



DIGI-Story

Digital Storytellers:
Empowering Youth
Through Media Literacy
and Transmedia

2025-1-CZ01-KA210-YOU-000361741

ONLINE BEHAVIOUR GUIDE

Module 1
Internet & Social Network Usage



Co-funded by
the European Union

What you will find in the guide?

Module 1



Internet & Social Network Usage Habits

The dopamine loop, variable rewards, the attention economy, and digital minimalism.

Module 2



Information and Disinformation

Lateral reading, the psychology of viral content, AI deepfakes, and active bystander intervention.

Module 3



Responsible Content Consumption and Production

The power of the prosumer, digital empathy, copyright, and the Transmedia storytelling canvas as a creator's checklist.

Module 4



Data Protection and Online Safety

The value of data, phishing, and artificial intelligence in scams, along with a security comparison of iOS vs. Android.

Module 5



Content Personalization and Algorithms

Collaborative and content-based filtering, implicit data collection, echo chambers, and algorithmic bias.

Module 6



Digital Footprint and Privacy Management

Active vs. passive footprint, the illusion of privacy, digital reputation, and the Green digital footprint.

Navigation in the Guide

Introduction



Key Learning Objectives



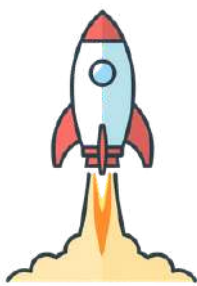
Challenge



Content of the Module



Call for Action



Additional Resources



Module's
overview

Module 1





Internet & Social Network Usage Habits



Introduction

Being online isn't just an **option** anymore.

It's practically a **requirement**. But here is the catch: understanding how social networks intentionally hack our brain chemistry is now an absolute **survival skill**. Most apps are engineered from the ground up to grab your attention and never let go. This module isn't going to preach to you about deleting all your accounts. Instead, it's about upgrading your digital awareness so ***you run the technology, rather than letting the tech run you.***





Internet & Social Network Usage Habits



Key Learning Objectives



WHY

It is important

- Your attention is the world's most valuable currency - learn how to **stop spending it mindlessly**.
- Your digital habits directly correlate with your **mental health, sleep quality, and productivity**.
- Algorithms create **echo chambers** (filter bubbles) that severely limit your worldview.
- Internet services are **not free**; in reality, you pay for them with your behavioral data and time.



WHAT

You will learn

- Identify *DARK PATTERNS* in app design and learn how to bypass the dopamine loop.
- Create a personalized digital hygiene routine that works with your lifestyle.
- Learn how to *RESET* your algorithm to discover diverse and high-quality content.
- Master digital minimalism strategies to declutter your digital life.





Internet & Social Network Usage Habits



Challenge



ARE YOU READY
FOR
A 24-HOUR
DETOX?

*Could you survive a full 24 hours without
checking your most-used app?*

Your main **challenge** here is confronting
PHANTOM VIBRATION syndrome

*that weird urge to **check** your phone even when it
didn't **buzz**.*

It's time to reclaim your focus in a hyper-
distracted world.

