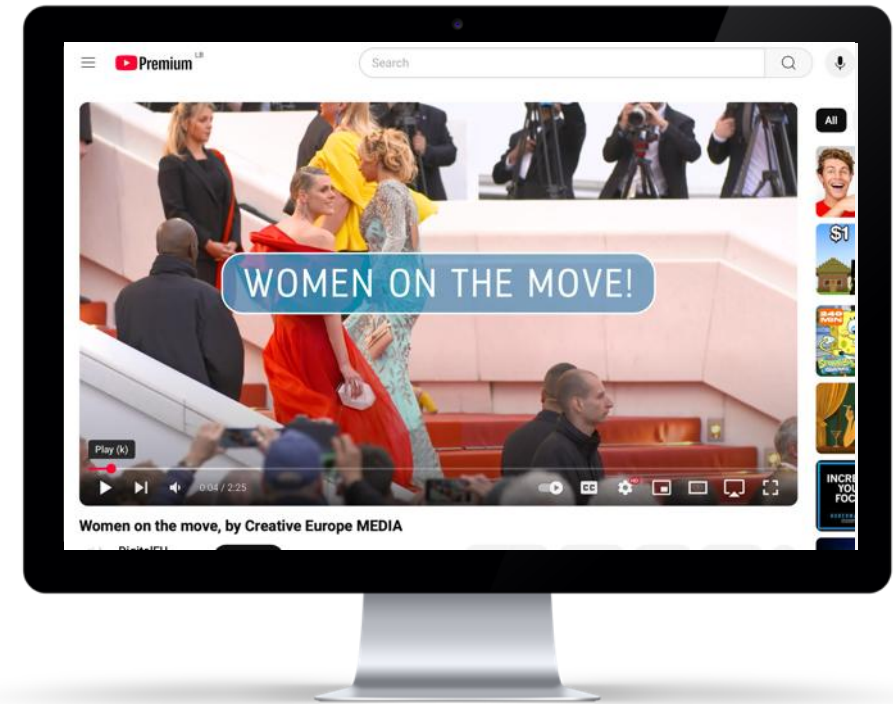


# “Unleashing Innovation in Digital Media Storytelling”



This video explores how public and private media outlets are adapting to the evolving digital landscape. The session highlights best practices, challenges, and emerging opportunities in ethical and sustainable storytelling.

The discussion touches on narrative framing, technological innovation, and the importance of economic sustainability in media formats. It underscores how digital storytelling can balance innovation with integrity, offering a roadmap for media practitioners aiming to engage audiences while maintaining public trust and responsibility.



[Click To Watch](#)



# Digital Storytelling for Activism and Change



**Now that we've established that digital storytelling must be truthful and ethical, let's explore its potential as a powerful tool for activism.**

Storytelling brings abstract issues to life, turning data into compelling, relatable narratives that resonate emotionally and intellectually. Digital platforms enable grassroots voices to bypass traditional gatekeepers, reach global audiences, and shift the narrative in favour of those often unheard. When personal testimony is combined with solid evidence and strategic outreach, storytelling can change public attitudes, influence policy, and empower marginalised communities to reclaim their narratives.

Let's explore campaigns that show how ethical digital storytelling can drive social justice, shape policy, and promote more inclusive societies.

# Case Study: Amnesty International's "Write for Rights" (2001 – ongoing)



Write for Rights is Amnesty International's annual global campaign that mobilises millions of people to stand up against injustice by taking simple but powerful actions—writing letters, signing petitions, and sharing stories. Every year, the campaign highlights individuals around the world whose human rights have been violated, calling on decision-makers to act.



