PERSONALEYES
DIGITAL FIRST AID
PRESENTATION BOARDS

**PersonalEyes + Digital First Aid**

- Trolls
- Hate speech
- Radicalization
- Cyber bullying
- etc.

- Where?
- Who?
- Diagnose

- What?
- Cause?

- Fix
- Align
- Prescribe
- Training
- Law

- Treat
- Common cold

**Precious Learning from Previous Failures**

- Letting go of precious view of truth
- Combatting the idea that regulation = censorship
- "Ignore" echo chambers until they go away (can't do it!)
- Lack of specificity
- Factoring out human element is unrealistic
- Intellectual snobbery
- Weaponizing echo chambers for political gain / delegitimize viewpoint
PERSONAL EYES: Digital First Aid

The Wizard:
- Trolls
- Hate Speech
- Radicalisation
- Cyberbullying

Diagnose:
- Where?
- Who?
- What?
- When?
- Trolls
- Resource Centre
- Online

Prescribe:
- Tech
- Rules
- Online Media

Treat!
- Data-led
- Directed advertising
- Working with SM platforms
- Engagement (3)
- Media
- Trolls
- Suspicious
- Suspicious
- Suspicious

WORKING WALLS

The Wand:
- Tech
- Rules
- Online Media

Changing Habits + Skills:
- Changing habits
- Educators
- Platform-led changes
- Algorithms
- Detecting
- Preparing
- Codes
- Students
- Online

Regulation + Law:
- Codes
- Students
- Preparation
- Observations
First Aid for the Internet

- Diagnose
- Prepare
- Pop!

Populism?
Trolls?
Misogynists?
Don't Worry!
PERSONALEYES:
DIGITAL FIRST AID

TROLLS
RAT SPEECH
RADICALIZATION
CYBER BULLYING
ETC.

DIAGNOSE
WHERE
WHO
WHAT
CAUSE

PRESCRIBE
TECH
FUNDS
MEDIA
INFLUENCES

TREAT!

THE FIRST EXPERIMENT

1. IDENTIFY ECHOCHAMBER:
Twitter/Conorory
ABUSE OF FEMALE MPs

2. DIAGNOSE
- are they linked?
- what social platforms do they use
- do they share the same links/content?

3. DOES DIRECT ADVERTISING
* weaponized personalization *
work?
A. They’re human vs. B. "Corbyn says stop"
too
Test
and measure post volume

4. LEARNING

5. SCALE
PROBLEM

1. Echo Chambers

HUMAN BEING
HOMOPHILY

SOCIAL NETWORKS

Consequences:

2. Who chamber - Balkic/ Ukrainian are failed states

3. Who is communicating? unsatisfied people with their lives

Where - media; social networks
THE First Experiment

1. Take on each chamber (abuse of)
   female MPs

2. Are they linked?
   Do they speak to each other?
   Do they share the same strategy?
   What platforms do they use?

3. Does directed advertising (unsolicited personalization)
   work?
   "They are hanging too"
   "Carwyn says stop"

4. AB Testing
   Pre-post Volume
   9 etc.

4. Zooming
VISUAL NOTES

Our Concept & Its Potential Impact — Our Learning and Its Potential Impact

- A Guide and a Framework
  - Core Values for Community
  - Rules of Engagement
  - New Recipes
  - Civx Space
  - Inclusive Public Sphere

- Tell Our Story
  - Bring Together
  - Community
  - Journalism

- Solution
  - Clear Rules of Engagement
  - Mission Statement
  - Media Funding Kit

- Particpation
  - Grant Giving for Journalism

- Lyra
  - From Silos to Network
  - Impact
  - Expose Abuse of Power
  - Share Knowledge
  - Develop Methodologies

- Audience
  - Stories
  - Content Network
  - Storytelling, History Making, Speaking Truth to Power

- Matched Crowdfunding
  - For High Impact Journalism
  - Foundation
  - Community

- Breakdown the Audience
  - Simplicity Selection Process

- Echocambers
  - Personalized Digital First Aid
  - Identify Types of Echocambers
  - Treat

- Interview
  - Where
  - What
  - How

- Test with One Story
  - Film: Engineering
  -Diving into Investigative Journalism

-Film Light
  - Spot
  - Movie