



Ambassador Digital Leadership Badge: Glossary

Algorithm: A set of instructions. When coded, they're computer programs.

Artificial intelligence (AI): Computer programs that make decisions or recommendations based on what they have learned from their experiences with data.

Bias: A belief or opinion that affects how we perceive and treat others—it can be an aversion or a preference.

Data: Another word for information.

Digital community: Who and what you interact with online, including people and organizations.

Digital content: Something created to be used or shared online, like a video, meme, slide show, or online presentation.

Digital footprint: The trail of what you do online. It happens automatically when you move around and act in the digital world. It includes the people and causes you follow, the apps you use, and the networks you're a part of.

Digital landscape: All the things you do with technology including the devices you use, like smartphones, tablets, or computers, the platforms or tools you use, like websites, apps, social media, email, and messaging, and who you connect with and anything you do to put a message online.

Digital leadership: When you use technology to protect yourself and inspire and guide other people.

Hashtag activism or slacktivism: Online activism that creates a lot of talk, or “likes,” but many not create change or progress in the real world.

Platforms: Digital tools and places, like websites, apps, social media, email, and messaging.

Misinformation: When inaccurate facts are shared (often intentionally to mislead), like news stories or gossip that aren't true.

Social engineering: When creators use the data in your digital footprint to make or market their message or product to you.

Stereotype: A characteristic or trait—whether positive or negative—that is associated with an identity group. It is often an oversimplification or exaggeration about the group.