

DIGITAL-ESE WORKSHOP

CREATED BY IREX



Join Mwajambu
and her
friends as
she embarks
on a journey to
learn new
digital skills
Efficiently,
Safely, &
Effectively.



PARTICIPANT NAME



The Digital-ESE curriculum is designed to equip individuals to become "power learners" in digital upskilling and to maintain a confident and secure digital presence while doing so. Through character-based scenarios, instructional content, and interactive activities, you will learn how to identify opportunities to improve digital skills, cultivate effective learning environments, evaluate their learning progress, navigate online spaces safely and responsibly, engage in a digital learning community, and ultimately leverage digital skill-building efforts for professional growth.

IREX is a global development and education organization that works with partners in more than 100 countries. We strive for a more just, prosperous, and inclusive world—where individuals reach their full potential, governments serve their people, and communities thrive. Learn more at www.irex.org.

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Module Zero: Digital Upskilling Overview & Initial Self-Check

Module Overview

This learner manual is designed to empower you with the knowledge and strategies necessary to build and maintain a confident and secure digital presence and set yourself up for success in digital skill-building. Through engaging scenarios, skill-building content, and interactive activities, you will learn how to:

- Identify an opportunity to improve a digital skill
- Manage an effective learning environment
- Evaluate your learning progress
- Navigate online spaces safely and responsibly
- Engage in a digital learning community

Scenarios

We learn better when we learn together so throughout the learner modules, you will be accompanying one of our Digital Upskillers, Mwajabu, through her digital upskilling journey. Let's learn a bit about Mwajabu:

Mwajabu

Dar es Salaam, Tanzania

A creative, curious, and dedicated learner, currently working to deepen my knowledge and skills in data analysis and visualization to support my journalism career.



Digital
Upskiller



Mwajabu is a fictitious person, whose profile and experiences have been created by compiling lived experiences of 44 Kenyan youth that IREX youth researchers interviewed across urban and peri-urban Kenya in 2023. As such, the scenarios you will read are not real, but are inspired by authentic circumstances and reflect the realities that many young people face when learning and engaging online. Feedback was provided by the Union of Tanzanian Press Club on the contextual relevance of these scenarios for Tanzanian implementation; relevant modifications were made. We encourage you to share your feedback with us if there are aspects of Mwajabu's story that don't resonate or areas where we can expand the storyline.

Skill-building Content

In addition to the skills you will learn through following Mwajabu’s experiences, the learner manual will also summarize and deepen your knowledge around key digital learning topics and trends. By engaging thoughtfully with this content, you can strengthen your abilities to communicate clearly and professionally about your own digital engagement and practices with industry-employed language – an extremely useful skill to have if you are looking for new employment opportunities or want to advance in your current role!

Interactive Activities

Throughout your learner manual, you will also encounter four unique icons signaling short, targeted activities to build your attitudes, knowledge, and skills along your digital upskilling journey. We invite you to become familiar with these icons and to make sure you spend a few minutes to reflect, practice, and have fun!



Skill-builder Tune-Ups

invite you to interact with key digital upskilling concepts and put them into practice through multiple choice and open-ended reflection questions and activities. (Note: Answers for each multiple-choice question are in the footnotes.)



Wellness Workouts

help strengthen your holistic digital well-being in 6 key areas – physical health, mental and emotional health, values and purpose, relationships, learning and productivity, and safety and security.



Bite-sized Cyber-Hygiene Tips

help fine tune your awareness of digital risks and build skills to navigate the risks you may face when engaging in online spaces, such as hacking, scamming, identity theft, cyberbullying, and technology-facilitated gender-based violence.



Digital-ESE Learner Profile

prompts will direct you to complete portions of this template as you move through the manual. This will result in an actionable product that you can use to guide your digital upskilling journey and seek out support as you learn. In Module 4, you will also craft externally-facing social media posts about what you have learned and prepare for job applications and interviews.



Your turn! Before you move on, let's add some key information to our **Digital-ESE Learner Profile** to get it started. Please fill out your Name, Location, Employment Status, Contact Information, and Highest Education Completed. If you need any support, please review Mwajabu's Learner Profile as an example, but remember, we will fill this out as we go so, please only complete these sections for now.

Stop and Self-Check

Before we advance on any learning journey, it is always a good idea to check in with ourselves as to where we are at with our knowledge, skills, and attitudes around the course content. We invite you to take 15-20 minutes to do a bit of this introspection through this "Digital Upskiller Initial Self-Check" (offline version in annex). There are no right or wrong answers, this will just help you guide your learning journey and be able to see the growth and progress you make more directly.

Mwajabu

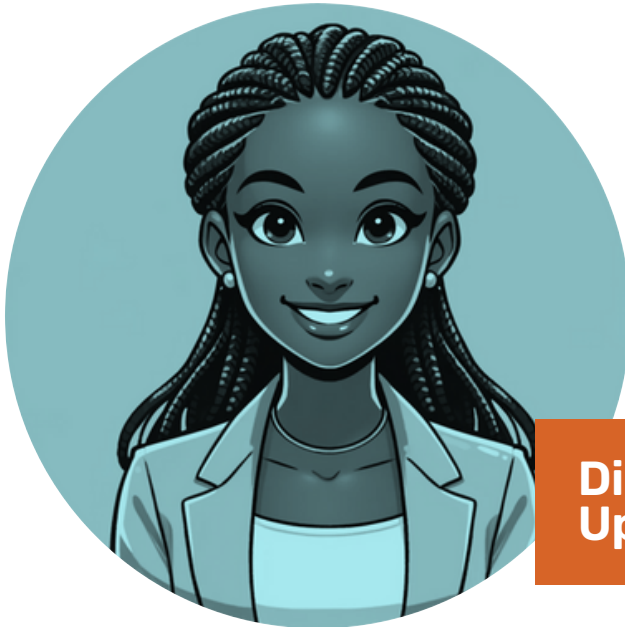
Dar es Salaam, Tanzania

A creative, curious, and dedicated learner, currently working to deepen my knowledge and skills in data analysis and visualization to support my journalism career.

Mwajabu@DigitalESE.com

Education: BA in Journalism
from University of Dar es
Salaam

Open to Work



Digital
Upskiller

My Learning Goal:

By the end of the quarter, I aim to complete an online Excel course that includes lessons on basic formulas for data analysis and creating charts and graphs to present data, dedicating 3 hours each week to my goal.

Cyber-hygiene Toolkit

How do I help myself stay safe online?

- Creating secure passwords and changing them regularly
- Rejecting cookies whenever possible
- Watching out for phishing
- Being aware of mis- and dis-information to avoid

My Online Learning Strategies

How do I make sure my learning process works for me?

- ✓ Check reliability of info with friends and colleagues
- ✍ Practice, practice, practice -- especially the material that is harder for me to grasp
- 🧠 Employ a growth mindset & make time to reflect
- 📵 Use apps to limit screen time on social media while studying

My Learning Schedule

When do I make time to learn? What do I study? Where do I study from?

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Break	Online course for one hour at home	Break	Online course for 30 mins at home	Online course for 30 mins at home	Break	Practice sets for one hour at cafe
Review of Monday's learning for one hour	Online course for one hour at home	Interleave practice sets from Week 1	Online course for one hour at home	Real-world project with concepts from Week 1 & 2	Online course for one hour with review	Add advanced concepts to real-world project

My Learning Support Network

Who can assist you in your learning?
How do you ask for their help?

My best friend from university. I will share my learning schedule with her each week to help hold me accountable.

What practices can your allies use to support your progress?

I'm excited to talk about my learning journey! It is helpful when my friends ask about it and check in on my progress.

Where can you find additional resources or support for learning?

My friends are not as interested in data or Excel, so it's nice to interact with others on industry-specific online forums.

My Digital Updates

Who do I share my learning journey with and how often?

- Professional Association members during monthly meeting
- My friends Kamugisha, Haika, Mapunda, and Masanja - who are also upskilling
- LinkedIn network via posts at the mid-point and end of my learning journey

Issues I Care About

How is digitalization affecting my community & the world?

- Risks of cyberbullying
- Technology Facilitated Gender-Based Violence (TFGBV)
- Mental health in the post-Covid workplace

Name

Location

Tag Line:

I am a _____ learner,
currently working to deepen my knowledge and
skills in _____.

Email:

Education:

Job Status:

Digital Upskiller

My Learning Goal:

I want to develop my _____ *Digital skill* skills because

Why you want to learn this

. In order to achieve my goal by

Target date to complete goal

, I will

Action you will take

every

When and for how long

. I will know I have achieved my goals when

Outcome that shows you have reached your goal

Cyber-hygiene Toolkit

*How do I help myself
stay safe online?*

My Online Learning Strategies

*How do make sure my learning
process works for me?*

My Learning Schedule

When do I make time to learn? What do I study? Where do I study from?

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

My Learning Support Network

Who can assist you in your learning?
How do you ask for their help?

What practices can your allies use
to support your progress?

Where can you find additional
resources or support for learning?

My Digital Updates

*Who do I share my learning
journey with and how often?*

Issues I Care About

*How is digitalization affecting
my community & the world?*

Module One: Understanding Your Digital Upskilling Goals and Environment

Module Overview

In this module, you will embark on a journey to better understand your relationship with the digital world and prepare to learn online by developing skills to:

1. Develop clear, achievable, and purpose-driven learning goals to guide your digital learning journey
2. Identify common fears and anxieties associated with digital skill acquisition and explore strategies to overcome them
3. Implement techniques to regularly evaluate your digital skills, recognize improvements, and refine your learning objectives
4. Develop essential cyber hygiene practices to control the dissemination of your personal information online and protect your digital footprint

Ready to begin? Let's start getting to know our Digital Upskiller, Mwajabu.

Mwajabu's Journey

In the heart of Dar es Salaam, Tanzania, Mwajabu navigates the bustling city streets, her mind buzzing with a mixture of excitement and apprehension. Amid the vibrant chaos of city life, Mwajabu carries a quiet ambition: to leap into the digital world and transform her career. With a background in a non-technical field, she always felt a step behind her peers in the rapidly evolving tech landscape. But Mwajabu is determined to change that narrative. Mwajabu's journey begins in a small, shared apartment that doubles as her study. Surrounded by notes and an old laptop, she starts outlining her goals. Mwajabu knows that effective learning starts with clear objectives, so she sketches out her purpose: to gain practical digital skills that will elevate her career and satisfy her curiosity about the digital world. She understands that these goals must be clear and manageable, yet the vastness of the digital landscape makes pinpointing where to start daunting. One skill Mwajabu has been seeing as increasingly in demand on the job market is data analysis and visualization using Microsoft Excel. This skill is important to help journalists simplify complex information and make it more accessible to readers through visuals such as charts, graphs, maps, and infographics. Mwajabu decides to put some targeted attention and time to upskill in this area.

Developing Effective Learning Goals



Mwajabu’s situation is a familiar one. However, without clear goals, reaching our desired destination can be challenging. That’s why it’s recommended to start a learning process by identifying learning goals and priorities that motivate you to focus on your skills development.

Like any goals you might set for your personal and professional growth, having SMART (specific, measurable, attainable, realistic and timebound) goals is key. The specificity (we recommend focusing on 1-2 skills at a time) allows you to focus and stay committed to having an effective, introspective, and active digital learning journey. Below is guidance on how you can set a learning goal.

Note: Answers for questions can be found in the footnotes.

1. What is a characteristic of an effective learning goal?¹
 - a. Vague and general objectives
 - b. Goals that can be achieved overnight
 - c. Specific, measurable, achievable, relevant, and time-bound (SMART) goals
 - d. Goals that only focus on long-term achievements
2. Assume that one of Mwajabu’s learning goals is to build her skills in using Excel for data analysis and visualization. What is an example of a good learning goal for her objective?²
 - a. I want to get better at Excel.
 - b. By the end of the quarter, I aim to complete an online Excel course in data analysis and visualization, including modules on basic Excel functions, creating interactive visuals and designing data dashboards. I will dedicate 3 hours each week to my goal.
 - c. I plan to understand all functions in Excel within a month.
 - d. I will learn Excel to improve my job prospects in the future.

¹ Answer: C – Specific, measurable, achievable, relevant, and time-bound (SMART) goals.

² Answer: B – By the end of the quarter, I aim to complete an online Excel course in data analysis and visualization, including modules on basic Excel functions, creating interactive visuals and designing data dashboards. I will dedicate 3 hours each week to my goal.

3. Your turn! First, let's reflect...

Which digital skill are you interested in learning or enhancing online?

I am interested in learning/improving my skills in:

What drives your interest in learning this digital skill?

I am interested in this digital skill because:

What potential challenges and obstacles do you anticipate in learning this digital skill?

In learning this digital skill, I anticipate challenges such as:

What opportunities do you see in learning this digital skill, and where do you think it could take you in your career?

Learning this digital skill could open opportunities such as:

In my career, it could potentially lead me to:



Your turn! With that digital skill fresh in your mind, let's set a learning goal to guide your progress. Write your "learning goal" in the appropriate spot in your **Digital ESE Learner Profile** where you see "**My Learning Goal**".

Quick self-check, is your goal SMART? If not, feel free to make any changes necessary.

- Specific** Is your goal specific and narrow for more effective planning?
- Measurable** Is your goal and the progress towards it measurable in a quantitative and/or qualitative way?
- Achievable** Can you reasonably accomplish your goal within a certain time frame?
- Relevant** Does your goal align with your values and long-term objectives?
- Timely** Is your timeline to achieve the goal realistic but ambitious to support task prioritization and motivation?

Do you want more insight into SMART goals? We invite you to review this [quick YouTube video](#).³

Mwajabu's Journey



Until now, Mwajabu's experience with technology was casual – regularly utilizing social media and some internet browsing. Mwajabu knew that her personal data resided somewhere online, informing what she saw and her online interactions. She worried about online safety and her data footprint online, especially after learning about the various risks such as data breaches, identity theft, and hacking. She knew that whatever she does online can echo in unknown ways, a sentiment echoed by her peers who worry about her digital shadows stretching far beyond her control.

Mwajabu's cautious optimism about learning online reflects a broader dialogue among her peers—how can she navigate the expansive digital landscape safely, ensuring that her ventures improve rather than compromise her life?

³ <https://www.youtube.com/watch?v=1-SvuFIQjK8>

Understanding your Digital Shadow and Practicing Digital Safety

Did you know that every time you interact online, you leave a digital footprint? They can accumulate into what's known as a "digital shadow." Curious about what that is? Take a moment to watch this [insightful video on Vimeo](#)⁴ to learn more.



