

Termin 1: 06.03.2023

Impulsvortrag mit Diskussion: Lernen im digitalen Alltag

Moodle als Erweiterung des Unterrichts

Methode 1: Arbeitsteilig Ergebnisse sammeln

Moodle kann sehr gut dazu genutzt werden, um verschiedene Schüler:innen-Ergebnisse an einem Ort zu sammeln, z.B. Zusammenfassungen von Inhalten, verschiedene Lösungswege für die selbe Aufgabe etc.

Beispiel: Englisch Kursstufe

Die Schüler:innen schauen alle ein Video und fassen es zusammen. Dann sucht sich jeder eines von drei weiteren aus und fasst dies ebenfalls zusammen.

Somit bekommt die ganze Lerngruppe eine vertiefte Zusammenfassung von Video 1 und einen größeren Überblick über drei weitere Videos.

Die Ergebnisse werden im Unterrichtsgespräch diskutiert, in der Lernplattform ist die schriftliche Zusammenfassung für alle zugänglich.



TASKS

1. Watch video A and take notes on the most important points and open questions.
2. Choose one of the videos B – D and do the same.
3. Post your notes and open questions below the videos.

An overview of social media's impact

TASKS

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Beobachten

(A) How a handful of tech companies control billions of minds every day



Beobachten

Key points

- posts or notifications are scheduling little blocks of time in our mind → this leads to thinking about things that we maybe didn't even want to think about
- they are using methods to maximize your screen time
 - autoplay on YouTube, Netflix etc.
 - pressure on Instagram
 - outrageous content instead of calm content → suspenseful content is the most profitable
- media forces our real-life conversation, our democracy and our ability to have the relationships we want with each other
- leads to the problem:
 1. acknowledge that our minds can be scheduled
 2. new business models
 3. designer renaissance
- we should care and solve this problem instead of creating new ones
- in the end, time is the only important thing and we should use it wisely

Beobachten

Open questions

- Wouldn't every company run itself by abolishing these mechanisms as long as at least one company continues to use them?

Beobachten

(B) Manipulation on YouTube



Beobachten

Key points

- the fastest gets views because humans get views → but probably not
- the intention to do manipulated videos on YouTube is either financially motivated or ideological (mostly financially motivated)
- most of these videos aren't made by humans → technologies
- artificial engagement pushes the videos until real ones get in

Beobachten

Open questions

Beobachten

(C) Manipulation on Twitter



Beobachten

Key points

- there's a bug on Twitter → Twitter is under a cyberattack
- advertising is the aggression
- it's very hard to keep balance between free expressions and safety
- there are a lot of bots accounts who can get out of control → it's really hard to spot a real person's behaviour between tons of bots
- black market is interested in people's personal data from Twitter → anonymous attackers are very dangerous
- you can actually buy fake activity on Twitter
- once something gets attention on Twitter it can easily land on a real newspaper → journalist's greatest tool for manipulation
- meta-manipulation → you trick the algorithm of a social media platform to get your content trending
- you can buy literally any customized account to manipulate a certain group of people

Beobachten

Open questions

Beobachten

(D) Manipulation on Facebook



Beobachten

Key points

1. extreme examples:

- genocide in Myanmar because of the spreading of misinformation about ethnic minorities → Facebook's engineers do not understand the languages that are spoken in Myanmar, also Myanmar has not standardized on Unicode, a code called Devanagiri is used → problem for engineers

2. everyday manipulation:

- more likes and views → more likely to interact → changes the way of thinking about a certain topic
- political and commercial manipulation by buying engagement (bots that are voting, liking/commenting posts) → hard to detect

3. efforts to protect us:

- example: in 2018, Russia organized two groups with different interests to post right in front of each other
- goal: make people mad, not only online but also in real life
- engagement algorithm is built in a way that posts that are providing get more engagement, Facebook is able to change that by removing or reducing extreme content → better environment for people
- Facebook developed defense mechanisms: artificial intelligence as well as human intelligence is used to investigate the content of ads, their safety, their accordance with the business policies (transparency tool - archive of ads, to see who paid for these ads, etc.)

4. Fake accounts:

- millions of them are being removed everyday
- accounts are getting hijacked

5. Facebook's efforts to stop it:

- automatic system that tries to remove fake accounts
- learn about the behavior, investigators look at how different accounts work with each other, what are they doing to conceal their identity?

Beobachten