



DIGI-Story

Digital Storytellers:
Empowering Youth
Through Media Literacy
and Transmedia

2025-1-CZ01-KA210-YOU-000361741

ONLINE BEHAVIOUR GUIDE

Module 3
Responsible Content Consumption and Production



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



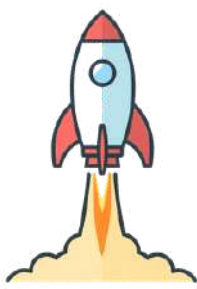
Challenge



Content of the Module



Call for Action



Additional Resources



Module's
overview

Module 3





Responsible Content Consumption and Production



Introduction

Whether you upload a video, write a comment, or share a story, your voice has *huge power*. The way you behave online not only influences the people around you but *shapes your personal brand and future reputation*.

Consider ethics when creating content.

Young people commonly ignore copyright, publish people without consent, and disregard the emotions their content provokes.

Learn the concept of **digital empathy** ✓

create responsibly ↓
build respect and trust.





Responsible Content Consumption and Production

Key Learning Objectives



WHY

It is important

- Every post you create can leave a permanent mark on someone else's life.
- Even behind a screen, your digital actions have very real emotional consequences.
- Stealing someone else's work is wrong and amateurish, whether it's music or photos.
- Chasing likes and comparing yourself to others' success destroys your self-esteem.
- Being a responsible creator builds a reputation and personal brand that actually lasts.



WHAT

You will learn

- Understand your power and ethical responsibility as an active creator (prosumer).
- Practice digital empathy and the art of communicating with respect for others.
- Master the basics of copyright (Creative Commons) and learn to create ethically.
- Detach your personal value from online metrics and maintain a healthy perspective.
- Build a positive digital identity based on trust, credibility, and authenticity.





Responsible Content Consumption and Production



Challenge



THE ETHICAL CREATOR CHALLENGE



Can you express your opinion on a controversial topic **WITHOUT** using clickbait and emotionally manipulating the audience, while **RESPECTING** the opinions of others?

The goal is to get into the habit of reflecting on your motivations before you hit the **PUBLISH** button.

Your challenge is to create content that is visually *engaging and interesting*, but at the same time *ethically entirely clean*.