Reflecting on Your Digital Footprint

Interested in seeing the extent of your **digital shadow**? Try the "Trace My Shadow" tool [here](#).⁵ It's a quick, interactive way to discover how many digital traces you're leaving behind. You might be surprised by what you find!

What did you find surprising about your digital shadow?

Now that you're more aware of your digital presence, is there anything you might consider doing differently? Remember these are just initial ideas. We will develop specific strategies below.

Maintaining Your Digital Privacy

Remember, what you share online often stays online. Here are some tips to help you manage your digital footprint responsibly:

- **Limit Sharing of Personal Information:** Be cautious about sharing sensitive details like your birthday or family members' names.
- **Review Privacy Settings:** Regularly check and adjust your privacy settings. Most social platforms allow you to customize these settings, though the location of the settings option may vary.
- **Enable Multi-Factor Authentication:** Enhance your security by enabling this on platforms that support it. There is an electronic authentication method in which a user is granted access to a website or application only after successfully presenting two or more pieces of evidence. Often, there will be a

⁴ <https://vimeo.com/106165094>

⁵ <https://myshadow.org/trace-my-shadow>

password, and a code sent to your mobile phone, requiring both and making it harder to impersonate your identity on that site.

By taking these steps, you can help safeguard your personal information and control your digital shadow more effectively.



Bite-Sized Cyber-Hygiene Tip: Unwrapping the Secrets of Cookie Web Tracking⁶

What are cookies?

Cookies are small text files stored on your computer by the websites you visit. They serve various purposes, such as remembering your interests and personalizing your online experience. You have the right to accept or reject cookies.

What are the different types of cookies?

Strictly Necessary Cookies are essential for the website to work. You can block these cookies in your browser settings, but some parts of the site won't work. These cookies don't store personal information.

Functional Cookies enable the website to provide enhanced user experience and personalization by remembering user settings and preferences.

Targeting Cookies may be set through website advertising partners to track your online activities. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites.

What are the risks of cookies?

- *Tracking:* Cookies track your browsing habits across multiple websites, collecting data about your online behavior, preferences, and interests. The information can be used to build detailed profiles without your explicit consent.
- *Unencrypted Data:* If cookies store sensitive information (such as login credentials or personal data) in an unencrypted format, this information can be easily accessed by anyone who gains access to your computer or network.

⁶ https://www.technologyreview.com/cookies/?gad_source=1&gclid=EAlaIQobChMI46q6n5aThgMVtx-tBh1q3wf8EAMYASAAEgKgs_D_BwE; <https://us.norton.com/blog/privacy/should-i-accept-cookies>

- *Targeted Advertising:* Advertisers use tracking data to show you targeted ads. While this can be convenient, it can also feel intrusive and raise concerns about how much companies know about your online activities.
- *Browser Performance:* Too many cookies can slow down your browser's performance as it must process and store more data.

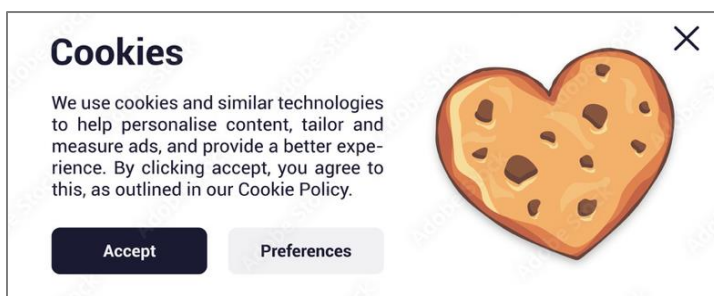
Many users are unaware of the extent to which their data is being collected and used by cookies, leading to a lack of informed consent. Try out the simulation at [Click, Click, Click](https://www.clickclickclick.click)⁷ for two minutes for a real-life experience of what cookies do on the back end on your browser. Make sure to move your cursor around the screen and click around for the full experience.

1. What are your reflections and reactions to this cookie simulation?

2. What did you learn?

Step-by-Step Guide to Managing Cookies

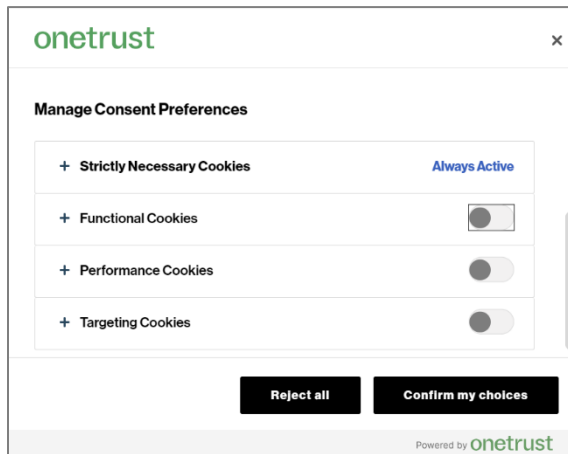
1. **Look for the Cookie Prompt:** When you visit a website, you might see a pop-up or banner asking you to manage your cookie preferences. It usually looks something like this image below:



2. **Click on "See More" or "Manage Preferences":** Instead of clicking "Accept" or "Accept All Cookies," look for an option that allows you to customize your cookie preferences. It

⁷ <https://www.clickclickclick.click>

might be labeled as "See More," "Manage Preferences," or similar.



3. **Untoggle All Except Necessary Cookies:** Once in the cookie management screen, you will see different options and categories of cookies such as Necessary, Functional, Performance, and Targeting. If the website provides an option to reject all cookies (except for necessary ones), choose that option. It might be labeled as "Reject All," "Decline," or similar. If it does not offer that option, untoggle all

categories except for the Necessary ones. Since the process will look different depending on what web browser you use, refer to [this guide](#)⁸ for more precise steps for your preferred platform.

4. **Save Your Preferences:** After customizing your preferences, ensure you save the settings. Look for a button like "Save Preferences," "Confirm Choices," or similar.

By following these steps, you can minimize the amount of data websites collect about you, thereby enhancing your online privacy. Remember, if a website does not allow you to reject all cookies, always opt to untoggle all but the necessary ones.

To learn more about managing cookies to stay safe and secure online, watch this YouTube video!⁹ [What Happens When You Click "Accept All?" - YouTube](#)

⁸ <https://www.computerhope.com/issues/ch000509.htm>

⁹ https://www.youtube.com/watch?v=kDJTTeL_E-4



Wellness Workout to Promote Physical Health: Move Your Body

Move your body by going through these six exercises. Feel free to repeat as needed.



shoulder circles forward / shoulder circles backward



Neck rolls clockwise / counter-clockwise



Side stretch left / right



Cross your legs, touch your toes



Seated cat / cow



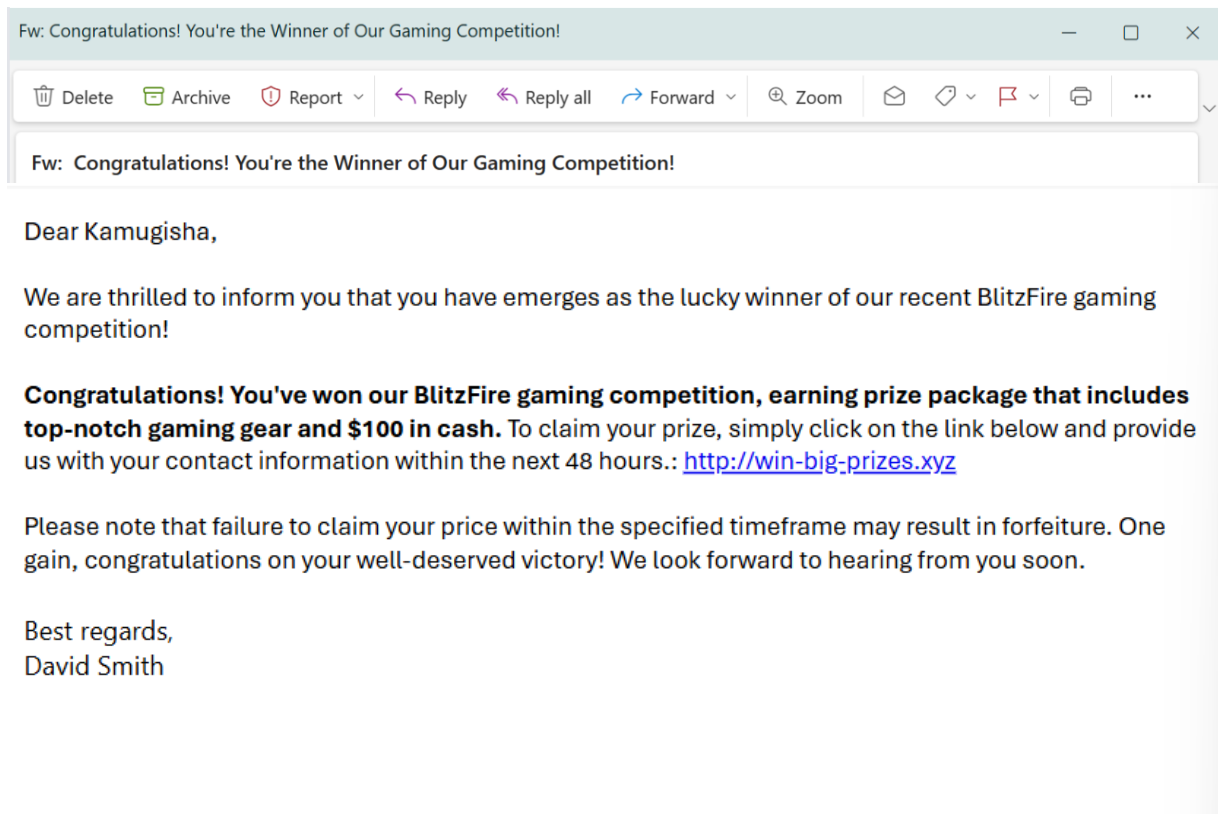
Seated spinal twist

How do you feel now? Circle the relevant emoji:



Mwajabu's Journey

As Mwajabu becomes more interested and aware of her digital safety, she realizes the impact that online scams and misinformation have on her community as well. While talking about her preparation for online learning over lunch, Mwajabu's friend Kamugisha tells a concerning story. Kamugisha has always been an avid gamer and social media user, sharing updates, scores, and personal achievements across various platforms without much thought about privacy or security. One day, Kamugisha received an email congratulating him on winning a prize from a recent gaming competition.



Elated and without hesitation, Kamugisha clicked on the link provided to claim the prize. It led to a website asking for personal details, including a home address and an identification number. Kamugisha, still in the grip of excitement, filled in everything. Within weeks, Kamugisha noticed strange activities in his social media accounts and even some unauthorized attempts to open new credit lines.

Crafting Cyber Hygiene Strategies¹⁰

What Kamugisha experienced is one form of cyber-attack called phishing. The technique aims to "hook" you into clicking a deceptive link and coaxing you into revealing sensitive information, such as your password credentials or social media login details.

A common tactic often employed in phishing schemes is to provoke a quick, unthinking response. Here are some things you might want to look out for to avoid being victim of a phishing attack:

- Requests to share personal information
- A sense of urgency in incoming messages / requests
- Errors and/confusing language in online messages or email communications
- When an offer or claim is too good to be true



1. Reflecting on Mwajabu's friend Kamugisha, who received a congratulatory email for a prize from a gaming competition, what raised concerns that the email might be a phishing attempt?¹¹

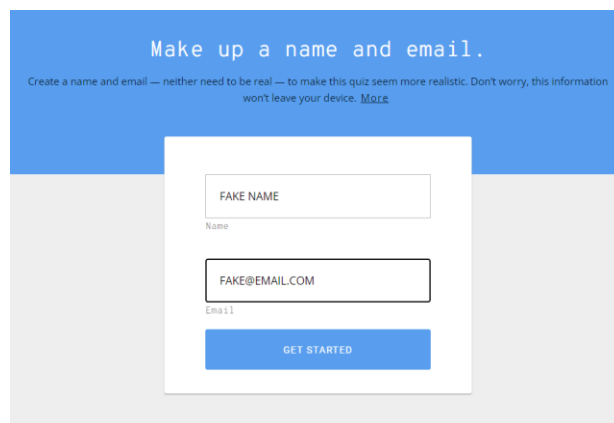
¹⁰ Content inspired by L2D Holistic Wellness Course

¹¹ Answer: The email requesting personal information, such as a home address and identification number, to claim the prize raised concerns as it could be a phishing attempt.

2. Kamugisha has decided to enhance his digital security after the incident. Which of the following are advised practices for safeguarding one's digital footprint? Circle all that apply.¹²

- a) Regularly updating privacy settings on social media platforms
- b) Sharing personal achievements and scores on various online platforms without restrictions
- c) Changing passwords regularly and using strong, unique passwords for different accounts
- d) Being cautious about the personal information shared online and the permissions granted to apps

3. Test Your Phishing Detection Skills: Are you ready to test your skills at spotting phishing attacks? Spend a few minutes on the [Google Jigsaw Lab's Phishing Quiz](#).¹³ Please ensure to use a FAKE name and email for the quiz. Feel free to use the example we provided below:



Make up a name and email.

Create a name and email — neither need to be real — to make this quiz seem more realistic. Don't worry, this information won't leave your device. [More](#)

FAKE NAME
Name

FAKE@EMAIL.COM
Email

GET STARTED

4. What are your thoughts on this phishing practice exercise?

¹² Answer: A), C), and D). Answer B is not correct since sharing personal achievements and scores on various online platforms without restrictions can put your information at risk of being used without your permission.

¹³ <https://phishingquiz.withgoogle.com/>

Your turn! Understanding and implementing practices for online safety and security is crucial in today's digital landscape. Let's take a moment to reflect on what measures you're already taking to protect your online information and what steps you're willing to commit to in the future. Consider your current habits and potential areas for improvement as we delve into these fill-in-the-blank questions.

5. Are there any practices that you already engage in that make you feel your information is safe and secure online?

6. What might you commit to doing in the future?



Bite-sized Cyber-hygiene Tip: Secure Passwords

On a scale from 1-5, how secure do you think your passwords are? Circle the number.

1 2 3 4 5

Not secure

Very secure

Please take a moment to watch the informative video on "[Creating a Strong Password](https://youtu.be/YeUFL3GTFT0?si=wNBLVF6JrK0JMYn0)"¹⁴ from Canada's Communications Security Establishment.