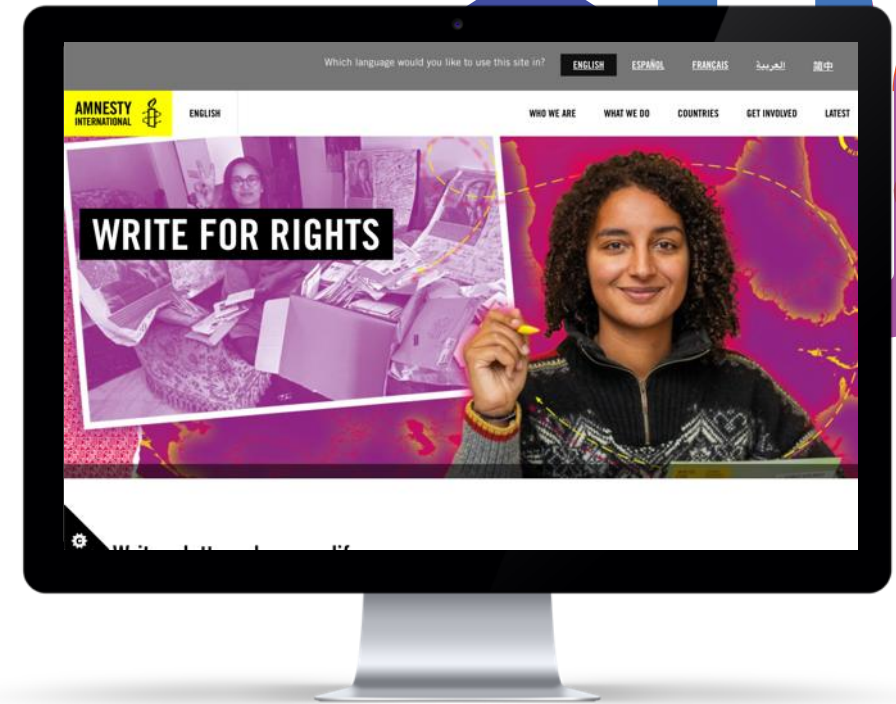
[Click To View](#)

# Case Study: Amnesty International's "Write for Rights" (2001 – ongoing)



Since its launch, Write for Rights has helped free activists, challenge unfair laws, and bring justice in countries like Zimbabwe, Guatemala, and Kyrgyzstan.

It's a powerful reminder that collective action—through words—can create real change.

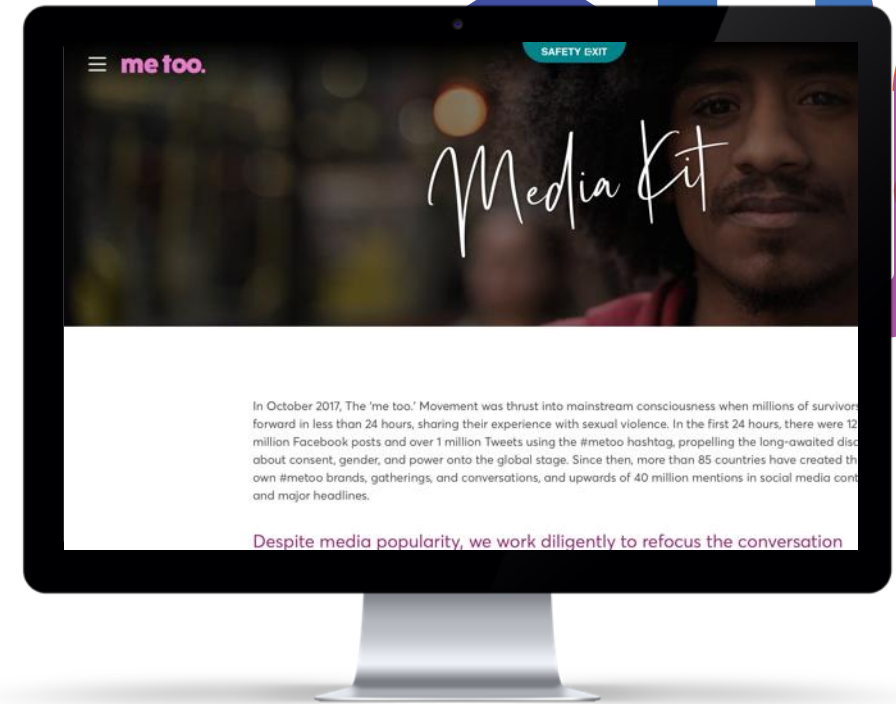


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## Examples: #MeToo (2017 – ongoing)

When actress Alyssa Milano's tweet galvanised survivors to share their experiences, **#MeToo** amassed 12 million Facebook posts and over 1 million tweets in its first 24 hours, driving a global reckoning on sexual violence.