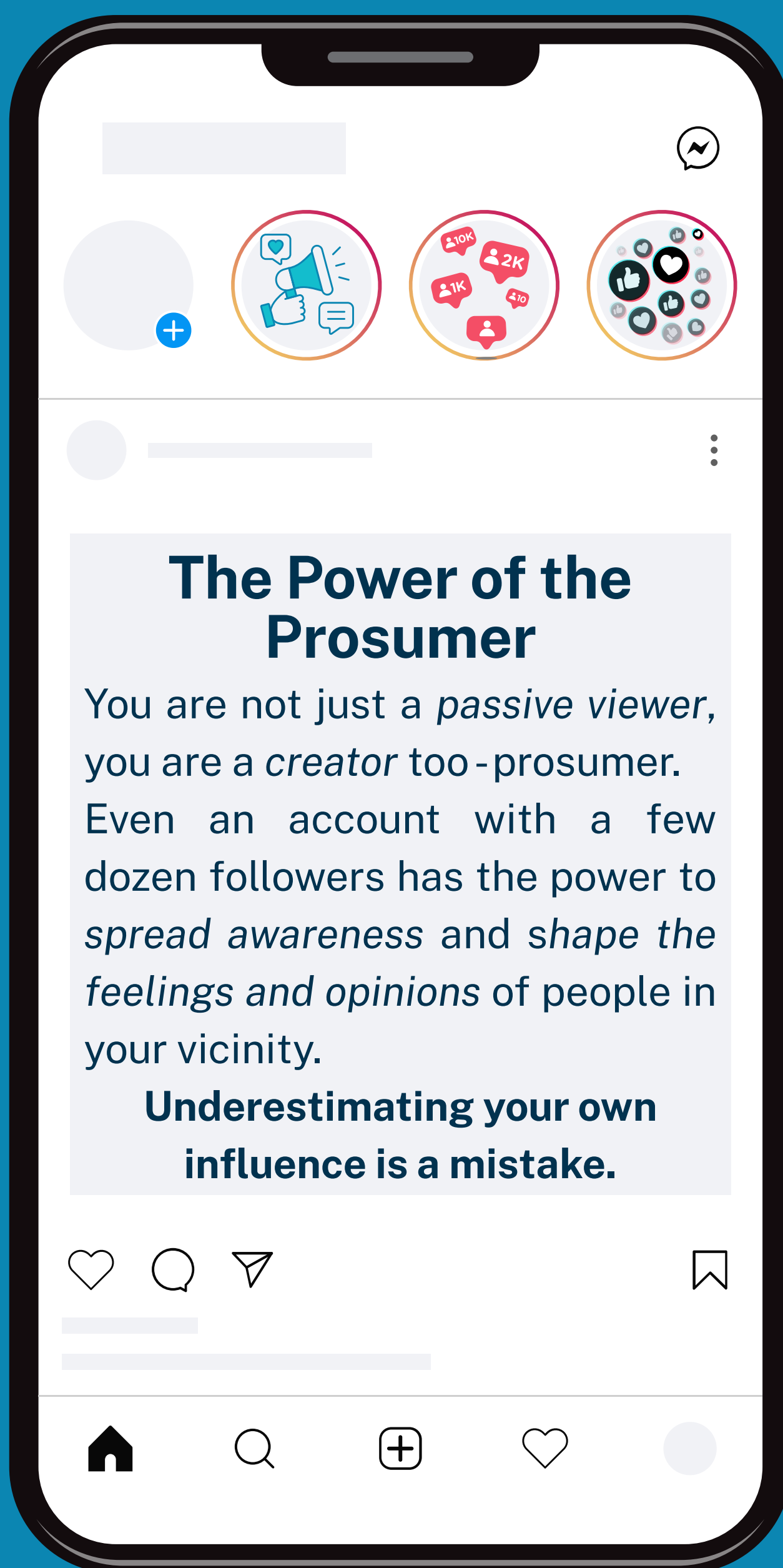


Module 3

Responsible Content Consumption and Production



Content of the Module



Challenge

Call for action



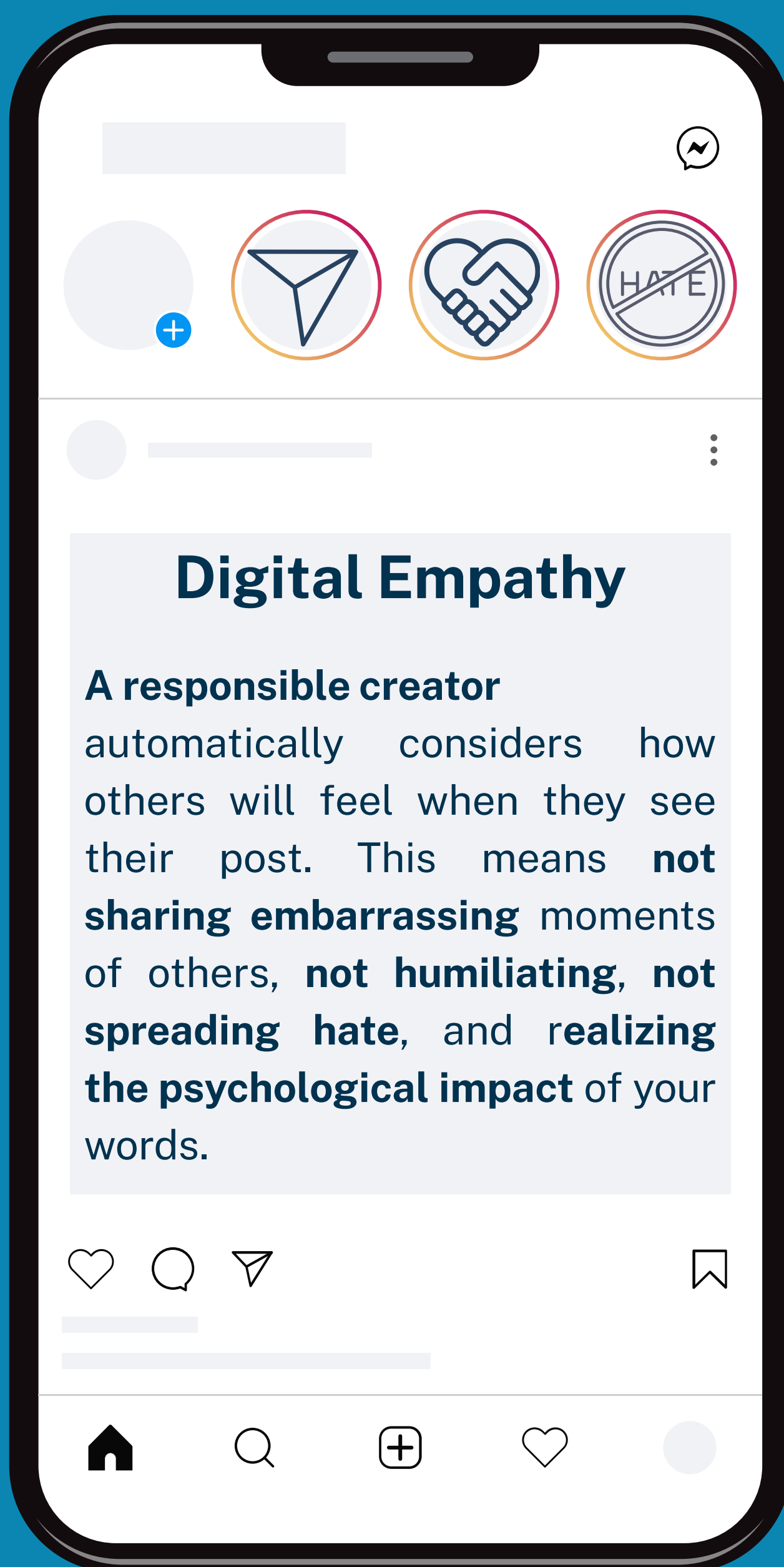


