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SPEECH  
MOVEMENT**



e-BON TON

The graphic features a large, stylized profile of a person's head and hand in a reddish-pink color. The person's hand is raised, with the index finger pointing upwards. The background is split diagonally from the bottom left to the top right, with a grey upper half and a light yellow lower half. Several small, solid red hearts are scattered across the grey background. The text 'e-BON TON' is written in a bold, black, sans-serif font, slanted upwards, and is positioned over the person's face.



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This booklet has been produced as part of the Seminar Log in for Human Rights, implemented by Center for Intercultural Dialogue (CID), from 25th of July to 6th of August 2013, in Mavrovo, Macedonia.

**LOG IN for Human Rights** was a seminar for multipliers, that aimed to empower youth leaders and online activists to fight exclusion and discrimination in the cyber space and promote active youth participation and human rights using IT&Social Media.

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The booklet is part of group work of participants at the Seminar, developed as a tool to combat human rights violations and promote inclusion in online environment.

It is a practical publication for youth leaders and youth workers to intervene in hate speech online issues and will foster promotion of diversity online



## GUIDELINES ON e-BON TON – GOOD MANERS

### E-tiquette – analysis and best practices

#### INTRODUCTION:

This booklet is addressed in the aim of stressing of educating young generations of internet users and surfers, within the trend of using the new media tools and resources, as the way of promoting personal identity, ideas, concepts, attitude and achieving a specific aim that already have. There were identified by the ~working group~, the golden rules of surfing the internet, in the way of respecting each other's rights, background, opinion and culture. According to this, there were identified, **10 Rules** as are:

- ❖ There is no space for curses, insults, humiliation or discrimination on the internet.
- ❖ Linking your own status or profile picture is same as calling yourself on your mobile phone.
- ❖ TYPING WITH CAPITAL LETTERS IS THE SAME AS YOU SHOUT AT SOMEONE'S FACE. Keep calm and underline something if it is that important.
- ❖ Internet is not a "fight platform". You are a coward if you use anonymous profile or humiliate.
- ❖ Posting wise quotes every 2 minutes on your profile does not make you wiser.
- ❖ Behave as you do in real life.
- ❖ Try using proper grammar when it comes to language. Not everyone can understand your slang.
- ❖ Do not face abusive users by joining the argue. Avoid direct confrontation – report, ignore or argument wisely.
- ❖ Social networks are not a diary. It has no locker and everyone can read it to anyone at any time.
- ❖ Respect and you will gain respect.



## 1. There is no space for curses, insults, humiliation or discrimination on the internet

Everywhere we turn in life we face a gauntlet of rejection. Our colleagues go to lunches without us, family members forget our birthdays, spouses rebuff our sexual advances, neighbors don't invite us to their barbeques, and friends don't include us in their weekend plans. It used to be hard enough to get through a day or a week without some incident or another hurting our feelings. But now we have Facebook, Twitter, LinkedIn, Instagram, Pinterest, and other social media platforms. While the ability to interact with so many people at once has enriched us in many ways, as we often discover, social media provides just as many opportunities for rejection as it does for connection.

According to the Google Inc. research in 2012, there are over 2 billion unique users of internet, with the double increasing chance until 2020. According to this, we all must be aware of the influence new media has as tool for future communication and socialization among people, organizations and communities. Humanity is still humanity even on the internet which means we enjoy the same Human Rights no matter if we are offline or online.

According to the last surveys, the users started to divide themselves on different interests and groups, regarding their background, education, aims and personal values. However, due to lack of the adequate education towards human rights, tolerance and social inclusion among young people there has been identified a big difference of attitude towards those that have "different" position.

As a conclusion, there already have been made some steps in the way of preventing the discrimination regarding policies and researches, online petitions and international conferences. For now, we can present some of the basic:

- 1 Internet Non-Discrimination Act of 2006 (S.2360, 109th Congress)
- 2 Network Neutrality Act of 2006 (H.R.5273, 109th Congress)
- 3 Internet Freedom and Nondiscrimination Act of 2006 (H.R.5417, 109th Congress) and 2008 (H.R.5994, 110th Congress)
- 4 Communications, Opportunity, Promotion, and Enhancement Act of 2006 (COPE), Markey Amendment (H.R.5252, 109th Congress)
- 5 Internet Freedom Preservation Act (2006 (S.2917, 109th Congress) and 2007 (S.215, 110th Congress))
- 6 Internet Freedom Preservation Act of 2008 (H.R.5353, 110th Congress)
- 7 Internet Freedom Preservation Act of 2009 (H.R.3458, 111th Congress)
- 8 Verizon-Google Legislative Framework Proposals





Still, these policies have not been heard and promoted enough, which is why there is a big lack of interest among surfers. In this way, it is recommended to give this field of intervention, more priorities and stress on respecting the human right on-line.

The e-Governance strategy in the Republic of Moldova can be a good example for other countries in South Eastern Europe.

