

## **ANNEX 4**

# **CORE VALUES ON DIGITAL LITERACY FOR ASEAN**

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## **BACKGROUND**

The 13<sup>th</sup> AMRI, which was held in March 2016 in the Philippines discussed the dangers posed by social media and agreed that ASEAN Member States (AMS) should collaborate, share information, and exchange experiences related to social media.

2. The 1<sup>st</sup> SOMRI Working Group on Information, Media and Training (WG-IMT), which was held in September 2015 in Viet Nam, proposed that priority areas in the fields of IMT be identified, as well as to review and update existing instruments and activities to support the information and media sector's development with more attention given to diversity and responsibility of media, including social media. The WG-IMT also agreed to embark on public education programmes to raise media literacy levels in the region, so as to build an informed ASEAN Community with abilities to consume content across all platforms safely and astutely.

3. During the 2<sup>nd</sup> WG-IMT in September 2016 in Brunei Darussalam, Singapore proposed to establish a set of "Core Values on Digital Literacy for ASEAN" to serve as a guide for online etiquette while promoting socially responsible online behaviour and providing netizens with a safe, conducive environment. The meeting also discussed and agreed that it was important for AMS to develop a set of "Core Values" that would be relevant to their respective countries.

4. For information, Singapore's proposal was aligned with the ASEAN Socio-Cultural Community (ASCC) Blueprint 2025, which aimed to work "towards an open and adaptive ASEAN" (Key Result Area E.1) particularly on the corresponding strategic measures of: (a) encouraging freedom of universal access to information and communication technology in accordance with national legislation; and (d) promoting measures to ensure a caring society, social harmony and values of humanity, and spirit of community.

## **TRENDING AND MEDIA LANDSCAPE**

5. The Global Media Report<sup>1</sup> by McKinsey & Company states that spending on media will continue to shift from traditional to digital products and services at a rapid

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<sup>1</sup> McKinsey & Company report on Global Media Report 2016.



pace. Another important change will be the rise of global content intermediation and integration, as leading social-networking platforms, both personal and professional, provide videos, music, and news from outside sources reach out directly to their users and audience.

6. Recognizing that the Internet is a public and open community space, in which individuals have a right to express their personal views, at times anonymously, accountability often becomes an issue. The freedom which the Internet provides also gives rise to the proliferation of fake news, which is of grave concern to society.

7. There is a growing awareness that as online media comes to play a vital role in the day to day lives of individuals and their interactions with one another, greater efforts need to be undertaken to ensure that users take responsibility for their actions in the online sphere. There is also a growing need to cultivate the users' ability to be discerning in dealing with the multitude of information available online, responsible and measured in their responses and critical in their evaluation of the online sphere.

## OBJECTIVES

8. The adoption of a set of **Core Values on Digital Literacy** for ASEAN aims to act as a launching point for further discussions on digital literacy and cyber wellness within the region. The Core Values have the ability to act as a framework for individuals to adhere to as well as for the relevant authorities to espouse in their education efforts for the ASEAN region. The Core Values will also help the public navigate the digital media landscape safely and responsibly.

9. With the adoption of a set of **Core Values**, and the promotion of a responsible online environment, ASEAN and AMRI's efforts to create a singular ASEAN identity will be enhanced. The availability of a safe common area/space for the citizens of ASEAN to traverse and interact with will go a long way in fostering a common identity.

## CORE VALUES

10. The proposed set of Core Values on Digital Literacy for ASEAN will help in creating a safe and conducive online environment while also respecting the freedom allowed by the platform.

CORE VALUES	DESCRIPTION
<i>Responsibility</i>	We should think first and be responsible for what we post online.
<i>Empathy</i>	We should be respectful and thoughtful of how our online interactions may affect others.
<i>Authenticity</i>	We should be sincere in our online interactions and prepared to stand by what we post.
<i>Discernment</i>	We should critically evaluate the online information before acting on it.
<i>Integrity</i>	We should do the right thing, stand up for what is right and speak up against negative online behaviour.

## BENEFITS TO ASEAN MEMBER STATES

11. By adopting a set of Core Values, ASEAN will have a reference point to shape its engagement efforts in promoting a responsible and respectful online community.
12. With a citizenry guided by a set of core values, engagements via the online sphere can be conducted safely and responsibly as users would be able to evaluate, use, create and share media content effectively.

## DESIRED OUTCOME

13. This paper aims to highlight the importance of Digital Literacy for the region in order to create a safer digital environment where individuals practice socially responsible behaviour online.
14. For ASEAN to adopt a set Core Values that will engage and educate the citizens of ASEAN to foster an inclusive ASEAN online community. The creation of such a community will help further ASEAN's goal for regional integration as a result of more regular and efficient interaction among individuals within ASEAN.

**ADOPTED** this Core Values on Digital Literacy for ASEAN at the 14<sup>th</sup> AMRI Meeting on 10 May 2018 in Singapore.