



Filipinos spend <u>11 hours a day online</u>, with four hours spent on social media, the default news source for 72% of Filipinos in 2021.

116.5 million total population in January 2023.85.16 million are internet users. 72.5% of the total population are active social media users.

As of January 2023, Filipinos now rank fourth in terms of time spent on social media, but are among the most ardent consumers of vlogging content and video games, ( with 55.6% of Philippine internet users aged 16 to 64 watching vlogs daily.)



## ANO ANG IBIG SABIHIN NITO?

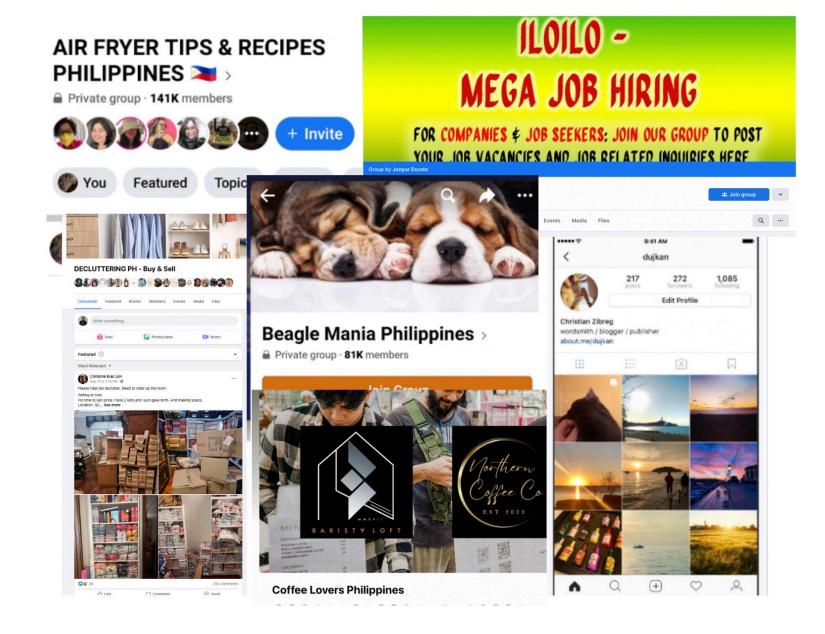
 Global ang naabot ng mga posts sa social media

 Lahat may access sa social media at pwedeng magpost [kahit hindi naman totoo ang nilalagay nila]

# Sa panahong digital, kahit sino pwede mag-post online

With social media, content consumers are now content creators too.

Your audience is the world.



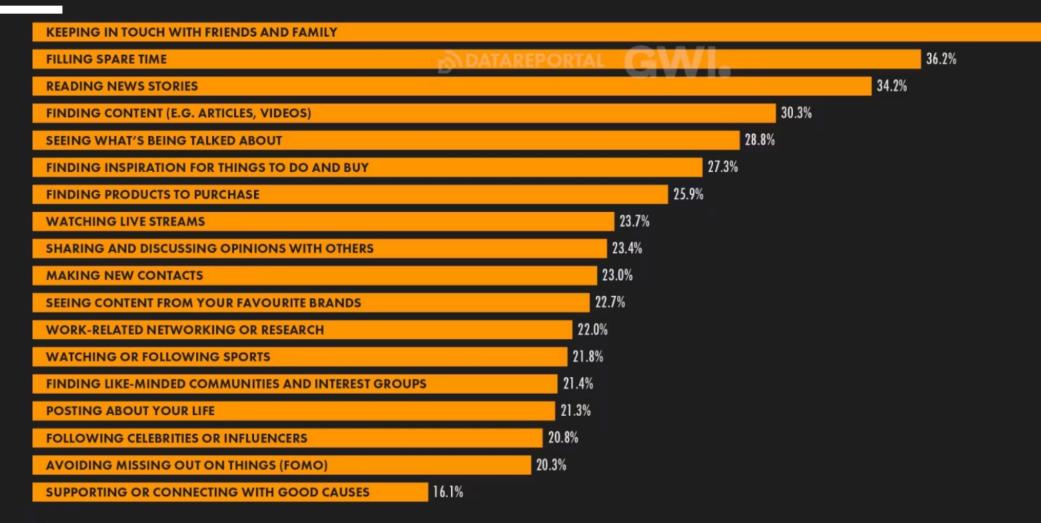
JAN 2023

#### MAIN REASONS FOR USING SOCIAL MEDIA

GLOBAL OVERVIEW

47.1%

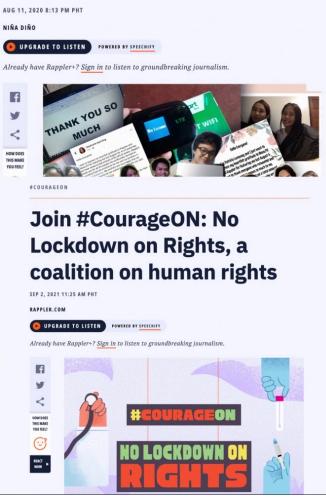
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS





Mas napanaig ng social media ang civic engagement, ang pag responde sa mga issues na pangkomunidad

Through #PisoParaSaLaptop campaign, students raise money to cope with distance learning



'#ZeroCasualty during disasters not just about numbers'



Recent media

as recovery efforts. Kindly stay on topic when participating in this community. Inappropriate, abusive, offensive,...