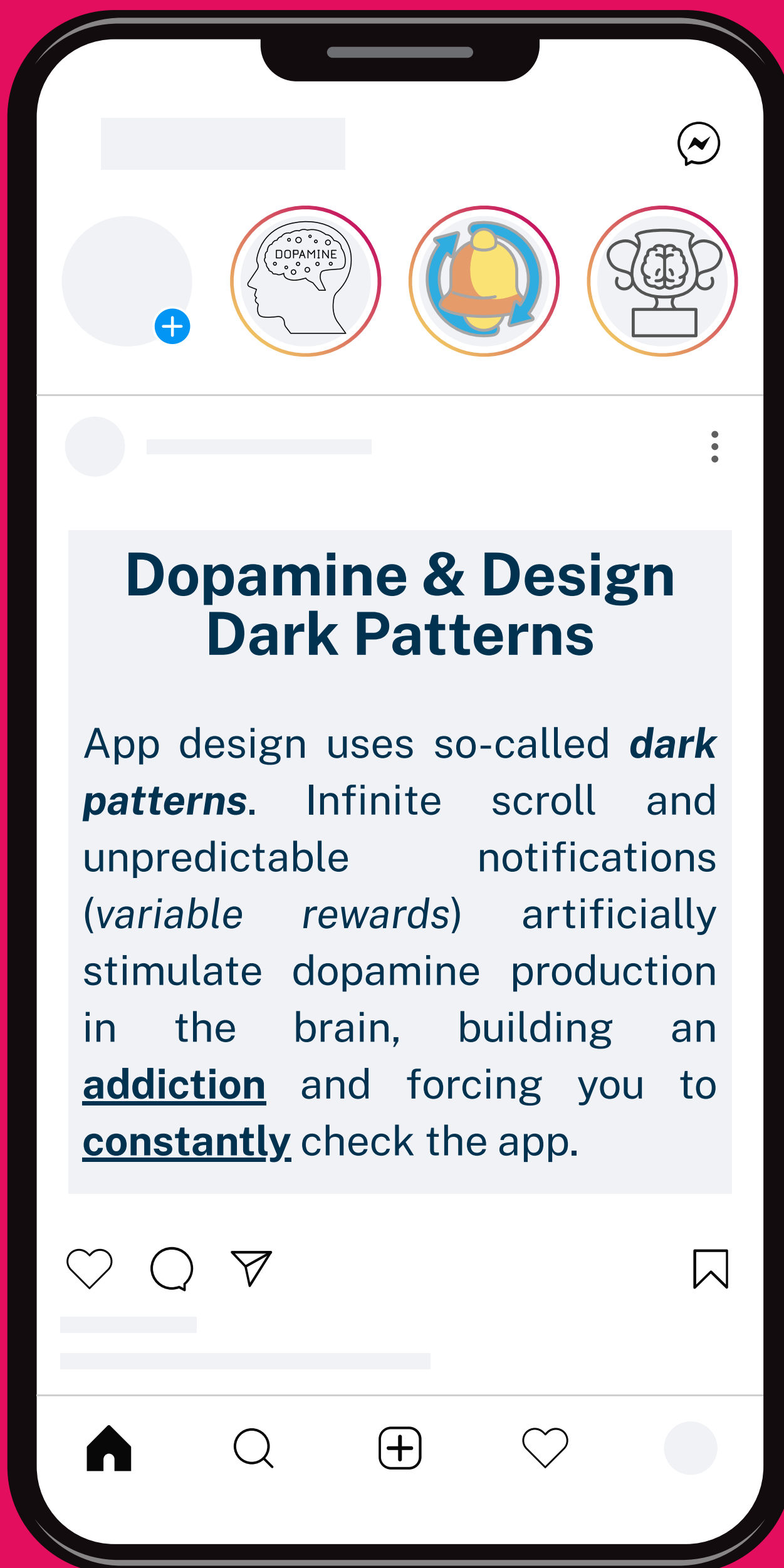


Module 1

Internet & Social Network Usage Habits



Content of the Module



