



SCROLL & ACTION

Cultivating Impactful Changemakers

Module 1

Who Am I Online?

Know Digital Media & Your Digital Self

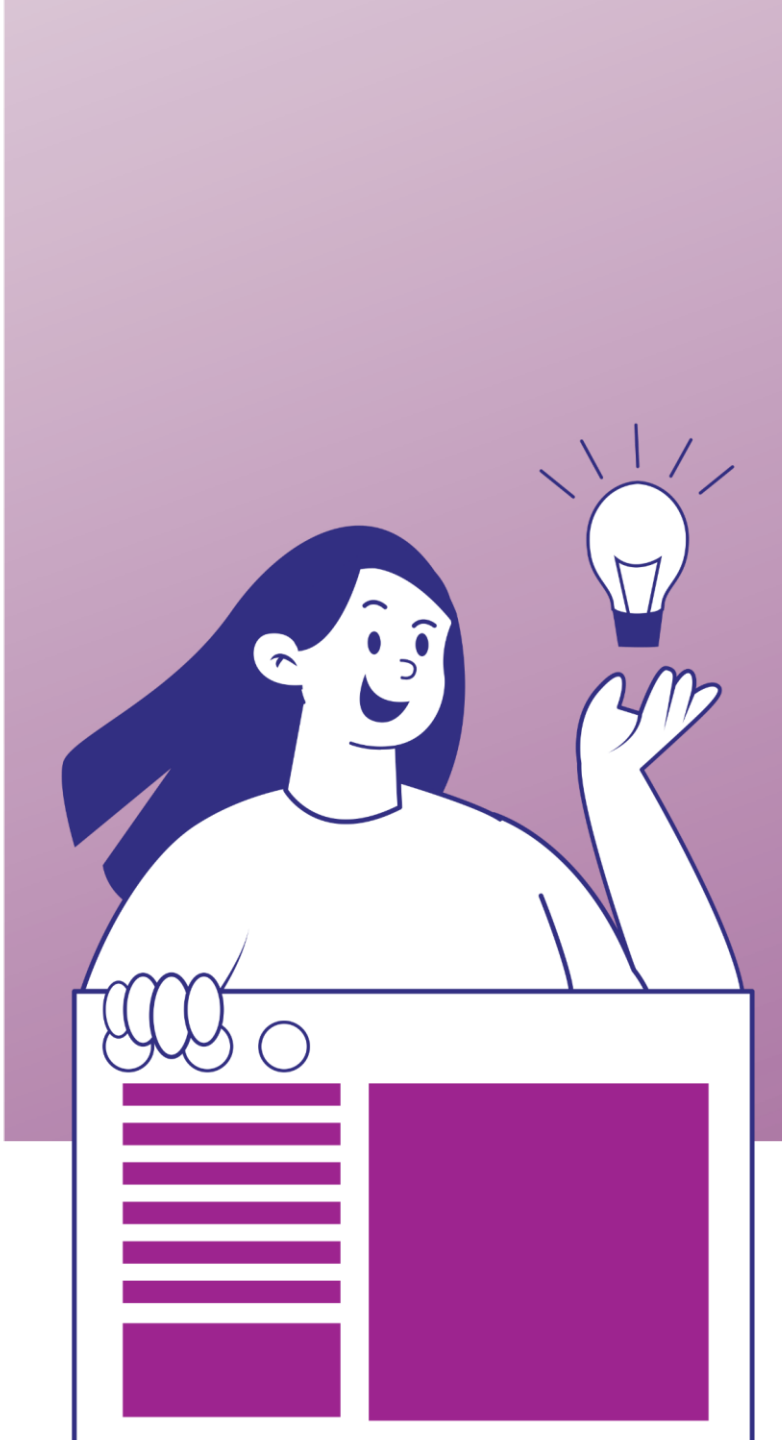
SCROLL 2 ACTION

Cultivating Impactful Changemakers

**Who is writing your story – You or
your algorithm?**



Charles Sturt
University



I can:

- ***Explain*** how media has evolved from traditional media to generative AI.
- ***Explain*** the difference between personal data, digital identity and my digital profile.
- ***Reflect*** on how my current digital identity may be perceived by others.
- ***Act:*** Identify one action I will take to become more intentional online

Scroll to Action Process



Understand

Reflect

Act



**By the end of today's lesson
you should consider:**

**What kind of digital citizen do I
want to become?**





(8 Minutes)

Media Timeline

Sort the media examples into chronological order (oldest to newest).