Module 3

Responsible Content Consumption and Production



Content of the Module



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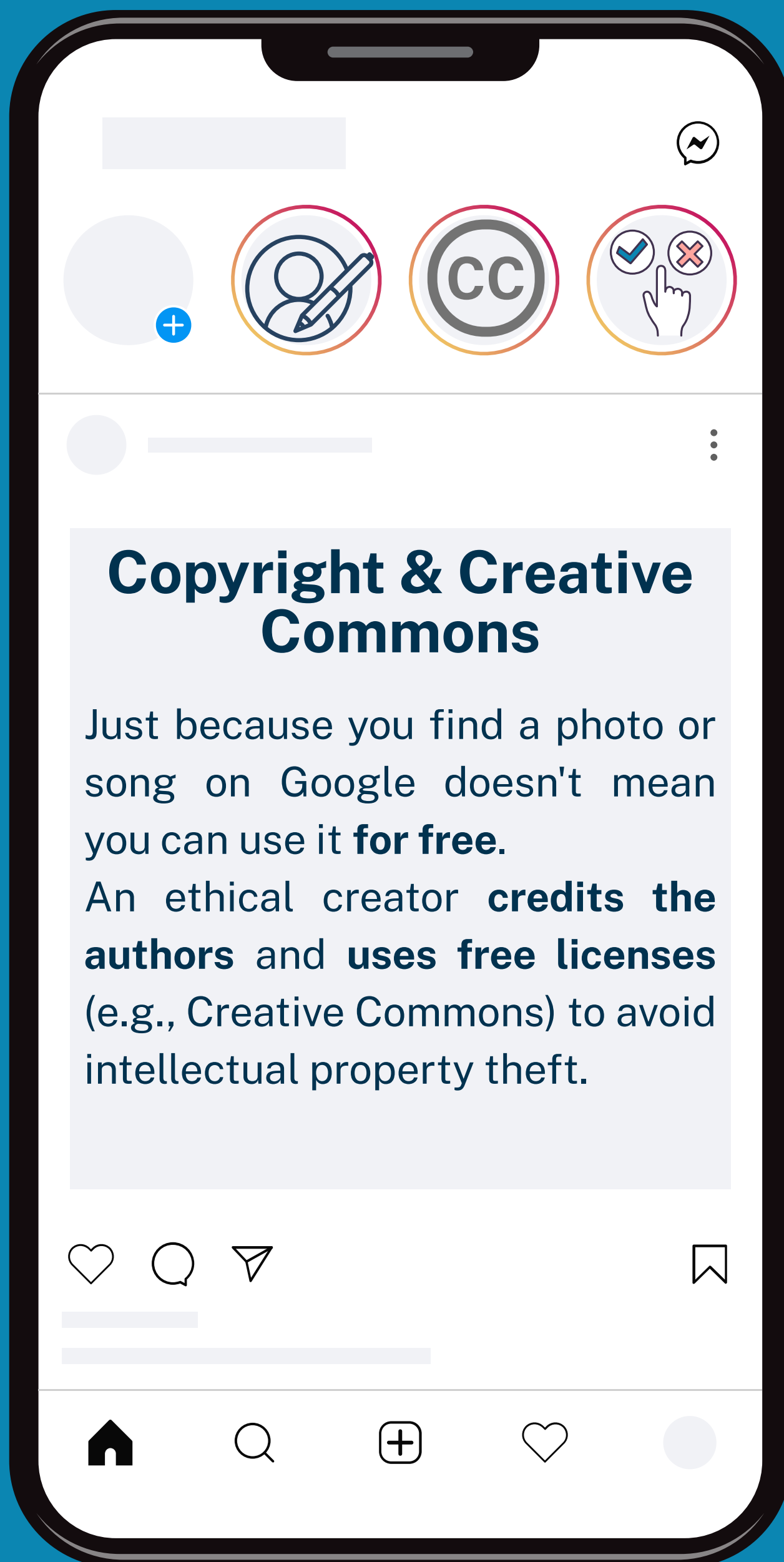