Challenge

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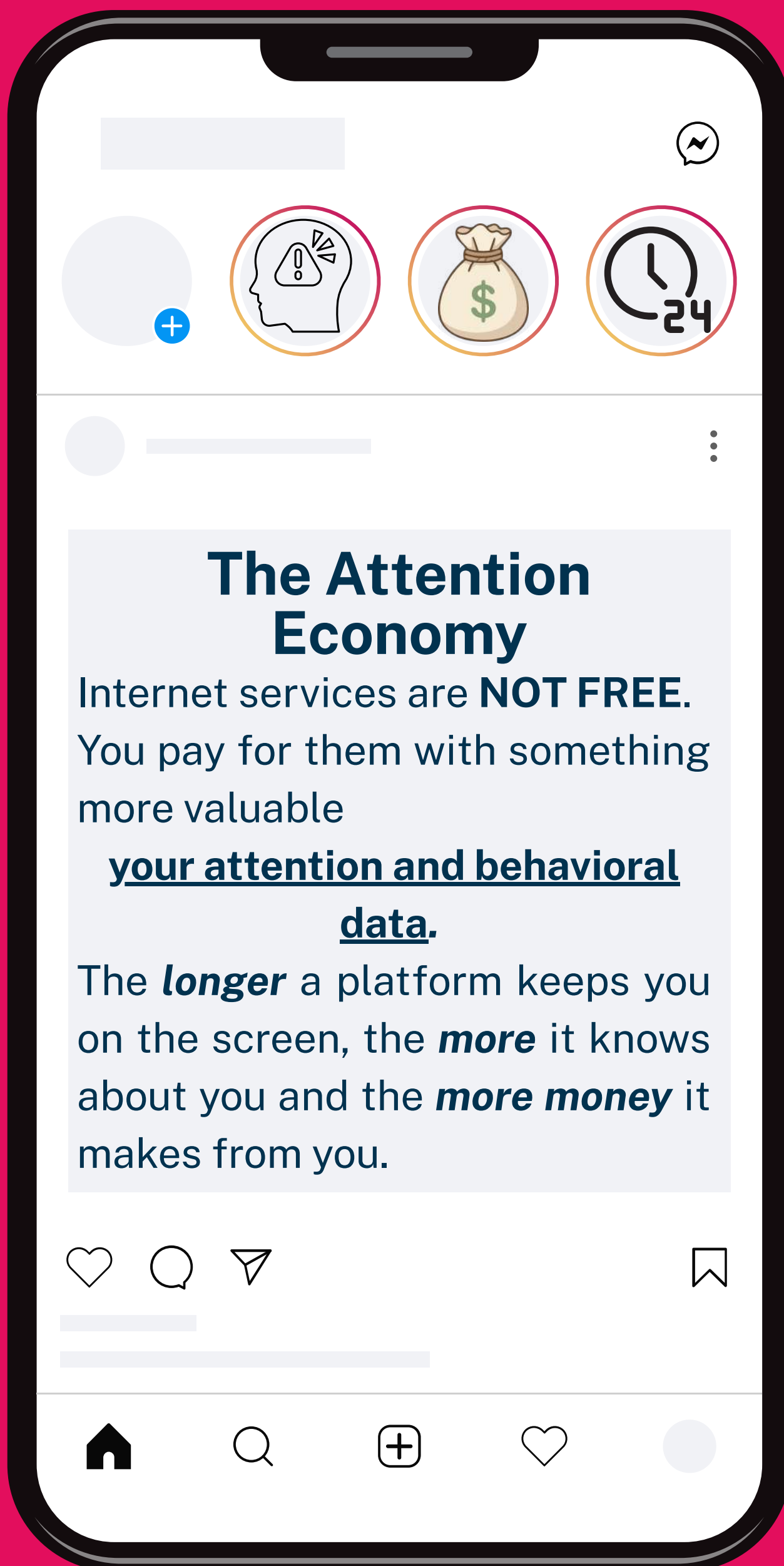


