



DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

Module 5: Digital Competencies



Co-funded by the
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Consortium

The consortium consists of seven organisations – six countries, each one with its own experience and field of expertise. Their aim is to motivate people to become active citizens of their communities and to branch out into the wider context.



Coordinator -
Poland



Poland



Germany



Cyprus



Greece



Romania



Hungary



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Introduction



Cultural Heritage



"Let us not be willing to erase memory, because it is only through dealing with the past that we can possibly evolve into something better in the future."

Aemilia Papaphilippou, visual artist from Athens, Greece

"A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational, and economic legacies – all of the things that quite literally make us who we are."

Steve Berry, novelist, USA





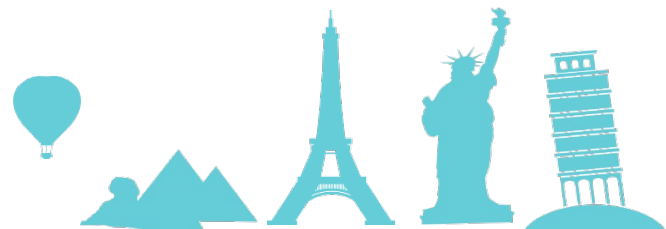
Cultural heritage is nowadays regarded as playing an important role to the overall European GDP.

According to the 2020 Eurostat culture statistics, in 2019 7.4 million of jobs, have been covered by cultural jobs in the EU. The new European Agenda for Culture of 2018 moreover strengthens the importance of supporting culture-based creativity in education and innovation as well as for employment and growth and harnesses the power of culture and cultural diversity to ensure social cohesion and wellbeing.

32% employed people in the field of culture was self-employed in 2019 (Eurostat, 2020).

“

*'A person without
the knowledge of
their past history,
origin and culture
is like a tree
without roots'
(Marcus Garvey)*





Aims & Objectives



#1

To encourage young people to professionally engage in cultural sectors and equip them with the necessary social entrepreneurial and digital skills to be involved in new cultural related job opportunities.



#2

To develop an open, dynamic and interactive Web-Portal and a mobile application which will map the cultural heritage spaces using augmented reality features.



#3

To address the issue of youth unemployment and youth urbanization.



#4

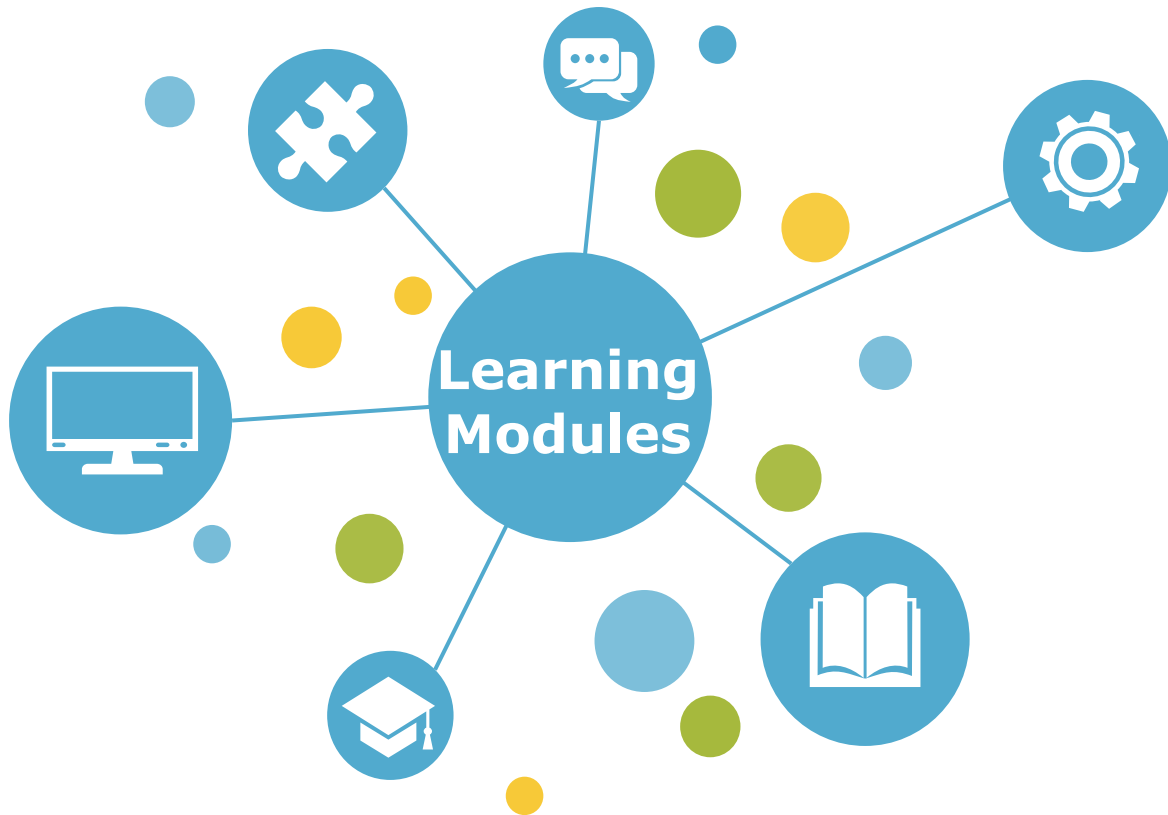
To support culture-based creativity in education and innovation, and for jobs and growth.





