Senior Digital Leadership Badge: Glossary

Advertisement or **ad:** Content created by a business to sell their product.

Avatars: Digital characters used online, especially in video games. They can wear different clothing, accessories, and other details.

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

Catfish: Someone who pretends to be someone they're not online.

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.

Feed: A collection of content from the digital communities you belong to. It includes posts from everyone you connect with online, from your friends and family to businesses, experts, and influencers.

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.

Influencers: People who have built a following on social media. Many offer important information in their field, while others just have lots of people follow them.

Intersectionality: Understanding how the systems of inequality in society create unique biases against people with multiple stereotyped identities.

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

Persona: An aspect of someone's personality that they present to others.

Phishing: A kind of cyberattack where someone may try to get your private information by pretending to be a person or business you trust. It can happen by email, chat, or text.

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

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.

Troll: People who intentionally start fights online with mean comments.