Module 1

Internet & Social Network Usage Habits



Content of the Module



Challenge

Call for action

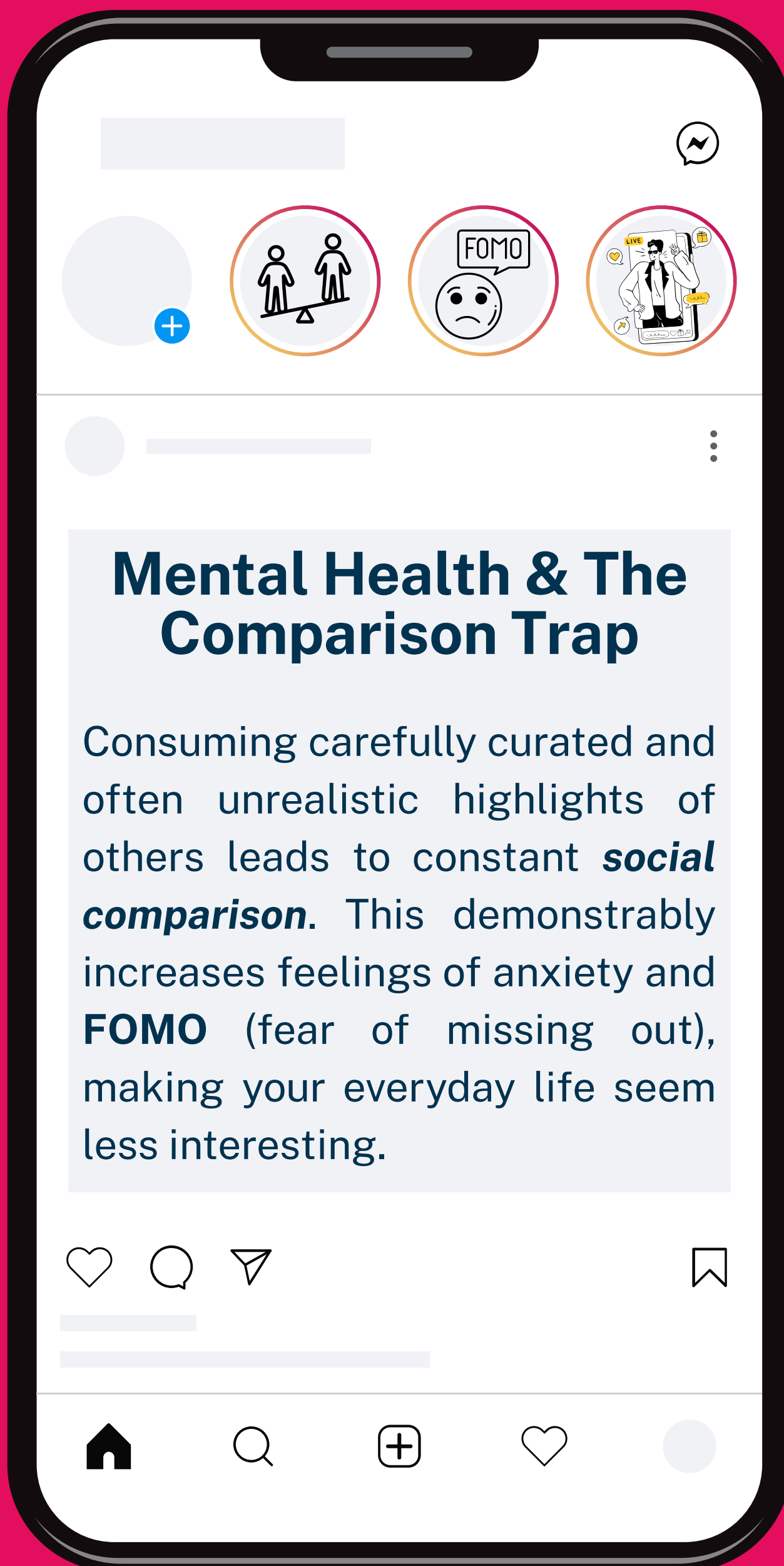




Internet & Social Network Usage Habits



Content of the Module