DIGITALROUTES@CULTURE

Learning Modules



Module 1

Introduction - Meet the Cultural Entrepreneur

Module 2

Entrepreneurs in Cultural Tourism

Module 3

Cultural Entrepreneurs - Business Competencies

Module 4

Cultural Entrepreneurs - Communication & Marketing Competencies

Module 5

Cultural Entrepreneurs - Digital Competencies

Module 6

Cultural Entrepreneurs - Creative Competencies

Module 7

Cultural Entrepreneur - Working with Local Communities



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Module Description



1. 'Fake news' spread rapidly in modern times. Unprecedented technological advancements offer multiple channels for exchanging information in massive and extremely rapid ways. As a result, digital communication is one of the main sources of **misinformation** worldwide and requires scrutiny. Digital misinformation and targeted **disinformation** are responsible for the prevalence of ignorance, conflict, and division in society through viral false and inaccurate material.



2. To tackle the challenges of huge amounts of information spreading rapidly and often uncontrollably in global networks, any entrepreneur should develop digital competencies and information **literacy**. The steps to be followed namely concern responsible and ethical managing of online information and its dissemination, cautious content creating and dealing with privacy issues to guarantee a safe digital experience.





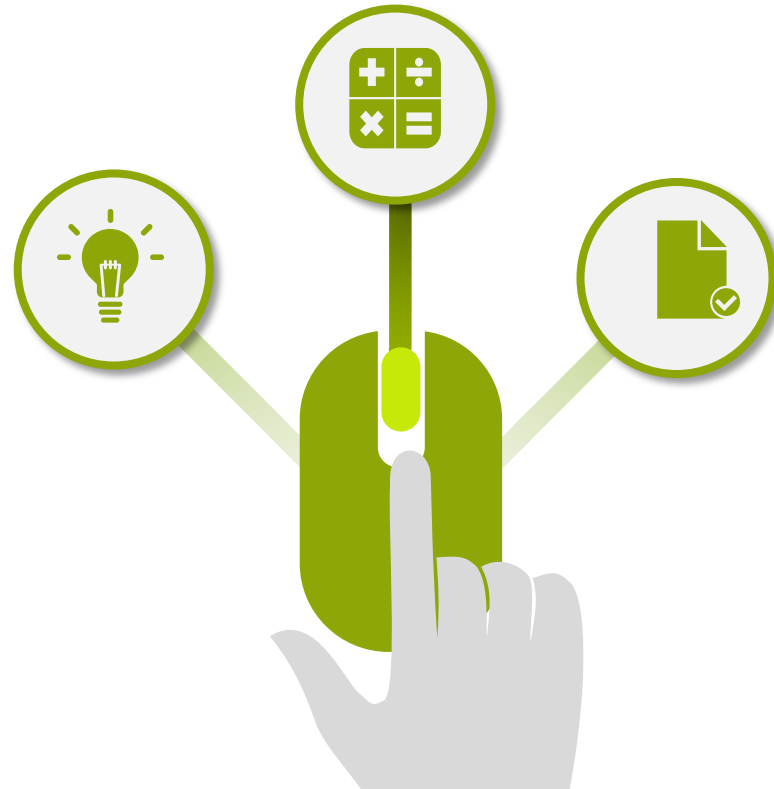
Module 5 - Topics

Topic 2

Digital Tools – On Creating Content

Topic 1

Managing Online Information



Topic 3

Dealing with Privacy Issues



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Topic 1 – Managing Online Information