## 2. Liking your own status or profile picture, is same as calling yourself on your mobile phone

Liking your own Facebook status is same as giving yourself a high-five in public, and it is not considered as cool. Especially if you are a popular person or you are posting from an official page from your organization – it will be more likely to not be considered serious if you like your own thoughts. Also, your likes do not appear in your friends' News Feed if they are on your own photo or status so it is not really worth it.



This is also when it comes to Twitter or any other social platform on the internet: retweeting or sharing things is meant for things you want to “promote” or you have not done already. Still, promoting yourself through self-liking does not usually work.

## 3. TYPING WITH CAPITAL LETTERS, IS THE SAME AS YOU SHOUT AT SOMEONE’S FACE. Keep calm and underline something if it is that important.



Writing in Caps is a strong effect and you need to apply them only if there are required. For example, if someone is using all the time capital letters it is like she is [shouting all the time](#). Therefore, this makes it more difficult and frustrating to understand somebody.



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Instead of using CAPITAL LETTERS one person can use underlining or use different colours to highlight something. This would be a better alternative than the use of CAPITAL LETTERS. It is also pretty acceptable to underline important stuff especially if you are on a forum or typing a comment under a Tumbler blog.

## FAQs

- *How to emphasize what I am saying?*

There are plenty of ways to sum up your thoughts and highlight the most important things in your saying by simply underlining, coloring or even **bolding** some of the stuff. Try using brackets (...) or quoting ("..."). You can also use CAPITAL LETTERS but PLEASE **not all the time**.

- *When should I use capital letters?*

Having Capital letters in the beginning of the sentence when mentioning names, dates or everything acceptable in offline grammar too. It is not that we forbid capitals, but experience has shown that users get frustrated and easily distracted by such a style of expression.

4. Internet is not a "fight platform".  
You are a coward if you use anonymous profile or humiliate.

As same as you do not jump in a fight with anyone in the street the same should be applied online– you should be polite and respectful. ANONYMOUS! We are living in an era, where you can easily hide your identity on the internet making a fake profile. Anonymous ftps, proxys, servers, accounts, and access – all of them can lead to spying and intention to hate and violence. Keep in mind that fights as result from rude commenting will not make you a better person or make you win a life battle. They will not even bring you a worldwide success but they can truly destroy someone's confidence, hurt feelings or even make a person never to enter the internet space again.



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Generally, the control of internet is low – so that any user can make a real and fake profile as well. It is often used in spying or encouraging hating. The “NO HATE SPEECH” campaign reveals such situations and present its threats on the society. Generally speaking, using fake navigation on the internet as a fake user, can escalate quickly towards violation of human rights online.

Also, anonymous profile can lead to the cybernetic crimes as well, for example:

- Hacking the software;
- Braking e-accounts;
- Stealing and cracking,
- Spying and other activities.

5. Posting wise quotes every 2 minutes on you profile does not make you wiser.

Especially if you are a page administrator or you post from the official profile of your organization. It is known that reading books of well-known and wise people make our brain cells absorb many information and make our vocabulary richer; on the other hand, researching for “smart quotes” does not have the same effect at all. It can only make people feel that you do not have anything else to post, will feel bored and might leave your page forever.

Make sure you will update you facebook statuses in the group of your organization often enough that people will keep up with your activities but never post things that have nothing to do with your work, values or practices. This also occurs for twitter although make sure you will not connect the both accounts (everything you post on Facebook to go on twitter and vice versa) because the target group of users of the both networks is totally different. It depends very much on the country and image the social network has in each. Mostly, Facebook is the mainstream one compared to Twitter – where the geeks and digital freaks are. There – you can tweet as often as possible, just make sure all your tweets are original and connected to mutual values so they can be Retweeted very fast.

You can make “wise quotes” section on Tubmlr only.



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## 6. Behave as you do in real life.

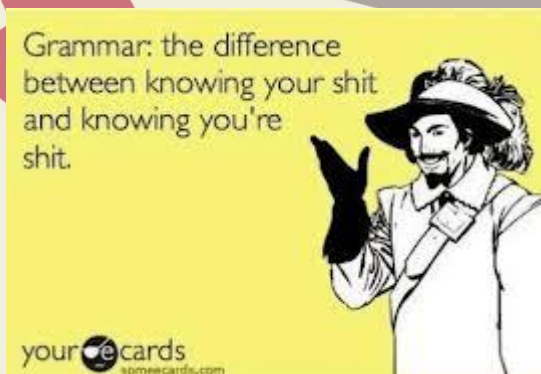
Make sure to keep the same standards of behavior online that you follow in real life.

In real life, most people are fairly law-abiding, either by disposition or because we're afraid of getting caught. In cyberspace, the chances of getting caught sometimes seem slim. And, perhaps because people sometimes forget that there's a human being on the other side of the computer, some people think that a lower standard of ethics or personal behavior is acceptable in cyberspace.

The confusion may be understandable, but not when it comes to respecting each other and preserving the human rights even online.

Standards of behavior may be different in some areas of cyberspace, but they are not lower than in real life.

