bye,
Polarity
Thinking beyond Polarity
for Europe united in diversity

BE A GUIDE!

United together against polarity!

bit schulungscenter
member of bit group

FUTURE BALLOONS
we take you higher!

BORG
MISTELBACH

SYNTHESIS
CENTER FOR RESEARCH AND EDUCATION

Table of contents

1. Introduction

Welcome, future United Europe Ambassadors!

Are you passionate about fostering unity, understanding, and collaboration among people from diverse backgrounds and with different viewpoints? Do you want to make a positive impact on social media platforms? This guide will help you become an Ambassador for a United Europe and spread the message far and wide!

The **Guide for Young People to be an Ambassador for a United Europe on Social Platforms** was created in the context of the Erasmus+ project **bye, polarity** and is aimed to not only raise awareness about polarity and polarisation but also to find ways to deal with it and resolve possible conflicts and intolerances.

2.   Target groups

If you are **between 12 and 16 years old** and want to take a **stand online against the ongoing polarisation and social division on social media**, this guide will advise you on how to put this into practice!

In the context of the project activities, the project team found out that many students have suffered some kind of polarity at some point or that polarity is still a big issue in their daily lives, mostly through social media, but also amongst peers and family members. So, it is high time for us to do something about it!

THE GOAL IS TO EQUIP YOURSELF AND OTHERS WITH:

💪 SKILLS   🧠 KNOWLEDGE   🌈 AND INSPIRATION

TO BECOME AMBASSADORS FOR A
UNITED EUROPE ON SOCIAL MEDIA PLATFORM

😍

---

3.   Definition of Polarity and Polarisation

In order for you to be prepared to stand up for cohesion in social media, it is first important to know what the terms polarity and polarisation mean and to be able to distinguish between them. Here are the definitions.

Definition

POLARITY refers to the existence of two opposite states or qualities, such as positive and negative or hot and cold. In psychology, polarity can refer to people's tendency to think in opposites, such as good versus bad or black versus white. This can lead to a simplified worldview that ignores gradation and complexity.

POLARISATION, on the other hand, is a social or political phenomenon. It refers to the process of the division of people or groups into two opposing camps, often based on their convictions, values, or interests.

Polarisation can arise in many different areas, such as politics, religion, education, or culture. It can lead to intense conflicts, tensions, and a resolution of communication and collaboration between the opposing camps. Polarisation often results in an "us vs. them" mentality, where people develop a strong loyalty to their own group whereas they demonise those who hold opposing opinions.[1]

People have different ideas, needs and desires. They pursue different goals and see meaning in different things. They have changing ideas of good and evil, they have not all had the same upbringing and education, they have not grown up in the same circumstances, and they have had diverse life experiences. Therefore, **tolerance, respect and acceptance** are necessary to „fight polarity", dissolve bullying issues and aggressive behaviours towards others, decrease cyberbullying, and develop a cooperative but also critical mindset.

4.   Becoming a United Europe Ambassador on Social Platforms

Are you excited to be a part of a movement that celebrates diversity, promotes understanding, and fosters unity among young people across Europe? This guide will provide you with ideas how you can become an Ambassador for a United Europe on social media. Let's create a positive impact that reaches far and wide!

---

[1] https://thecontentauthority.com/blog/polarity-vs-polarization

Embrace the Vision of a United Europe

⭐ **Understand the Values:**

Learn about the values that define a united Europe, such as peace, diversity, solidarity, freedom, democracy, equality, rule of law and human rights.

It is hugely important that we stand up for these values and work together towards a peaceful future worth living. Let's journey together to understand and embrace the values that make a united Europe so special. First of all, it is important to ask yourself the following questions:

Do I know what is behind these values of the European Union?

How do/can I contribute to these values in my own daily life?

How can I actively participate in democratic processes?

RELIABILITY   ETHICS   OPTIMISM   LOYALITY   TRUST   CREATIVITY   COMPASSION   CONSISTENCY   HONESTY   QUALITY

INNOVATION   COURAGE   PASSION   CORE VALUES   EFFICIENCY

You can also discuss these questions with your friends or get in contact with people in your surroundings who are already committed to promote these values!

⭐ **Explore Different Cultures:**

**Discover the rich tapestry of cultures, languages, and traditions within Europe.
Embrace the beauty of diversity!**

As we explore Europe with its rich history, diverse culture, and languages, we open our hearts to diversity's beauty. Every single star that shines in the sky of our community increases the radiance of our unity!