Misinformation

Emotional Responses VS Critical Thinking.

“Spreading false and inaccurate information is a phenomenon almost as old as human societies,” but its proportions and speed of dissemination are continuously growing with new media and channels of communication (Kapantai et al., 2020, p. 2). Rumours, **fake news**, and **speculations** are increasingly popular in modern societies where the digital Self roams obsessively on media platforms and prioritizes social media as the main source of information and updates on current events (Yu et al., 2019, pp. 106-121). **Misinformation** ranges from deliberate to unconscious, as the convenience and immediacy of online navigation promote **emotional responses** at the expense of **critical thinking** and the motivation to **cross-reference**.

Online platforms are easily manipulated into sponsoring **targeted campaigns** with commercial or political incentives and are repeatedly causing polarization in society (Kapantai et al., 2020, pp. 3, 25).

Social media, in particular, facilitate the exchange of *false information* and hinder society’s coping mechanisms even when major social issues are concerned (Ali, 2020, pp.1-16).





Limited filtering is also quite often the result of influential individual agency that appeals to significant numbers of people around the world. Celebrities and other powerful personas exploit their outreach and advocate for various issues online, either for personal reasons and gain or for responding to burning issues of wider interest. As a result, gullible followers do not question their authority and credibility and are greatly affected by this kind of information source. This phenomenon is accentuated in times of crisis like in the case of the COVID-19 pandemic, or during major significance events. **Misinformation spreads like wildfire, as dissemination, manipulation, and propagation tactics hinder the cultivation of a fact-checking and critical thinking culture.**

Primary **causes** for misinformation:

- Having access to **unlimited** amounts of information and articles on any subject (news, science, health, politics, history, culture, and so on)
- Following high-profile, influential individuals/digital personas and **not questioning** their authority/credibility.
- Choosing the most appealing outlet to socialize digitally **at the expense of** other substantial criteria (like moral principles, objectivity, etc.)



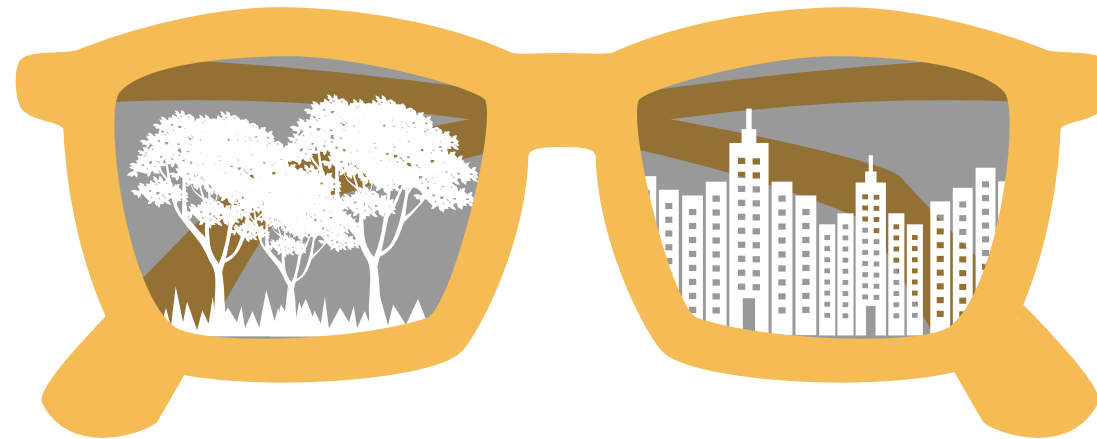
How to Evaluate Digital Sources

Digital literacy is not just about accessing unlimited information! Rather, it is about developing the skills to evaluate the information and its source. To understand the difference between **reliable** and **unreliable** sources, one must be primarily capable of distinguishing between the **different types of resources available online**.