¹⁴ <https://youtu.be/YeUFL3GTFT0?si=wNBLVF6JrK0JMYn0>

Quick Self-Reflection

Now, let's reflect on your current passwords. Think about the passwords you use for your computer, email, or favorite social media account. **How secure is your password?** Use the checklist below to see how many of these key strategies your password includes:

- Phrase-Based:** Start with a phrase. Use the first letter of each word to create a unique and nonsensical word.
- Case Sensitivity:** Mix upper and lower-case letters to enhance security.
- Numeric Inclusion:** Include a few numbers to make your password harder to guess.
- Special Characters:** Add special characters (ex.!, %, &, etc.) to strengthen your password.

If your current password doesn't meet all four criteria, it might be time for an update to ensure your accounts stay secure.

Remember These Password Tips:

- **Length Matters:** Ensure your password is at least 12 characters long, combining letters, numbers, and symbols.
- **Unique Passwords:** Use a different password for each of your accounts.
- **Update Regularly:** Change your passwords every six months, or at least once a year, to keep your accounts secure.

You've got this! Protecting your digital life starts with strong, secure passwords.

Mwajabu's Journey

Despite her fears, Mwajabu's resolve only strengthens. She recognizes that her anxieties are part of the process and that overcoming them will be her first victory in her digital quest. But anxiety isn't the only challenge Mwajabu faces. Distractions loom large as well.

Arusha is a city that never sleeps, and her life is no different. Between a demanding job, family responsibilities, and the lure of social events, finding uninterrupted time for learning and cultivating an effective learning environment seems like an insurmountable challenge. The constant buzz of notifications from her smartphone doesn't help either. Mwajabu realizes that identifying potential distractions is crucial. She began crafting a strategy to

mitigate these interruptions: setting specific study times, creating a quiet, dedicated workspace, and using apps to limit social media use during study hours.



Overcoming Digital Upskilling Fears and Anxieties

1. Which of the following strategies did Mwajabu NOT use to overcome her anxieties associated with digital upskilling?¹⁵
 - a. Avoiding setting clear goals
 - b. Recognizing that anxieties are part of the learning process
 - c. Strengthening resolve to overcome fears
 - d. Planning to mitigate distractions

2. How did Mwajabu plan to manage potential distractions during her study time?¹⁶
 - a. By increasing social media usage
 - b. Setting specific study times and creating a quiet workspace
 - c. Ignoring family responsibilities
 - d. Studying only on weekends

3. Your turn! Mwajabu faced common fears and anxieties about starting late and the possibility of failure. What fears or anxieties do you have about digital upskilling, and what strategies can you employ to overcome them?

¹⁵ Answer: A – Avoiding setting clear goals

¹⁶ Answer: B – Setting specific study times and creating a quiet workspace

4. Mwajabu planned strategies to manage potential distractions and cultivate an effective learning environment, such as setting specific study times and creating a quiet workspace.

Let's embark on a journey to create your ideal learning sanctuary! Picture your learning environment as a canvas waiting to be adorned with elements that fuel your educational ambitions. Grab a pen and paper, and sketch or list out components of your current environment that invigorate your learning process, as well as those that may act as stumbling blocks. Once you've identified these pieces, brainstorm a few strategies or adjustments you could introduce to amplify the strengths and mitigate the weaknesses of your learning space. Imagine it as a blueprint for crafting a fortress of knowledge, tailored specifically to propel you towards your learning goals!

What specific elements of your current learning space do you find most conducive to staying focused and motivated?

In my current learning space, I find that _____
helps me stay focused and motivated.

Are there any distractions in your environment that you struggle with the most?

The distractions in my environment that I struggle with the most are:

As you envision your ideal learning environment, what are the top three improvements or changes you would prioritize?

In my ideal learning environment, I would prioritize improving

1. _____

2. _____

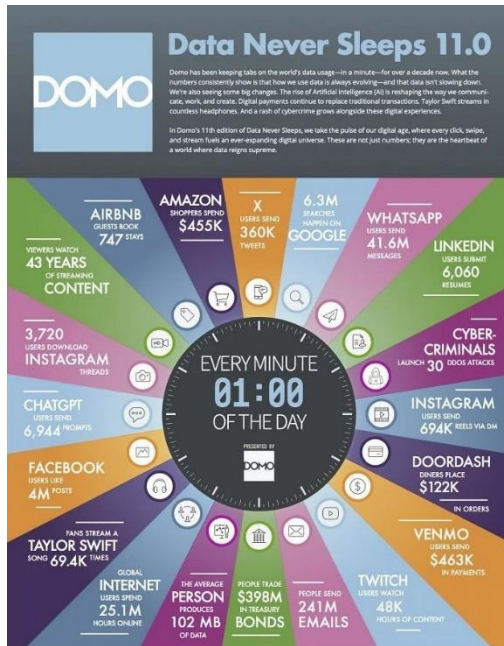
3. _____



Wellness Workout to promote Learning and Productivity: Online Engagement

You might be thinking, when am I possibly going to fit this all in?! Let's take a moment to reflect on how you currently engage online and how they might or might not relate to global trends.

Take a quick glance at [DOMO's 2023 Data Never Sleeps](#) data usage infographic:



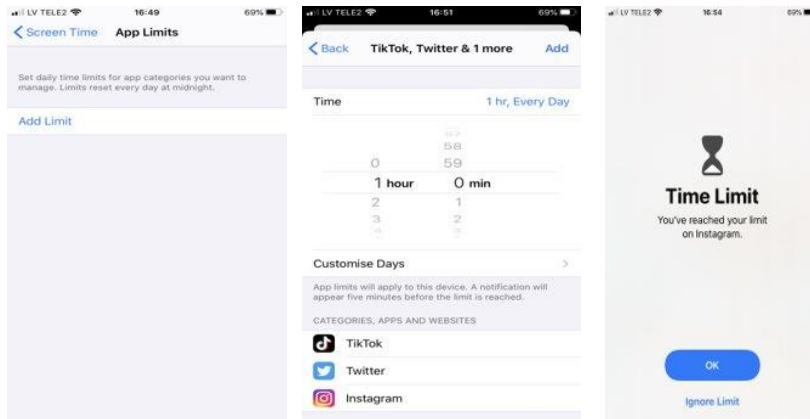
- Put a STAR next to anything that surprises you
- Put a CIRCLE around any platforms that you also use regularly
- Think about how any of the ones you circled might be affecting your ability to learn and be productive

Did you know that digital giants like Facebook and YouTube aim to maximize the time users spend on their platforms? They borrow principles from the gambling industry, creating psychological dependencies that compel us to keep clicking and engaging with posts we like.¹⁷

Consider limiting time on your apps and turning off autopilot to take greater control of

your phone usage. Both iPhone and Android have functions where you can not only track your time on your apps but assign yourself time limits for different apps. You can also turn off notifications during the hours that you want to study.

¹⁷ For more information, visit: <https://www.physicianleaders.org/articles/our-social-media-addiction>



Is tracking time and setting limits a strategy you currently use on your mobile phone?

- Yes
- No

What is one application on your phone that you might want to try to put limits on to improve your digital upskilling experience?

Mwajabu's Journey

One evening, as the sun sets over Arusha's skyline, Mwajabu reflects on her journey so far. The road ahead is fraught with challenges, but the clarity of her goals, the awareness of her fears, and the strategies to overcome distractions fill her with a sense of purpose. Mwajabu knows that this is just the beginning, and the journey will be long and demanding. But she also knows that each step forward, no matter how small, is a step towards transforming not just her career but her entire life. In the heart of Arusha, a digital upskiller is born, ready to embrace the challenges and opportunities of the digital age.



Your turn! Let's create a tag line! On your **Digital ESE Learner Profile** find the **"Tag Line"** and complete it with three adjectives that describe you as a learner and introduce the digital skill you are currently working to build upon.

Also, please find **"Cyber-hygiene Toolkit"** and add at least 2 cyber-hygiene strategies you feel confident in and plan to practice when engaging online. You will be invited to add to this list throughout the course. If you need any support, please review Mwajabu's Learner Profile as an example, but remember, we will fill this out as we go so, please only complete these sections for now.

Module Two: Planning Your Digital Upskilling Journey

Module Overview

In this module, you will take the next crucial steps on your path to mastering digital learning, focusing on planning and executing strategies that allow you to:

1. Conduct a cost-benefit analysis to evaluate various digital upskilling options, assessing the potential returns against your personal or professional goals to make informed decisions about which paths to pursue
2. Develop learning strategies to enhance your ability to maintain focus and motivation through tailored approaches that suit your learning preferences and life circumstances
3. Gain critical skills to discern and counteract the effects of misinformation and disinformation as you navigate online to ensure your learning draws from accurate and reliable information

Let's revisit the story of Mwajabu, a fellow Digital Upskiller, as she navigates her own upskilling challenges and successes. Her journey can provide valuable insights for our own learning experiences.

Mwajabu's Journey



On a sunny afternoon, Mwajabu sits at her small desk, revisiting her goal to build her data analysis and visualization skills in Excel – a skill Mwajabu believes will help her stand out among job applicants and eventually climb the career ladder.

Mwajabu's SMART goal: By the end of this quarter, I aim to complete an online Excel course that includes lessons on basic formulas for data analysis and creating charts and graphs to present data, dedicating 3 hours each week to my goal.

She had her SMART goal and had identified potential barriers to studying effectively. Now she needed to determine how to learn. Mwajabu spread out a large sheet of paper and began to list the options. At the top, she wrote in bold: “Online Courses, Local Trainings, Independent Study.” Mwajabu leaned back in her chair, pondering each option.

First, there were the online courses offered on platforms like Coursera and Udemy. Mwajabu noted the costs—some required subscriptions—but also the benefits: structured learning and a shiny certificate to add to her resume.

Next, she considered local training. Dodoma’s tech hubs often hosted data analysis bootcamps and trainings, which were heavily marketed on social media. These required a commute and a registration fee, but the hands-on experience and the chance to network with peers was enticing. Mwajabu smiled, remembering the vibrant discussions and the clatter of laptop keys from her university days.

Finally, independent study. It was the most economical option, leveraging free resources like YouTube tutorials and online forums. But Mwajabu knew the risks: the time spent vetting sources and the isolation of learning alone. She drew a small question mark next to this option, still undecided.

As the sun began to set, casting long shadows across her notes, Mwajabu reflected on her daily responsibilities, her small apartment, and the evenings she could dedicate to learning. What she needed was structure and interaction, something to maintain motivation.

Conducting a Cost-Benefit Analysis of Learning Options

Mwajabu’s process involved various points that we could refer to as her internal “cost-benefit” analysis. In this table you can see Mwajabu’s internal struggle reflected:

Digital Upskilling Option	Cost	Benefits
Online courses	<ul style="list-style-type: none"> • Subscription fee 	<ul style="list-style-type: none"> • Structured learning • Credible source • Certificate
Local trainings	<ul style="list-style-type: none"> • Time and money spent to commute • Registration fee 	<ul style="list-style-type: none"> • Hands-on experiences • Networking opportunities
Independent study	<ul style="list-style-type: none"> • Additional time spent vetting sources • Isolation of learning alone 	<ul style="list-style-type: none"> • Free



1. What are some additional cost factors should you consider when choosing an option for digital upskilling?¹⁸

- a. The reputation of the platform, particularly the reviews from alumni
- b. The costs of premium features or certifications on the platform
- c. Availability and average pay of relevant jobs that require the skills you are hoping to learn
- d. All of the above

2. **Your Turn!** Think about the cost-benefit analysis for the skill you would like to build. Consider the time you have available to devote to learning, the funds you have in your budget for upskilling (including certification fees, transport and equipment costs, and internet needs), and your own preferences for a learning environment. Please fill in the table:

Digital Upskilling Option (Resource, Course, Strategy)	Cost	Benefits

3. Having completed the cost-benefit analysis, what learning option makes the most sense for you to start with and why?

¹⁸ Correct Answer: D – All of the above. When making decisions about online learning, you should look at these components to fully understand the impact of the option on your current life and future employment prospects.

Mwajabu's Journey



For Mwajabu, the decision was clear. She circled "Online Courses" on her paper. Mwajabu would enroll in an online course with a strong community forum to ensure structured learning. She would also aim to attend some in-person networking events for youth looking to build digital skills that were offered in Dar es Salaam to counteract the lack of exposure to local connections in the online course. It was a balanced approach, fitting her budget and learning style. Recognizing that it would be important to keep pace with the online course's modules, Mwajabu decided to make a study plan to hold herself accountable.

Day	Study Plan - First Week
Sunday	Break
Monday	One hour completing online coursework in the evening after work
Tuesday	Break
Wednesday	30 minutes completing online coursework in the morning before work
Thursday	30 minutes completing online coursework in the morning before work
Friday	Break
Saturday	One hour working on practice sets from the week

As Mwajabu started her practice sets on Saturday, she realized that to meet her exact goals for Excel, she would need to supplement the content from the online courses with some self-directed study. She googled the advanced Excel techniques she needed and stumbled upon a series of tutorials on a seemingly professional website. The videos were well-made, promising to teach complex data analysis and data visualization within hours. Enthusiastic, Mwajabu followed the tutorials step-by-step. However, as she tried to apply what she learned on the practice set, she noticed discrepancies. The functions didn't work as shown, and the charts and graphs were not easy to create and the way they were presented was not clear. Confused and frustrated, she discussed his issues with a colleague, Haika, who pointed out that not all online resources are reliable.

Haika, more experienced in navigating online learning platforms, shared tips with Mwajabu on how to identify trustworthy sources:

Check the Credentials: Always look for the qualifications or professional background of the content creator. Reputable educators often have verifiable experience or are associated with recognized institutions.

Look for Reviews and Testimonials: Genuine learning materials generally have feedback from users. This can be a good indicator of the resource's reliability.

Cross-Verify Information: If a tutorial or guide seems off, cross-check the information with resources from established educational platforms like Coursera, LinkedIn Learning, or even textbooks.

Use Trusted Platforms: Instead of random websites based on a Google search, Mwajabu could use established platforms recommended by peers or provided by industry (such as Microsoft.com) that curate their content to help ensure accuracy.

Domain Verification: Don't rely solely on the website's domain to assess credibility. While .edu domains are commonly associated with educational institutions, they are not exclusive proof of legitimacy and could be a scam.

Interrogate Course Content and Outcomes: Dive into the course material to assess its depth and relevance to your learning goals and investigate the promised outcomes. A credible online course should provide an outline of course material before you enroll.

With this new understanding, Mwajabu became more discerning about where she sourced learning materials. Mwajabu wrote down a commitment on her paper: "Verify everything." For every trick and tip she would learn, she would cross-check it against established resources and perhaps even bring it up with more experienced peers, like Amina, to see what she thought.

Verifying the Reliability of Resources and Information¹⁹

“Lateral reading” is an additional strategy for building critical digital literacy that Mwajabu integrated into her digital upskilling journey. Lateral reading allows you to evaluate the credibility of information by examining multiple sources and checking them against each other – this is a key tool employed by professional fact-checkers.