Remember

Knowledge of a country's history makes it easier to understand why certain political, social and economic structures exist. Many current problems and conflicts have their roots in historical events and developments.

Mastering the Art of Positive Online Presence

⭐ **Mindful Posting:**

Before posting, ask yourself the following questions:

Is my content respectful and inclusive?

Does it authentically represent my personal values?

Does it contribute to a peaceful, positive, and supportive online environment?

Does it inspire and empower others?

Your post can make a world of difference ❤️

Fact-check and Verify:

Ensure the information you share is accurate and reliable.

Be a source of trustworthy information.

You hold the power to spread accurate information. Fact-checking before sharing and being a source of truth. In a world of misinformation, your careful consideration matters. Here is a checklist to verify the accuracy of information:

Consider the source	Take a close look at who is behind the source.
Keep Reading	Headlines are often sensationalised, so reading the whole story is important.
Check the author	Check whether the author of a report really exists and whether it is a credible person.
Analyse the source	Check the sources of claims again. Fake news often quotes official or seemingly official sources. However, if you check them, it often turns out that the claim made there is not there at all.
Is it a joke?	If it sounds too unlikely, it could be news satire.
What do you think?	Our views play a role in the judgement of a message. In order to have their beliefs confirmed, people often specifically look for information that fits their beliefs and ignore information that does not confirm them.
Pay attention to the date	Information may already be out of date, even if it has just been posted.
Ask an expert	An expert is a person who has above-average knowledge, experience, and skills in a specialised field. [2]

Remember

If you want more information about face news and how to check posts on their truthfulness, you can have a look at this App that was developed in the context of the Erasmus+ Project "Fake Off"

👉 **https://www.fake-off.eu/outputs/**

---

2 https://www.fake-off.eu/wp-content/uploads/2020/02/1-FAKE-OFF-TM-EN.pdf; https://www.ifla.org/resources/?oPubId=11174
    https://www.ifla.org/resources/?oPubId=11174

Spreading Unity Through Your Content

⭐ **Create Inspiring Posts and Stories:**

Share stories and posts that showcase unity, friendship, and cross-cultural collaborations across Europe.

Through your stories, you'll showcase unity, friendship, and the magic that happens when people from different backgrounds come together for a common purpose.

Idea

Here are some ideas for engaging in a common purpose and sharing your experiences:

1. Cross-Cultural Education:

👉 **Share stories of exchange programs, Erasmus experiences, and educational partnerships and the benefits of studying in different European countries.**

2. Human Rights and Equality:

👉 **Advocate for human rights, tolerance, and equality for all Europeans, by sharing stories of individuals and organisations working for justice.**

👉 **Discuss initiatives that fight against discrimination and Prejudice.**

3. Unity in Sports and Arts:

👉 **Highlight major European events and the spirit of healthy competition and collaboration.**

👉 **Showcase how sports and arts bring people together across borders (for example like the Wings for Life run)**

4. Crisis Response and Solidarity:

👉 Showcase collaborative efforts in providing aid and
support in moments of natural disasters and humanitarian
emergencies. Especially in times like these, when we are
confronted with various crises and challenges, wars or
epidemics, it is very important to stand up for each other!

👉 Highlight the spirit of solidarity in times of need and despair.

5. Innovation and Technological Advancements:

👉 Explore technological innovations that connect European
Societies (e.g. green technology)

👉 Share stories of ideas of social entrepreneurs or tech collaborations.

⭐ **Visual Harmony:**

Use images and videos that celebrate diversity and highlight common bonds.

People say a picture speaks a thousand words. Let's use images and videos to capture the harmony that exists within our diversity. It's time to let our visuals speak for unity!

<u>Idea</u>

As part of the project BYE, POLARITY, students from Romania and Austria took part in a social media challenge under the hashtags <u>#TogetherAsOne and #ByePolarity</u>, in which they created social media posts with unifying content, and expressed their values such as freedom, compassion, courage, respect awareness and empathy. Here are two of the posts that were created:

Show us <u>your</u> creative potential

and take part in the challenge too or start your own! You can brainstorm with your friends on a unifying hashtag and use it across social media platforms.

If you enjoy creating videos, here is a video on the topic of polarity that the Austrian and Romanian students also developed. It can serve as inspiration!