Television



Internet



Facebook



Instagram



Google



YouTube



Radio



ChatGPT



(8 Minutes)

Media Timeline

Sort the media examples into chronological order (oldest to newest).



Television



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ChatGPT



(5 Minutes)

Sort the media examples into the correct category.

Traditional Media

Digital Media

Social Media

Generative AI



Instagram



Minecraft Server



YouTube



Netflix



ChatGPT



Discord



Newspaper



Claude

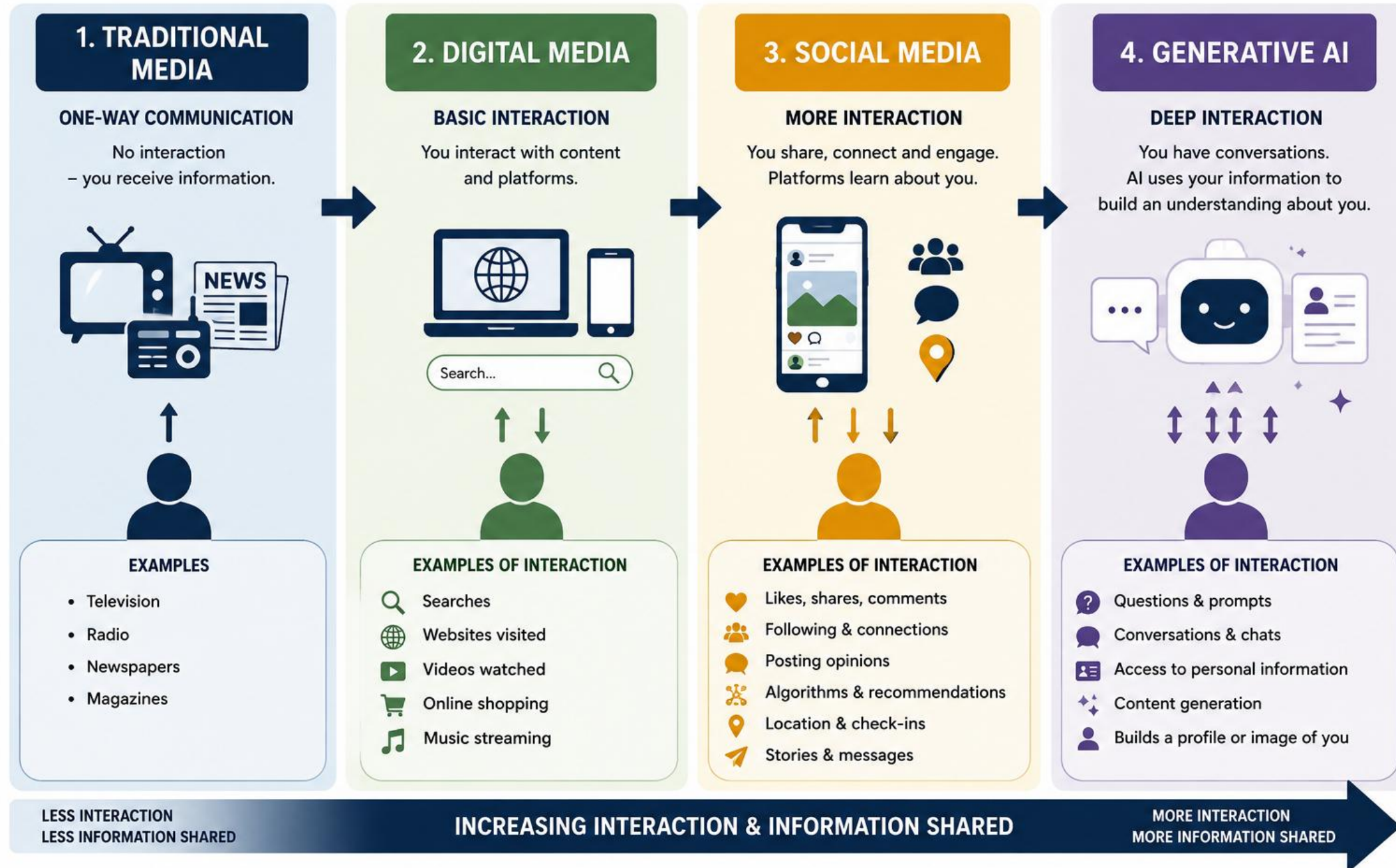


Podcast



Radio

THE EVOLUTION OF MEDIA & OUR INTERACTION



Traditional media mostly broadcasts information *to us*.

