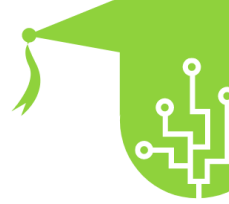


MEDIA LITERACY COMPETENCES  
FOR YOUTH WORKERS

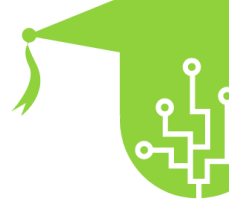
# THE DARK SIDE OF INTERNET FOR YOUNG PEOPLE

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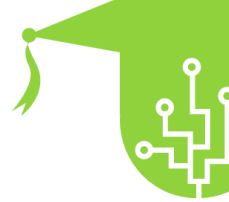




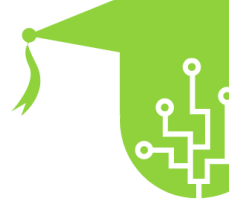
<b>Title :</b>	THE DARK SIDE OF INTERNET FOR YOUNG PEOPLE
<b>Key Words</b>	Fraud, Media Literacy, Addiction
<b>Prepared by:</b>	İncirliova Gençlik Kültür Sanat ve Gelişim Derneği
<b>Language :</b>	English
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• <b>To determine the amount of internet use among young people today.</b></li> <li>• <b>To understand from what point internet use is called a dark site.</b></li> <li>• <b>To raise awareness about the dark side and negative effects of internet use.</b></li> <li>• <b>To determine the relationship between internet use and mental health.</b></li> <li>• <b>To identify the major role that Media Literacy will play in solving this problem and other possible solutions.</b></li> </ul>
<b>Learning Outcomes :</b>	
<b>Content Index :</b>	<p>UNIT 1: Internet usage and usage purposes today.</p> <p>1.1 A directly proportional increase in internet usage with the acceleration of life</p> <p>1.2 Various reasons for each person’s use of the Internet</p> <p>1.3 Seeing it as the most important tool of socialization</p> <p>UNIT 2: The points where the internet uses to turn into a problem and its dark side.</p> <p>2.1 Obscene websites and the Dark web</p> <p>2.2 Defrauding through websites</p> <p>2.3 Living according to false perceptions created by the internet</p> <p>UNIT 3: Reasons pushing young people to the dark and negative side of the internet</p> <p>3.1 Familial reasons</p>



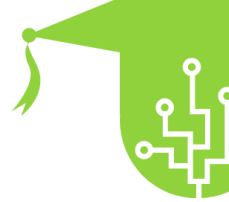
	<p>3.2 Social environment and friends</p> <p>3.3 Economic Reasons</p> <p>3.4 The sense of discovery that comes with being young</p> <p>UNIT 4: Media Literacy as the Main Solution for Fighting Against Internet Addiction and Some Other Possible Solutions</p> <p>4.1 Media Literacy and Its Main Component</p> <p>4.2 Fighting Internet Addiction with Media Literacy</p> <p>4.3 Other Solutions: Creating an Environment that will increase socialization for young people</p> <p>4.4 To raise awareness among young people and parents about beneficial internet use</p> <p>4.5 Increasing research and mobilizing consultants and policymakers</p>
<p><b>Content Development :</b></p>	<p><b>Internet as addiction</b></p> <p>Although the Internet is a resource that offers many benefits for young people, it also harbors some dark sides. These dark sides of the Internet include a series of problems that young people may face.</p> <p>Firstly, harmful content and dangerous interactions in online environments can negatively affect the psychological and emotional health of young people. For example, coming across images of child abuse or violent videos may cause young people to have traumatic experiences and have difficulty coping with psychological traumas.</p> <p>Secondly, cyberbullying is one of the dark sides of the internet. Young people can be targeted and abused on online platforms. Attacks on social media, hate speech, and dissemination of personal information can undermine</p>