👉 **https://www.youtube.com/watch?v=40-nbarMoVA** 🎵

🤝 **Challenge accepted?** 🤝

Engaging and Connecting

⭐ **Conversations that Matter:** Engage in discussions that promote understanding and empathy. Be open to different viewpoints and encourage healthy dialogues.

You can share viewpoints on a current issue and engage in a respectful conversation to practise empathy and understanding, by simulating and engaging with others in an offline or online conversation about a sensitive topic and navigating disagreements while maintaining respect and open-mindedness.

⭐ **Connect with Fellow Ambassadors:** Collaborate with other United Europe Ambassadors to create joint projects and amplify your impact.

Collaboration makes us stronger. Connecting with other United Europe Ambassadors will help create joint projects, exchange ideas, and amplify your impact across social platforms. You can also find other ongoing projects or talk to your teachers to help!

Idea

INITIATIVES: To find out more about youth initiatives in Europe, you can look at the European Youth Portal 👉 https://youth.europa.eu/home_en.

The European Youth Foundation (EYF) offers financial and educational support for youth projects. You can find more information here 👉 https://www.coe.int/en/web/youth/about-us.

Another option is to search on social media platforms for groups or projects committed to topics and values you are interested in and to participate in discussions and activities.

Did you know that young people in Denmark even have their own island? The island is called Ungdomsøen and is intended to offer them a place where they can develop into active, committed, and curious citizens who take responsibility for each other, for their communities and for the development of their society.

Pretty cool, right? 😎

Becoming a Source of Inspiration

⭐ **Spread Positivity:**

Counter negativity with positivity. Share motivational quotes, encouraging messages, and stories of people coming together.

In a world where negativity can be overwhelming, your positive messages can be a beacon of hope. Sharing motivational quotes, uplifting stories, and messages of encouragement will help.

Do you know which famous personalities these motivational and inspirational quotes come from? (You will find the solution at the end of the page)

"Darkness cannot drive out darkness; only light can do that.
Hate cannot drive out hate; only love can do that." [3]

"Impossible is just an opinion." [4]

"The future belongs to those who believe in the beauty of their dreams." [5]

„The last of human freedoms consists in the choice of attitude towards things." [6]

Encourage Offline Unity:

**Encourage events, cultural festivals, or discussions.
You can start in your school or your community and then go local!**

Idea

PANEL DISCUSSIONS: One way of bringing people with different positions into conversation is the panel discussion. A panel discussion is a moderated discussion in front of an audience in which different positions on a selected

topic or issue are discussed.

How can you start a panel discussion in your school?

---

[3] Martin Luther King (American civil rights activist)

[4] Paulo Coehlo (Brazilian author)

[5] Eleanor Roosevelt (American diplomat and civil right activist)

[6] Viktor Frankl (Austrian neurologist and psychiatrist/ survivor of the holocaust)

👉 First ask a teacher to help you organise the panel discussion.

👉 Then, together with classmates or friends, look for topics or issues that polarise (for example: gender, artificial intelligence, diet, mobility, equal opportunities in education or climate change).

👉 Put together a panel of 4–6 people and a moderator.

👉 Talk to the people you want to invite.

👉 Think about when the panel discussions will take place and at which location.

👉 Plan how this location will be set up, what technology you need and how much audience you would like to have.

👉 The moderator needs to ensure that a suitable solution has been found for everyone in the panel discussion or that respect and understanding for other attitudes has been established and a peaceful and appreciative atmosphere has been created. No one should be left behind with negative feelings!
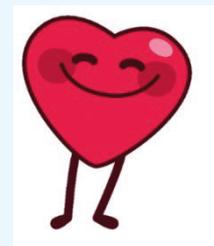
⭐ Challenges and Projects:

Participate in Challenges and motivate others to take part through promoting them on social media! From art and creative competitions on social issues, community service activities or the initiation of language learning programmes, these fun challenges will bring people closer together!

CATS UNITE PEOPLE

Idea

SCHOOL JOURNAL PROJECT: You could create a School Journal (Offline or Online) with

your teachers and classmates to talk about Local, National or Worldwide news. Since we are confronted with enough negative news every day, you could focus on positive, inspiring, and empowering content. 😊
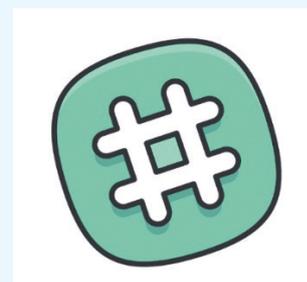
Here are the steps, how you can create a school journal.