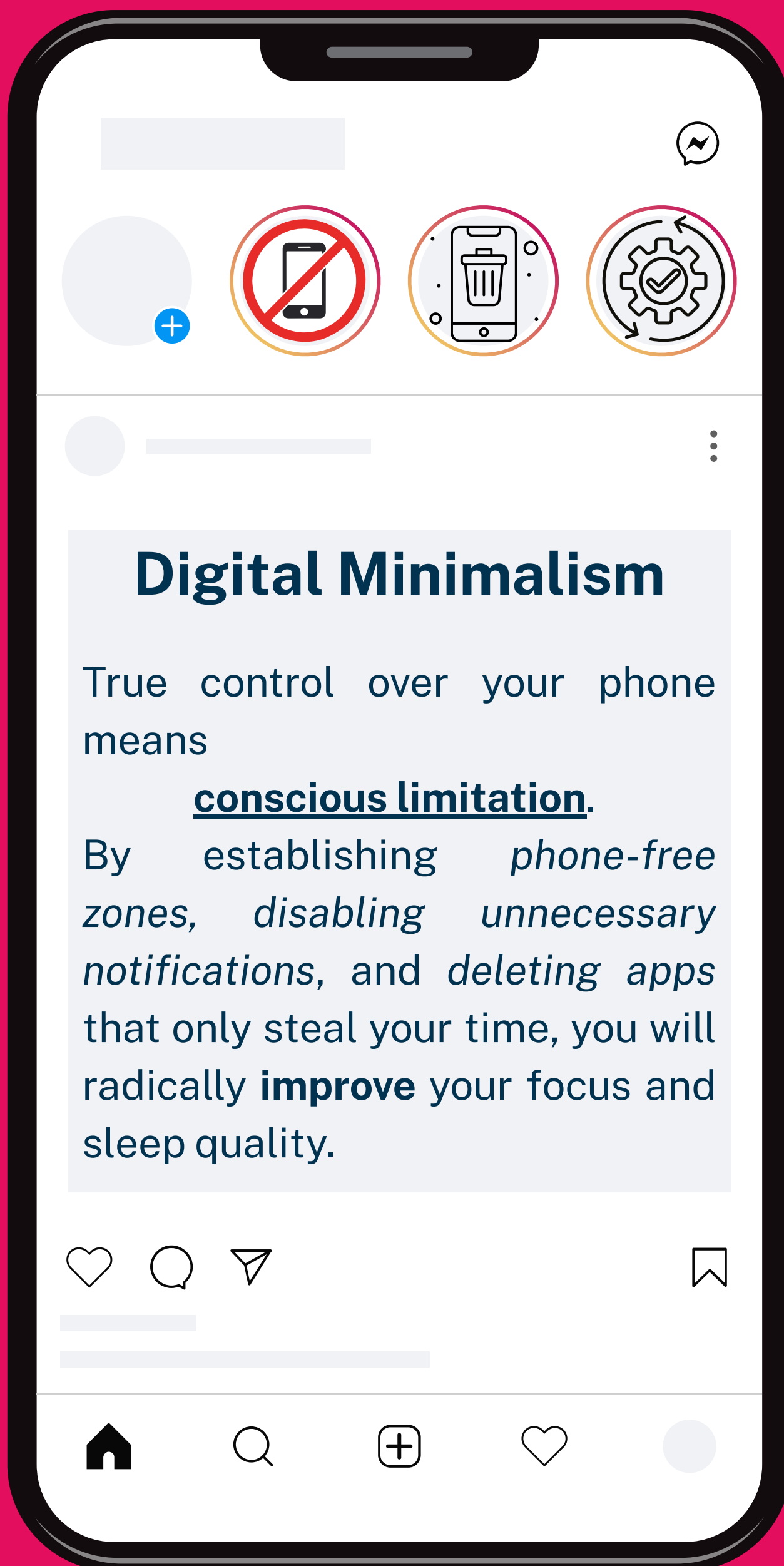


Module 1

Internet & Social Network Usage Habits



Content of the Module



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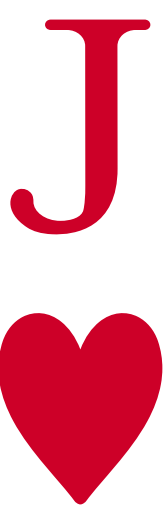