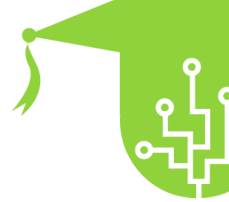
	<p>young people's self-confidence, affect their social relationships and lead to mental health problems.</p> <p>Thirdly, internet addiction is a common problem among young people. Factors such as being constantly online, social media use, and gaming addiction can turn into an addiction that affects young people's lives and causes them to disconnect from other important activities. This can negatively affect young people's social interactions, physical activity, academic performance, and sleep patterns.</p> <p>Finally, online privacy and security risks also pose a significant challenge for young people. Situations such as theft of personal information, being targeted by cybercriminals or online fraud can increase the risk of young people putting themselves in dangerous situations. Encountering these dark faces can jeopardize young people's safety, privacy, and overall well-being. Therefore, it is important for young people to recognize these issues, be equipped with media literacy skills, and be aware of safe internet use.</p> <p><b>UNIT 1: Internet usage and usage purposes today.</b></p> <p><b>1.1 A directly proportional increase in internet usage with the acceleration of life</b></p> <p>The speed of today's world is increasing day by day. In order to keep up with the increasing demands and this incredible speed, people have increased their use of the internet in direct proportion. The internet exists with us in almost every aspect of our lives. We use it in areas such as getting information about things, using this information for productivity, being online at any time, and being informed about the world. With a single click of a button,</p>
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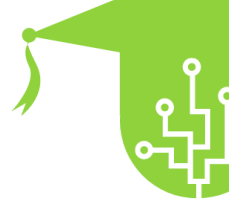
	<p>we can communicate with people from all over the world and be informed about everything. These conveniences of the Internet have made it an indispensable element for people. In addition to accompanying us in vital areas such as our work and education, it has become indispensable in social media platforms and online shopping. It has assumed a role that allows us to access everything quickly and easily amid the intensity of life. With the acceleration of life, our need for instant gratification has also increased, and this sense of gratification has fueled the growth of internet usage. However, these increases in direct proportion to the acceleration of life also cause negativity. Situations such as the burden of constantly learning something new, and the pressure always to be aware of and have access to everything at all times lead to negative consequences of internet use in terms of physical and mental health. As a result, although the internet is vitally important to keep up with the pace of modern life, it should be used consciously, considering its negative effects. This phenomenon can be observed in different areas such as communication, access to information, entertainment, and productivity.</p> <p><b>Communication:</b> The acceleration of life has led to a greater need for instant communication. Internet use has skyrocketed with the emergence of various communication tools and platforms. People now rely heavily on email, instant messaging apps, social media and video conferencing tools to stay connected with friends, family, colleagues and business partners. The need for fast and efficient communication has directly triggered the increase in internet usage.</p> <p><b>Information Access:</b> In today's fast-paced society, information plays a crucial role. The acceleration of life means that people need instant access to news, research, educational resources, and various other types of information. The Internet has become the go-to source for accessing information quickly and easily. Thanks to search engines, online databases, e-books, and educational platforms, individuals can access vast amounts of information in</p>
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	<p>seconds. The growing demand for information access has driven the proportional increase in internet usage.</p> <p><b>Entertainment:</b> The acceleration of life has created a greater need for easily accessible and readily available entertainment options. The internet has become a vast source of entertainment offering streaming services, online games, social media platforms, and multimedia content. People are turning to the internet to relax, unwind and seek entertainment in the midst of their busy lives. The proportional increase in internet usage can be attributed to the growing demand for entertainment that keeps pace with the acceleration of life.</p> <p><b>Productivity:</b> With life becoming more fast-paced, productivity has become an important focus for both individuals and businesses. The Internet offers a wealth of tools and resources that increase productivity and efficiency. Online collaboration platforms, project management tools, cloud storage, and remote working capabilities have revolutionized the way we work. The acceleration of life has forced people to rely heavily on these internet-based productivity tools, resulting in a proportionate increase in internet usage.</p> <p><b>1.2 Various reasons for each person’s use of the Internet</b> Internet use varies from person to person because the way each person lives life, their interests and expectations are different from each other. The Internet also has content that will appeal to every type of person. As an example of the various reasons for using the Internet, we can say to learn the information we are curious about. The number of resources we can reach on the internet is very large. Whatever we want to learn, we don't have to learn it from only one source. We can also reach more than one opinion about that information. Another reason for use is communication. Thanks to the internet, we can communicate with people all over the world. We can do this in many ways such as through social media platforms, messaging applications, and video chat applications. Another reason is Work and Education. Thanks to online</p>
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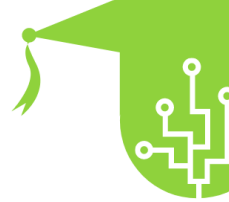