Digital media allows us to **interact** with it, creating information *about us*.

Every click, search, game, message and AI prompt leaves a **digital trace**.





(8 Minutes)



Think. Pair. Share.

What information do you think is created every time you...

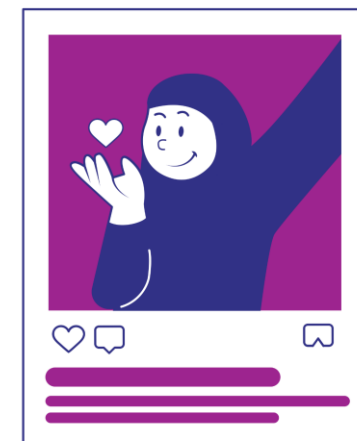


- Watch YouTube?
- Play Minecraft?
- Search Google?
- Use ChatGPT?
- Listen to Spotify?
- Shop Online?



**Not all of this information
identifies you personally...**

**...but together it begins to build a
picture of you.**





(5 Minutes)

Personal Data vs Digital Identity

Sort the information below into the correct categories.

Personal Data (This identifies YOU)

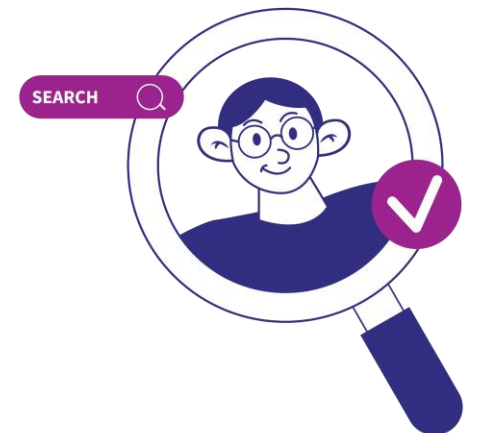
**Digital Identity
(This tells people WHO YOU ARE LIKE)**

Followers Likes Comments Videos Watched Full Name Username/Handle Home Address Date of Birth AI Conversations Email Gaming Behaviour Mobile Number Bank Details Social Media Group Membership Medicare Number Search History Passwords Location Clicks Videos Shared Photos ID Photo



Personal data proves your identity.

Digital Identity shapes your reputation.



