

# Democracy, inclusion and participation in the age of social media

2021

# Welcome & Icebreaker

**What is your favorite TV show?**



## Today we are going to discuss:

- Democratic participation in the digital space
- The representation of marginalized groups through digitalization
- The role of social media and social movements in a digital Europe

# What is democracy?

- The word **democracy** itself means rule by the people
- A democracy is a system where people can change their rulers in a peaceful manner and the government is given the right to rule because the people say it may



# The 3 I's

In order for us to have a strong and vibrant democracy, we need the 3 I's:

- **Inform**
- **Inspire**
- **Involve**



Being informed is the first step to democratic participation.  
**Where do we get our information from most of the time?**

- **Television**
- **Radio**
- **Newspapers**
- **Internet**



- According to a study released by Statista in the beginning of this year, the internet and television are the most common sources of information for Europeans
- 70% of Germans, 79% of Spaniards, 74% of Italians get their information from the internet
- All this clearly shows us that digitalization plays a very important role in our democracy
- So we have to make sure that most people have access, and a voice on digital platforms so that no one is left behind

# Ways in which we can ensure widespread access to digital platforms

- Even though the internet is the biggest source of information today, not everyone has access to it
- Internet poverty is real and it needs to be dealt with in order for us to guarantee equal participation
- **How can we do this?**

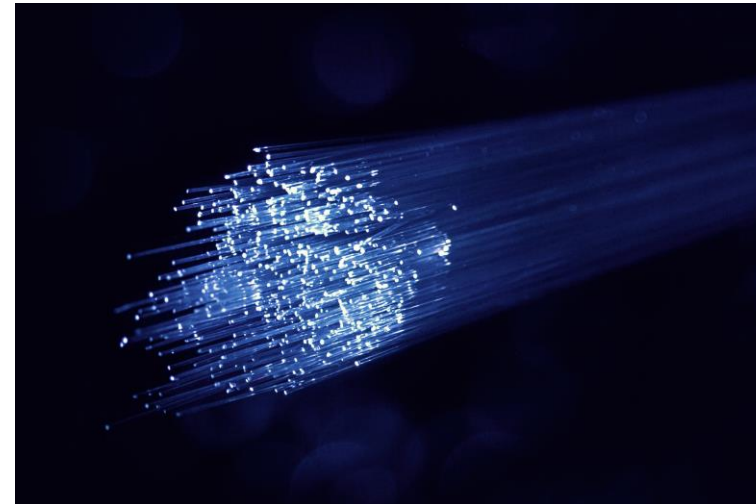




# The digital chasm

- Availability and affordability are what we refer to as the digital chasm
- Fast and reliable internet at an affordable price
- If we work on these two issues, then more and more people will be brought on board
- **Who needs to do this?**

→ A collaboration between the private and public sector can be one way of increasing access



- Inspiration awakens us to new possibilities by allowing us to transcend our ordinary experiences and limitations
- Inspiration also propels a person from apathy to possibility, and transforms the way we perceive our own capabilities
- Recent research conducted by the Harvard Business Review, shows us that inspiration can have a major effect on important life outcomes
- **I am going to put this question to you**

# What/who inspires you?



- For a democracy to thrive, I believe that we need to have equal and diverse participation
- Diversity is not an abnormality but the very reality of our planet
- Civility is a sensible attribute in this kind of world we have. Narrowness of heart and mind is not
- **How can we make sure everybody is involved, and that marginalised communities are not left behind?**



# What we can do to increase involvement especially when it comes to marginalized communities

- To lobby social media platforms to put in place stronger safety measures to guard against online hate and bullying
- To encourage lawmakers to enact tough laws against any form of discrimination
- To create safe bubbles within the internet where members of different communities can meet to discuss issues affecting them in a civil way
- To increase and promote positive visibility so that young people from marginalized communities can have images of themselves in mainstream platforms

# Now that we are informed, inspired and involved. What is next?

- After we have informed ourselves, and we are inspired to take on the world, how can we use social media as a tool to advocate for what we are passionate about?
- What can we learn from viral and popular social movements like Fridays For Future and the Black Lives Matter Movement?