Be Aware of:

- **Domain extensions** (.com/.gov/.org/.edu/.net)
 - **Search Engine Optimization** (SEO) strategy and the importance of keywords
 - **Misleading Clickbait**
 - **Biased or personal/unreliable sources** (social media, personal websites, podcasts)
 - **Hidden agendas** of online articles and databases
- (Purdue Writing Lab, 2021)



Be Sure to:

- **Identify** the author (authorship)
 - **Identify** the publisher
 - **Check for** accuracy and objectivity
 - **Refrain from** outdated information
 - **Look for** reliable references (footnotes, bibliographies, etc.)
 - **Look for** sponsored material (e.g. approved site vs personal homepage)
- (Columbia University, 2021)



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Topic 2 – Digital Tools – On Creating Content

Power Searching

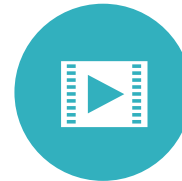
Business projects with a social purpose are ethically bound to provide **accurate information** and **cross-referenced material**. Especially in the cultural sector, the audience relies on receiving **factual** and **well-researched** data.

To create high-profile content, social entrepreneurs need to develop **advanced search skills** that will help them

- trace relevant resources,
- distinguish them from inaccurate or deficient ones,
- refine results,
- and cross-check for irregularities (Google, 2021).

To perform power searching with Google, try **Google Advanced Search**:

<https://coursebuilder.withgoogle.com/sample/unit?unit=2>





Evaluating/Interpreting Information

Digital literacy allows for assessing resources for relevance and accuracy.



Efficient research entails:

-
- Performing regular self-assessments to avoid emotional responses and use **critical thinking**
 - Being able to distinguish between **authoritative** and **non-authoritative/relevant** and **irrelevant** sources
 - Detecting **manipulation tactics** of digital media
 - Going through a **wide range of sources**

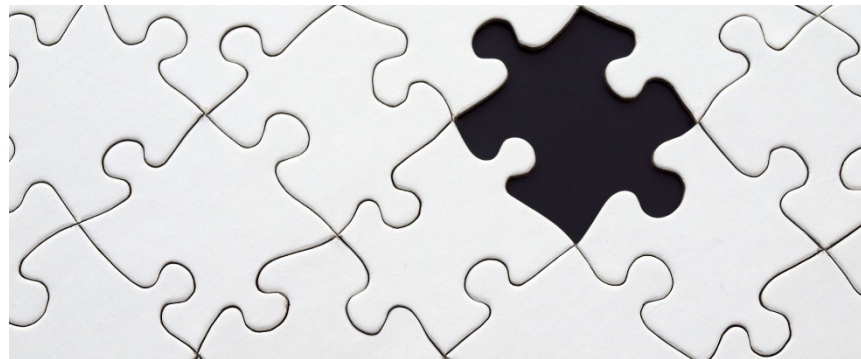
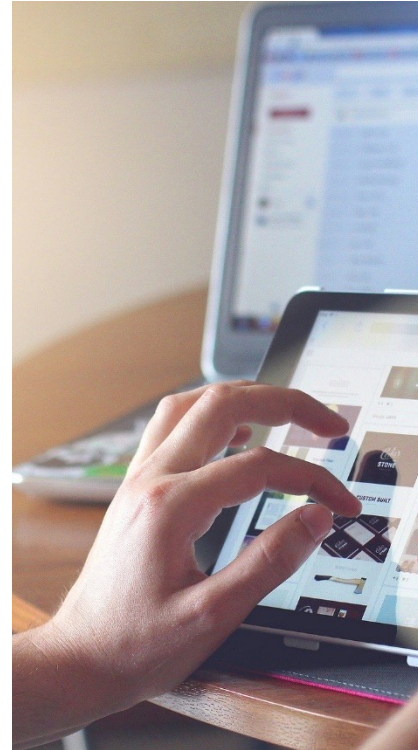
(Buckingham, 2006).