According to the News Literacy Project,²⁰ lateral reading can help you determine an author’s (i.e. an individual/content creator, website, organization) credibility, intent, and biases by searching for resources on the same topic by other authors and for other resources by the author you are reviewing.

Watch the short video at [this YouTube link](#)²¹ to learn more about lateral reading and reflect on how developing this skill would be beneficial to you in your learning process.



Please jot down your reflections on the video and tool:



Bite-Sized Cyber-Hygiene Tip: Care Before You Share²²

In our fast-paced digital world, the spread of information happens in seconds, and it is crucial to verify the accuracy of information before believing or sharing it. This short quiz will help you reflect on your own practices concerning information verification. By understanding your habits, you can better contribute to creating a trustworthy and informed online community.

¹⁹ Inspired by L2D Digital Wellness Course

²⁰ <https://newslit.org/tips-tools/expand-your-view-with-lateral-reading/>

²¹ https://www.youtube.com/watch?v=SHNprb2hgZU&feature=emb_logo

²² Inspired by the L2D Digital Holistic Wellness Course

1. Do you check information to verify it before you believe it?
 - a. Always
 - b. Usually
 - c. Sometimes
 - d. Never

2. Do you check information to verify it before you share it?
 - a. Always
 - b. Usually
 - c. Sometimes
 - d. Never

3. How might information you share harm those you care about if it is unreliable and/or incorrect?

Care Before You Share: We bear responsibility for the information we share, including content created by others. Our comments and shares impact our relationships with ourselves and others. By cultivating mindful information engagement habits, we can foster healthier behavior both online and offline.



Your turn! We invite you to return to your **Digital ESE Learner Profile** and think about how you might design your learning schedule. Please complete "**My Learning Schedule**" the first row and try it out this week. We will complete the second week/row later in the course.

Mwajabu's Journey



Mwajabu was determined to advance her career by mastering new digital skills, but she soon faced the daunting reality of learning a complex new skill from scratch, mostly online.

Despite all her preparations, Mwajabu felt overwhelmed. The concepts were complex, and the initial progress was slow. She recalled a discussion from a podcast about "growth mindset"—the idea that abilities can be developed through dedication and hard work. This concept resonated with Mwajabu, reminding her that challenges and setbacks were opportunities for learning, not signs of failure.

Motivated by this new mindset, Mwajabu devised a strategy to maintain her motivation and accountability:

Regular Self-Assessment: She began to keep a learning journal. At the end of each week, Mwajabu revisited her milestones to review what she had learned, identify areas for improvement, and adjust her study plan accordingly. This helped her see how far she had come, reinforcing her belief in continuous improvement.

Embrace Challenges as Learning Opportunities: Whenever she encountered a difficult topic, Mwajabu reminded herself that struggling with a concept didn't mean she wasn't capable of learning it. Instead, she viewed each challenge as a chance to grow her understanding and skills, a core tenet of growth mindset.

Engage with a Community: Mwajabu had joined online forums dedicated to digital skills and career development and her online class had an active community discussion board. However, with all the other distractions and the added time commitment of the online coursework she hadn't been participating. She decided that going forward, if she had a question about an assignment, she would first ask it in her course's discussion forum before searching on Google, to build connections among her peers and model growth mindset.

Introduce Rewards: To increase motivation, Mwajabu decided that she would introduce some extrinsic rewards into her study routine. Looking at her milestone list, she identified small rewards, like a favorite activity or new purchase, that she could treat herself to when she achieved the task.

Maintain Balance: Based on a tip Mwajabu saw online, she employed the Pomodoro Technique, where you work in focused sprints of 25 minutes followed by 5-minute breaks. Mwajabu used the timer on her phone during study sessions, but she saw some people used the dedicated focus timer on their Microsoft computers or downloaded special Pomodoro apps.

Strengthening Growth Mindset and Motivation²³



1. Identify Mindsets: Reflect on a recent challenge you faced. Write down your initial thoughts and feelings about the challenge.

A recent challenge I had was:

I felt:

²³ <https://www.fearlessmotivation.com/2017/11/05/fixed-mindset-vs-growth-mindset/>

Reflection: Do these thoughts reflect a growth mindset (believing you can improve) or a fixed mindset (believing your abilities are static)?

2. Mindset Shifts: Reframe any fixed mindset thoughts into growth mindset thoughts. For example, change “I can’t do this” to “I can learn how to do this.” Rewrite your previous statement to better reflect a growth mindset.

3. Encouragement: Write down 1-2 phrases of encouragement for yourself when you feel stuck in your digital upskilling journey. For example, "Every challenge is an opportunity to grow" or "Mistakes are proof that you're trying and learning."

4. Strategies for Dealing with Discouragement: When you feel discouraged, try these strategies:
 - **Engage with Community:** Talk to friends, family, or colleagues about your challenges. Their support and perspectives can help you see new solutions.
 - **Balance Rewards:** Celebrate small victories along the way. Acknowledge your progress and reward yourself for your hard work.
 - Can you identify any other beneficial strategies for you?

Reflection: After completing the activity, take a moment to reflect on how adopting a growth mindset can positively impact your approach to challenges in the future. Write down any insights or changes in perspective you experienced.



Wellness Workout to Promote Mental And Emotional Health: 4-4-4 Breathing

Research shows that deep breathing is an effective means to evoke relaxation and manage stress. Maybe it is reading about Mwajabu's journey, or your own daily stress and overwhelm related to managing digital upskilling and your life commitments – this simple 4-4-4 breathing technique can help. You can also follow along with this helpful video with guided instruction²⁴. [Guided Box Breathing - 5 Minute Meditation \(4-4-4-4\) \(youtube.com\)](https://www.youtube.com/watch?v=aPYmZOjF5Q) Let's practice!

- To begin, empty all the air out of your lungs.
- Then inhale through your nose as you slowly count 1-2-3-4. Use your diaphragm for this breath – watch and feel your belly expand as you inhale!
- Hold your breath for four counts.
- Exhale through the mouth with a 'whoosh' sound to the count of four.
- Try this three times and notice how you feel.

When could you apply this approach in your digital learning journey? Check all that apply:

- Before I start my learning time
- When I am starting to feel frustrated during my learning process
- When I am done as a way of transitioning to a new activity
- When I see something online that may cause a strong emotional response

²⁴ <https://www.youtube.com/watch?v=aPYmZOjF5Q>

Mwajabu's Journey

One evening, while scrolling through her social media feeds, Mwajabu stumbled upon a job advertisement that seemed almost too good to be true. The post boasted of lucrative job opportunities requiring minimal experience but promising high returns. The company appeared to be based overseas and promised extensive training and fantastic growth opportunities.

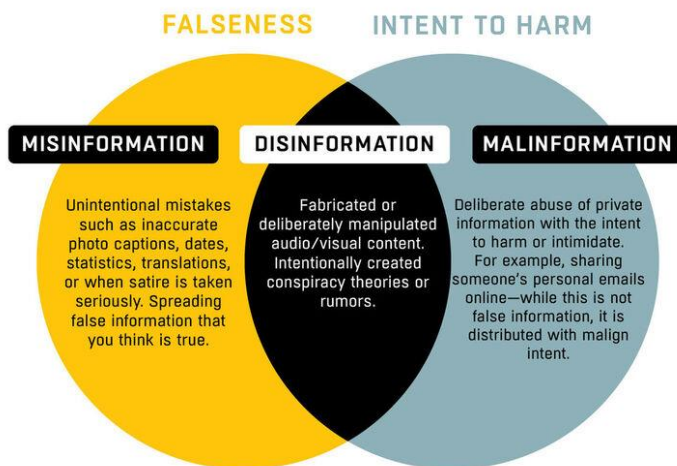
The post resonated with Mwajabu, however, her recent education on digital literacy – where Mwajabu learned about online safety and the risks of unreliable information – made her pause. Mwajabu decided to probe deeper. She noticed that the job posts lacked specific details about the company and the roles offered. The high pay for minimal experience was a red flag. She remembered her friends' encounters with job scams that promised a lot but resulted in financial losses or identity theft.

Mwajabu went to a local online forum to ask about the company. Members quickly pointed out discrepancies in the company's online presence – reminding Mwajabu to check the credibility of the company's digital footprint, seek out employer reviews, and verify job offers through official company contact details. Some noted that similar postings had been flagged as scams in other forums. Based on this, Mwajabu reported the post to the social media platform.

Building Awareness around Mis and Disinformation and Strategies to Mitigate Manipulation

In today's information-rich environment, distinguishing between different types of manipulative content is crucial. We encounter more information daily than people in the 15th century did in their lifetime. This influx includes both high-quality content and misleading or manipulative material, such as clickbait headlines, fake job opportunities, and hidden advertising. "Misinformation," which was Dictionary.com's word of the year in 2018, often spreads because people believe it's true, whereas "disinformation" is intentionally deceptive. Developing the ability to recognize and process false or inaccurate information is essential to becoming media and information savvy in the 21st century.²⁵

²⁵ Drawn from Very Verified Course, Unit 4, based on <https://firstdraftnews.org/latest/fake-news-complicated/>



One key strategy to help avoid manipulative information is to check the source, the outlet’s owner, evidence, and photos. Cross-referencing content on various platforms can be helpful, especially those that you trust, and asking colleagues and friends about their experiences. For images you can use a reverse image Google search. Remember, you have skills and strategies you can employ to control technology – that way it does not control you!



What did Mwajabu do to verify if the job posting was legitimate?²⁶

- a. Mwajabu noticed the job post lacked specific details about the company and the roles offered.
- b. Mwajabu remembered her friends’ encounters with job scams and considered the red flags.
- c. Mwajabu asked for advice on a local online forum.
- d. Mwajabu looked for company reviews from employees.
- e. All of the above.

²⁶ Correct Answer: E. All of the above. Mwajabu implemented various techniques to verify the job posting’s legitimacy.



Bite-Sized Cyber-Hygiene Tips: Being Attuned to the Influence of Advertising

According to specialists from Red Crow Marketing, we encounter between 5,000 and 11,000 ads daily.²⁷ This vast number is evidenced by Ron Marshall's experiment, where he counted 487 ads just during breakfast before stopping in shock.

This is important to consider when we think about our digital upskilling choices, especially if we are considering pursuing paid courses and learning opportunities. Just because we see something often does NOT mean it is quality and it might still be a scam.

Reflective Exercise: Starting tomorrow, try counting how many ads you see in a day. Reflect on how this constant exposure influences your online learning behaviors and decision-making regarding paid learning opportunities. Jot down any relevant reflections:

Mwajabu's Journey

As Mwajabu progressed, she saw her ability to work seamlessly in Excel increase, and she was able to handle more tasks without needing to stop and look up the formula or steps for how to create a data visualization. She still encountered roadblocks, such as a troubling table or the distraction of her social media feed. However, she now recognized that those setbacks were a normal part of the learning process. Her strategies for choosing a learning format, identifying reliable information, and maintaining her motivation were paying off. Now Mwajabu was often the one answering questions in her online course forum! Mwajabu knew that she still had a way to go before mastering her new skill but also, she was proud of her new approach to life-long learning and professional development.

²⁷ <https://www.redcrowmarketing.com/blog/many-ads-see-one-day/>



Your turn! Let's reflect on all the digital upskilling strategies you have learned so far. On your **Digital ESE Learner Profile** find the “**My Digital Upskilling Strategies**” and add at least 3 strategies you feel confident about and plan to employ while learning online. You will be invited to add to this list throughout the course.

If you need any support, please review Mwajabu’s Learner Profile as an example, but remember, we will fill this out as we go together so, please only complete this section for now.

Module Three: Developing a New Digital Skill

Module Overview

Welcome back! By this point, you – along with Mwajabu – have identified your learning goal; identified your personal barriers to success, such as anxieties or distractions; determined the best format for your own digital upskilling journey; and thought through ways to mitigate misinformation and maintain motivation in your efforts. In this module, you will learn how to:

1. Develop and refine a learning schedule to help you meet your goal
2. Use evidence-based learning strategies to boost understanding and retention of digital skills
3. Take inventory of potential digital upskilling collaborators in your environment to foster community learning and networking
4. Understand and develop mitigation strategies to employ against cyberbullying and promote a supportive, inclusive online culture

Let's dive in!

Mwajabu's Journey



All Mwajabu's experiences over the last few weeks have made her more curious about the process of digital upskilling. She wanted to better understand the diverse approaches that her peers had taken to learn online. So, during one of her regular hangs at a local café, Mwajabu asked three of her friends to share more about their own journeys.

Her friend Haika started her reflection with a sigh, reflecting on her initial excitement about **a paid online graphic design course**. "I signed up thinking the cost was manageable, only to find out that only the basics were covered, and I needed to pay more for advanced modules," she explained. Her frustration was palpable as she recounted **her switch to free tutorials on YouTube**, which she found equally informative. "I couldn't justify the extra cost, especially when I discovered so many free resources online. YouTube and free tutorials have been my go-to ever since. It's all about finding value without emptying your pockets."

Then Mapunda, always the pragmatist, shared his strategy which involved a mixture of learning formats. "I **began with YouTube videos** to get a grasp on data analytics basics," he said, adjusting his glasses as if to emphasize his meticulous nature. "However, I soon realized I needed more structured and detailed content to truly advance." He **transitioned to a combination of free MOOCs and occasional paid courses that offered certificates**. "It wasn't just about learning; it was about building a credible portfolio for potential employers. The structured courses helped fill in the gaps that standalone videos couldn't cover."

Masanja's experience was grounded in **direct engagement with digital tools**. "I started by using the software directly—trial and error, you know?" He chuckled, recalling his initial struggles and eventual triumphs. "When I got stuck, which was often at the beginning, I **looked up specific tutorials or forums online**." His journey was a testament to learning by doing, supplemented by targeted learning through content creator-generated resources on platforms like Stack Overflow and GitHub discussions. "Real problems led me to real solutions. It was all about applying what I learned in real-time, making the learning stick."

As Mwajabu listened, she noted the recurring themes. Each friend had navigated their path uniquely yet shared common motivations: accessibility, practicality, and the pursuit of quality education without financial strain. The digital learning landscape was as varied as the individuals who traverse it, and understanding these pathways would empower her to make wiser decisions about her own educational journey.

Visualizing your Learning Pathway

Youth access various digital upskilling opportunities categorized as follows:

- **Course-based Learning Opportunities (CBLO):** These are structured educational formats that include both paid and unpaid courses. Some provide recognized certificates upon completion, while others do not.
- **Standalone Learning Opportunities (SLO):** This category includes resources like YouTube videos or forums that are less structured and can be accessed at any time without following a curriculum.
- **Trial-based Learning Opportunities (TBLO):** Practical experiences where learners use digital tools directly to gain skills.