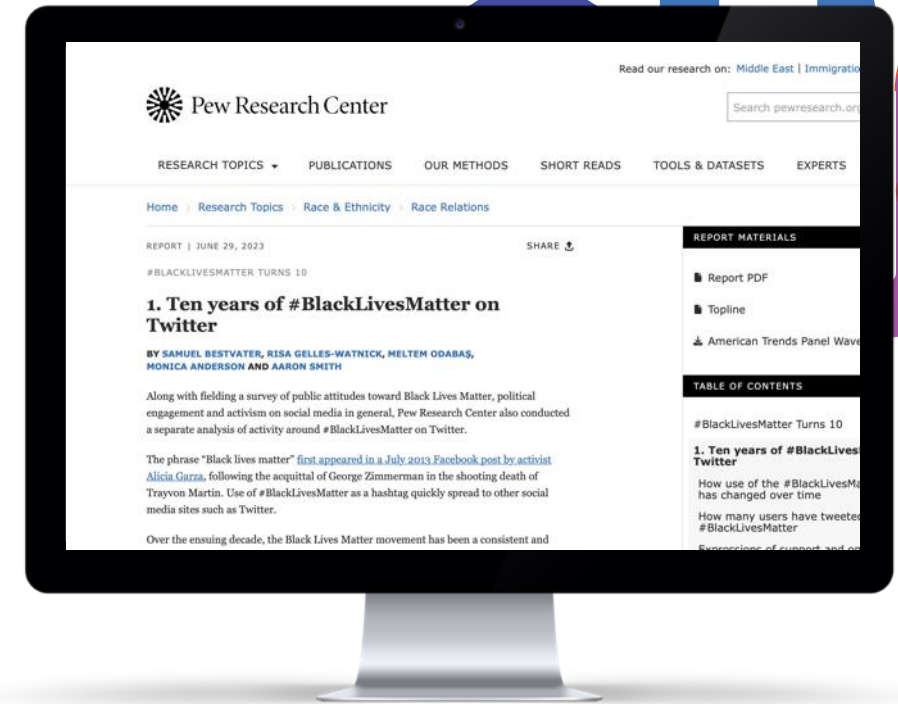
Within its first year, the movement saw more than 19 million uses of #MeToo—an average of over 55 000 tweets per day—sparking policy reviews and high-profile accountability actions.



[Click To View](#)

# Examples: #BlackLivesMatter (2013 – present)

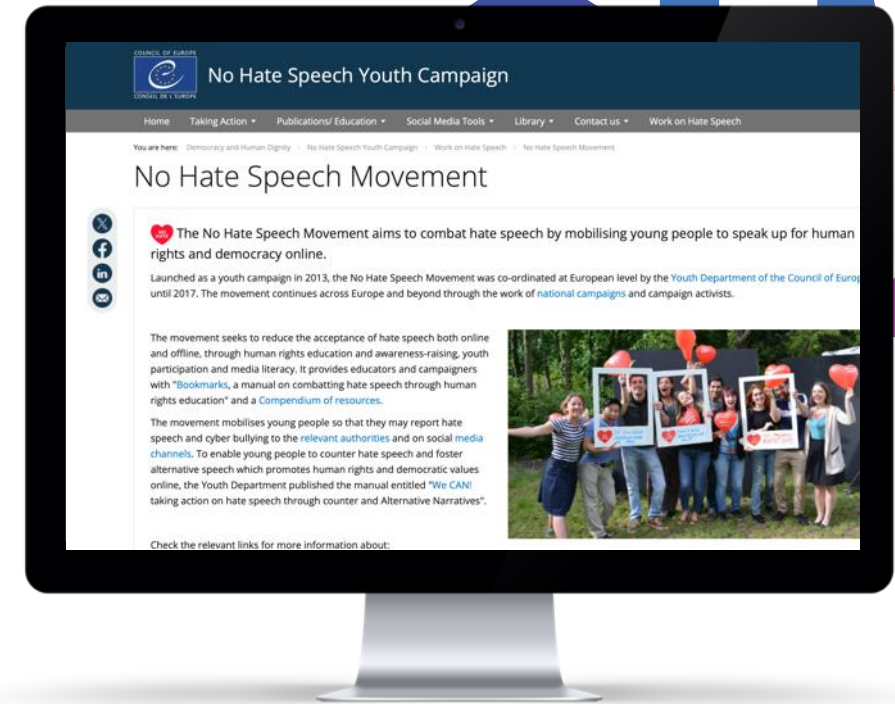
Originating after the acquittal of George Zimmerman, **#BlackLivesMatter** has become a sustained digital movement; Pew Research collected over 44 million tweets using the hashtag between 2013 and 2023. Its online footprint has helped to organise mass protests, inform policy debates on policing and drive corporate diversity commitments, especially following its resurgence in 2020 .



