

Termin 1: 06.03.2023

Impuls vortrag 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

- Watch video A and take notes on the most important points and open questions.
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(A) How a handful of tech companies control billions of minds every day

TRISTAN HARRIS
THE POWER OF TECH COMPANIES CONTROLLED BY MINDS
EVERY DAY

Key points

- points 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
- Falling into reward loops
- They are using methods to maximize your screentime:
 - addictive (in YouTube, Netflix etc.)
 - algorithmic content
 - intriguing content instead of random content ... susceptible content is the most profitable
- media harms our real-life conversation, our democracy and our ability to have the relationships we want with each other
- we can do something about it:
 - acknowledging that our minds can be scheduled
 - new business models
 - designer environments
- 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

Open questions

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

(B) Manipulation on YouTube

Key points

- the internet gets worse because humanity gets worse - Kat: probably not
- the intention to do manipulated videos on YouTube is either financially motivated or ideological (mostly financially motivated)
- the creation of these videos can't made by humans - it's done by AI
- artificial engagement pushes the videos until real ones set in

Open questions

(C) Manipulation on Twitter

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 expression and safety
- there are a lot of bot accounts who can get out of control - it's really hard to spot a real person's behaviour between tons of bots
- Black markets is interested in people's personal data from Twitter - anonymous attackers are very dangerous
- you can actually buy fake activity on Twitter
- since something gets attention on Twitter it can easily land on a real newspaper - journalists 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

Open questions

(D) Manipulation on Facebook

Key points

- extreme examples
 - genocide in Myanmar because of the spreading of misinformation about ethnic minorities -> Facebook's engineers do not understand the language that are spoken in Myanmar, due Myanmar has not standardized on Unicode, a code called Zuegii is used -> problem for engineers
- 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 (posts that are viewing, liking/commenting posts) -> hard to detect
- efforts to police us
 - example: in 2018, Russia organized fake groups with different interests to protest right in front of each other
 - goal: make people react, not only online but also in real life
 - engagement algorithms is build in a way that posts that are providing get more engagement, Facebook is able to change that by removing or reducing engagement measurement -> better engagement for political parties
 - Facebook developed a database mechanism, artificial intelligence as well as human intelligence is used to investigate the content of ads, their safety, their accordance with the community policies (transparency tool - archive of ads, to see who payed for these ads, etc.)
- fake accounts
 - millions of them are being removed everyday
 - accounts are getting injected
- Facebook's efforts to stop it:
 - automatic system that tries to remove fake accounts
 - learn about the behavior, investigations look at how different accounts work with each other, what are they doing to conceal their identity?