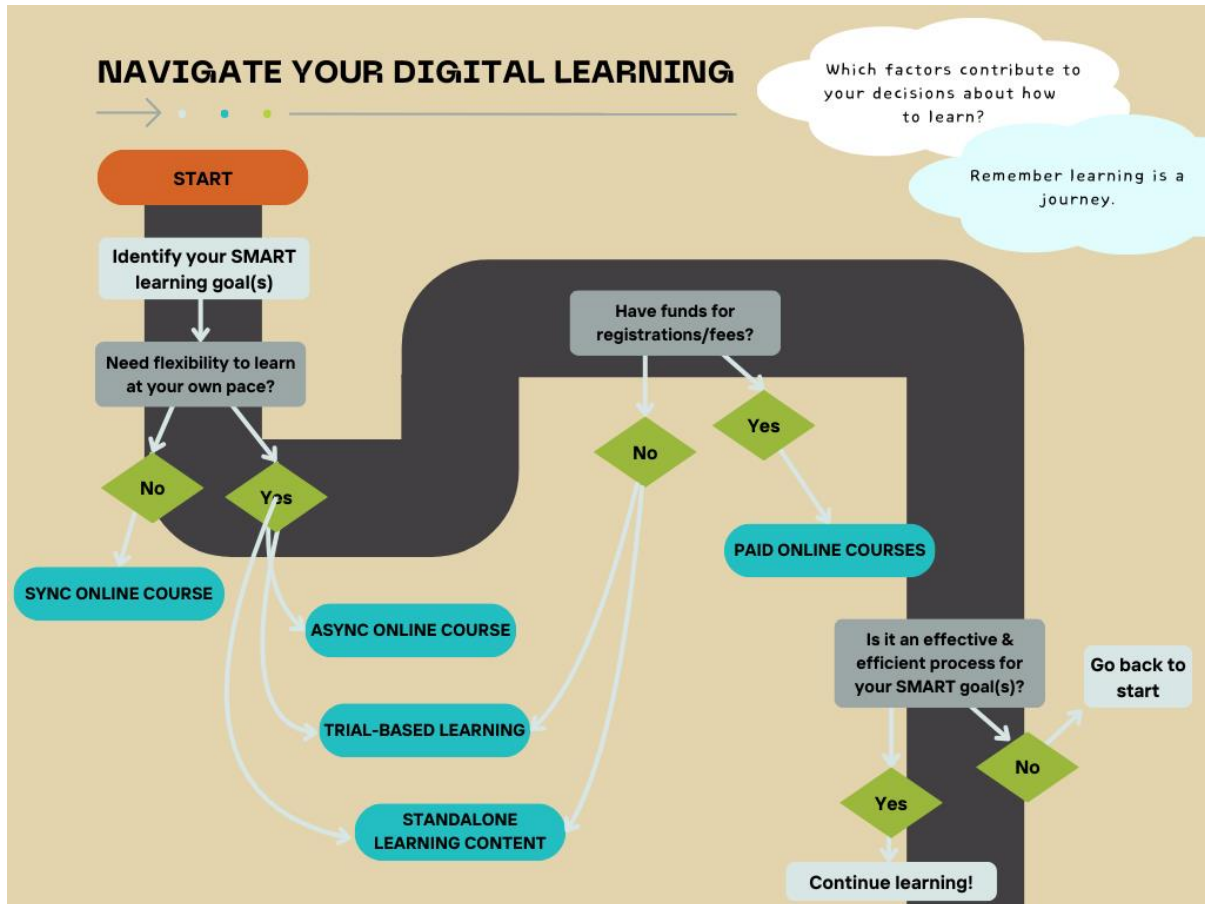
When choosing learning resources, youth consider several factors:

- **Cost:** The financial impact of engaging with learning resources is significant, with a preference for free resources unless the paid options offer considerable value like certifications or enhanced learning experiences.
- **Convenience:** Flexibility and access at any time are crucial, with a preference for asynchronous learning that accommodates their schedules.
- **Quality/Efficiency:** Learners seek high-quality resources that provide efficient learning experiences. The value resources that are well-recommended and have proven utility.
- **Experiential Learning:** Many learners prefer a trial-and-error approach, moving from one resource to another based on effectiveness and relevance to her needs.

Learners often start with one type of learning opportunity and pivot to others as they refine their learning objectives and encounter the limitations or strengths of each resource. Mwajabu's friends Haika, Mapunda, and Masanja's learning journeys included three common types of shifts:

- **From cost courses to free resources:** When faced with unexpected costs, learners often switch from paid to free learning resources.
- **From standalone opportunities to more structured or diverse formats:** Learners begin with easily accessible formats like YouTube and may transition to more structured learning or supplement with other resources for comprehensive coverage.
- **Trial-based learning:** Starting directly with practical tools and seeking instructional content as needed represents a hands-on approach that many prefer.

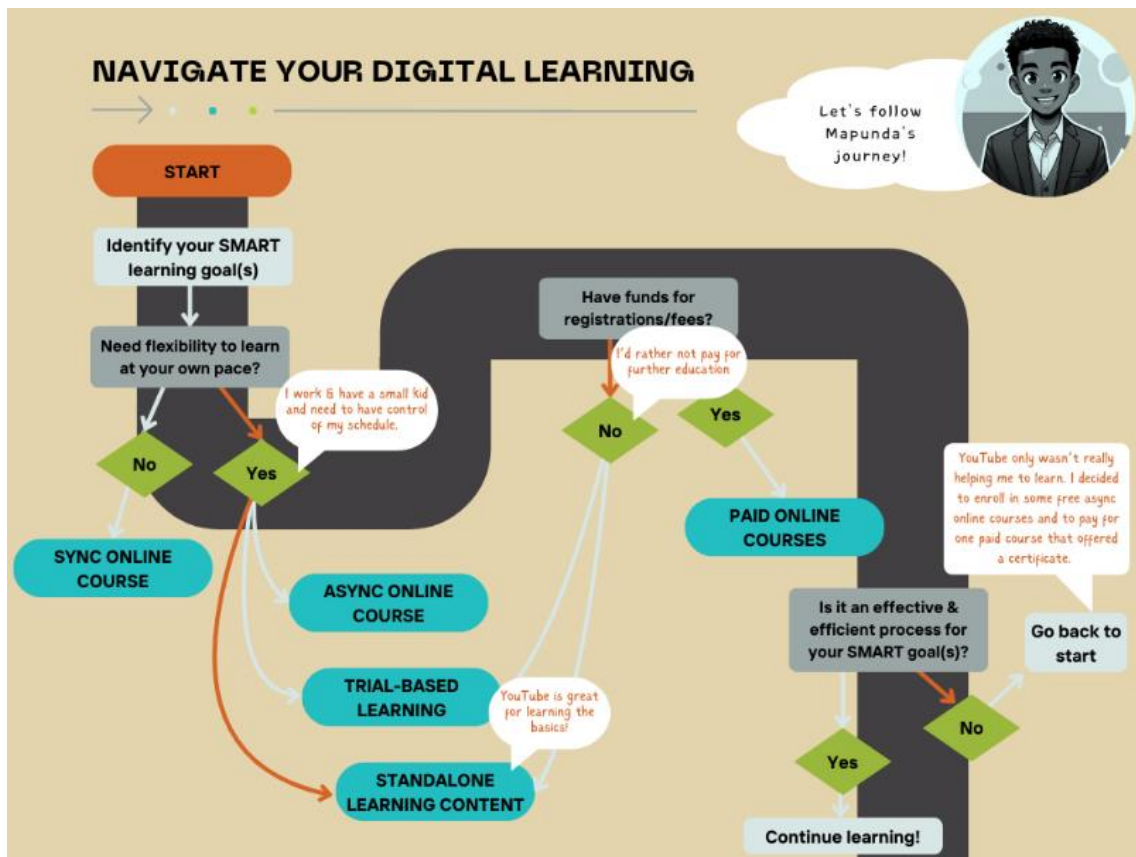
The following visual illustrates what some of these decisions and pathways might look like:



Reflecting on your own learning journey, which of the following factors influences your online learning strategies and decisions? (Please check all that apply)

- Cost
- Convenience
- Quality/Efficiency
- Experiential Learning
- Other: _____

Below you can see a visual of Mwajabu’s friend Mapunda’s online learning journey:



Reflecting on Mapunda’s journey, what stands out to you?

Let’s get creative! Draw your online learning journey below. Remember there’s a right or wrong answer – this is just an opportunity to reflect on how you learn and the decisions you make along the way.

Mwajabu's Journey



After an unexpected family situation that required all Mwajabu's attention and energy for two weeks, she found herself significantly behind in her online Excel data analysis and visualization course. The course, crucial for Mwajabu's aspirations to work in data-driven journalism, was structured around weekly modules, each building on the last. Now, staring at the backlog of video tutorials and exercises, Mwajabu was feeling overwhelmed.

Embracing a growth mindset, Mwajabu tries to see the setback as an opportunity to refine her study approach. Mwajabu decides to dedicate one hour each day to learning Excel and uses a printed calendar to track study goals and milestones.

Since she was only dedicating one hour to learning a day, Mwajabu knows she needed to use effective and efficient study strategies. A quick YouTube search for “how to best use your study time” revealed a video on the benefits of interleaving – a strategy that involves mixing different topics or forms of practice within a single study session. Rather than focusing on one type of problem or concept, you alternate between various topics. Mwajabu liked the idea behind interleaving since having to figure out what approach to use for each problem also enhanced her problem-solving skills and adaptability. Mwajabu's search results also included a video on spaced repetition – a technique that involves reviewing information at increasing intervals over time. Mwajabu liked how this type of practice reinforced key concepts from her prior coursework. Mwajabu noticed that both proven approaches involved practice – which helps learners to identify weak areas and improves how well learners remember concepts – so she made sure to devote a significant portion of her study time to hands-on exercises.

Mwajabu also made sure to include reflection in her hour-long session. At the end of each day, she reviewed her progress, made notes on the effectiveness of various strategies for different content types, and set a plan for the next day so she could jump right back in to learning and optimize learning outcomes—demonstrating the use of meta-cognition.

Developing a Learning Schedule

Mwajabu's weekly study plan spaces out and interleaves learning and practice:

Day	Study Plan – Second Week
Sunday	Introduction to basic data analysis formulas and visualizations (charts and graphs)
Monday	Learn about SUM and AVERAGE Complete practice problems -- interleaving with basics for creating charts
Tuesday	Advanced practice SUM and AVERAGE Spaced learning on basics for graphs
Wednesday	Introduction to SUMIF and COUNTIF Complete practice problems -- interleaving with basics for creating charts and graphs
Thursday	Real-world application project involving SUM, AVERAGE, SUMIF, COUNTIF, and creating charts and graphs
Friday	Learn about modifying charts and graphs to be user friendly Complete practice problems and spaced repetition on SUMIF, COUNTIF
Saturday	Revisit real-world application project from Thursday and modify charts and graphs to be user friendly



1. What is the primary goal of using spaced repetition in Mwajabu's study schedule?²⁸
 - a. To study multiple topics in one session
 - b. To revisit material periodically to strengthen memory retention
 - c. To cram all learning into a single session
 - d. To focus on a single topic for an extended period

²⁸ Answer: B – To revisit material periodically to strengthen memory retention

2. How can interleaving benefit Mwajabu's learning of Excel data analytics?²⁹
 - a. By focusing on one type of Excel function until mastery
 - b. By alternating between different types of Excel functions and tasks within a study session
 - c. By avoiding complex Excel functions and sticking to basics
 - d. By reviewing the same material multiple times in one session

3. Which of the following best describes a typical session using interleaving in Mwajabu's study schedule?³⁰
 - a. Studying only VLOOKUP for the entire hour
 - b. Alternating between learning VLOOKUP, creating charts, and practicing pivot tables within an hour
 - c. Reviewing basic functions repeatedly without switching topics
 - d. Focusing on macros for the entire week without touching other topics

4. Based on what you learned about spacing and interleaving as study strategy tips from Mwajabu, is there one that stands out to you that you might want to try?
 - a. Yes, I am going to try spaced learning
 - b. Yes, I am going to try interleaving
 - c. Yes, I want to try both!



Your turn! We invite you to return to your **Digital ESE Learner Profile** and think about how you might modify your learning schedule, spacing out and/or interleaving content and practice. Please complete "**My Learning Schedule**" the second week row and try it out this week. Make sure to take notes on how you feel your learning process is going to develop your meta-cognition and to help you optimize your learning!

²⁹ Answer: B – By alternating between different types of Excel functions and tasks within a study session

³⁰ Answer: B – Alternating between learning VLOOKUP, creating charts, and practicing pivot tables within an hour

Mwajabu's Journey



With newfound confidence in her Excel skills and a solid understanding of data analysis and visualization, Mwajabu felt ready to take her professional engagement a step further.

Mwajabu joined a local young professional journalist association known for networking and skill-sharing. Excited about connecting with like-minded peers, she attended her first meeting. Learning about ongoing projects, including a job market analysis, Mwajabu saw an opportunity to apply her data analysis and visualization skills and volunteered to contribute.

Before diving into the project, Mwajabu proposed conducting a quick survey among the association members to assess the range of digital skills present. The survey results revealed a diverse set of skills, from basic data analytics and visualization competencies to advanced programming abilities. Mwajabu compiled and analyzed the survey data, presenting a comprehensive digital skill inventory at the next meeting. This inventory helped identify members who could contribute to various projects based on their skill levels.

Mwajabu partnered with Atupele, a peer who had significant experience in market research but wanted to build out a portfolio of work analyzing and presenting data using Excel. Together, they worked on analyzing current job market trends, focusing on different journalism sectors prevalent in their region. They used complex Excel functions to organize and analyze job market data, creating various user-friendly charts and graphs to present the data.

During one of their work sessions, Mwajabu struggled with a complex array formula that was crucial for segmenting and analyzing data based on multiple criteria. Atupele, who had previously encountered a similar challenge in her work, provided a critical piece of feedback: Mwajabu was not correctly referencing the cell ranges in the formula. With Atupele's guidance, Mwajabu adjusted the formula, which not only fixed the issue but also deepened her understanding of Excel's functionalities. In

After weeks of collaboration, Mwajabu and Atupele completed their analysis. They presented their findings at an association meeting, highlighting key growth sectors and the specific skills demanded by employers in those sectors. The presentation was well-received, with members appreciating the actionable insights and the clarity of the data visualizations. Mwajabu's and Atupele's work helped many members align their personal development goals with market needs.