Module 3

Responsible Content Consumption and Production



Content of the Module



Challenge

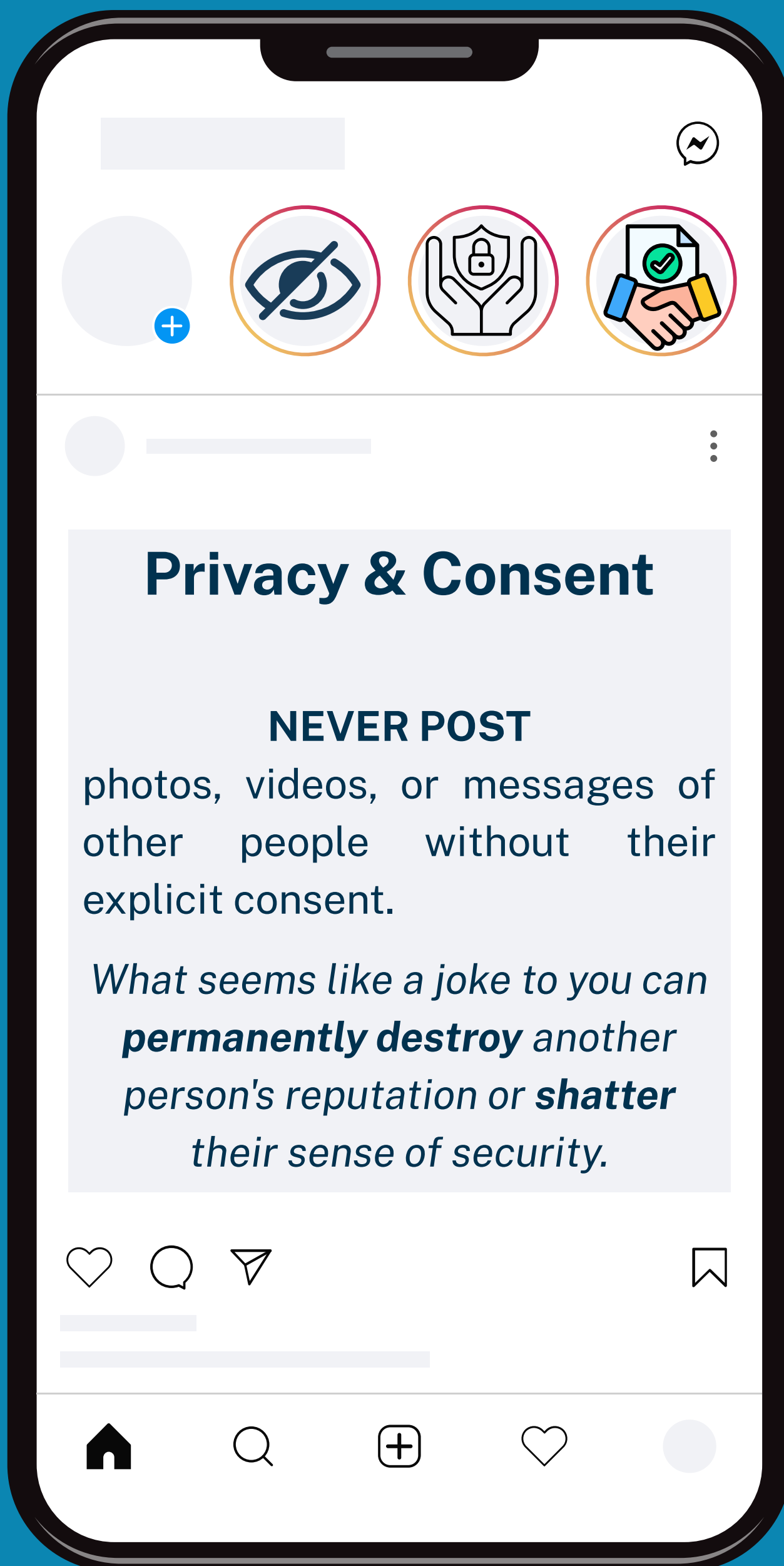
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Responsible Content Consumption and Production