[Click To View](#)

# Examples: No Hate Speech Movement (2013 – present)

The Council of Europe's **No Hate Speech Movement** mobilised young people in 45 European countries, providing toolkits, workshops and an online platform to report and counter hate speech. Academic analysis shows that by 2017, user-generated counter-narratives turned participants into “persuaders” themselves, creating a self-sustaining peer-to-peer advocacy network against online discrimination.



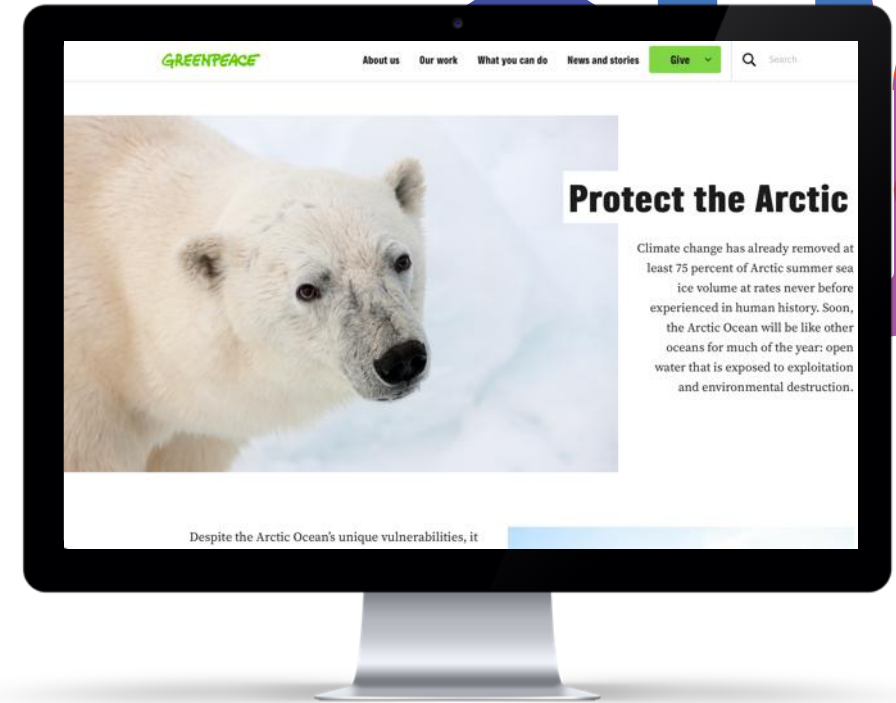
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# Examples: Greenpeace “Protect the Arctic” (2013 – ongoing)

Greenpeace’s **Save the Arctic** campaign has rallied over 8 million supporters worldwide to call for a UN sanctuary in the Arctic high seas, demonstrating how digital petitions and social-media storytelling can pressure governments.

A Greenpeace survey found 74 % support across 30 countries for a protected Arctic sanctuary, underscoring the campaign’s ability to translate online engagement into broad public consensus .



[Click To View](#)