	<p>applications, we can manage our work from anywhere we want, and we can also carry out our education through many platforms. We can use the internet effectively by accessing educational resources from anywhere in the world. Another reason for using the internet is for our hobbies and interests. With many websites and applications, we can instantly have content about whatever we are interested in, for example, if we want to watch movies or read books, we can instantly access anyone we want. The last reason is the news. Since the events happening in the world instantly fall on the internet, we can have information about the news on the other side of the world. We can examine these reasons under some headings.</p> <p><b>Communication and Social Networks:</b> The Internet allows people all over the world to communicate and interact with one another. Individuals can stay in touch with their friends, family, coworkers, and acquaintances through social media platforms, email, messaging applications, and video chatting services.</p> <p><b>Information and research:</b> The Internet contain a wealth of information on a wide range of subjects. The internet is used by people to obtain information, do research, and learn about a wide range of topics. Search engines, online encyclopedias, instructional websites, and online libraries make it easier to find valuable information.</p> <p><b>Entertainment:</b> The Internet provides a wide range of entertainment options. People use the internet to view movies, TV shows, and music, play online games, read ebooks, follow blogs or vlogs, and experiment with various types of digital media. Interacting with content published by others on social media platforms can also give entertainment.</p> <p><b>Education and Learning:</b> The Internet has revolutionized education by providing access to online courses, training, and educational resources. Students can learn new skills, attend virtual classes and access educational materials from recognized institutions and experts.</p> <p><b>E-commerce and Online Shopping:</b> Many people use the internet to conveniently purchase products and services. Online shopping platforms allow users to browse, compare prices, read reviews, and shop from the comfort</p>
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	<p>of their homes. This includes a wide range of products, from clothing and electronics to groceries and household goods.</p> <p><b>Business and Productivity:</b> The Internet has evolved into an indispensable tool for professionals in a variety of sectors. It enables team members to work remotely, collaborate, and communicate with one another. Online productivity tools, cloud storage, and project management systems all help to expedite and improve company processes.</p> <p><b>Current Events:</b> Online news portals, blogs, and social media platforms keep you up to date on local and global events. Many individuals use the internet to keep up with current events, politics, sports, entertainment, and other topics of interest.</p> <p><b>Personal Development:</b> There are several resources available on the Internet for personal growth and advancement. People utilize the internet to find self-help articles, motivating content, training, and guidance on a wide range of issues such as health, fitness, relationships, and hobbies.</p> <p><b>Expression of Creativity:</b> The Internet gives a forum for people to express their creativity. People share their art, writing, photography, music, and other creative work with a global audience through social media, blogging platforms, video-sharing sites, and other online platforms.</p> <p><b>Convenience and Routine Tasks:</b> The Internet simplifies many routine tasks. People utilize the Internet for online banking, bill payment, travel booking, meal ordering, service requests, and managing different facets of their everyday lives.</p> <p>1.3 Seeing it as the most important tool of socialization</p> <p>The internet is seen as the most important tool of socialization today. This has become even more evident with the proliferation and diversity of social media platforms. There are some reasons why it is seen this way. One of them is that it offers the opportunity to socialize</p>
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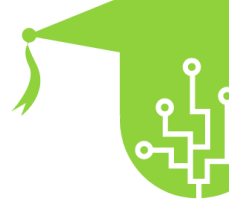