Through this project, Mwajabu applied her digital skills in a real-world context while expanding her professional network. Collaborating with Atupele and other association

members provided valuable learning opportunities and boosted her confidence. Inspired by the positive impact, Mwajabu planned to take on more leadership roles within the association, fostering a culture of continuous learning and mutual support. This experience marked a significant step in Mwajabu's professional development, highlighting the power of community and collaboration in accelerating personal growth and enhancing collective capabilities.

Mapping Your Digital Upskilling Support Network

Embarking on the journey to enhance your digital skills can be daunting but remember—you are not alone! Recognizing and utilizing the support network available to you can significantly boost your chances of success. This exercise is designed to help you explore key aspects of leveraging both personal and professional networks to aid in your digital upskilling. By identifying and mapping out your allies, you'll establish a strong framework that ensures you are well-prepared to meet and exceed your goals with the support of others!



Your turn! On your **Digital ESE Learner Profile** find and take a few minutes to complete **“My Learning Support Network.”** If you are stuck, you can look at Mwajabu’s example, however, every digital upskiller’s network will be unique and dynamically changing over time.

Sharing and Practicing your Skills in a Professional Environment

Spend 5 minutes brainstorming different scenarios, groups, or methods for sharing your evolving skills that are both feasible and beneficial. This valuable exercise will boost your confidence in discussing your skills, help you receive additional support, and achieve recognition. Be sure to consider both in-person and online environments.

Examples could be:

- Conferences/groups/online forums: Identify upcoming meetups or conferences where you can present your skills or share your learning experience
- Professional organizations/online forums: Join these groups and identify ways to actively participate, such as through panel discussions, webinars, or workshops.
- Writing articles/blog posts/op eds: Research platforms where you can draft a short article or post showcasing your skills and insights.



Can you identify 2-3 platforms and set specific goals and timelines for when, and how you will share your skills?

1. _____
2. _____
3. _____



Bite-sized Cyber-Hygiene Tip: Communicating Safely³¹

Did you know that whether you're chatting for fun, catching up with family, or discussing work, it's essential to consider the privacy of your conversations. Are your chats truly private, or could using free chat apps expose your messages and data to others, including companies?

Which messaging apps do you use? (Check all that apply)

- WhatsApp
- Telegram
- Facebook Messenger
- Wire
- Signal
- Other: _____

Check out our infographic comparing the most popular messaging apps – you might be surprised by what you find!

	WhatsApp	Telegram	Facebook Messenger	Wire	Signal
End-to-end encryption	★	★	★	★	★
Group chat security	✘	✘	✘	★	★
Self-destructing messages	★	★	✘	★	★
Ability to hide IP address	✘	✘	✘	✘	★
Metadata encryption	✘	✘	✘	✘	★
No collection of personal information	✘	✘	✘	★	★

³¹ Inspired by the L2D Holistic Wellness Course

Signal stands out as the only app that fulfills all secure communication needs. It's free, open-source, and available for desktop, iOS, and Android – ensuring your conversations are private, not just for you but everyone you chat with.

Reflection: Is there anything you might do differently to protect your data when communicating online?

Mwajabu's Journey

Mwajabu continued to participate in the professional association, but she noticed that Atupele had been absent for several weeks. Knowing the value Atupele brought to her collaborative projects and the community, Mwajabu decided to reach out. She arranged to meet Atupele for coffee near her workplace, hoping to understand his sudden withdrawal from the group.

As she settled down with her coffee, Atupele hesitated but eventually opened up to Mwajabu. She confessed that she had been the target of cyberbullying on Facebook, where most of the professional association's coordination occurred. The harassment had escalated to another level when attackers followed her into an online forum for aspiring data scientists, targeting her with derogatory comments and questioning her qualifications simply because she was a woman in a predominantly male field. This experience had left Atupele feeling vulnerable and isolated, and she was seriously considering abandoning her aspirations in data science for a less gender-segregated field.

Mwajabu understood the gravity of Atupele's situation and the impact it could have not only on her career aspirations but also on her personal well-being. Determined to help, Mwajabu suggested that Atupele connect with a local organization known its work in providing resources and support to victims of online harassment, particularly women in tech. Atupele met with someone at the organization and got the following suggestions to protect against future threats:

- **Awareness and Education:** Stay informed as to what constitutes cyberbullying and recognize its various forms. Educating oneself and others about the risks and manifestations of cyberbullying is a crucial first step in prevention.
- **Strong Privacy Settings:** Utilize strong privacy settings on her digital platforms and social media, such as controlling who can see your posts, who can contact you, and managing visibility settings to keep personal information private. Use strong, unique passwords for different sites, and enable two-factor authentication wherever possible. Regularly search one's name on search engines and social platforms to monitor what information is publicly accessible and never share personal information with people who you only know online.
- **Use Blocking and Reporting Features:** Do not hesitate to block harassers and report them to platform administrators or moderators.
- **Support Networks:** Build a support network of friends, family, or colleagues who can offer advice and emotional support during instances of cyberbullying. You can also seek professional help, such as counseling or psychological support, to deal with the emotional and psychological impact of cyberbullying, especially if it is prolonged or severe harassment.
- **Legal Recourse:** There can be an option to pursue legal action in cases where cyberbullying escalates to threats or other illegal activities. Knowing the legal rights and remedies available can empower victims to take decisive action.

By the end of her meeting, Atupele felt a renewed sense of control over her situation. With Mwajabu's encouragement and the resources from the local organization, Atupele decided to not let her harassers dictate her path and resolved to continue pursuing her passion for data science, equipped with new tools and a stronger network of support.

Mwajabu also proposed that the professional association host a workshop on digital safety and cyberbullying awareness, emphasizing the importance of responsible digital citizenship where other peoples' opinions are respected online and there is a recognition of multiple points of view. She believed that educating the community could prevent similar situations in the future and foster a safer online environment for all members.

CyberGuard: Creating an Action Plan Against Cyberbullying

While we sincerely hope that you and your peers are currently not and never will be victims of cyberbullying, we want to help you develop an action plan should the need arise and recommendation for how to response to an online attack.

Determine if You Know the Attacker: Are you personally connected to the attacker, or is someone from your network connected to this person? Understanding this can help you assess the potential impact on your personal and professional life and determine when and how to seek help.

Seek Support: Regardless of whether you know the attacker, do not deal with the effects of the attack on your own. Share your thoughts and plan of action with trusted people in your network. Talking to someone you trust can provide valuable perspective and support.

Avoid Engagement: Do not engage directly with the attacker. Responding or trying to defend yourself can sometimes escalate the situation or fuel the attacker's behavior. Consider muting or blocking them on your sites.

Limiting Exposure through Blocking and Muting

What to Do	Description	Advantages (+)	Disadvantages (-)
Blocking	Possible on most social media sites and most email and messaging platforms.	- Abusers are no longer able to harass you directly from a blocked account.	- Blocking abusers can make them angry. They may create new accounts to harass you from.
Muting	Known as silencing or snoozing depending on the platform.	- You no longer have to see/read harassment. - Abusers do not know they have been muted.	- Abuse could still be happening, but you cannot monitor it.

Stay Legal: Do not respond using any illegal means. Retaliating or using illegal methods can have serious consequences. It is always best to seek help and support from trusted sources.



Identify Resources: Preparing yourself with a toolkit of resources can be very helpful. Besides the ones on [this website](#),³² identify resources available in your country that can assist you or anyone you know if cyberbullying occurs. Look locally by asking friends or community members about resources. Write down what you find.

Reporting Policies: Most apps and sites, especially social media platforms where cyberbullying is prevalent, have policies and reporting pathways related to cyberbullying. Visit [this list](#)³³ to find the apps you use frequently and note their policies and contacts in case a situation arises.

Great work! Now you are more equipped to respond quickly to a cyberbullying attack you and/or someone you know might experience. Consider sharing this plan and what you learned with your network to upskill them on the support and resources available to them.



**Wellness Workout to Promote Safety, Security & Relationships:
Be Kind Online**

1. Has anyone ever shared anything you have posted without your permission that made you upset?
 Yes No Not that I know of

2. Have you ever received any messages in response to something you shared online that upset you?
 Yes No Not that I know of

³² <https://findahelpline.com/>

³³ <https://cyberbullying.org/report>

3. Have you ever shared anything of someone else's or made comments on something someone shared that made them upset?

Yes

No

Not that I know of



What we share on social media can hurt other people's feelings – even our friends who trust us. Just because you took a picture of a person doesn't mean that they want it online. Images

and messages posted online can stay online for a long, long time!

Remember what we covered in Module 2 with mis- and dis-information. Please “care before you share” and be kind online!

Mwajabu's Journey

As Mwajabu approached the end of her third month learning Excel, she found herself not only mastering new skills but also developing a resilient approach to digital learning and community engagement. Despite occasional challenges like complex datasets and distractions from social media, she learned to navigate these hurdles using strategies like growth mindset and meta-cognition. Furthermore, Mwajabu's involvement in online communities deepened her understanding of digital dynamics, particularly after encountering and addressing cyberbullying. She actively shared strategies for enhancing online safety and supporting peers. Recognizing the ongoing nature of her journey, Mwajabu embraced a commitment to lifelong learning and community support, understanding that in the realm of digital upskilling, there is always room for growth and new discoveries.



Your turn! Before you wrap up this module let's take a minute to add new skills and strategies to our **Digital ESE Learner Profile**, specifically in the “**My Digital Upskilling Strategies**” and “**Cyber-Hygiene Toolkit**” sections. This growing list is a good way to remind yourself of what you learned as well as show off your talents!

Module Four: Leveraging a New Digital Skill in Your Profession

Module Overview

Welcome to our final module, which is designed to empower you to take your new skills into the world while continuing to identify and mitigate online security threats.

Through this module, you will learn how to:

1. Recognize common online security threats that arise from online engagement and develop strategies to protect yourself and your digital environment
2. Acknowledge the diverse challenges faced by individuals in digital learning environments and build advocacy skills to support those in your community
3. Tell the story of how you learn, protect yourself online, and engage with technology to drive your own professional growth and make a positive social impact

Here we go!

Mwajabu's Journey

After three months of dedicated self-directed learning, Mwajabu finishes her course on Excel data analytics and visualization. Mwajabu is now eager to showcase her new skills and find job opportunities where she can apply her expertise.

Recognizing the importance of a strong online presence, Mwajabu decides to create a personal portfolio using the free Canva website service. She chose a simple yet professional design and included sections such as "About Me," "Skills," "Projects," and "Contact."

Then, Mwajabu updates her LinkedIn profile, linking out to the new Canva portfolio and ensuring that her profile highlights her recent course completion and the skills she acquired. She includes keywords such as "Excel for Data Analytics," "Data Visualization," and "Data Cleaning" to make her profile more discoverable by recruiters. While on LinkedIn, Mwajabu also writes a detailed post about her learning journey, including the challenges she faced and how she overcame them. She shares specific projects she worked on, such as cleaning a dataset and creating pivot tables, to illustrate her practical experience and link to her portfolio. The post garners attention, with several connections commenting and liking it, increasing its visibility.


Recognizing the importance of networking, Mwajabu joins several relevant LinkedIn groups and sends personalized connection requests to professionals in data analytics, expressing her interest in learning more about the industry.

Building and Communicating your Public Professional Skill Portfolio

Announcing newly developed digital skills on professional platforms like LinkedIn is an excellent way to share your successes with peers, attract future employers, and demonstrate your commitment to continuous learning within your professional network and field. You can express gratitude to your mentors, use hashtags to reach a broader audience, and share the resources that helped you learn, providing valuable insights for peers who may also be interested in learning the same skill. See Mwajabu's LinkedIn post below:

Mwajabu's LinkedIn Post

 Exciting News! 

I'm thrilled to share that I've been developing new digital skills: Data analysis and visualization with Excel 

What I've Learned:

In my journey to master this powerful tool, I've gained proficiency in:

- Data formatting and basic formulas
- SUM, AVERAGE, SUMIF, and COUNTIF functions
- Presenting data in charts and graphs
- Real-world application projects involving SUM, AVERAGE, SUMIF, COUNTIF, and building charts and graphs

Why This Matters:

In today's fast-paced digital world, staying ahead of the curve is crucial. Here's how this new skill is a game-changer for my career aspirations:

1. Enhanced Problem-Solving: With Data Analysis using Excel, I can now analyze complex data sets, uncover patterns, and derive actionable insights. This will enable me to present data to readers in a way that allows them to make more informed decisions.

2. Improved Efficiency: By leveraging data analysis and visualization using Excel, I can automate processes, streamline workflows, and enhance productivity in preparing data presentations and preparing reports. This efficiency boost will allow me to focus on more complex data journalism projects.

3. Competitive Edge: Mastering data analysis and creating graphs and charts using Excel positions me at the forefront of journalism trends that involve greater use of digital media and social media, giving me a competitive edge in the job market. I'm excited to bring this expertise to future roles and contribute to innovative projects.

4. Career Growth: As I continue to build on this skill, I see endless opportunities for growth and development in my career. I'm eager to apply what I've learned to help media outlets achieve their digital transformation goals.

A big thank you to my peers for supporting me on this journey! 

Here's to continuous learning and embracing new challenges! 

#DigitalSkills #CareerGrowth #ContinuousLearning #DataJournalism



Updating your Professional Presence Online

1. Use the template below to help draft your own post. Feel free to adjust it to better reflect your personal experiences and milestones. Add emojis and hashtags to customize your post!

Template LinkedIn Post

Exciting News!

I'm thrilled to share that I've been developing a new digital skill: [Name of Skill]

What I've Learned:

In my journey to master this powerful tool, I've gained proficiency in: _____

—

Why This Matters:

—

In today's fast-paced digital world, staying ahead of the curve is crucial. Here's how this new skill is a game-changer for my career aspirations:

1.

2.

3.

4.