## 7. Try using proper grammar when it comes to language. Not everyone can understand your slang.



Proper [grammar](#) should be used in order for people to understand what someone tries to say, and to avoid any misunderstandings. Even when using different language the most appropriate thing to do is to check with the regulations and the grammar before using it. This especially should be current in forums or when commenting on public blogs. In addition, if you refer to a governmental body, university or if you

apply for a job online – keep in mind is the same as referring to the same institutions offline. Informal writing is neither acceptable nor appropriate in these cases.

When it comes to informal chat, people are free and able to choose their own slang.

Get familiar with the grammar of the language you are using. English is the language used more and that implicates the good knowledge of this language. Also, you can search for templates on the internet and check how other people are using their language formally.





## 8. Do not face abusive users by joining the argue. Avoid direct confrontation – report, ignore or argument wisely.

It is very difficult to come to the end of a [YouTube comments fight](#). People feel safe and as anonyms post ridiculous comments which often spread hate speech in all its types. Same happens on all social networks and internet platforms in general. Be clever and do not jump in these fights easily.

Answering with passionate comments full of bad emotions and hate would not help anyone. Instead of that you can very easily [flag the offensive comments](#) under videos, [report violation](#) on Facebook or [even report a page](#) if you find humiliating content.

Try to keep your emotions low and act smart. Direct confrontation usually does not lead to a wise ending.





## 9. Social networks are not a diary. It has no locker and everyone can read it to anyone at any time.

What you post once – stays on the internet forever. Even if you deactivate or delete your account, it is still in the social networks database. At least it is like this on most of them. It is true that social networks and internet platforms as a whole offer a space to write anything you want but still it is not secure enough to put some confidential data in there. Think twice before you type your new status, tweet or blog post.

When it comes to privacy issues be aware that you do not post very private information (ID, credit or debit cards, current location etc) because everyone might be able to see it, if not right away then maybe later after some time of “investigation”.

An advice would be when you need to buy some things online, and then you enter your confidential data, try using [Kaspersky virtual keyboard](#) for typing the bank information and bank account number.

Did you experienced typing something on your web browser search engine and then having a pop up which consists the searched key words whenever you watch a video or search something totally different? Make sure to [block all the unwanted pop ups](#) (advertisements or offers) which often are malwares!

Next tool we would like to recommend you is the [Web of trust](#). It is a free add-on to your browser and shows you clearly what is safe to open and what is not. Be especially careful when you download stuff from the internet – if it is safe enough.

Even if you use all these tips – it does not mean the problem is fixed. Internet is still NOT your DIARY. Think twice before you post anything you experience or you see, and check how safe it is to be there.



## 10. Respect and you will gain respect.

Respect comes in many forms; some types have to be earned, while other forms should be shared without asking. It means showing consideration of another person's feelings, ideas, standards, needs, preferences, uniqueness, peculiarities, and their space. Respect means you acknowledge the person, take them seriously, and are honest with them.

Not always things that people post are respectful towards the online audience. Providing equality through respecting everyone's individuality online enables comfortable cyber space where all the human rights are present even without having to write them down. Internet users do not need a signed declaration to show mutual respect, empathy and high level of tolerance. These are few tips on how to improve our online experience if you feel lack of respect:

- **Do you respect yourself online?**

Same as offline: If you don't respect yourself, you make it open season for everyone else to disrespect you. There is a clear line between making the occasional joke at your expense and becoming a joke.

- **Are you good at what you do?**

This information quickly shines through online. Whether people are good listeners, honest friends, talented experts, always have an optimist's outlook, have survived tough times, or make a mean cupcake – everyone can gain mutual respect.

- **Do you show respect for others?**

Respect works both ways, if you trash others online you won't receive their respect - and you aren't likely to get the respect of anyone else who sees how you trash people. If you want respect, give respect.

- **Are you kind?**

Let's face it; it's hard to respect a jerk. You can provide (and receive) honest feedback, criticism, disagree, or stick to your views while still being kind and respectful.

- **Is a comment aimed at you disrespectful, or are you misinterpreting?**

It may be because of your mood at the time you read it, the clumsy way they wrote it, or the weird mood they were in. Before busting into a flame war over assumed disrespect, just ask. Using emoticons - smiley faces - can also help ensure others understand a comment was meant lightheartedly.



- **Are people disrespecting your privacy?**

The first question to ask here is have you even let people know what you think is ok - and not ok - to share about you? Do you actually know what your friends and family consider ok to share vs. disrespectful?

- **Do you disrespect anyone's privacy?**

It's rude to expose information about someone - including pictures and videos — without their permission. The only way you'll know what they want kept private is to ask them; and the only way for them to know what you want private is to tell them

- **Online the ultimate disrespect comes through cyberbullying, harassment and online crimes like ID theft, hacking, and setting people up for risk.**

If any of these occur, take immediate action. Get the help and support you need. Block this person from any further contact. Keep records of any exchanges, attacks, or other issues. Notify the service the abuse occurs on, as the company should take immediate steps to remedy the situation. If there is a threat of physical violence, or the situation warrants intervention, contact your local law enforcement. Many teens and adults are shocked to discover that their bullying or harassing behavior may actually be criminal; check the laws in your state to learn if their actions constitute crimes.

Sources and useful links:

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