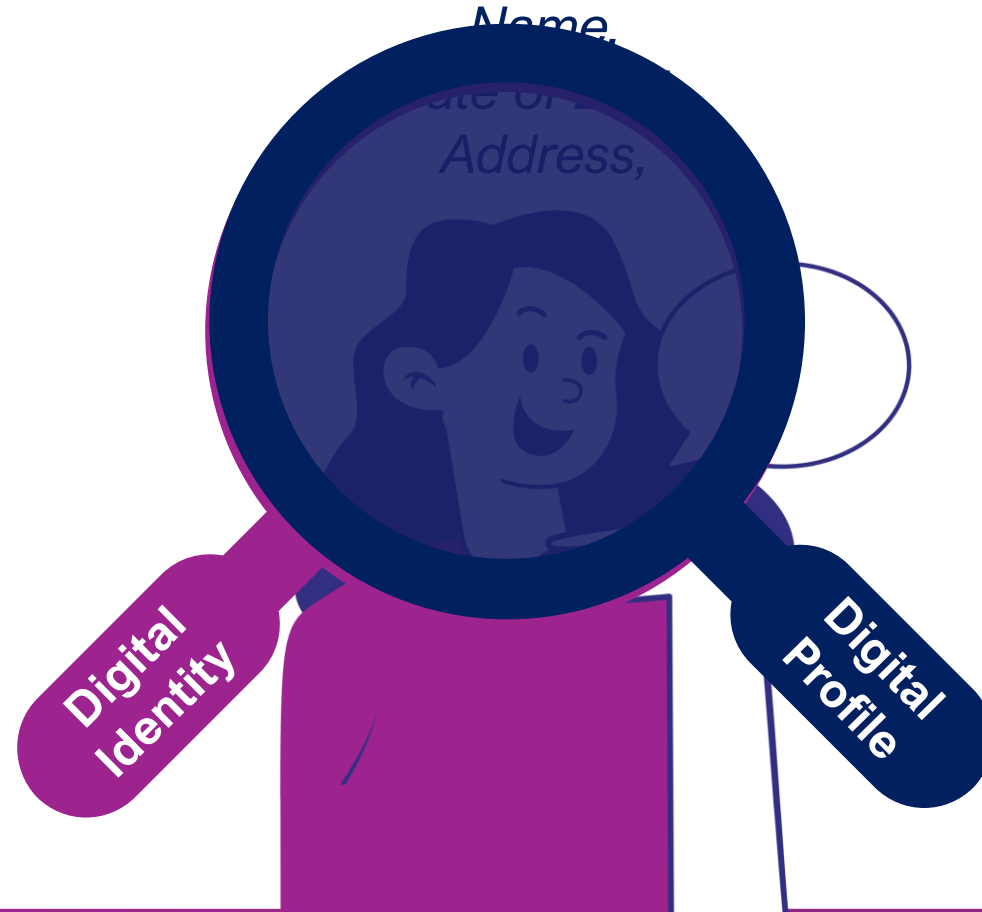
Digital Profiling

Digital Identity

Personal Data

Who are you?

Digital Profile

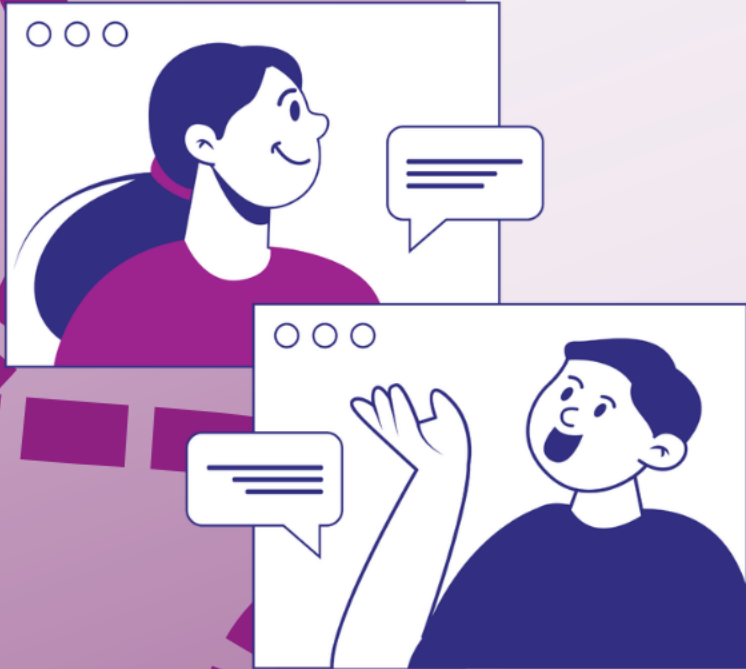




(5 Minutes)

Think. Pair. Share.

Why does sharing or giving access to any of this information matter?



Personal Data?

Digital Identity?

Digital Profile?



Why it Matters.

Personal data

Can be used for identity theft, fraud, financial loss and unauthorised access.

Digital Identity

Can influence education, employment, scholarships, leadership opportunities and relationships. Your Future.

Digital Profile

Influences what content, opportunities, products and information you are shown online.



"Online profiles provide users with a space to '*write themselves into being*.'"

Danah Boyd (2024).

But...

...Is that the story you want your digital identity to tell?

Scroll to Action Process



Understand

Reflect

Act



(10 Minutes)

Let's take a moment to reflect on the person your digital identity is becoming.

If someone who had **never met you** only saw your digital world...

- What would they learn about you?
- What might they misunderstand?
- What values would they notice?
- What would surprise them if they met you in person?
- Is your digital identity something that has happened by accident, or something you're intentionally building?



YOUR DIGITAL IDENTITY

What people see vs. what's hidden below the surface



EVERY CLICK. EVERY CHOICE. EVERY TIME.

You're building your digital story.
Make it one you're proud of.

Your **Digital Identity** and **Digital Profile** can be visualised as an iceberg.

We often forget about the profiling which happens underneath.

Is it too late to change your digital identity?

Scroll to Action Process



Understand

Reflect

Act

One Small Action Can Shape Your Digital Future

Your digital identity isn't built in a day—it grows through hundreds of small choices.