Content of the Module



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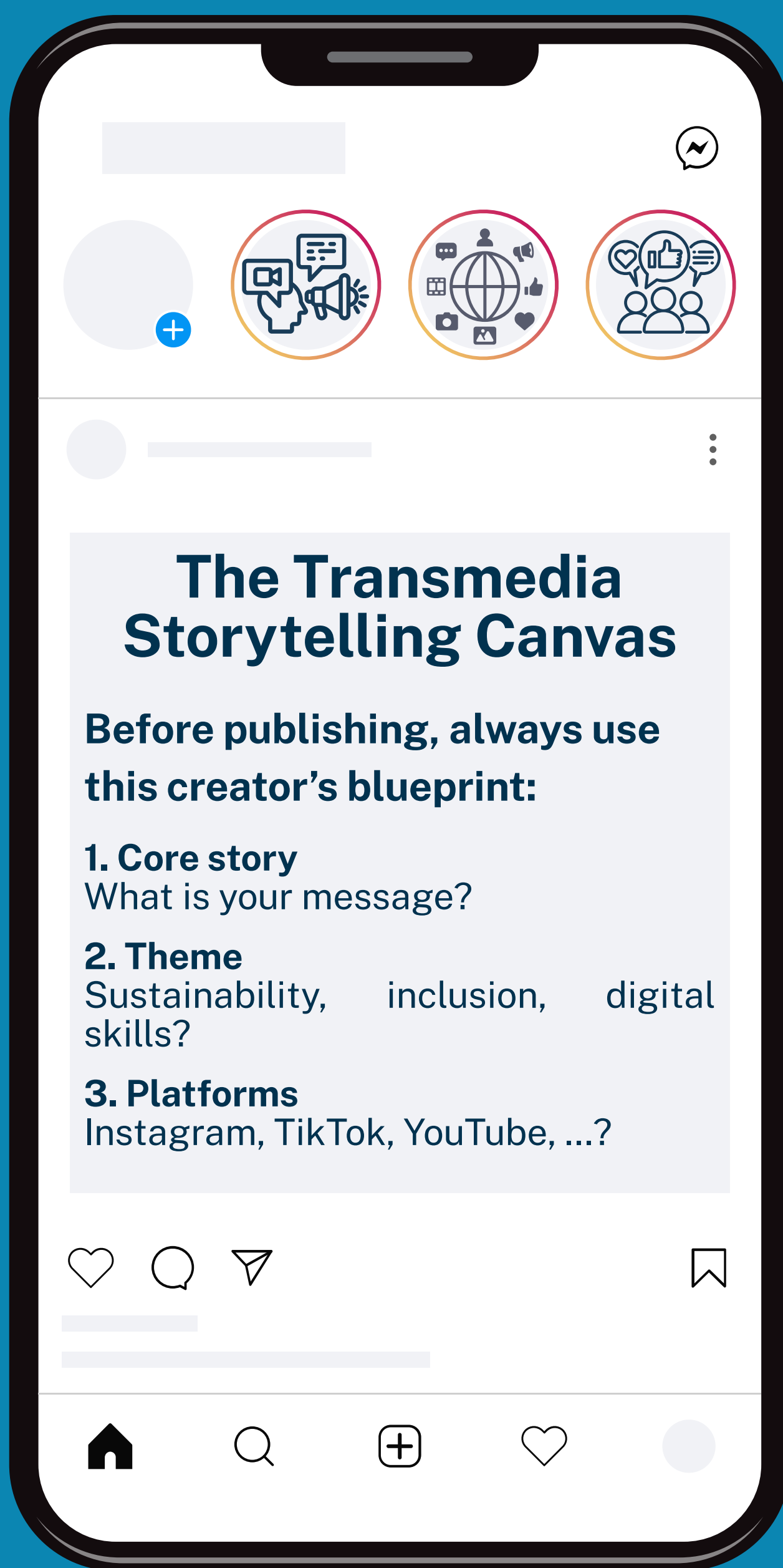
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