# What is the Black Lives Matter movement?

- The Black Lives Matter movement is a decentralized political and social movement protesting against incidents of police brutality and all racially motivated violence against black people



# What is Fridays For Future?

- Fridays For Future is an international movement of school students who skip Fridays classes to participate in demonstrations to demand action from political leaders to take action to prevent climate change and for the fossil fuel industry to transition to renewable energy





# Assignment

**The next few slides are to help the students with information on how to take advantage of social media to start their own campaigns**

# Harnessing the power of social media

- According to Statista, social media users in 2020 amounted to over 3.6 billion users across all platforms
- This number is set to increase to 4.41 billion users by 2025
- Social media has also shown us that we can all have a platform and a voice simply by creating an account
- Gone are the days when a few powerful people had access to traditional media platforms like TV, Radio and Newspapers

# The 4 steps to a successful social media movement

## Establish your visuals

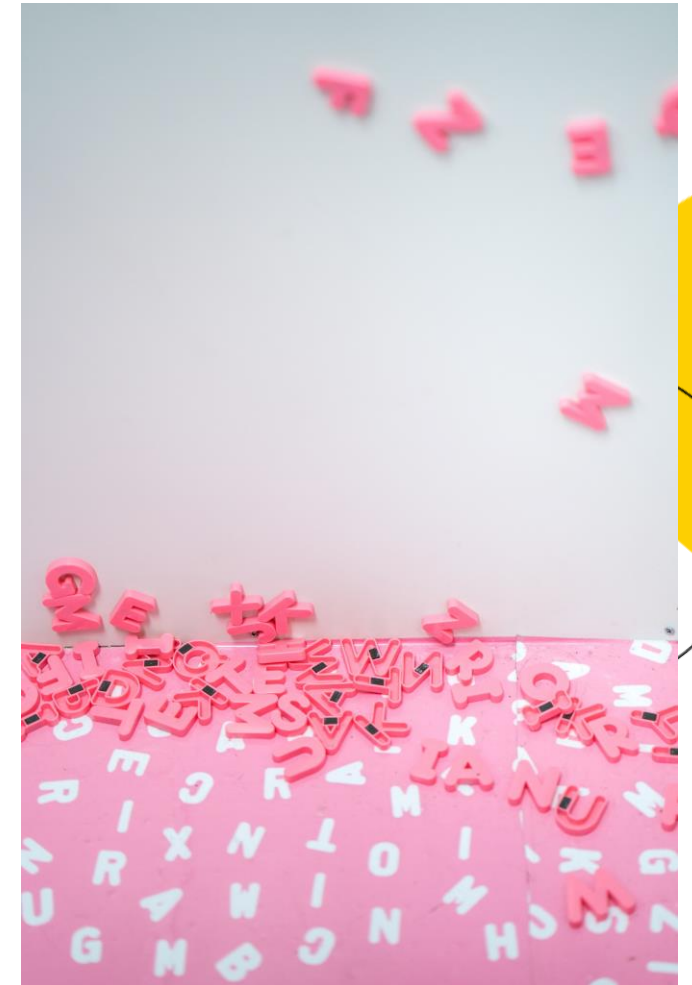
- Branding and visuals can make or break your campaign idea. So it's very important to get this right. Being creative helps in creating viral campaigns. Think outside the box!



# The 4 steps to a successful social media movement

## Language matters

- When we are drafting a campaign, it is very important to use correct and inclusive language so that no one is left behind. Discriminatory language reproduces discriminatory structures that we are trying to change.



# The 4 steps to a successful social media movement

## Have a clear idea of the audience you want to reach

- A successful campaign always has a strong focus on who it wants to reach first. For example, the Fridays For Future first targeted school children and once that was successful, others came on board



# The 4 steps to a successful social media movement

## Make it easy

- We live in a world that's constantly on the move. Most people don't have the time to consume or read complex campaigns. So the simpler and catchier the message is, the more successful the campaign will be.



# Questions





# Thank you for your attention!

**This educational material is licensed as CC BY-NC-SA and was developed within the Fellowship „Digital Europe“ of the Alfred Herrhausen Gesellschaft and the Schwarzkopf Foundation Young Europe.**