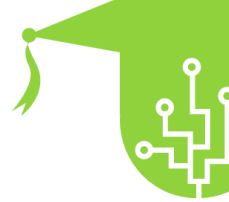
	<p>beyond borders. We can communicate anywhere in the world with people who speak a language and live in a culture that we do not know. Being away from our family and friends does not mean that we cannot socialize with them. The internet allows us to interact with people by freely sharing our ideas and thoughts. Thanks to some social platforms, we can meet people with common interests and do online activities that we would never come across outside. However, while this may seem great from a distance, things start to go wrong when the limits of socializing online are exceeded. Some people lose confidence in socializing in real life because they can meet people online without revealing their true identity, whereas in real life this is not possible. This leads to problems such as social anxiety, lack of confidence, and communication disorders. Let's look at the reasons for seeing it as the most important tool in socialization under headings.</p> <p><b>Socializing across borders:</b> Thanks to the internet, it is now easier to communicate with people around the world. We can connect with people in different countries with the same interests and explore different cultures and languages. This offers the opportunity to socialize across borders and builds a global community.</p> <p><b>Connecting with family and friends:</b> The internet allows us to stay connected with family and friends. It is possible to communicate with loved ones who live far away, share photos and videos, and even get together via video conferences. In this way, the distance barrier does not affect our social relationships.</p> <p><b>Free exchange of ideas and thoughts:</b> Internet platforms allow us to freely express our ideas and thoughts. Through social media, blogs, or forums, we can interact with people, participate in discussions and share our thoughts with a wide audience.</p> <p><b>Meet people with common interests:</b> The internet brings people with similar interests together. Through special interest groups, forums, or social media pages, people can meet and interact with people with common hobbies or passions. This provides an opportunity to connect even with people who are unlikely to meet in real life.</p>
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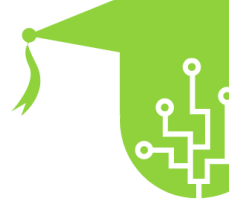
	<p><b>Sharing online activities:</b> The internet allows people to engage in activities online that they might not be able to meet outside. Activities such as online games, virtual events, art projects, or music sharing provide a platform for people to enjoy and spend time together.</p> <p><b>UNIT 2: The points where the internet uses to turn into a problem and its dark side.</b></p> <p><b>2.1 Obscene websites and the Dark web</b></p> <p>The Internet has a positive side, but also a bad side in terms of obscene websites and the dark web. Obscene Websites contain explicit and pornographic content. They are not for every kind of person, but they can be used by minors and people who should not access them. The Dark Web is a small part of the Internet, anonymous and unorganized. It is important for illegal activities. It contains websites that enable illegal crimes such as illegal drug trafficking, cybercrime, and the piracy of various products. It leads to people being defrauded and victimized. It is also illegal to access obscene websites and the dark web. People who access these sites unconsciously can get into big trouble. This is an example of misuse of the internet.</p> <p><b>Pornographic content:</b> Explicit websites contain explicit and pornographic content. While such sites may be preferable for adults, they can be risky for minors and people who do not need access to such content. Potential harms: Accessing sexually explicit websites can lead to a range of psychological, social, and relational problems. In particular, problems such as addiction, sexual obsession, low self-esteem, and relationship problems can arise.</p> <p>Dark Web:</p> <p><b>Anonymity and illegal activities:</b> The dark web is an anonymous and unorganized part of the internet. In this environment, there is a fertile ground for illegal activities. For example, illegal drug trafficking, cybercrime, the sale of personal information, and piracy of various products.</p> <p><b>Fraud and victimization:</b> The dark web can also lead to people being scammed and victimized. People can buy</p>
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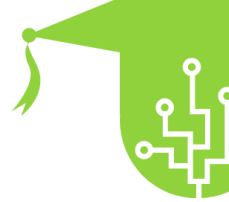
	<p>counterfeit goods, fall victim to fraud schemes, or have their personal information stolen.</p> <p>Illegal access and its consequences:</p> <p><b>Illegal access:</b> It is illegal to access obscene websites and the dark web. People who access such sites unwittingly or without authorization may face legal problems and serious consequences.</p> <p><b>Security risks:</b> Obscene websites and the dark web pose security risks, such as infecting users' computers or devices with malware, stealing personal information, or targeting and harming users.</p> <p><b>2.2 Defrauding through websites</b></p> <p>Digital fraud has become very common in the digital age. With the increase in trust in the internet and the spread of online commerce, fraud is also going in direct proportion. Online fraud is committed in various ways. It can be carried out in ways such as identity theft, fake websites, or fake messages. For example, when you enter a website, another screen suddenly pops up and if you click somewhere on the screen, even accidentally, they can defraud you in a way that gives them access to your credentials. They can also defraud you about a product you want to buy by creating fake websites. In addition, on platforms such as marriage sites, which are widely available on the internet, people with bad intentions can use emotions to demand money from you. In short, if the internet, which we think is useful, is used unconsciously, it causes us to be defrauded both financially and morally by malicious people.</p> <p><b>Identity Theft:</b> Fraudsters try to obtain users' credentials through fake websites or messages. This information can then be used in financial transactions or other fraudulent activities. To protect against identity theft, you should use strong passwords, use login pages on trusted sites, and be careful when sharing personal information.</p> <p><b>Fake Websites:</b> Scammers try to trick users by impersonating well-known brands or service providers. When shopping on these fake sites, you will be directed to make a payment or enter personal information. It is important to use trusted websites, check that they have</p>
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	<p>the HTTPS security protocol in the address bar and take user reviews into account.</p> <p><b>Phishing:</b> Scammers try to obtain users' personal or financial information using fake emails, SMS or phone calls. These communications often create an urgency and redirect users to fake websites. You should be wary of communications from suspicious or unknown sources and verify your personal information before sharing it.</p> <p><b>Love Scams:</b> Some malicious individuals may solicit money by emotionally influencing people through online dating sites or social media. You should be wary of such scams and make a careful assessment before providing financial assistance to people you do not know.</p> <p><b>Prepayment Scams:</b> When purchasing a product or service, scammers may ask you for an upfront payment before you pay. However, they may never deliver the product or service. It's important to shop with trusted sellers, choose payment methods you trust, and research the seller's reputation before making a down payment.</p> <p><b>2.3 Living according to false perceptions created by the internet</b></p> <p>The internet creates a general perception in people, but this perception changes from time to time. For example, with the increasing use of social media, beauty perceptions also change according to trends. People shape themselves according to these perceptions of beauty. They have various surgical operations. If they are unable to achieve that idealized appearance or if they do not have the financial means to undergo the surgeries, this leads to mental and physical problems. For example, health problems such as eating disorders are encountered in order to achieve the idealized body. In addition to beauty perceptions, another one is the perception of ideas and thoughts. People start to defend any popular idea they see on social media with the perceptions of biased people without any knowledge. This leads to the emergence of an unconscious generation. There is also a concept called algorithm on the internet. Since people only click on posts that are according to their own ideas more often, they always come across the posts of people with their own ideas. Since they do not access the</p>
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	<p>thoughts of the opposing parties, an environment far from objectivity with biased perspectives is created. If we take a more detailed look:</p> <p><b>Identity Theft:</b> Fraudsters try to obtain users' credentials through fake websites or messages. This information can then be used in financial transactions or other fraudulent activities. To protect against identity theft, you should use strong passwords, use login pages on trusted sites, and be careful when sharing personal information.</p> <p><b>Fake Websites:</b> Scammers try to trick users by impersonating well-known brands or service providers. When shopping on these fake sites, you will be directed to make a payment or enter personal information. It is important to use trusted websites, check that they have the HTTPS security protocol in the address bar and take user reviews into account.</p> <p><b>Phishing:</b> Scammers try to obtain users' personal or financial information using fake emails, SMS, or phone calls. These communications often create urgency and redirect users to fake websites. You should be wary of communications from suspicious or unknown sources and verify your personal information before sharing it.</p> <p><b>Love Scams:</b> Some malicious individuals may solicit money by emotionally influencing people through online dating sites or social media. You should be wary of such scams and make a careful assessment before providing financial assistance to people you do not know.</p> <p><b>Prepayment Scams:</b> When purchasing a product or service, scammers may ask you for an upfront payment before you pay. However, they may never deliver the product or service. It's important to shop with trusted sellers, choose payment methods you trust, and research the seller's reputation before making a down payment.</p>
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## UNIT 3: Reasons pushing young people to the dark and negative side of the internet.