# Additional Resource

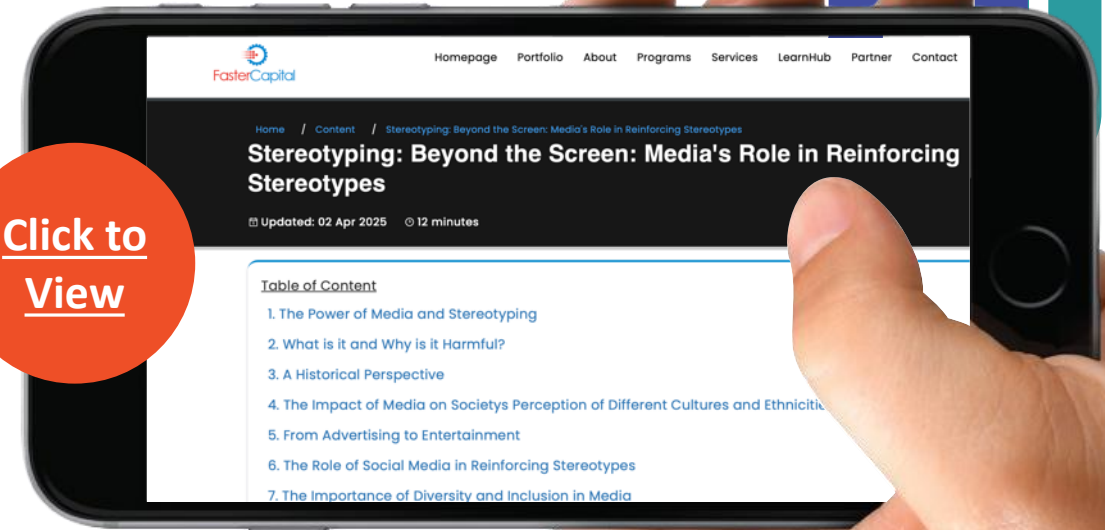
## Article



### Stereotyping: Beyond the Screen

Analyses how media reinforces or challenges stereotypes across various platforms.

[Click to View](#)



[Source](#)

# Additional Resource

## Interview



### Ethical Storytelling: A Guide for Nonprofits

Discusses the ethical implications of narrative choices and their social impact.



[Click to View](#)



[Source](#)

# Additional Resource

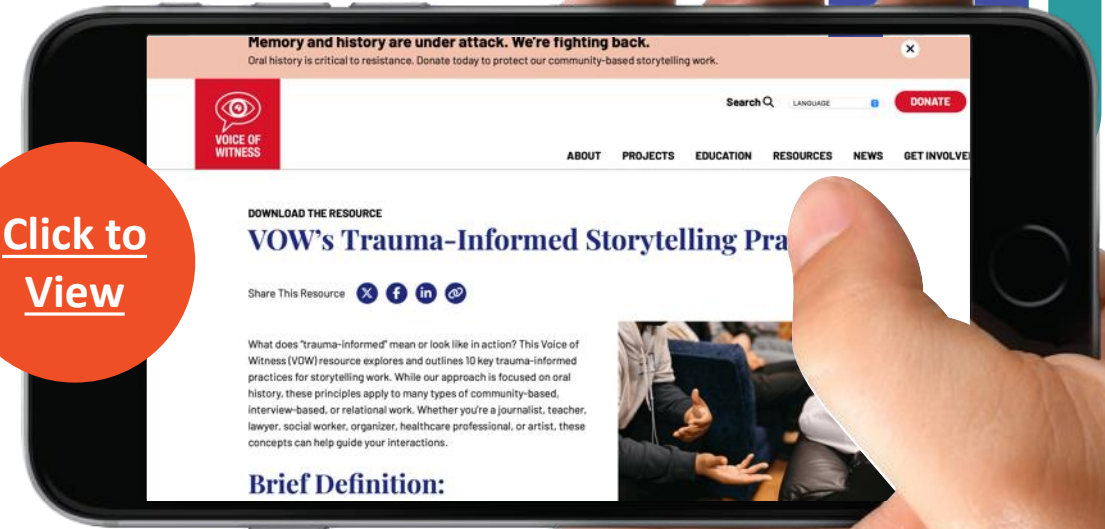
## Guide



### Trauma-Informed Storytelling Practices

Provides practices for ethical and supportive storytelling environments.

[Click to View](#)



[Source](#)