Most Relevant \*

Comment

## The dark side of social media



Dopamine at adiksyon sa social media



**Algorithm** 



Kaduda-dudang gawain, masasamang nagpapakalat ng kasinungalingan



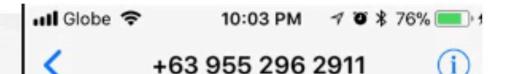
# PROTEKTAHAN ANG IYONG PRIVACY

- Limitahan ang paggamit sa mga public WiFi
- Huwag basta bastang magshashare ng iyong lokasyon
- I-check ang privacy option ng iyong social media account
- Huwag gumamit ng 'Facebook quizzes'
- Mag-ingat sa pagdownload ng apps sa social media
- Huwag gamitin ang personal na impormasyon bilang password sa iyong account (Gumamit ng kombinasyon ng numbers, letters, characters)

Text Message Fri, 10 Aug, 10:07 AM

Ma'nkitxt lang ako
Loadan mo ng 150 etong Globe#
09754636736
dito na sa akin ang bayad,ma
now na.

# **ANO ANG GAGAWIN MO?**



Text Message Sunday 3:33 PM

Congratulations!
Ursim# Hadwon
PHP850,000
From(GMA KAPUSO
FOUNDATION) To Claim
Send Ur (NAME/ADD/
AGE)
&Call Me Now
Im Atty;JHON ACOSTA
DTI#0391s2018
Thankyou,

# WATCH OUT FOR...

a sense of urgency

spelling & grammar mistakes From: Security Bank (accounts.securitybank@gmail.com)

Subject: Action Required!

Dear Valued Customer,

You are require to update your account information immediately to prevent account termination. Please follow link to update password information and verify your email address:

www.security.bank.net/info

http://www.malware.com/hack.php

Please be sure to read the updated privacy policies in the attached document.

Thanks.

Security Bank Account



privacy.pdf.exe

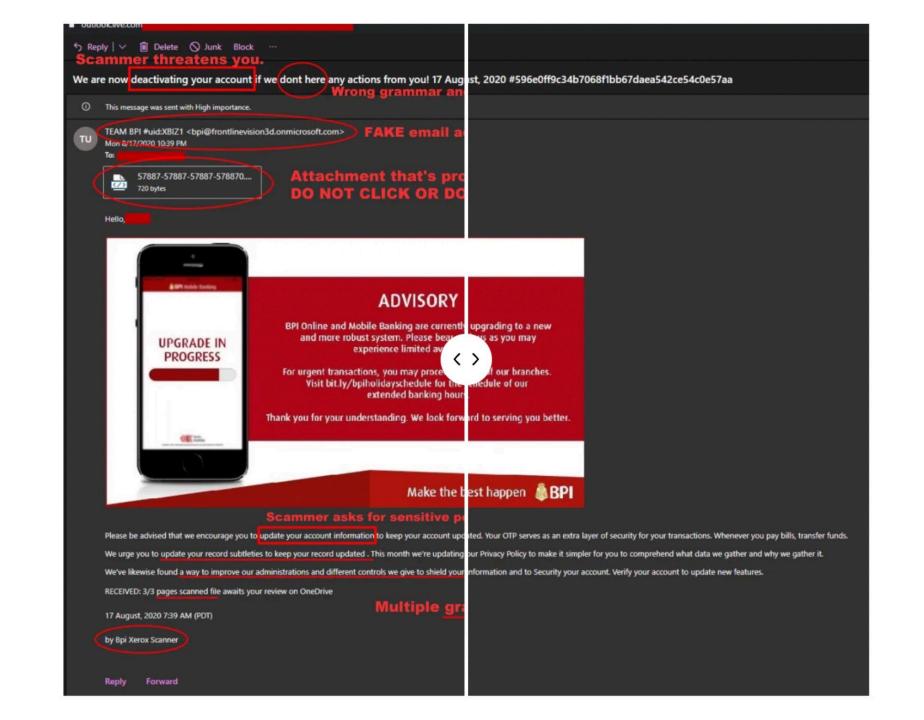
an illegitimate or unfamiliar address

a generic greeting or salutation

or links that don't match the destination

unexpected attachments (especially files ending in .exe)





- Kapag maglologin ka sa isang mahalagang website, siguraduhin mong may HTTPS at padlock icon ito sa URL
- Huwag kang mag-login gamit ang mga emails o messenger links. Mag-login ka lang sa official nilang website o app
- Huwag magpost ng sensitibong impormasyon sa iyong mga social media pages.
- Huwag magshare ng mga pictures ng iyong ID at iba pang dokumento sa social media.