A big thank you to... _____

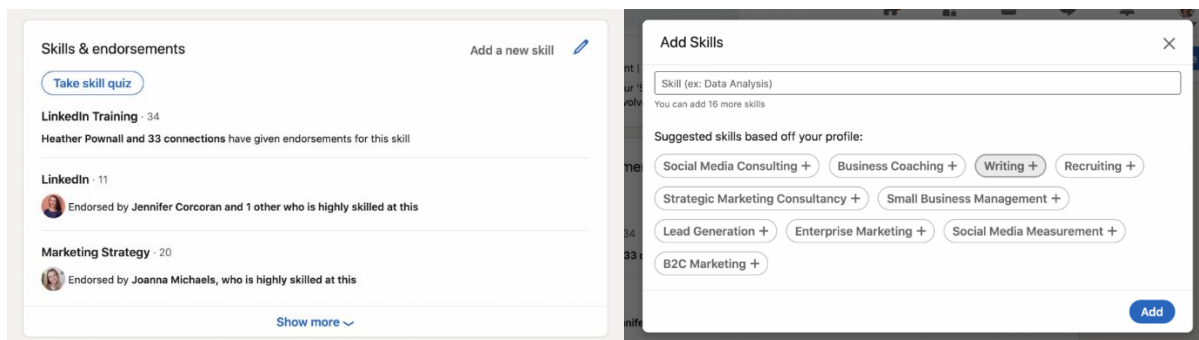
Here's to continuous learning and embracing new challenges!

#DigitalSkills #CareerGrowth #ContinuousLearning #Innovation

2. Another strategy you can employ to communicate your skill building is to **update your skills section on LinkedIn and ask a colleague or peer to endorse your skills**. When you add relevant skills to your LinkedIn profile, you'll receive more personalized job recommendations that match your qualifications.

How to add a skill

On your Personal Profile, scroll down to the “Skills & Endorsements” section. It sits right under your “Experience” and “Education” sections if you have added those. To add a new skill to your profile, click on “Add a new skill” – note that this is greyed out but is still clickable. See below.



How to get endorsed for a skill

Once you have added your skills, how do you get endorsed for them? The more endorsements you have, the higher you will appear in the LinkedIn search results for that skill. The easiest way to get endorsements is to ask your network. Start endorsing others in your network and they should reciprocate.

What peers or colleagues have seen you apply your newly developed skills or can attest to your proficiency?

You can also request to write a recommendation on your LinkedIn profile. Adjust this template to fit your needs and share the request:

Hi [Peer's Name],

I hope you're doing well!

I'm reaching out to ask for a small favor. I'm currently updating my LinkedIn profile and would greatly appreciate it if you could write a brief recommendation for me. Your perspective on my _____ skills would add significant value.

If you're able to do this, I'd be very grateful. I would be happy to return the favor. Thank you in advance for your time and support!

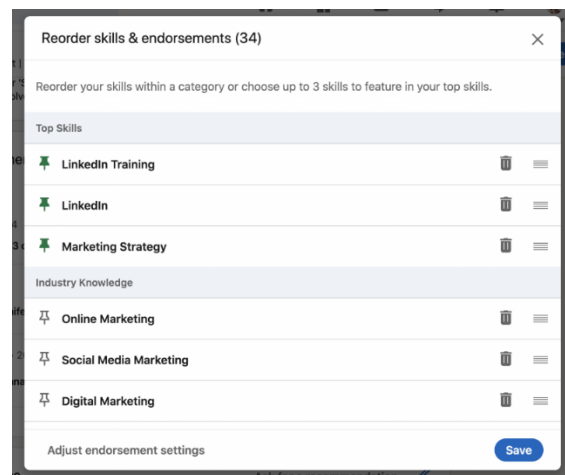
Best,

[your name]

How to re-order your skills

Keep the skills that you'd like to be endorsed for – such as those that are relevant to your career growth – in your top 3 featured skills, as shown in the image on the right.

3. Update your LinkedIn headline with your skills and experience, career objectives, certifications and industry-specific keywords to make your profile more searchable.

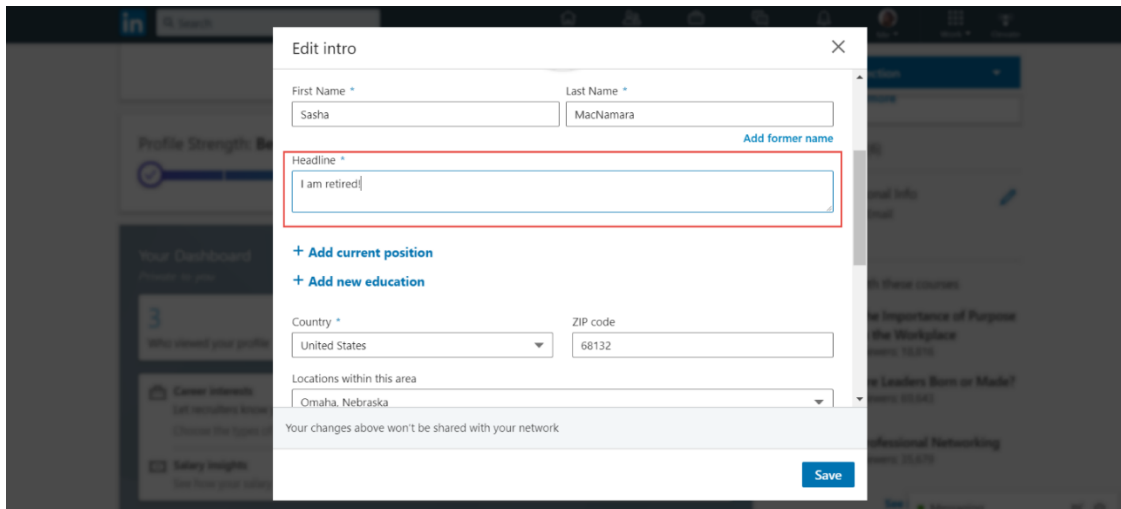


Example LinkedIn Headline

*Journalist | Community Reporting | Specializing in Data Analysis and Visualization |
Passionate about Keeping Communities Informed | Open to New Opportunities*

How to Edit your Headline

1. Click the Me icon at top of your LinkedIn homepage
2. Click View Profile
3. Click the Edit icon in your introduction section
4. In the Edit intro pop-up window, make your changes in the Headline field



The screenshot shows the 'Edit intro' pop-up window on LinkedIn. The window has a white background and a close button (X) in the top right corner. It contains the following fields and options:

- First Name ***: Text input field containing 'Sasha'.
- Last Name ***: Text input field containing 'MacNamara'.
- Headline ***: Text input field containing 'I am retired|'. This field is highlighted with a red border.
- + Add current position**: A blue button.
- + Add new education**: A blue button.
- Country ***: A dropdown menu showing 'United States'.
- ZIP code**: Text input field containing '68132'.
- Locations within this area**: A dropdown menu showing 'Omaha, Nebraska'.
- Your changes above won't be shared with your network**: A small grey text note.
- Save**: A blue button at the bottom right.

Mwajabu's Journey



With feedback from her network, Mwajabu searches for positions such as Data Analyst, Junior Data Analyst, and Data Journalist on job search platforms like LinkedIn, Glassdoor, and local job boards. She sees a posting for Data Journalist position at a local media agency in Tanzania, known for its progressive stance on diversity and inclusion, which aligns well with Mwajabu's values. The role would use data to help present trends to support community data-based decision making, an area where Mwajabu feels eager to contribute.

Feeling both excited and nervous, Mwajabu tailors her resume to highlight her recent certification from the online course and relevant projects, including a link to her digital portfolio. She crafts a cover letter that narrates her career transition story, emphasizing her passion for data and visuals to tell stories, and her approach to lifelong learning, which she believes are essential for thriving in a digital economy.

After submitting her application online, Mwajabu is invited to an interview at the company's Dar es Salaam office. To prepare, Mwajabu reviews her course materials, focusing on the data manipulations and visualizations she mastered. She creates a small portfolio of Excel dashboards and reports that she developed as final projects during the course. These projects showcase her

ability to transform raw data into user-friendly visuals and actionable insights—a key skill mentioned in the job description.

Mwajabu also practices responses to potential interview questions, particularly around her problem-solving processes and how she used Excel to overcome challenging data issues. She reflects on a specific project from her course where she identified a significant error in a dataset that, once corrected, altered the visuals dramatically, telling a very different story about local crime issues.

On the day of the interview, Mwajabu arrives early, dressed professionally and with extra copies of her resume and portfolio. During the interview, Mwajabu is asked to demonstrate her Excel skills on a company laptop. She efficiently uses formulas, and data visualization tools to manipulate a sample dataset provided by the interviewer.

After the interview, while Mwajabu waits for feedback, she reflects on her journey and the challenges she overcame, particularly balancing learning with part-time work and family responsibilities. She feels proud of how she managed to stay motivated and focused despite occasional setbacks and the high learning curve. This self-reflection reaffirms her decision to move into data journalism, where she can continually grow and help shape data-based decision making.

A few days later, Mwajabu receives a call from the company with an offer for the Data Journalist position, along with commendations on her strong analytical thinking and unique approach to data challenges demonstrated during the interview. Ecstatic, Mwajabu accepts the offer, excited about the new challenges and learning opportunities ahead.

Interview Preparation and Practice³⁴

During Mwajabu's interview, she was asked various situational, behavioral, and technical interview questions. Below you will find a list of some common interview questions in these categories – understanding that it will differ based on the job, role, and technical skills required in the job description:

Situational Interview Questions:

What were your specific roles and responsibilities on the most recent project you worked on?

What is the project you are most proud of, and how did you contribute to it?

Do you prefer to work alone or on a team? Why?

Behavioral Interview Questions:

Tell me about a time you took the initiative in your career. What was your motivation for doing so?

Share an example of a career goal you had. What steps did you take to achieve it?

Describe your process for solving problems.

Technical Interview Questions*:

What are the differences between a chart and a graph and when would you choose to create each one?

What is the difference between SUM and SUMIF and how would you apply each one?

What are important qualities of data visualization to keep in mind when making user-friendly data representations to post on social media?

*The specific questions you may be asked will vary based on the technical needs of the role. To effectively prepare for technical interview questions in your specific digital skill, try explaining the technical terms and concepts to a friend who isn't familiar with them. This approach will help you simplify and clarify your understanding.

³⁴ Drawn from <https://www.indeed.com/career-advice/interviewing/common-technical-interview-questions-and-answers>

Use the template below to write out the interview questions and your responses.

1. Question:

Answer:

2. Question:

Answer:

3. Question:

Answer:



Bite-Sized Cyber-Hygiene Tip: How Do You Appear Online?

Take a moment to search your name on Google. What does the internet say about you?

Reflecting on your discoveries, were there any results that surprised you?

Did you encounter anything about yourself online that you'd prefer to keep private?

Consider what types of personal information should be private and protected from public exposure online. What kinds of personal information do you believe should never be shared publicly on the internet?

Mwajabu's Journey

Eager to make a positive impact in her new role as a data journalist, Mwajabu is not only focused on excelling in her day-to-day tasks but is also keen to forge meaningful connections with her colleagues and contribute to a supportive work environment.

In her first weeks, Mwajabu spends time understanding the company's culture and the different roles within her team and adjacent departments. She attends several team meetings where she listens attentively to discussions, noting key challenges and common objectives. Mwajabu makes it a point to join informal coffee breaks and company-sponsored workshops, introducing themselves and learning about her colleagues' professional backgrounds and personal interests.

Remembering how helpful it was to learn from more skilled individuals in her young professional journalist association, Mwajabu starts a "Community of Practice" with regular lunch-and-learn sessions where team members can share insights, discuss new data tools and technologies, and explore best practices in data management. To make these sessions inclusive, Mwajabu recommends using a mix of presentation styles and encouraging participation from all departments to foster interdisciplinary learning and appreciation.

During one of the sessions, Mwajabu asks the participants to brainstorm around the challenges that she faces around professional development and digital upskilling, and some ways that she

might address those challenges – either at the individual, team, or organizational level. Her peers voice several concerns:

Data Analyst: "One major issue I've encountered is managing my time. It's hard to find a balance between my work tasks and setting aside time for learning new skills."

Project Manager: "I agree. Also, accessing the right resources is a challenge. Sometimes, we don't have the latest software or reliable internet, which hinders our learning process."

Marketing Specialist: "The cost of certifications can be prohibitive. Even though we want to upskill, the financial burden can be a major obstacle."

HR Manager: "Motivation is another big issue. Dealing with imposter syndrome and staying motivated can be tough, especially when progress seems slow."

Mwajabu recognized her own challenges in many of her colleagues' responses. The group then spends the rest of the session identifying strategies to address these challenges. These included:

- Creating a shared calendar with blocked learning times can help ensure everyone has the opportunity to upskill without interfering with her work duties
- Starting a resource library with tutorials, e-books, and online courses that are easily accessible to all team members
- Establishing a company-sponsored fund that offers financial assistance to cover the cost of certifications and courses
- Incorporating hands-on projects and real-world scenarios into training programs
- Setting up a sandbox environment where employees can experiment with new skills and tools without the pressure of real-world consequences

As Mwajabu left work that day, she reflected on the importance of understanding the diverse needs and skills within her organization. She feels fulfilled by her contributions to creating a vibrant, supportive workplace where everyone can learn from each other and grow together. These efforts do not go unnoticed, earning Mwajabu respect and appreciation from both peers and senior management.



Understanding digital challenges and being an advocate for change

To learn more about the digital challenges youth face in your workplace or community, we invite you to consult with a diverse range of individuals. Utilize the provided interview questions and the response table to gather your insights. Reflect on possible initiatives you can undertake to address these challenges and support your community in more efficiently, safely, and effectively learning online.

Community voices may include peers; educators and school administrators; local business owners and entrepreneurs; youth workers and community leaders; local politicians and government officials; IT professionals; librarians; career counselors; and mentors.

Question	Community Voice Name(s) and Response(s)	Reflection and Action Planning
Can you describe some of the main challenges young people in your community face when trying to develop digital skills? How do these challenges vary among different groups?		
How have you seen digital upskilling influence the lives of young individuals in your community? Are there any participant success stories you can share?		
What role do you believe the community and/or local government should play in supporting digital upskilling for youth?		
Looking forward, what policies, or initiatives would you like to see to improve digital skills training for young people?		

Mwajabu's Journey

A few months into her role, Mwajabu is now a respected member of her company, known for her data skills and commitment to fostering a learning environment through the Community of Practice she helped establish. One day, Mwajabu overhears a colleague discussing a recent news article about the rise of phishing attacks in Dar es Salaam saying “It's getting out of hand. I'm always worried I'll accidentally click something harmful.” Another colleague adds “I know, right? And cyberbullying on social media is relentless. It makes me hesitant to even check my accounts.”

This exchange reminds Mwajabu of the experiences of her friends Kamugisha and Atupele, and how interactions online can cause psychological, physical, or financial harm. Mwajabu is grateful for her own experiences using online resources to upskill but wants to learn more about some of the possible pitfalls. She begins surveying her friends about her own challenges and notices that tech-facilitated gender-based violence is a recurring issue – with friends noting things like online harassment, stalking, and non-consensual sharing of intimate images.