Creating Responsible Content

Sharing content online requires ethically driven and conscious choices. A **well-researched** project will have:

- **Relevant, authoritative, and cross-referenced** material
- Carefully **edited** final results (e.g. online tools like 'Grammarly' - www.grammarly.com- offer free versions of editing programs to help produce clear and engaging content)
- Full awareness of the **difference** between producing content **digitally** and producing content using **analogue** technologies (Buckingham, 2006).





The Importance of Digital Techniques and Tools in the Cultural Sector

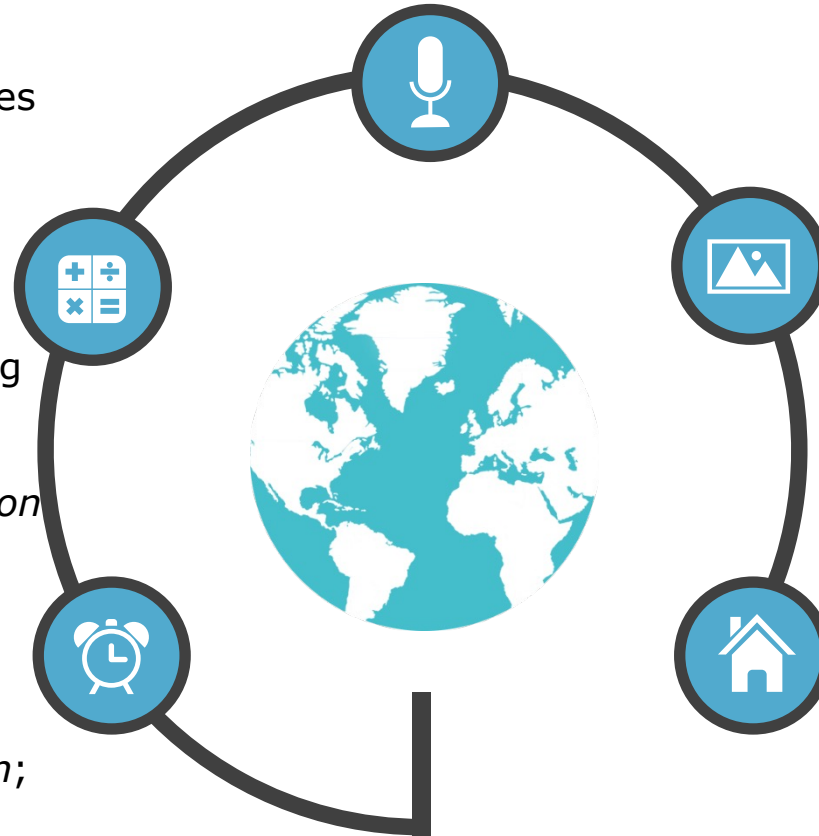


Digital platforms and Augmented

Reality (AR) technologies are increasingly offering new opportunities and evolving solutions for both entrepreneurs and their clients.

Research shows that AR:

- *reduces strategy costs* in planning and marketing;
- *attracts new clients via gamification strategies;*
- *eases brand promotion;*
- *builds brand loyalty;*
- *facilitates valuable data collection;*
- *supports customized product development* (Altinay Ozdemir, 2021, p.277).



AR and other immersive technologies can **enrich knowledge** and **enhance the experience** by stimulating the brain and offering an innovative approach to learning.

Software toolkits are now widely available for exploring new horizons in **user-friendly environments**.

Examples of AR:

- Google Pixel's Star Wars Stickers
- IKEA mobile apps
- Nintendo's Pokémon Go App
- Disney Coloring Book



Main AR components

Based on comprehensive literature (Nayyar et al., 2018):



Displays

(with a wide range of choices)



Graphics

(practical and entertaining)



Trackers

(updating location/processing orientation)



Software

(multiple tools with different interactive functions that facilitate a cultural adventure)





Choose

which technological solutions to use based on:

- your **marketing strategy**
- the **level of accessibility** that you wish to offer to your clients!

A solid business plan comprises:

- carefully researched, weighed and innovative alternatives to cultural experiencing.

The structure of this experience should:

- reflect the entrepreneurial mindset that combines **cultural awareness**, **desire to educate** and **ability to entertain**.



