



AUDIiD

Adults, Data and Emerging Identities

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<http://audid.eu/>



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Co-funded by the
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WHAT IS AUDID?

AUDID is a 2-year project co-funded by the Erasmus+ programme of the European Commission.

The acronym stands for *Adults, Data and Emerging Identities*.

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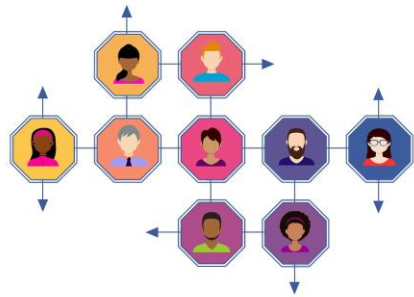


AUDID is about **empowering adults** to deal effectively with potential dangers associated to **online identities**.

AUDID, drawing on contemporary research findings, considers that Internet and online identities is not a *childhood or adolescent disease* but also a **growing risk** for **adult generation** too.

WHY AUDID?

Adults today spend plenty of time online while this is expected to increase as Smartphones are used by a growing number of adult population.



However, **adult users** are exposed to dangers when online because of not being able to **fully comprehend** how random data they make public can

manifest into the building blocks of an **online identity**.

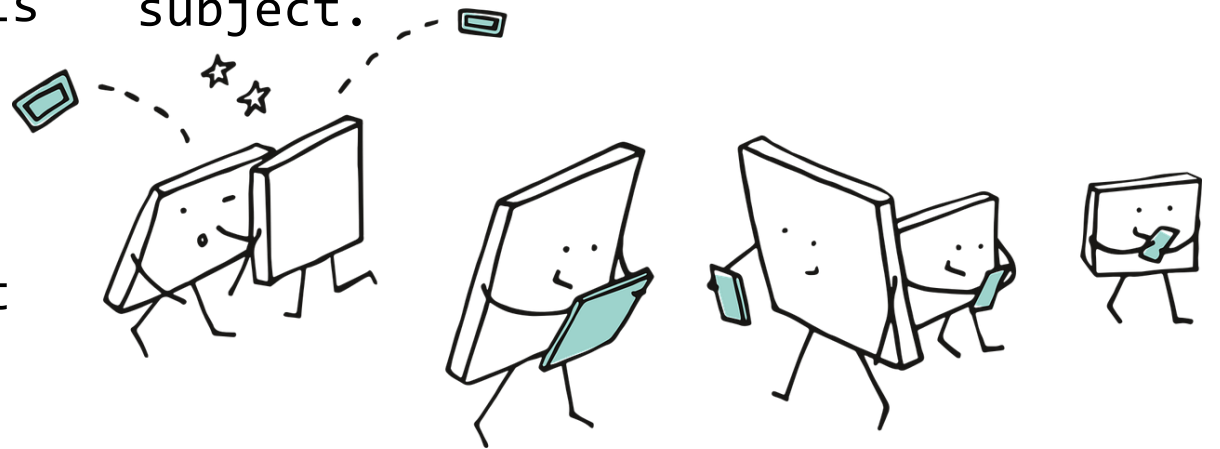
This is where the AUDID targets, to help adults **understand** the **dangers** from **online identities** and be in better position to **protect** themselves while online.

SOLUTION

Adults should understand the **significance of data** provided and received. Incoming and outgoing data should be validated applying **critical thinking**.

The only way to do this properly is by understanding how **seemingly random** data fragments can make up parts of an identity. This is not easy to grasp while there is no specific way to teach adults about it.

AUDiD will provide a **Learning Motivation Environment** delivering an interactive curriculum to enhance critical thinking, complemented by easy to use tools (i.e. a **dynamic demonstrator**) that will enhance understanding on the subject.



OBJECTIVES

- » A **curriculum** for adults and adult educators which will empower a conscious, creative and critical stance by adults towards online behaviour by means of training in essential **skills** and providing essential **knowledge**.
- » Tools to facilitate **understanding of risks** associated to emerging online identities and to demonstrate in visual and effective ways how random data manifests to building **blocks of an identity**.



PARTNERS



- » **PAR University College (PAR)** is the only private college in Primorje-Gorski Kotar County of Croatia accredited by the Ministry of Science and Education. PAR offers bachelor degrees in business management with close entrepreneurial sector collaboration and with about 220 present and 150 alumni students.
- » **Cosmic Innovations (COIN)** is a dynamic consultancy which offers a vast range of services bridging the gap between the commercial and public/ EU funding ecosystems.
- » **CIVIC** is an award-winning digital solutions provider with almost two decades of industry leading experience. We help businesses succeed through effective, usable technology by combining our expertise in user experience design, development and hosting to provide digital solutions that work.
- » **ERFC** taking stock from a host of EU networks of excellence, in which its founders participated or initiated, is established in a converge region (Western Greece), with an ever-expanding network of offices in other Greek & EU Regions.
- » **Virtual Campus (VC)** is a consulting, training and ICT development private company in the field of Technology Enhanced Learning aiming at actively promoting the development of the Knowledge Society, through the use of digital environments for Education and Training.
- » **UPI-LJUDSKA UNIVERZA ŽALEC** is a public, non-profit institution for education and training of adults in the Savinja Valley region, Slovenia. It is specialised in diverse range of formal and non-formal education programmes.
- » The **European Digital Learning Network (DLEARN)** aims to embrace the challenges brought by the digital revolution in terms of digital skills mismatch, toward an inclusive digital society. The 47% of Europeans is not properly digitally skilled – yet in the near future 90% of jobs will require some level of digital skills and numerous opportunities in terms of jobs that are going to shape the labour market.