MODERN DIGITAL SKILLS
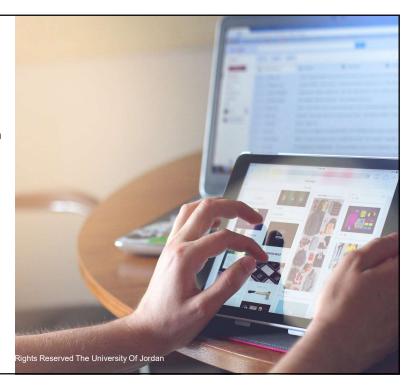
CHAPTER 6: DIGITAL CITIZEN IDENTITY

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Citizenship

✓ **A Citizen:**
- is a person who belongs to a country or community, follows its laws, and contributes to the well-being of others.

✓ **Citizenship:**
- Being a responsible member of a community or country
- Following rules, respecting others, and contributing positively

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Digital Citizenship

✓ **A Digital Citizen:** is a person who actively participates in the online world, follows digital rules, respects others, and uses technology responsibly.

✓ **Digital Citizenship:**
- Being a responsible member of the online world
- Following the rules of digital platforms, respecting others and engaging positively in online communities
- Thinking before sharing to avoid harm, Protecting personal information and privacy.
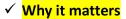
✓ **Good Digital Citizenship**
- helps create a safer and more respectful online space for everyone
- protects you and others from online risks

Digital Citizen Identity

✓ **What is Digital Citizen Identity?**
- Your online "self" created by what you share and do online
- Made up of social media posts, profiles, and online activities
- Represents who you are in the digital world

✓ **Why it matters**
- Your digital identity can shape how others see you
- Employers, schools, and friends can find your digital footprint
- A positive digital identity opens doors to opportunities!

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Some Components of Digital Citizen Identity

Component	Description
Unique Identifier	Each digital citizen identity has a unique identifier (e.g., username, user ID) that serves as the primary reference point for an individual in digital systems.
Personal Information	Includes details like name, date of birth, address, contact information (e.g., email, phone number) and national ID
Authentication Mechanisms	Methods to verify identity, such as: - Passwords - Biometric Authentication (e.g., fingerprint, facial recognition)
Digital Signatures	Mechanism for individuals to digitally attest to the authenticity and integrity of their actions or communications, such as signing electronic documents or transactions.

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Some Concerns of Digital Citizen Identity

Privacy and Data Security

- Digital citizen identities involve the collection and storage of **sensitive personal data**
- This raises concerns about **data breaches**, **identity theft**, and **unauthorized access**.

Identity Theft and Fraud

- Digital citizen identities may become **targets** by cybercriminals for **Identity theft** and **fraud**

User Trust and Adoption

- People **don't trust** technology yet; they are uncertain about the **security and reliability** of digital technologies.

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Digital Citizenships Tools
1) SWOT Analysis

✓ <mark>SWOT analysis</mark> is a **strategic planning tool** that **helps organizations** identify their Strengths, Weaknesses, Opportunities, and Threats.
- **Strengths**: Internal advantages that an organization or individual possesses.
  (Such as : efficiency, Data Integrity , Enhanced Security and accessibility).
- **Weaknesses**: Internal drawbacks that can limit an organization's or individual's ability to perform well.
  (Such as : Privacy Concerns and Security Risks).
- **Opportunities**: External chances for growth or improvement.
  (Such as : Innovation ,International Collaboration and Economic Growth).
- **Threats:** External factors that could cause trouble.
  (Such as : Cybersecurity risks , Trust issues and Digital Exclusion).

✓ <mark>Benefits of SWOT analysis</mark> : It Provides a clear overview of where an organization stands, helps in decision-making and Guides strategic planning by aligning resources with market conditions.

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Digital Citizenships Tools
SWOT Analysis Examples

SWOT Analysis for a Donut Shop
Strengths : Quality Ingredients, Good location, Social Media Presence
Weaknesses: Limited Healthy Options that focus primarily on sweet, high cost, limited Menu If the shop only serves donuts
Opportunities: Offering online ordering and delivery options , Introducing catering for events, adding a line of low-sugar
Threats: High Competition, diets that avoid sugar

SWOT Analysis for a Computer Shop
Strengths: Strong customer service, Good location near business companies, **Good** reputation for quality products and reliable repair services
Weaknesses : High costs because of leasing space and employing skilled staff
Opportunities : Offering online ordering and delivery options to increase sales , Offering workshops and training sessions, recycling old computers, partnering with local businesses to supply equipment or provide IT services.
Threats: Rapid Tech Advancements, Online Competition,

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Digital Citizenships Tools
SWOT Analysis Examples

SWOT Analysis for a Digital Identity (To manage and improve one's digital identity for long-term success)
Strengths :
- A digital identity that has **positive online presence** and reflects professionalism, skills, and achievements. i.e. LinkedIn profile with recommendations and skills.
- **Knowledge** of digital tools and platforms (e.g., content creation, SEO, or cybersecurity) enhances digital identity.

Weaknesses:
- **Old Posts or comments** that may not align with current values can harm a person's reputation if not addressed removed.
- An **inactive online presence** can make it difficult for others to recognize one's current expertise.
- Using **weak passwords**, can put one's digital identity at risk leading to unauthorized access or identity theft.

Opportunities:
- **Developing** a professional digital identity with blogs, articles, or portfolios can attract employers and clients.
- **Connecting** with professionals worldwide and joining online communities to gain visibility within desired industries.
- **Improving** skills and expertise using courses and tutorials offered by different digital platforms.

Threats:
- **Phishing**, **hacking**, or **identity theft** can damage a digital identity.
- **Incorrect** or **misleading** information shared online can harm a person's reputation.

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Digital Citizenships Tools
2) Digital Identity Project in Jordan (SANAD)

✓ **SANAD Platform**: A digital identity system launched in 2019 in Jordan as part of the government's efforts to digitize public services and streamline **citizen-government interactions.**

✓ Sanad allows citizens, with smart civil status cards, to use **one username and password** to access various government services, instead of needing different logins for each service.

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Digital Citizenships Tools
2) Digital Identity Project in Jordan (SANAD)

✓ **Sanad Platform goal**: is to facilitate **digital government services**, such as:
1. Activate your Sanad digital identity
2. View your personal records
3. Use your government digital documents
4. Apply for government services
5. Digitally sign documents
6. Make bill payment

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