Choose one of the following to complete this week:

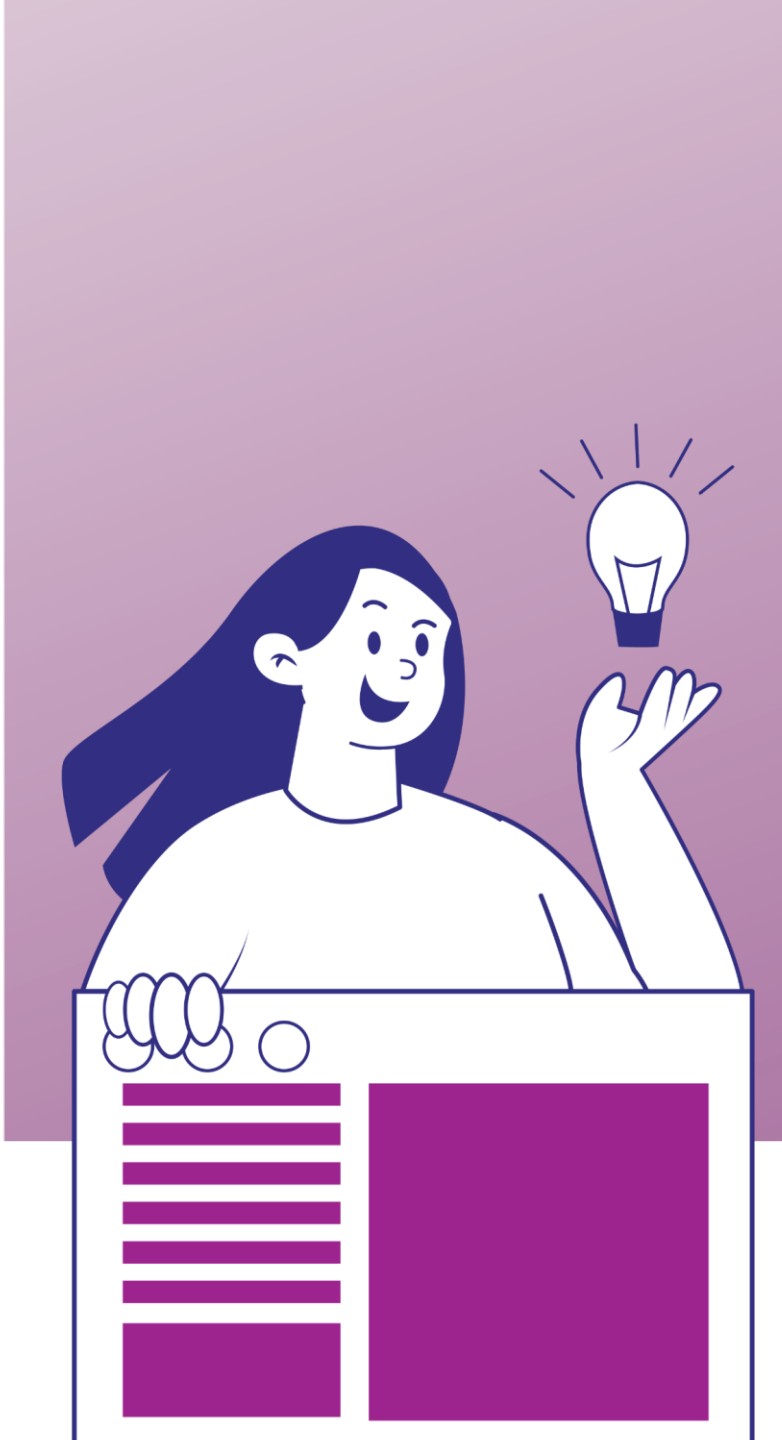
- Search **your name** online and see what others can find.
- **Delete or archive** one post, comment or image that no longer reflects who you are.
- Ask yourself **before** commenting or posting online: “Would I be happy for my future self, family, teacher or employer to see this? *How does this reflect on me?*”

Additional Recommended Actions:

Scroll to Action is about empowering young people with knowledge, skills and agency to make informed and intentional choices about how they interact online and develop the kind of digital citizen they wish to become.

We also recommend the following actions for students, teachers and families to take:

- Take the [Alannah & Madeline Foundation Digital Health Check Quiz \(Conduct Survey Section\)](#), an anonymous survey to help people better understand themselves and their use of digital media.
- Visit the [eSafety Commissioner's Young People Hub](#) website, excellent information and guides designed for teens and young adults.



I can now:

- ☐ **Explain** how media has evolved from traditional media to generative AI.
- ☐ **Explain** the difference between personal data, digital identity and my digital profile.
- ☐ **Reflect** on how my current digital identity may be perceived by others.
- ☐ **Act:** Identify one action I will take to become more intentional online

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THANK YOU



Charles Sturt
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