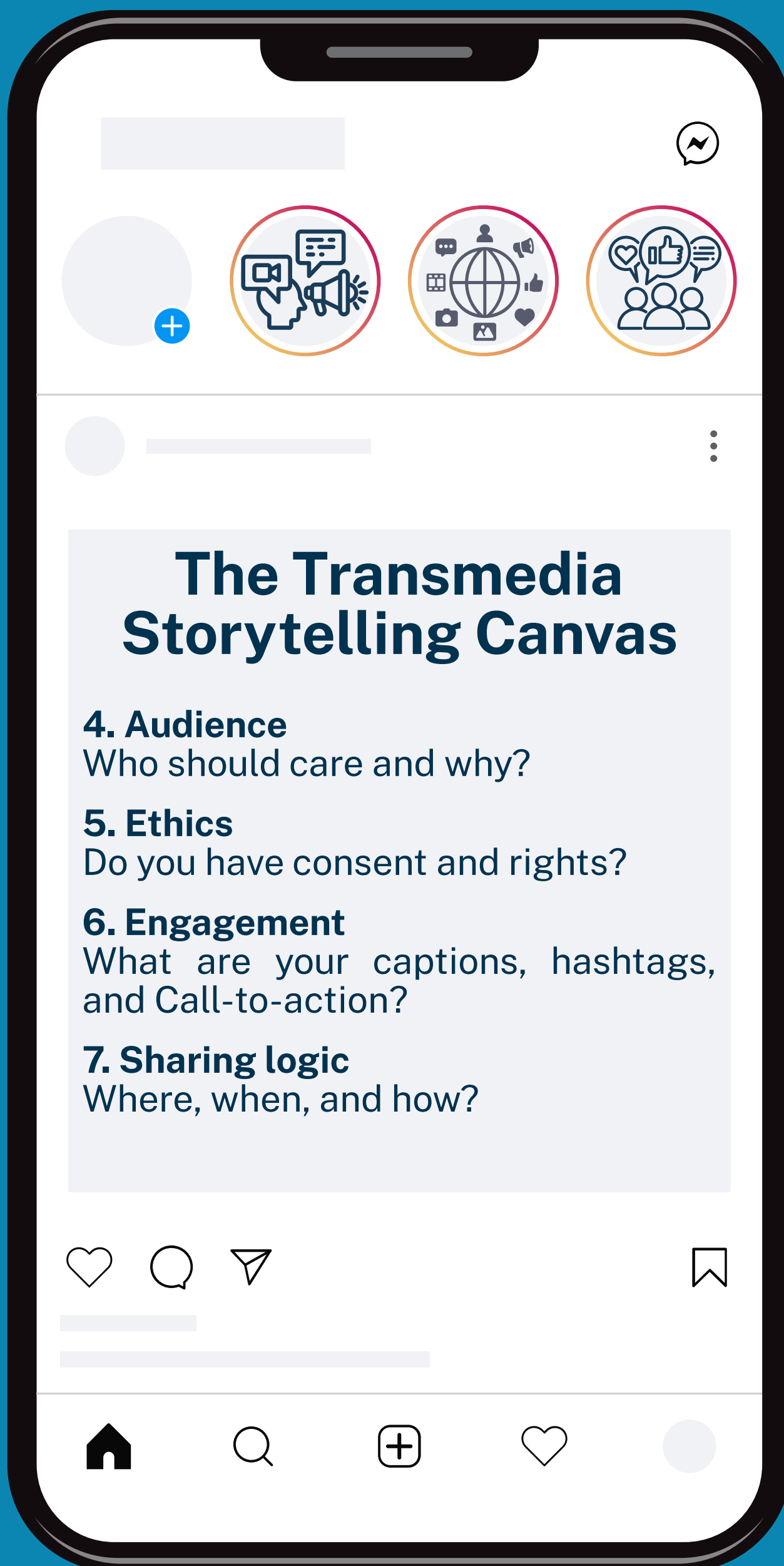
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Responsible Content Consumption and Production