1. Preparation: Obtain information about other school newspapers, look at different newspapers to see what you like and what you don't like.

2. School newspaper team: Ask your friends and classmates if they would like to take part in the project.

4. Create a basic concept: When thinking about a concept, you should consider the following points: content (Which topics are relevant and important?) structure (How can I structure the journal clearly?), format and layout (How many pages should the school journal contain? How long should the articles be?

5. Financing and printing: Inform yourself about financing options (e.g., school, parents, companies), advertising and printing.

6. Ask teachers or parents for support with difficult tasks.

7. Now you are ready to start with the creation of the content!

But even small challenges can already make a difference – for example, you could resolve to make someone laugh today, give someone a compliment, or talk to someone you have never really spoken to before and try to find something in common! We are sure you have lots of other beautiful ideas! ☰

Making It Playful

⭐ **Memes for Unity:**

**Create light-hearted memes that highlight the quirky and fun aspects of diversity.
Laughter brings people closer!**

Laughter is a universal language. Creating memes that celebrate the fun aspects of uniting people with different backgrounds, beliefs and interests will spread joy and unity through humour!

⭐ **Emoji Magic:**

**Use emojis creatively to convey unity, cooperation, and cultural harmony.
Emojis transcend language barriers!**

Emojis are more than symbols – they can serve as expressions of unity and solidarity! Use emojis creatively to convey cooperation, harmony, and the magic of coming together.

Use Hashtags:

Join trending hashtags related for example to unity, Europe, and cultural understanding. Your voice will be part of a larger conversation!
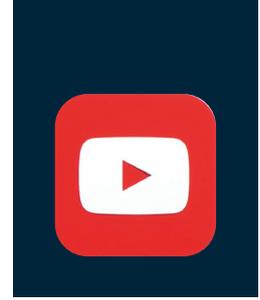
These hashtags bring together individuals from diverse backgrounds who share common interests or concerns. Your participation in these conversations can inspire meaningful discussions and promote a shared understanding that goes beyond individual perspectives.

Don't forget about using hashtags

#TogetherAsOne and **#byePolarity!**

Remember

As a UNITED EUROPE AMBASSADOR, you have the power to create positive change. Embrace the surrounding diversity, spread the message of unity, and make your mark on social platforms!

5.   Reporting Polarising Content

In context of the project, we also had a look on the most used social media platforms among students in Portugal, Cyprus, Romania and Austria in 2022/2023. In focus groups conducted by teachers with students, they stated that they use Instagram, TikTok, YouTube and Facebook the most.

As an **Ambassador for a United Europe**, it is important to know, how you can report inappropriate content such as offensive language, hate speech, cyberbullying, and inappropriate imagery.

5.1   Instagram

Instagram is a visual-centric platform for sharing photos and videos. Users can create profiles, post photos and videos, follow others, and engage with content through likes, comments, and direct messages. Instagram also offers features like Stories, Reels, and IGTV.
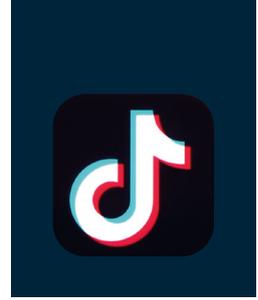
REPORTING INAPPROPRIATE CONTENT ON INSTAGRAM

Instagram provides various reporting options to report inappropriate or harmful content, empowering users to contribute to a safe and positive community.

a. Reporting Posts and Comments: Users can report individual posts or comments that violate Instagram's community guidelines. The reporting feature can be accessed through the post or comment itself, with options to flag for reasons such as harassment, hate speech, violence, or explicit content. Reporting can be done anonymously, and the process is straightforward.

b. Reporting Profiles: If a user encounters an Instagram profile that violates the platform's guidelines or terms of service, they can report it. Reporting options can be found on the profile itself or by accessing the „Report" feature on the user's account.

c. Reporting Messages: Inappropriate or abusive messages received through Instagram Direct can be reported individually. Users can access the reporting option by tapping on the message and selecting the appropriate action.

d. Reporting Stories, Reels, and IGTV: Users can report individual Stories, Reels, or IGTV videos that contain explicit content, harassment, or other forms of inappropriate material. Reporting options are available within the respective content.