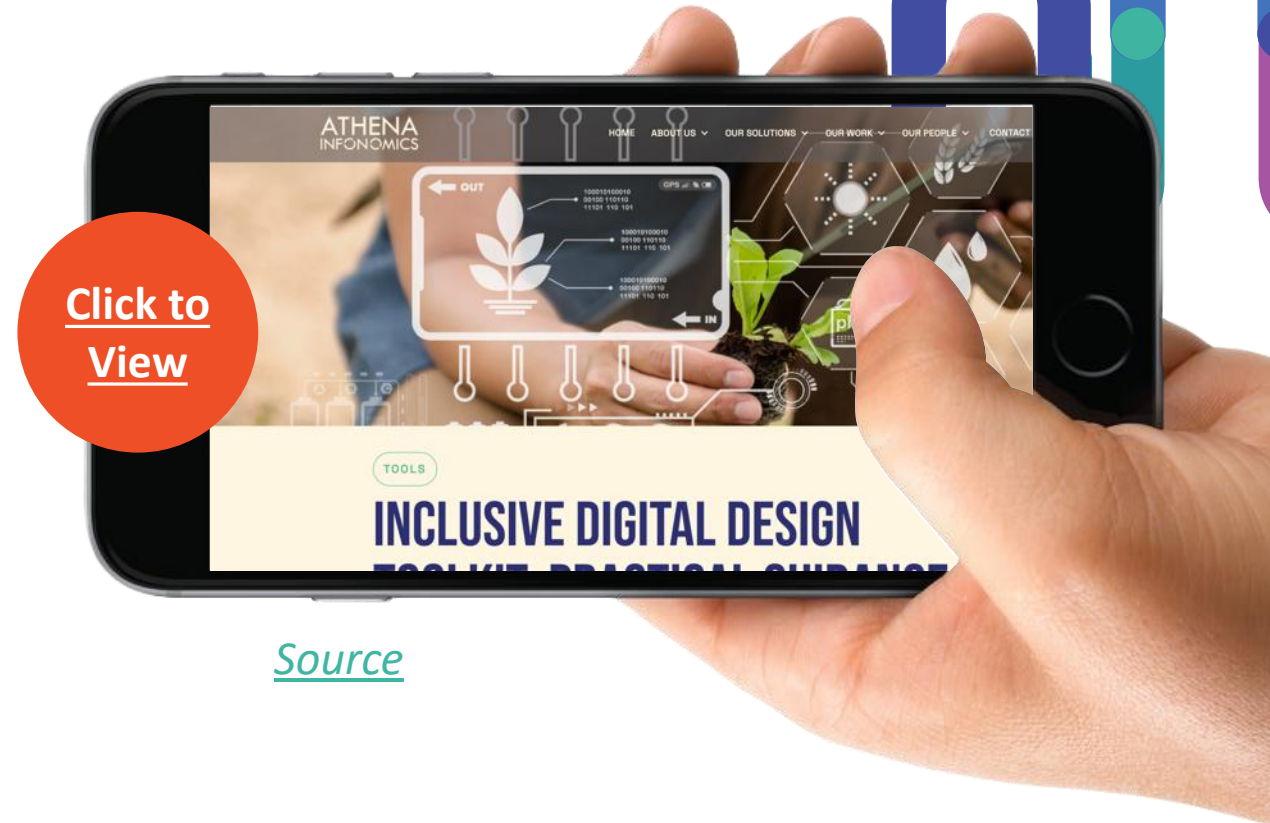
# Additional Resource

## Toolkit



### [Inclusive Digital Design Toolkit](#)

Offers guidance to mitigate unintended consequences in digital design, focusing on accessibility.



[Source](#)

# Conclusions

Let's make a recap!







# Conclusions



1

## Representation in digital media

- European digital media **still lacks representative diversity**—women, ethnic minorities, disabled people, LGBTQ+ individuals, and older adults remain underrepresented both on-screen and in media leadership.
- **Stereotypes persist** in news and entertainment formats, often reducing complex identities to simplistic or harmful tropes.
- **Algorithmic and systemic biases** in hiring, content distribution, and platform moderation disproportionately disadvantage marginalised voices.
- **Representation shapes reality**—how communities are portrayed influences public opinion, civic participation, and policy priorities.
- **Inclusive media requires structural change**—not just better stories, but better systems.



# Conclusions



2

## The power of the digital narrative

- Digital storytelling has immense power to **humanise issues, dismantle biases, and promote empathy**, but it must be used responsibly.
- **Misinformation can deepen prejudice** and fracture communities—especially when emotional narratives or imagery are used without context or verification.
- Ethical storytelling means: Upholding **truth, dignity, and transparency**. Securing **informed consent**. Avoiding **sensationalism and exploitation**. Representing people as **multi-dimensional and intersectional**.
- **Verification practices** (e.g., checking source credibility, cross-referencing facts, recognising manipulation) are essential for responsible content.
- When grounded in ethics, storytelling becomes a **tool for justice, inclusion, and solidarity**.