Internet & Social Network Usage Habits



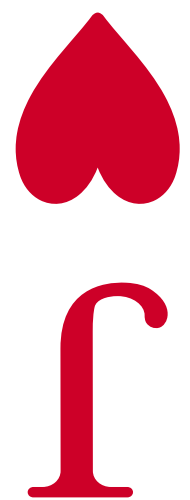
Call for Action

The Digital Clinic



In pairs, act as digital doctors for each other. Open your *screen-time stats*, identify your ***top 3 time-wasters***, and immediately apply these prescriptions:

- **The Ghost Challenge:** Move your social media icons into a hidden folder on the last menu page to break subconscious thumb muscle memory.
- **The Grayscale Challenge:** Turn your phone screen to black-and-white to instantly kill its visual appeal.
- **No-Phone Zones:** Declare at least two physical spaces (e.g., bedroom, dining table) where phones are strictly prohibited.





Internet & Social Network Usage Habits



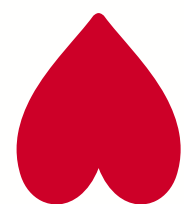
Call for Action

Human Algorithm

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- Grab some paper and sticky notes with a friend.
- Build a physical paper prototype of a social media feed, planting **dopamine traps** (like sticky notes for likes or hidden flaps with bonus content).
- Let your partner scroll the paper feed while the moderator randomly blows a whistle (simulating notifications).
- Feel how difficult it is to focus when you are constantly interrupted.



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Internet & Social Network Usage Habits



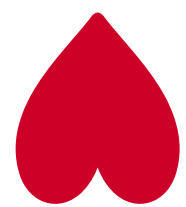
Call for Action

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The Attention Bidding

- Tear a piece of paper into 24 pieces (representing 24 hours of your day).
- Remove the pieces you need for sleep, school, or work. Now, check your phone's screen time statistics and hand over the corresponding number of pieces.
- Look at what's left. Do you realistically have **enough time** for food, family, friends, hobbies, and sports?



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24-Hour Reality Check



Content of
the Module

Additional
Resources





Internet & Social Network Usage Habits



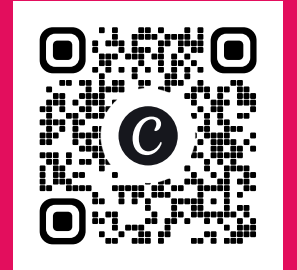
Additional Resources

Scan or click to explore more!



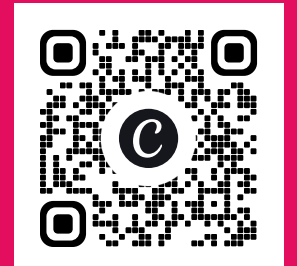
Center for Humane Technology

A great hub loaded with tools, insights, and resources to help you build a healthier, more intentional relationship with your screens.



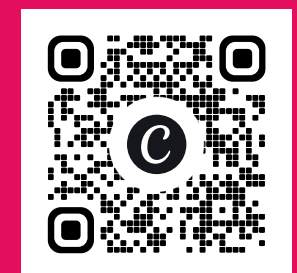
The Social Dilemma

Former Silicon Valley insiders reveal the creepy behind-the-scenes of how tech platforms intentionally hack human psychology to keep us hooked.



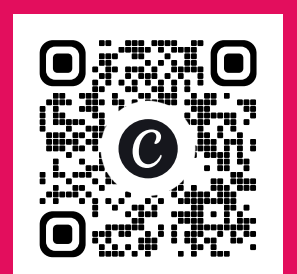
Wait But Why: The AI Revolution

A deep, mind-blowing, and easy-to-read guide on how AI and algorithms are rapidly changing our future.



E-Bezpečí

A certified project focused on prevention, education, research, intervention, and awareness-raising related to online risky behaviour and associated phenomena.



Coordinator

EduHive, z.s. - Czech Republic

Partners

NEOTALENTWAY - Spain

Storytellme - Portugal



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