ARTICLE 2: YOUTH AS SELF-LED ACTIVISTS IN A NEW TECH WORLD

The media can be a productive tool, if used correctly. Young People can use media as a way to express their views and opinions on a local, national and global level, on the issues that affect them the most. While it can be a positive tool, the media can also present barriers, which exclude vulnerable or specific groups of Young People from becoming from active, online.

One important point about the problem related to youth media and social exclusion is that some people feel intimidated by the media, because it can appear overwhelming. The media has powerful resources to get all kinds of people involved in interacting with its services, however, it can mis-use this power, which can make people distrust it. It is business led, therefore it´s primary goal is for profit, and the impact on human and social development is secondary. For example, media can be an interactive tool, though excludes people that are physically challenged. For instance, Facebook and Instagram are graphic based media, which instantly excludes people that are blind, therefore do not share the same quality experience that non blind people experience. The media exists, simply for it´s own gain.

Another major issue that occurs today is that social media users (i.e Facebook, Google plus, etc) don't use their profiles so seriously. They neglect the parts of personal and professional information in tabs and don't realize that actually this could be a portfolio or C.V and they limit the access with privacy settings. This means users could be excluding themselves from the job market, therefore missing out on potential opportunities. Today´s youth don´t think that maybe somebody is searching for employees with special skills and talents, and are unaware that they maybe getting interviewed for their next job without even knowing about it. Young People should be better informed about their image they present of themselves online, in order to make the most of the professional networks and to become more active members.

A way to improve this situation could be to possibly include research programs in universities in which to develop programs to meet these needs. Young people could be encouraged to find solutions to their own issues, with this support. People with experience in the new tech field should be encouraged to teach students of their practice, enabling them to get more hands-on experience, and get to know more about the world of work, from a professional perspective. These professionals sharing their practice are also in a position to educate the teachers of updated industry knowledge in Universities. The students would also benefit from this, as it would be a networking tool and increase their chances of gaining technical employability in industry. This exchange of knowledge and information can help academic studies, by using, for example, mathematical interactive games, where you can converse with someone from the other side of the word, from a different cultural background, instantly, sharing this knowledge. This is growing rapidly and is presented in multiple forms. This example can demonstrate how media can have a positive focus on coexistence and intercultural relations in a global society where interactive meetings and exchange of positive experiences can take place, toward a peaceful culture of understanding and respect for different cultures from a local, national and international level.