# Final exercises

---

Let's test your knowledge!





## Exercise 1



→ Taking for example the BBC 50:50 Equality project, search for a good practice or initiative led by a media organisation, platform or project that aims to improve and secure diversity, equity or representation in their internal organisation or in digital media.

→ **Instructions:**

- 1** Choose an initiative or strategy implemented by a media outlet, production company, public broadcaster, digital platform, or NGO.
- 2** Research and analyse the initiative using the categories presented in the next slide.
- 3** Prepare a small presentation, poster or infographic summarising the initiative.



## Exercise 1



➔ **Organisational Background:** Briefly describe the organisation or platform that launched the initiative.

*Where is it based?, What kind of media content does it produce or influence?*

➔ **Goals & Target Areas:** Explain the main objective of the initiative.

*Does it aim to increase representation on-screen, behind the scenes, in leadership, or in algorithms?, What identity groups or issues does it focus on (e.g. gender, race, disability, LGBTQ+, etc.)?*

➔ **Actions & Strategies:** Describe what specific actions the initiative is taking.

*Inclusive hiring? Unconscious bias training? Diverse sourcing? Content guidelines?, Is it backed by data or measurable targets?*



## Exercise 1



**Impact & Evaluation:** Summarise what impact the initiative has had so far (if available).

*Are there measurable results or public reports?, What has improved? What challenges remain?*

**Why It's a Good Practice:** Reflect on why this initiative stands out as a good example.

*How does it address the representation gaps discussed in Section 5?, What makes it a model for others to follow?*



## Exercise 2



Choose a **single news story or social issue** involving a vulnerable or marginalised group (e.g. Roma youth, refugee arrivals, LGBTQ+ rights, disabled activists). Compare how **two different European media outlets** cover the story. Compile it into a 1–2 page comparison report or a short presentation (e.g. slide deck or infographic).

### Instructions:

1

**Select a recent story or social issue and choose two media platforms or outlets that report on it.** These can be *European/international* (e.g. Euronews, Politico Europe, Reuters EU) or *national/local* (e.g. Le Monde, El País, Deutsche Welle, Novinky.cz, etc.).



## Exercise 2

2

**Analyse both versions** using the categories from the next slide.

**Write a short reflection**

3

summarising key similarities and differences between the two outlets.

4

**Propose 2–3 practical recommendations** for how each outlet could improve the way it reports on marginalised groups.







## Exercise 2



➔ **Visibility & Scope:** Evaluate whether all relevant groups involved in the story are included in the coverage.

*Are some communities fully represented while others are left out or minimised?, Does each outlet acknowledge the group's identity (e.g., ethnicity, gender, disability)?*

➔ **Narrative Framing:** Examine how individuals or communities are introduced and described.

*Are they framed as victims, threats, activists, contributors, etc.?, Are they reduced to stereotypes, or portrayed with complexity and agency?, Are the stories reactive (e.g., only reported during crisis), or part of broader, regular coverage?*





## Exercise 2



➔ **Tone & Language:** Assess the choice of words and the emotional tone of the article.

*Is the language neutral, sensationalist, alarmist, sympathetic, or dehumanising?, Are adjectives, metaphors, or labels used that carry bias (e.g., “wave of migrants”, “illegal”)?*

➔ **Context:** Determine whether the report includes relevant background or systemic analysis.

*Does it explain the historical, social, or political factors behind the issue?, Or is it focused only on a specific incident without deeper insight?*



## Exercise 2

➡ **Fact Checking:** Examine if the information is trustworthy.

*Use some of the tools that have been presented to check if the information is reliable.*

➡ **Visuals (if applicable):** Analyse the use of images or video accompanying the story.

*Are the visuals authentic or generic/stock images?, Do they show the individuals with dignity, or highlight suffering or stereotypes?, How do the visuals shape the emotional perception of the story?*



# Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space

You have completed **Part 1**  
**Representation in digital media the power of  
the digital narrative**

Next is **Part 2**  
**Digital storytelling for social changes media  
and cultural heritage**

[www.includememedia.eu](http://www.includememedia.eu)

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