### 3.1 Familial reasons.

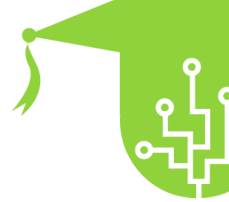
There are various familial reasons that can push young people towards the dark and negative sides of the internet. The first of these is family problems. Children who often experience fights and disagreements in their families see the internet as a way of escape. They start to find the happiness and peace they cannot find in their families on the internet, which can lead to excessive and unconscious use. They may join groups that encourage harmful behaviors such as cyberbullying. For children who are already growing up in a chaotic environment, such places are not abnormal. Another reason is careless and neglectful parents. These families accustom their children to using the internet from an early age and do not provide controlled and supervised internet use, which leads to children unconsciously accessing every site. If communication within the family is also lacking, children who find the solution on the internet can make friends with malicious people.

**The Internet as an escape route:** Young people who are constantly fighting, disagreeing, and experiencing tension in their families may see the Internet as a way of escape. They may start looking for the happiness and peace they cannot find in their families on the internet and may tend to use it excessively and unconsciously.

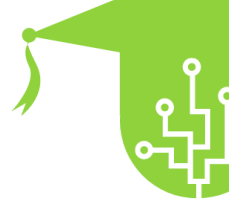
**Participation in harmful groups:** Joining groups that encourage harmful behaviors, such as cyberbullying, can lead young people to see the internet as a place where they can express themselves and hope to be accepted. Especially for children growing up in a chaotic environment, such places can become normalized.

Careless and neglectful parents:

**Lack of controlled Internet use:** Parents accustom their children to using the Internet from an early age and do not ensure supervised use. This can lead to children unconsciously accessing sites and being exposed to harmful content.

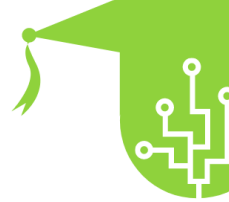


	<p><b>Lack of communication:</b> Lack of communication within the family can lead children to look for solutions on the internet to meet their emotional needs. The internet can become a means of escape and attention-seeking for them. This can lead to risky behavior, such as befriending people with bad intentions.</p> <p><b>3.2 Social environment and friends</b></p> <p>Peer pressure and bullying are very common. Especially at a young age, this is done in a more brutal way. Some teenagers and children may also engage in dangerous online behavior to fit in with their environment, even if they are uncomfortable. If there are many peers around them who are involved in negative online behavior, after a while the child starts to see it as normal. Insensitivity to negative consequences may also develop. In addition, children and young people who experience moods such as depression and anxiety due to their circle of friends may seek solace on the internet to get rid of them. Since they see it as a means of emotional relief, they become unable to distinguish between what is right and what is wrong.</p> <p><b>Peer Pressure:</b> Young people may be subject to pressure from their friends or social environment. For example, a group of friends asking them to do a certain behavior or expecting them to dress in a certain way is called peer pressure. The inability to resist this pressure can lead a child to engage in unwanted behaviors or engage in inappropriate online behavior.</p> <p><b>Bullying:</b> Bullying around friends can cause emotional and psychological harm to young people. Online, bullying between friends can become more brutal and pervasive. For example, acts of bullying, such as insulting messages, slander, or threats, can undermine a child's self-esteem and affect them emotionally.</p> <p><b>Conformity to Norms:</b> When young people are surrounded by many peers who exhibit negative online behaviors, they may normalize these behaviors. For example, in an environment where harmful or offensive posts between friends are considered normal, children may tend to engage in similar behaviors.</p> <p><b>Insensitivity:</b> Young people who are constantly exposed to negative online behaviors may become desensitized</p>
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	<p>over time. They may remain unresponsive to bullying or aggression, or they may accept these behaviors as normal and not react emotionally.</p> <p><b>Emotional Relief Tool:</b> Young people who experience moods such as depression and anxiety due to bullying or negative influences in their circle of friends may seek solace or support online to get rid of these difficulties. Social media, online forums, or gaming platforms can be used as a means for young people to find emotional relief and support.</p> <p><b>3.3 Economic Reasons.</b></p> <p>People may also misuse the internet for economic reasons. Some people engage in illegal activities online, such as fraud, because of financial concerns, and resort to unethical and illegal means, such as selling counterfeit goods. Doing this online is both easier and more widespread. Economic inequalities and limited opportunities push young people in particular to do this. E-commerce, which has increased with the widespread use of the internet, is turned into fraud through various methods and is an easy way to make money for those who are economically challenged. In addition, thanks to some social platforms, we have started to see more of people's private lives, which has led us to have information about people's lifestyles. The increase in comparing their own economic situation and the economic situation of others leads to negative consequences.</p> <p><b>Fraud and Sale of Counterfeit Goods:</b> Some people may engage in fraudulent activities over the Internet for financial gain. They may use fake websites or online marketplaces to trick people into giving them money or personal information. They may also defraud people by selling fake goods.</p> <p><b>Economic Inequalities and Limited Opportunities:</b> Economic inequalities and limited opportunities can push some people into illegal ways. Especially young people, when faced with economic difficulties, may use the internet to make money quickly and easily.</p> <p><b>E-commerce Turning into Fraud:</b> With the widespread use of the internet, e-commerce has increased dramatically. However, this has also increased opportunities for fraud.</p>
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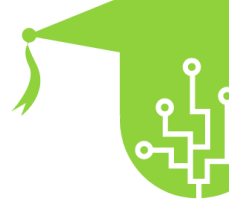