5.2   YouTube

YouTube is a leading video-sharing platform. Most users upload and watch videos, subscribe to channels, like and comment on videos, create playlists, and interact with creators. YouTube offers various content genres, including music, tutorials, vlogs, and entertainment.

REPORTING INAPPROPRIATE CONTENT ON YOUTUBE

YouTube provides multiple reporting options to address inappropriate or harmful content. Here they are:

a. Flagging Videos: Users can report specific videos that contain inappropriate content, such as hate speech, harassment, violence, or explicit material. The reporting feature is accessible through the video's three-dot menu or the „More" tab below the video player.

b. Reporting Comments: If users come across comments that are offensive, abusive, or spammy, they can report them individually. The reporting option can be found by clicking on the three dots next to the comment.

c. Reporting Channels: If a user encounters a YouTube channel that consistently violates community guidelines or terms of service, they can report the entire channel. The reporting option is available on the channel's „About" page or by clicking the flag icon beneath one of the channel's videos.

d. Additional Reporting Tools: YouTube provides additional reporting tools for specific issues like harassment, impersonation, privacy concerns, or copyright infringement. These options can be accessed through the YouTube Help Centre or the „Report a problem" feature.

5.3   TikTok

TikTok got trendy among teenagers, and it is a very popular short-video platform. Users can create and share short videos, add effects and music, explore trending content, and engage with others through likes, comments, and duets. TikTok's algorithm provides personalised content recommendations.

REPORTING INAPPROPRIATE CONTENT ON TIKTOK

TikTok provides reporting options to address inappropriate or harmful content and maintain a safe community environment.

a. Reporting Videos: If users come across a video that violates TikTok's community guidelines, they can report it. The reporting feature is accessible by clicking on the share icon below the video, selecting „Report," and choosing the appropriate reason for the report, such as nudity, hate speech, violence, or harassment.

b. Reporting Accounts: If users encounter a TikTok account that consistently violates community guidelines or engages in inappropriate behaviour, they can report the account. Reporting options can be found on the user's profile page or in the „Report" feature accessed through the three-dot menu.

c. Additional Reporting Tools: TikTok provides additional reporting tools for specific issues, such as impersonation, privacy concerns, self-harm or suicide content, or copyright infringement. These options can typically be accessed through the platform's Help Centre or support channels.

5.4 Facebook

Facebook is a globally recognised social media platform where users can create profiles, connect with friends and family, and share updates, photos, and videos. It offers features like news feeds, groups, events, and a marketplace.

REPORTING INAPPROPRIATE CONTENT ON FACEBOOK

Facebook recognises the need to address and mitigate inappropriate or harmful content.

a. Reporting Posts: Users can report individual posts, whether they contain offensive language, hate speech, violence, nudity, or other types of inappropriate content. The reporting feature is accessible via a drop-down menu on each post.

b. Reporting Profiles and Pages: If a user encounters a profile or page that violates Facebook's community standards or terms of service, they can report it using the available reporting tools. This can be done through the profile or page itself or by accessing the „Report" option on the user's account.

c. Reporting Messages: In case of inappropriate or abusive messages received through Facebook Messenger, users can report those messages individually by tapping on the message and selecting the „Report" option.

d. Reporting Photos and Videos: Users can report individual photos or videos that contain explicit content, harassment, or other forms of inappropriate material. This reporting option is available through the photo or video itself.

6. Conclusion

We hope the ideas in this guide provide you with enough inspiration to become an ambassador for a united Europe on social media and to take action for more empathy, cohesion, peace and respect!

By taking on this role, you will make an important contribution to reducing tensions and divisions on social media platforms and promoting understanding between people with different opinions.

Your voice is important in creating a more connected and harmonious Europe!

Share the journey, spread the unity, and be a United Europe Ambassador!

#TogetherAsOne

SHARE THE JOURNEY, SPREAD THE UNITY,

BE A UNITED EUROPE AMBASSADOR!

Co-funded by
the European Union

bye,
Polarity
Thinking beyond Polarity
for Europe united in diversity

https://www.facebook.com/bye-Polarity-103509115621549

www.byepolarity.eu

https://www.instagram.com/bye_polarity/