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Topic 3 – Dealing with Privacy Issues



Digital Security

Hardware, software and any kind of digital system and online activity are constantly exposed to:
various forms of **malware**.

Spyware, viruses and a plethora of more-or-less complicated malicious software threaten both desktop and mobile devices (e.g. smartphones and tablets), as well as server systems (Demme et al., 2013).



<https://www.youtube.com/watch?v=inWWhr5tnEA>



Beware of:

- Malware littering with **unwanted advertisements**
- Malware causing **extra charges** for supposed services
- Hidden malware that collects **private data** (e.g. GPS location, confidential documents, etc.) using rootkits or background checks





Safety measures and tools

Technological advancements offer solutions for securing devices and online activities; certain steps are strongly advised, especially when doing business online (see, for example, Freedman, 2020):

Measures:

- Keep own devices and software updated (OS, apps, browser, etc.)
- Ignore spam and pop-ups
- Avoid clicking/downloading unknown sources
- Avoid opening email attachments/images/files when unsure of their provenance
- Perform regular back-ups and shutting down devices when they are not needed in operational mode
- Secure own network/ enable highest security protocols/avoid unsecured networks (e.g. public Wi-Fi)

Tools:

- Firewalls -Use a firewall to block access and receive threat alerts
- Antivirus and anti-spyware software –Install the chosen software
- Two-factor authentication to prevent identity theft/ Strong passwords/ Constantly altered passwords
- Encryption (e.g. BitLocker/ FileVault) –Use encryption to limit access to sensitive data





Safe Digital Experience -Happy Customers



Cybersecurity methods and applications protect businesses and their customers from digital criminal activity and attacks that can harm critical systems or steal sensitive information.

Offering a secure platform to customers:



- protects their personal information;
- enhances loyalty through the establishment of trust;
- helps entrepreneurs grow their business through available and constantly evolving technologies (e.g. IoT, mobile apps, e-commerce, etc.)
- enhances the overall digital experience

(See, for example, Ameen et al., 2021)