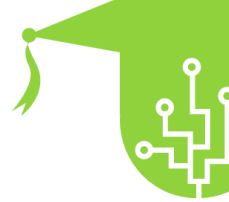
	<p>People can be scammed by others, such as sellers who sell counterfeit products through various methods and do not pay or ship the product.</p> <p><b>The Impact of social media:</b> Some social media platforms allow people to showcase their private lives and lifestyles. This can lead to people comparing their economic situation to that of others and can lead to a form of social pressure. This can lead people to focus on material success and resort to unethical means.</p> <p><b>3.4 The sense of discovery that comes with being young</b></p> <p>In youth and childhood, there is a strong desire to learn everything around you. One of them is the online world in the new age. In addition to its many positive aspects, it also has a significant negative impact. Because they are curious, they are ready to explore everything. During this exploration, they access harmful content without hesitation. They can share personal information without thinking and participate in harmful online challenges because they are enthusiastic. They are also very eager to discover online content they see from their friends, so they can participate in these without question. Young people in particular are not afraid to take risks. When the desire to explore and fearlessness are combined, they may encounter the dark side of the internet.</p> <p><b>Curiosity and the desire to learn:</b> Youth is characterized by a great sense of curiosity to explore the world. This curiosity includes the online world. Young people are eager to learn about and experience new technologies, platforms and trends.</p> <p><b>Access to Harmful Content:</b> As young people search for new things online out of a desire to explore, they may also come across harmful content. This can include inappropriate or violent content, harmful games or dangerous interactions. Such content can negatively impact young people's mental and emotional health.</p> <p><b>Sharing Personal Information:</b> While exploring, young people may share personal information without thinking. They may unconsciously share personal information on online platforms or social media sites. This can make them vulnerable to online dangers and scams.</p>
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	<p><b>Influence of Friends:</b> Teens are eager to explore online content and may want to participate in the content they see from their friends. They may engage in their friends' posts, trends, or harmful activities without questioning or researching to participate. This can lead them into risky situations.</p> <p><b>Risk-taking and fearlessness:</b> Teenagers are often risk-takers and have a fearless attitude. This can put them in a position where they can more easily get into dangerous situations in the online world. They may engage in risky online activities or unconsciously share personal information.</p> <p><b>UNIT 4: Media Literacy as the Main Solution for Fighting Against Internet Addiction and Some Other Possible Solutions</b></p> <p><b>4.1 Media Literacy and Its Main Component</b></p> <p>Media literacy includes the ability to understand, analyze and critically evaluate media messages. Through the development of some basic components, individuals can increase their media literacy skills and act more consciously, critically, and effectively in a complex media environment that can cause harm. They also prevent possible negativities. The basic components of media literacy are as follows:</p> <p><b>Understanding Media Messages:</b> Media literacy involves understanding and interpreting media messages. This component requires the ability to understand the messages, themes, and perspectives conveyed in media content. It means analyzing content in various forms of media such as news articles, advertisements, films, television programs, and social media posts, assessing the credibility of the content, recognizing bias or manipulation, and recognizing underlying values and assumptions.</p>
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	<p><b>Accessing Media Sources:</b> Media literacy includes the ability to access and use reliable media sources. This component requires learning methods of accessing accurate information and evaluating media sources critically while researching. It includes skills such as questioning the reliability of sources, cross-checking information sources, and being wary of misleading or misinformation.</p> <p><b>Visual and Verbal Communication:</b> Media literacy includes visual and verbal communication skills. This component requires the ability to effectively understand and interpret visual messages (photographs, graphics, videos) and verbal messages (articles, headlines, texts). It includes developing awareness of the language, symbols, images, and visual effects used by the media.</p> <p><b>Media Analysis:</b> Media literacy includes the ability to critically analyze media content. This component includes the ability to analyze the infrastructure, language, presentation styles, and strategies used in media messages. Media analysis requires understanding the social, political, cultural, or economic effects of media and questioning why and how media messages are created.</p> <p><b>Media Ethical Values:</b> Media literacy includes an understanding of media ethics. This component means recognizing the responsibilities of media producers to provide accurate and unbiased information, respect privacy and consent, and avoid spreading harmful stereotypes or engaging in unethical practices. Knowledge about media ethics makes individuals responsible for media consumers and producers.</p> <p><b>Media Culture and Multiculturalism:</b> Media literacy includes the ability to understand media culture and multiculturalism. This component includes developing awareness of the diverse cultures, social groups, and different experiences represented by the media and the ability to understand and evaluate these differences. It means recognizing the variety of perspectives presented through the media and critically evaluating issues of diversity and representation in media content.</p>
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## 4.2 Fighting Internet Addiction with Media Literacy