# **HUWAG BASTA BASTANG** MANIWALA SA MGA **IMPORMASYON NA MAKIKITA SA SOCIAL** MEDIA

IILANG TIPS SA PAG-VERIFY KUNG TAMA ANG IMPORMASYON. Maaring tingnan muna ang mga detalyeng ito:

- Pangalan
- Numero
- Dates/Pangyayari
- Address/Lokasyon
- Superlatives (most, least, first)
- Statements
- Pictures
- Videos
- Articles or video thumbnails
- Websites/Domains

Ano ang gagawin mo kung makita mo ang post na ito sa social media?





### Picture/image

Action: do reverse image search

#### Location

Action: check news reports if such an incident happened within that area

# Name of news org/program

Action: check if CNN released such a news item

Ano ang gagawin mo kung makita mo ang post na ito sa social media?



P10K Ayuda Para Sa Lahat! Magpalista Na Dito:

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

P10K Ayuda magpalista Na.



# LAHAT NG MAY VALID ID MAY AYUDA NA P10,000.00



MAG-MESSAGE NA SA AMIN LAHAT NG MAY ID PARA MABIGYAN KAYO NG AYUDA NA PIOK

agufuli growing suspicion agufuli growns and a c P10K Ayuda Para Sa Lahat! goat, a papaya and a c positive, the president

DSWD P10K Ayuda Registration Online

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

https://bit.ly/DSWD\_AYUDA\_REGISTRATION\_ONLINE\_2022

P10K Ayuda magpalista Na.



LAHAT NG MAY P10,000,000



MAG: MESSAGE NA SA AMIN LAHAT NG MAY ID PARA MABIGYAN KAYO NG AYUDA NA P10K

Source

Action: check if page is credible or authoritative

## Links

Action: Check if connected to the government

### Government agency

#### Action:

- check if this program is on site/pages the DSWD
- Check news reports, press releases



# ANG MALING IMPORMASYON AY NAGDUDULOT NG:



- Panic, hindi tamang pagresponde sa sitwasyon
- Pinsala sa ating buhay, pagkamatay
- Hindi pagpapahalaga sa sisensya at ebidensya na maaring magdudulot ng maling proseso at polisiya
- Nagdudulot ng pagkatakot, pagkalito

# Ang mga ginagawa at nakikita natin sa social media ay nakakaapekto rin sa totoong buhay

Ang epekto ng social media ay hindi lamang nanantili sa social media. Maaring maapektuhan rin ang uyong pang araw-araw na buhay.

- Mas marami ang naeexpose sa impormasyon.
- Nagagamit rin ang social media siraan ang mga journalists, acti mga kritikal sa gobyerno.

#FactsFirstPH: Nagsasama sama ang iba't ibang sektor ng lipunan upang maisulong ang katotohanan at sugpuin ang disinpormasyon.





Fact-checks

Tipline

Members

Principles

Alt

#### The battle for facts needs you.

"Without facts, you can't have truth.

Without truth, you can't have trust.

Without trust, we have no shared reality, and no democracy."

Maria Ressa, Nobel Laureate

For over half a decade now, Filipinos have been spending the most number of hours on social media globally.

The Philippines is considered patient zero in the global disinformation infodemic.

Share the facts

Hate and lies harm democracy. They weaken the institutions that sustain it.

Citizens need to push back and combat the lies and the hate - and hold to account those behind them.

Report dubious claims

Help us fight this infodemic by joining #FactsFirstPH, a one-of-akind, multi-layered and multisectoral approach to fighting.

oin the movement

# GOAL: Kilalanin ang iba't-ibang komunidad at mas mapaingay pa ang pagpapakalat ng katotohanan



Fact check: Viral photo of landslide after July 27 quake not of Kennon Road

By Jeline Malasig - July 27, 2022 - 2:07 PM

← Share f | Facebook





A landslide blocking the road in Halsema Highway in this contributed photo released by the Mountain Province DRRM Office on July 27, 2022. (Mountain Province DRRM)



May mga nasaktan at abuso noong panahon ng administrasyon ni Ferdinand Marcos Sr. pero hindi niya ito ginusto o iniutos.

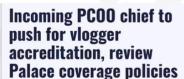
(Sen. Imee Marcos, 12 June 2022)













- 1 Nn-line: Facehook Fake
- n-line: Facebook, Fake
- News, and Facts You!

AUG 11, 2022 4:38 PM PHT