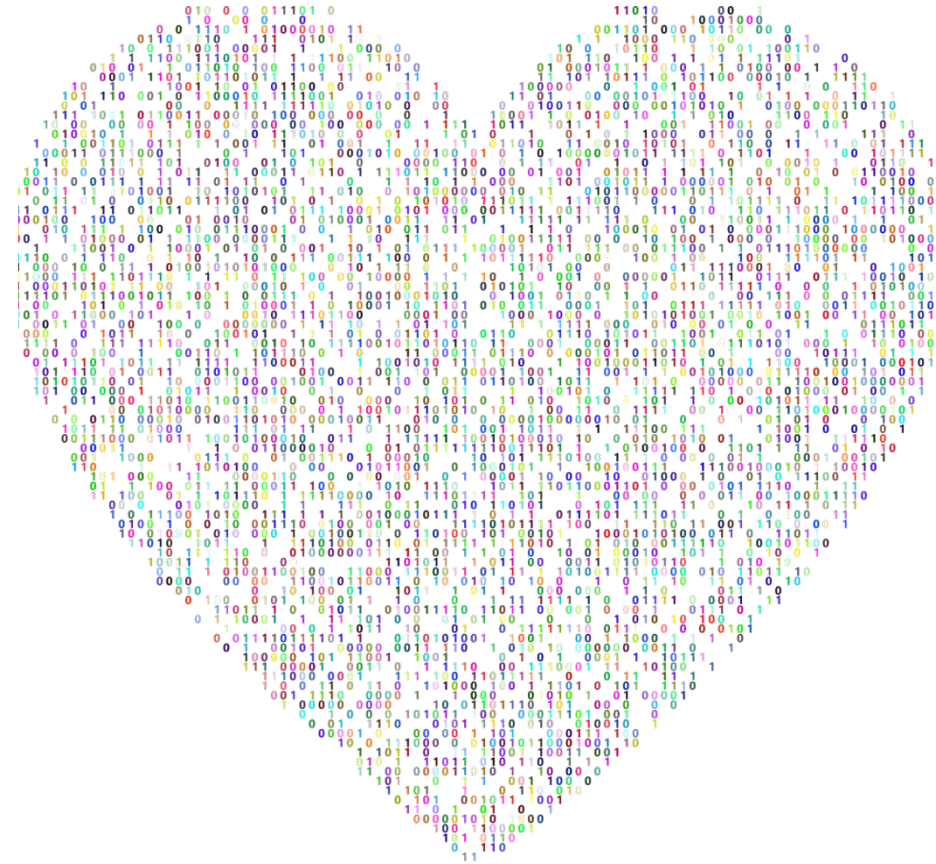


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Conclusion



Like any other professional endeavour, cultural entrepreneurship requires **digital literacy** and **digital competencies**. To succeed and grow their business, stakeholders must be able to:

- **manage information responsibly;**
- **create relevant and accurate content;**
- **choose appropriate technological solutions** for their projects;
- **ensure a secure digital environment** for themselves AND their customers.

Through cultural awareness, thorough research, and scrutiny, cultural entrepreneurs can map meaningful and safe experiences for their customers and **create social value** with minimum risks.



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Glossary



TERM	DEFINITION
Misinformation	Fake news, rumours, unsupported assumptions, etc.
Disinformation	Deliberately deceptive misinformation
Digital Literacy	The skills needed to safely use digital technologies
Convolution	Applying filters to activate the processing of information
Power Searching	Using advanced search skills
Cultural Awareness	Ability to understand the diversity of cultural backgrounds, values, and identities.
Malware	Malware is intrusive software that is designed to damage and destroy computers and computer systems
AR	An enhanced version of the real physical world that is achieved through the use of digital visual elements
Cybersecurity	Cybersecurity is the practice of protecting systems, networks, and programs from digital attacks



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Module Scenario



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John is a young employee in a company that produces xxx. He has been working there for about 2 years now and he seems a bit discouraged about the future. He did not manage to get pay raise yet and he feels that he is not appreciated for his hard work.

Lately, John, has been going through the internet to look for ways to add up to his current income or find a new one. Since the job market is under harsh conditions and living a stable job for another is not an easy task, he decided to focus his attention on the internet. During his "surfing" sessions, due to not getting any responses about his CV and while he has stumbled across various websites, he started clicking everywhere he would see hopeful words like "passive income online", or "buy this online manual to be successful". After some time, he decided to express his stress over to his best friend regarding his situation at work and that he was looking elsewhere. His friend and co-worker Lucas, was surprised about his statements as he did not see that coming.

A few weeks later, while walking towards work, Lucas received a notification about a tweet in the company's internal messaging tool. John has tweeted about some events happening in a neighboring country, which involved far right extremist incidents and violence. What was alarming was the fact that his friend John seemed to be approving those actions. Lucas, knowing his friend well, understood that some dots do not connect with each other. Time was passing by that same day, and John was nowhere to be found, when suddenly he tweeted again openly supporting violence. At this point, his frustrated manager tried to reach out to him by calling him on the phone, to ask for a serious explanation about his tweets and once more being late. He was getting no answer and shouted that he will be fired.

In the end, all this was a misunderstanding, and it was proved that John's digital security has been breached. Let's explore what really happened...



Was John being click baited, eventually installing without his will unwanted software?

- Yes, someone gained access to his personal folders because he was not filtering any pop ups or links.
- No, he did everything on purpose and he wanted to leave the company anyway

Which of the following ensures the safety of personal information?

- AR
- Cybersecurity

Next, perform the self-assessment that John should also have:

- Do you use critical thinking well navigating the internet?
- Do you pursue or avoid fact-checking?

Finally, check your devices and software:

- Are they updated during the last 60 days?
- Do they seem secure? –Explore alternatives!

Which of the following domains are most likely to be more secure?

- .gov/.org/.edu
- .com/.net

• *Correct answers:*

- *A. Yes*
- *B. Cybersecurity*
- *C. Critically thinking when navigating and try to avoid click baits while pursuing to double check facts and sources*
- *D. Below 60 days is the correct answer/ Yes, they seem secure*
- *E. .gov/.org/.edu since they are backed by specific large organizations while .com and .net can be more generic and dangerous*





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