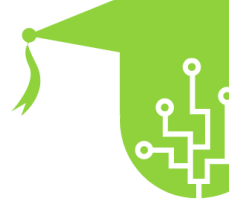
Media literacy plays an important role in combating internet addiction. Media literacy provides individuals with the skills to understand the potential risks of the internet, critically analyze online content, evaluate media messages, and balance media use. These skills help users navigate the online world in an informed way, become resistant to manipulation, and develop healthy media habits. Media literacy protects individuals against the risk of addiction and enables them to make the most of the opportunities offered by the online world. We can divide the role of media literacy as the main solution in the fight against internet addiction.

**Awareness Building:** Media literacy raises awareness among individuals to understand the potential risks and addictive factors of the Internet. This alerts users to the dangers associated with increased time spent online, such as social media, games, and other online platforms. Media literacy helps individuals to assess the impact of the Internet and their usage habits.

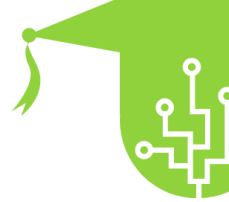
**Media Analysis:** Media literacy provides individuals with the ability to critically analyze online content. Users gain competence in questioning information on the internet, evaluating the reliability of sources, and recognizing misleading or misinformative content. Media analysis skills help people make more informed decisions online and prevent them from being exposed to addictive content.

**Media Criticism:** Media literacy provides individuals with the ability to critically evaluate media messages and advertisements. Users become skilled in recognizing marketing tactics, understanding manipulative advertising strategies, and becoming more resistant to the advertisements they encounter online. This reduces their exposure to potentially addictive activities such as online shopping, games, and social media.

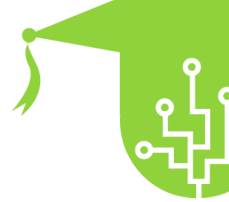
**Media Balance:** Media literacy guides individuals to achieve balance and moderation in media use. Users become conscious to control the duration, frequency, and content of online interactions. Media literacy helps



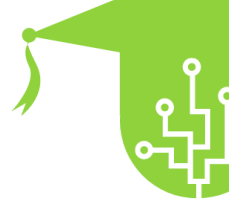
	<p>people keep their interactions with the online world within healthy limits and reduces the risk of addiction.</p> <p><b>Alternative Activities:</b> Media literacy emphasizes the importance of offline life to individuals. Users discover a variety of alternative activities to balance with online activities through media literacy. This includes indulging in offline activities such as social interactions, sports, hobbies, art, or nature. Media literacy enables people to understand the value of real-world experiences as well as focus on the online world.</p> <p><b>4.3 Other Solutions: Creating an Environment that will increase socialization for young people.</b>          Creating space for young people to socialize, especially in this internet age, is very important for their social and spiritual development. Social development can be achieved through face-to-face activities. Activities such as group activities, team sports, group games, and clubs that contribute greatly to socialization should be widespread and economically accessible to people of all classes. People from different classes, languages, and ethnic groups should be brought together to create an environment free from the hate speech we are used to on the internet and interaction should be increased. A moderator should be placed in the groups to ensure supervision and communication in a safe environment. Fun and encouraging social platforms that will increase communication skills should be increased. These methods encourage people to socialize and avoid harmful activities.</p> <p><b>Group Activities and Clubs:</b> Young people should be offered a variety of group activities. Clubs or communities such as team sports, music, dance, and theater should be formed. These activities allow young people to come together to share common interests and develop social skills.</p> <p><b>Diversity and Interaction:</b> Activities that bring together people from different classes, languages, and ethnic groups should be organized. This allows young people to be exposed to diversity and understand different cultures. A zero-tolerance policy against hate speech and discrimination should be adopted in this environment.</p>
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	<p><b>Moderators and Safe Communication:</b> Moderators should be assigned to groups on social platforms. Moderators provide a safe communication environment by blocking negative and harmful content. An environment where young people can freely share their thoughts, exchange ideas and receive support should be created.</p> <p><b>Developing Communication Skills:</b> Create fun and stimulating social platforms to help young people develop their communication skills. For example, interactive tools such as online discussion forums, virtual projects, or group activities can be used. In this way, young people can improve their verbal and written communication skills and gain the ability to communicate effectively.</p> <p><b>Accessibility and Affordability:</b> Participation in socialization activities should be affordable for young people. Costs should be reduced, or scholarship programs should be established for participation in activities. This ensures that everyone has equal access to socialization opportunities.</p> <p><b>4.4 To raise awareness among young people and parents about beneficial internet use</b></p> <p>The most important step in beneficial internet use is education. Although we live in an age where internet usage rates are breaking records, awareness-raising activities on this issue are very few. Parents should be required by the authorities to receive this training and children should be placed in the curriculum as a school course. Only in this way will society take this issue seriously and make it permanent. Digital Literacy Programs should be made widespread. This program can help children learn how to use the internet safely and responsibly and include online privacy, cybersecurity, critical thinking, and digital citizenship. Through these, one can learn how to manage the use of the internet. The frequency of awareness-raising brochures and conferences should be increased. You can even use the arts to raise people's awareness. For example, movies and artworks about this topic are eye-appealing, attract attention and cause persistence. People should be made aware of what are reliable and unreliable sources. Parents should be encouraged to instill supervised internet use in their children.</p>
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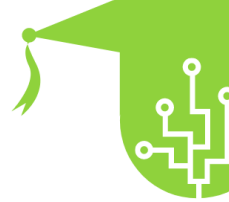