Motivated by a desire to protect and educate others, Mwajabu decides to use the Community of Practice she created to address this critical issue. Mwajabu begins by conducting research on technology-facilitated gender-based violence, gathering data on its prevalence and the different forms it can take such as trolling, hate speech, doxing, and threats. She also explores case studies where media companies have successfully implemented strategies to combat these issues. Using insights from her earlier community building efforts, Mwajabu outlines a session focusing on tech-facilitated gender-based violence awareness, prevention, and intervention strategies.

Mwajabu prepares a PowerPoint presentation for the session and includes Atupele's experience (with her consent) as a case study to highlight the personal impact of cyberbullying, making the issue relatable and urgent.

The PowerPoint presentation was well-received and afterward, participants discussed some potential solutions that could be implemented at her company. These included guidelines for safe online conduct, a clear process for reporting incidents within the company's platforms, and resources for support and counseling.

Mwajabu reflects on the impact of her efforts, feeling a deep sense of accomplishment and responsibility. She realizes that creating spaces for learning and discussion can lead to significant community and organizational changes. Encouraged by this success, Mwajabu commits to continuing her advocacy, planning to introduce more topics that merge technology with social justice, ensuring that the digital world is safe and inclusive for everyone.

Understanding and Mitigating Technology Facilitated Gender-Based Violence

Mwajabu's slides (shown on the next pages) provided the Learning Community with a helpful overview of what technology facilitated gender-based violence (TFGBV) is, signs to look out for,

and initial strategies one might employ to protect themselves or others and/or mitigate the effects.

Violent
Sharing
Disinformation
Bullying
Hate
Exploitation
Hacking
Cyber
Defamation
Stalking
Non-consensual
Gendered
Doxing
Speech
Trolling
Shaming
Image Intimidation
Impersonation
Threats

What is Technology-Facilitated Gender-Based Violence (TFGBV)?

United Nations Population Fund defines TFGBV as "an act of violence perpetrated by one or more individuals that is committed, assisted, aggravated and amplified in part or fully by the use of information and communication technologies or digital media, against a person on the basis of their gender."

Many different forms of TFGBV are connected and often happen simultaneously

The diagram illustrates a central figure sitting at a desk with a laptop. Surrounding this central figure are seven circular icons, each representing a different form of technology-facilitated gender-based violence (TFGBV). The icons are arranged in a circle around the central figure. The icons and their labels are: TROLLING (a speech bubble with a face), CYBER-BULLYING (two angry faces), HATE SPEECH (a mouth with a flame), DOXXING (a person's profile with a magnifying glass), PUBLIC SHAMING (a person with a hand over their face), CYBER-STALKING (a person with a magnifying glass over their face), and INTIMIDATION/THREATS (a person with a warning sign over their face).

Image source: UNESCO World Trends in Freedom of Expression and Global Media Report 2017/2018

Image source: UNESCO World Trends in Freedom of Expression and Global Media Report 2017/2018

Why does it Matter?

- Globally, 38% of women have experienced online violence
- 85% of women worldwide have witnessed online violence being perpetrated against another woman
- UN Human Rights Council panel stated that women and girls are 27 times more likely to be harassed online than men
- TFGBV has particularly targeted women in politics and public life, such as politicians, journalists, human rights defenders, and activists.
- Amnesty International found that 83% of women who were harassed online changed the way they used social media, and 32% stopped posting content about certain issues



Strategies to Mitigate TFGBV:

- **Engage Diverse Stakeholders:** Involve government, civil society, media organizations, academia, and the social media and technology sectors in preventing and safeguarding against TFGBV.
- **Support Data Collection:** Collect data to better understand the threat of TFGBV in the workplace.
- **Fund Programs:** **Allocate** funds for workplace and community programs focused on preventing TFGBV.
- **Invest in Internal Capacity:** Strengthen internal policies and tools to support employees facing TFGBV.
- **Improve Reporting Mechanisms:** Enhance mechanisms for reporting gendered disinformation and TFGBV, ensuring protection of identities.
- **Raise Awareness:** Use social media platforms to raise awareness and reach broader audiences.
- **Provide Trainings:** Support digital, media, and information literacy trainings.
- **Punish Perpetrators:** Enforce consequences for those producing and disseminating gendered disinformation or engaging in harmful online behaviors.
- **Improve Institutional Policies:** Enhance policies and procedures to support women experiencing abuse.
- **Partner with Key Influencers:** Collaborate with diverse survivors, service providers, policymakers, "hacktivists," private sector tech platforms, and key influencers to raise awareness and implement targeted solutions.

Spark: Women's Digital Resource Catalog



For more information on TFGBV, visit the [Women's Digital Resource Catalog on SPARK³⁵](#) and watch the [YouTube video "Technology must not be an instrument of harm"³⁶](#) from UNFPA.



Reflecting on Mwajabu's slides, what stood out to you about TFGBV that you might not have already known and/or you think are important to remember?

Are there any strategies you have implemented and/or may try to implement to protect yourself and/or those around you from TFGBV?

³⁵ <https://learnwithspark.org/women-catalog/>

³⁶ <https://youtu.be/PbpDOz1ZwGI>

Based on what you learned through the interviews you conducted with community voices, what is an issue you are passionate about supporting your peers on to keep them safer in digital spaces? Why did you choose this issue?

Mwajabu's Journey

As Mwajabu's journey in her role as a Data Journalist and community advocate evolved, she not only mastered complex data analysis but also led initiatives for creating safer digital environments. Mwajabu's ability to leverage educational platforms transformed her role within the company, influencing both internal policies and industry standards.

Reflecting on her progress, Mwajabu recognized the cyclical nature of learning and advocacy, acknowledging that each challenge and achievement paved the way for new opportunities and contributions to community well-being. Embracing a lifelong commitment to learning and community support, Mwajabu is excited about future possibilities in both data analysis and digital inclusivity, ready to explore new horizons and continue her transformative journey as a Digital Upskiller.



You did it, Digital Upskiller! Before you finish up this module, please take a minute to finalize a few things about your **Digital ESE Learner Profile**. In the **“My Digital Updates”** section, you can note down with whom, where, and how often you want to share updates about your digital upskilling journey. Having a plan for communication can help you be more consistent and strategic!

We also know you are a passionate community advocate for efficient, safe, and effective upskilling. In the **“Issues I Care About”** section, please jot down some of the issues you are interested in addressing in your community.

Module Five: Digital Upskilling Close-Out and Final Self-Check

Module Overview

Throughout this learner manual you have walked alongside Digital Upskiller Mwajabu, learning knowledge and strategies necessary to build and maintain a confident and secure digital presence and set yourself up for success in digital skill-building. Through engaging scenarios, skill-building content, and interactive activities, you practiced:

1. Identifying an opportunity to improve a digital skill
2. Managing an effective learning environment
3. Evaluating your learning progress
4. Navigating online spaces safely and responsibly
5. Engaging in a digital learning community



Your turn! It is all visible in your **Digital ESE Learner Profile**. If you feel you want to add any more cyber-hygiene strategies or digital skills to your toolkit, now is a great time to do so! We invite you share this profile with a mentor, colleague, and/or family member/friend you trust. It is a great tool to help them support you along your journey.

Stop and Self-Check

Before we conclude our course learning journey, we want to invite you to check in with yourself as to where you are at with your knowledge, skills, and attitudes around the course content. Remember there are no right or wrong answers. This will allow you to see just how much growth you have made as a Digital Upskiller! Please spend the next 15-20 minutes to do a bit of this introspection through this [“Digital Upskiller Final Self-Check”](#) (offline version in annex)

Digital-ESE Initial Self-Check

Thank you for taking a moment to pause and self-reflect before you get started on the Digital-ESE learning experience. There are no right or wrong answers to these questions. If you are unfamiliar with any of the terms, don't worry—you'll learn about them in the workshop!

* Indicates required question

1. Email *

2. Age

Mark only one oval.

18-25

26-35

35+

3. How would you best describe your current employment status?

Mark only one oval.

Unemployed

Employed, full-time

Employed, part-time

Student

Self-employed

Other: _____

4. What is your highest level of completed education?

Mark only one oval.

- High school diploma
- Community college graduate
- Bachelors degree
- Professional certificate
- Technical and vocation education training (TVET)
- Master's degree

5. Geography of current residence

Mark only one oval.

- Urban
- Rural
- Peri-urban

6. Tanzanian county of current residence

7. Do you identify as a person living with a disability?

Mark only one oval.

- Yes
- No
- Prefer not to say

8. Our digital upskiller, Mwajabu, used several learning strategies throughout her digital upskilling journey to **maintain focus and motivation** when learning online. Mark all of the strategies you already use:

Check all that apply.

- Employ a growth mindset
- Use apps to limit screen time on social media while studying
- Build a learning schedule
- Connect with a friend, colleague, or a group with similar interests to learn together
- Take wellness breaks (e.g. stretching, movement, deep breathing)
- None of the above

9. Are there any additional learning strategies that you currently practice to maintain focus and motivation that were not included above?

10. Our digital upskiller, Mwajabu, used several learning strategies throughout her digital upskilling journey to **learn more effectively and efficiently**. Mark all of the strategies you already use:

Check all that apply.

- Develop a learning goal
- Develop a learning schedule
- Gain hands-on experience and practical knowledge through real-world projects and applications
- Participate in a course-based learning opportunity, such as a paid or free structured educational program
- Engage with standalone learning opportunity such as resources like YouTube videos or forums that are less structured
- Join a professional association to learn from and network with peers and mentors
- None of the above

11. Are there any additional learning strategies that you currently practice to learn effectively that were not included above?

12. IREX conducted interviews with 44 digital upskillers in Kenya to learn about their **cyber-hygiene strategies for online protection**. Review the list below and mark all strategies you already use to stay safe and secure while learning online:

Check all that apply.

- Create strong, secure passwords and changing them regularly
- Reject cookies whenever possible
- Stay alert to scams
- Fact check information before believing it and sharing it
- None of the above

13. Are there any additional cyber-hygiene strategies that you currently practice that were not included above?

14. How familiar are you with the term phishing?

Mark only one oval.

- I have no knowledge of this/I never heard of this
- I have only limited understanding of this and need more explanations
- I have a good understanding of this
- I fully master this topic/issue and I could explain it to others

15. How familiar are you with the terms misinformation and disinformation?

Mark only one oval.

- I have no knowledge of this/I never heard of this
- I have only limited understanding of this and need more explanations
- I have a good understanding of this
- I fully master this topic/issue and I could explain it to others

16. How familiar are you with the term cyberbullying?

Mark only one oval.

- I have no knowledge of this/I never heard of this
- I have only limited understanding of this and need more explanations
- I have a good understanding of this
- I fully master this topic/issue and I could explain it to others

17. How familiar are you with the term technology-facilitated gender-based violence?

Mark only one oval.

- I have no knowledge of this/I never heard of this
- I have only limited understanding of this and need more explanations
- I have a good understanding of this
- I fully master this topic/issue and I could explain it to others

18. What do you hope to get out of this workshop?

Skip to question 19

Informed Consent Section

19. **Audio & Visual Media Consent**

By participating in this workshop, we will ask to take photographs where applicable.

Additionally, this workshop will involve the audio taping of your group discussion with the facilitators. Neither your name nor any other identifying information will be associated with the final output. Neither your name nor any other identifying information such as your voice, will be used in presentations or in written products resulting from the workshop.

Your decision to have audio recordings of the discussion is completely voluntary and you may choose to withdraw your permission to be recorded at any time. You may also voluntarily refuse to release your audio recordings of yourself for any secondary uses in this project.

Statement of person giving consent:

I have read the description of the workshop and have had it translated into a language I understand. I understand that my participation is voluntary. I know enough about the purpose, methods, risks, and benefits of the workshop to judge that I want to take part in it. I understand that I may freely stop being part of this study at any time.

Audio & Visual Media Consent

I have understood that by participating in this study, audio and visual media may be captured as part of the research data. I understand that my decision to have my audio and visual media captured is voluntary and that I may choose to withdraw my permission at any time.

Statement of consent

I consent to having photographs of the activity results for the purpose detailed in this form.

I consent to the discussion being recorded for the purpose detailed in this form.

Mark only one oval.

Yes

No

20. Date of consent *

Example: January 7, 2019

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Digital-ESE Final Self-Check

Thank you for participating in the Digital-ESE Workshop! The following questions will help us to collect data to measure the impact of the workshop. Please note that all responses are valid; there are no right or wrong answers in this survey. If you have any questions about this survey, please ask the workshop facilitator.

1. Email *

2. To what extent were your expectations for this workshop met?

Mark only one oval.

Far exceeded expectations

Above expectations

Met expectations

Below expectations

Far below expectations

3. What were the key takeaways you gained from this workshop? For example, what aspects surprised, motivated, or inspired you?

4. Our digital upskiller, Mwajabu , used several learning strategies throughout her digital upskilling journey to **maintain focus and motivation** when learning online. Please mark all the strategies you plan to implement in your own digital upskilling journey.

Check all that apply.

- Employ a growth mindset
- Use apps to limit screen time on social media while studying
- Build a learning schedule
- Connect with a friend, colleague, or a group with similar interests to learn together
- Take wellness breaks (e.g. stretching, movement, deep breathing)
- None of the above
- Other: _____

5. Our digital upskiller, Mwajabu, used several learning strategies throughout her digital upskilling journey to **learn more effectively and efficiently**. Please mark all the strategies you plan to implement in your own digital upskilling journey.

Check all that apply.

- Develop a learning goal
- Develop a learning schedule
- Gain hands-on experience and practical knowledge through real-world projects and applications
- Participate in a course-based learning opportunity, such as a paid or free structured educational program
- Engage with a standalone learning opportunity such as resources like YouTube videos or forums that are less structured
- Join a professional association to learn from and network with peers and mentors
- None of the above
- Other: _____

6. Our digital upskiller, Mwajabu , used several **cyber-hygiene strategies** throughout her digital upskilling journey to **I protect herself online**. Please mark all the strategies you plan to implement in your own digital upskilling journey:

Check all that apply.

- Create strong, secure passwords and changing them regularly
- Reject cookies whenever possible
- Stay alert to scams
- Fact check information before believing it and sharing it
- None of the above
- Other: _____

7. In your own words, how would you define phishing?

8. In your own words, how would you define misinformation/disinformation?

9. In your own words, how would you define cyberbullying?

10. In your own words, how would you define technology-facilitated gender-based violence?

11. How likely are you to recommend this workshop to a peer?

Mark only one oval.

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

12. Is there any feedback you would like to provide that can support us on improving **the facilitation** for future groups?

13. Is there any feedback you would like to provide that can support us on improving **the curricular tool** for future groups?

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