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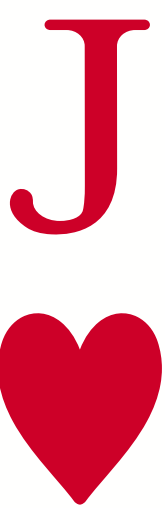


Responsible Content Consumption and Production



Call for Action

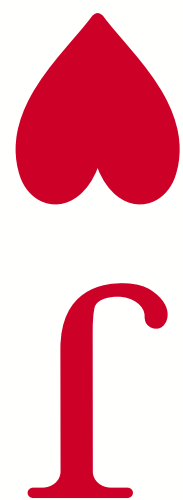
Content Reflection



Open your profile and look at your **5 very last posts** and stories.

Ask yourself openly

- *Are they respectful?*
- *Do these posts reflect the kind of person I really want to be?*
- *Could any of them negatively affect someone else?*





Responsible Content Consumption and Production

Call for Action

The Ethical Filter

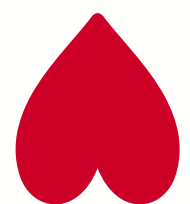


Before every future publication, learn to **pause for 10 seconds** and apply this preventive checks:

Did I create this or do I have permission/copyright?

Is the person in the photo happy that I'm sharing it?

Could this harm or embarrass someone?





Responsible Content Consumption and Production



Call for Action

Create With Purpose

K



- Design and publish one post with **real value**.
- Teach people **something new, highlight a problem** in your community, or **raise awareness**.
- Focus on **positive impact**.
- **Forget about collecting cheap likes**.
- Before you post, write down and check all **7 steps of your Transmedia Storytelling Canvas**.





Responsible Content Consumption and Production



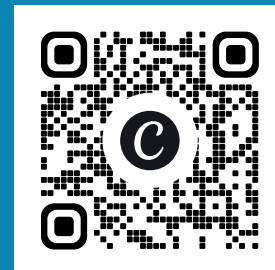
Additional Resources

Scan or click to explore more!



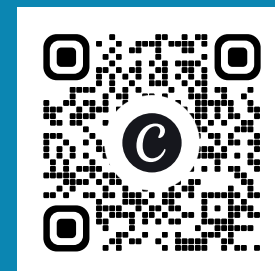
Creative Commons

Where and how to legally find and download free images, graphics, and music for your videos and digital content without stealing someone else's work.



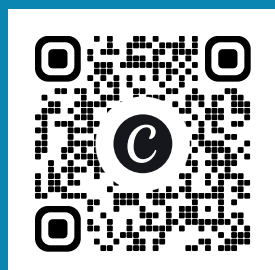
EU Code Week

Great resources, interactive tutorials, and activities on responsible digital creation, programming, and innovation for youth.



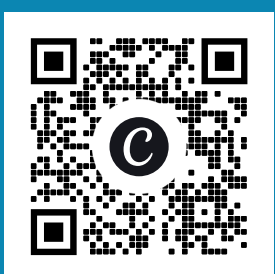
Centro Internet Segura (PT)

Practical tools, Portuguese tips, and awareness campaigns on safe, polite, and responsible online behavior.



Comissão Nacional de Proteção de Dados (CNPD)

The official Portuguese authority on data protection – discover your GDPR privacy rights and how your personal data is handled.



Coordinator

EduHive, z.s. - Czech Republic

Partners

NEOTALENTWAY - Spain

Storytellme - Portugal



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