	<p><b>Mandatory training and inclusion in curricula:</b> Authorities could make it mandatory for parents to receive training on beneficial internet use and include it in the curriculum as a subject in schools. In this way, it may be possible to raise public awareness and bring about lasting change.</p> <p><b>Brochures and conferences:</b> Awareness-raising brochures and conferences on beneficial internet use should be organized. These events can be important to raise awareness and highlight risks and positive use.</p> <p><b>Use of art and media:</b> Films, artwork, and other visual media can raise awareness by engaging people. Such materials can provide information about trusted and untrusted sources, cybersecurity threats, and other important topics.</p> <p><b>Guidance for parents:</b> Parents should be encouraged to instill supervised internet use in their children. Providing regular supervision and guidance over children's internet access and activities is important. Parents should play an active role in teaching their children safe and responsible internet use.</p> <p><b>4.5 Increasing research and mobilizing consultants and policymakers.</b>          Research on Internet use should be conducted on a large scale. Each country should establish its own rates and determine the seriousness of the situation. There should be increased research on critical aspects of Internet use, such as the causes, the impact on young people and parents, and the positive and negative aspects. This research should be conducted in cooperation with experts and governments. The government should establish units to combat internet addiction and these units should carry out awareness-raising activities with experts. The government should also provide the necessary financial support to the relevant institutions. The parliament should discuss this issue among itself and, if it deems it necessary, impose restrictions on sites that pose a danger and tighten control.</p>
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	<p><b>Large-scale research:</b> Large-scale surveys on internet use should be conducted. This should be done to determine rates of internet use, internet use habits of young people and parents, positive and negative effects, risk of addiction, and other important factors.</p> <p><b>Collaboration and expert support:</b> Research should be conducted in collaboration with experts and governments. Expert opinion and scientific data should play a key role in policymakers' decision-making processes.</p> <p><b>Establishment of government departments:</b> Governments should establish specialized units on internet addiction and beneficial internet use. These units should work to develop policies, conduct awareness-raising activities and raise public awareness.</p> <p><b>Providing financial support:</b> Governments should provide the necessary financial resources to support the work of relevant organizations on beneficial internet use. These resources could be used to conduct research, implement educational programs, and organize awareness-raising events.</p> <p><b>Legislation:</b> Parliaments should legislate to combat the negative effects of the internet. Restrictions could be imposed on dangerous websites; supervision of internet use could be tightened, and penalties could be set</p>
<p><b>Glossary:</b></p>	<p><b>Media Literacy :</b> Media literacy is an expanded conceptualization of literacy that includes the ability to access and analyze media messages as well as create, reflect and take action, using the power of information and communication to make a difference in the world.</p> <p><b>Addiction :</b> Internet addiction is characterized by excessive or poorly controlled preoccupations, urges or behaviours regarding computer use and internet access that lead to impairment or distress. The condition has attracted increasing attention in the popular media and among researchers, and this attention has paralleled the growth in computer (and Internet) access.</p> <p><b>Fraud :</b> Internet fraud involves using online services and software with access to the internet to defraud or take advantage of victims. The term "internet fraud" generally</p>





	<p>covers cybercrime activity that takes place over the internet or on email, including crimes like identity theft, phishing, and other hacking activities designed to scam people out of money.</p>
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<p><b>Resources (videos, reference links) :</b></p>	<p><a href="https://www.youtube.com/watch?v=Czg_9C7gw0o">https://www.youtube.com/watch?v=Czg_9C7gw0o</a></p> <p><a href="https://www.youtube.com/watch?v=yfZN4_gP5kQ">https://www.youtube.com/watch?v=yfZN4_gP5kQ</a></p> <p><a href="https://www.youtube.com/watch?v=8fOdzVbQlaU">https://www.youtube.com/watch?v=8fOdzVbQlaU</a></p>