

NEWSLETTER

The Informative Project



From Brazil to Czech Republic

By Karinny Lemos

"Life will only change when you become more committed to your dreams than you are to your comfort zone." Billy Cox



I didn't know exactly what to expect when I applied to a volunteering in Czech Republic, besides everything you read in history books, this country for me have been a box full of surprises since I arrived.



First amazing impression was the people: the reception was better than I imagined, Jana picked me up at the train station and showed me parts of the city along the way, as well as the location of our office. Then I could have a small taste of how inviting, charming and full of nature the town of Česká Třebová can be. I fell in love with this small town.

Arriving in the apartment I found a cozy and nice place where my flat mate was waiting for me with the dinner ready!



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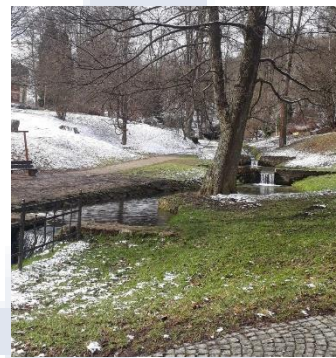
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In the day next I started my mandatory 5 quarantine, and you can imagine my anxiety, spending this time looking through my window imagining what was there besides that beautiful landscape.

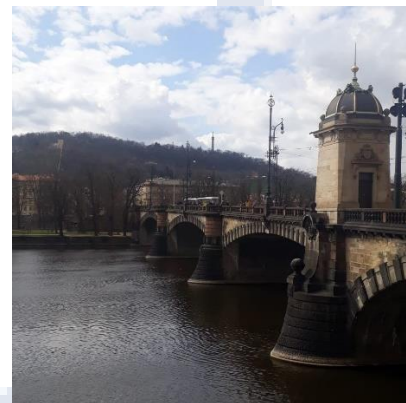


Now, surrounded by friendly and receptive people, I consider myself as a lucky person and since the beginning I was right in my choice for this new journey.

During all my life I was the kind of person who avoided changes, but from the moment that I decided to let the life show me everything that it can offer I've been living and discovering the best part of myself.



I have nothing but good expectations about my stay in Czech Republic. My only wish is to be able to learn and absorb everything I can from this amazing and fantastic culture!



KAMARÁD
DŮM DĚTÍ A MLÁDEŽE
ČESKÁ TŘEBOVÁ

From Brazil to Czech Republic

By Pedro Ivo Rodrigues



Never been to Czech Republic before, but still I was incredibly drawn to Prague, so many friends that came here or lived here told me so many good things about it that I felt like I should try, when I saw at the ESC platform a project that deals with Football I instantly thought: That's it. Happily it all worked out for me and for my girlfriend and us both could come to Czechia.



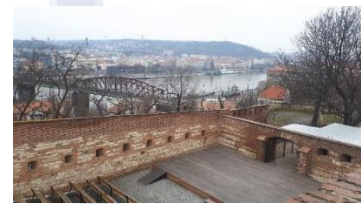
Since I was young football meant pretty much the biggest part of my life and also the thing that occupied most of my time. As a huge fan of the game, I made sure that my Bachelors dissertation was about Sports Law, and afterwards did my Post Grad in Sports Management, now, actually having a chance to work with football at some level is a fantastic thing to me.



Using football as a form of society integration and dealing with it in a non-profit way is something that more people, companies, federations and organizations should be doing, even in

professional football. Football was always about people, integration, passion, opportunities and team spirit, which is the way it should continue to be.

I am trying to settle and adapt as fast as possible so I can start helping out the most that I can, my colleagues are helping me a lot and I am learning more and more every day.



This may not be the best time to enjoy a place or a city but for what I experienced so far from the work and the city and the people I can say in advance, I will enjoy it very much.

I guess I could summarize in a few words how excited I am with the project, the city and the country, I just hope it is the start of a great partnership!

Brazilian Folktales

By Karinny Lemos

IARA

The indigenous people of the Amazon region tell that Iara was an excellent and courageous warrior. One day, the brothers decided to kill Iara for jealous, however, she heard the plan and decided defend herself, fleeing to the woods afterwards. Because of it, her father demand that Iara was thrown into the river Solimões (Amazon region). The fishes that were there saved her and, as it was a full moon night, she was transformed into a beautiful mermaid.



Since then, Iara inhabits the Amazonian rivers conquering men and then taking them to the bottom of the river, which die drowned.

SACI PERERÊ

The legend of Saci Pererê is a onelegged man who has a magical red cap where he can disappear and reappear wherever he wants.



He loves to play tricks and he loves to steal kids' toys and set

animals loose, really he just plays tricks on everything. If anything inside of a house goes awry, it is said that it is Saci Pererê's fault. Also, the legend says that when Saci Pererê does a spin dance, it is the cause of every forest tornado. The only way to capture him in this swirl is to throw a rosary into the tornado. The legend says that if you come in to steal herbs or destroy the forest, Saci Pererê will come after you with his tricks if you don't get his permission before you take herbs, as he is an expert on herbs and medicines.

CURUPIRA

Curupira is a guardian of the fauna and flora. The name Curupira means "child's body" in the tupi-guarani language. He has a form of boy with flame-colored hair and feet turned to face backwards. He does not tolerate those who threaten to harm the environment, but he helps those who are lost or in need.



His backward feet, for example, have the effect of confusing hunters who may try to follow his tracks. He also uses whistles and imitates sounds of both

nature and human voice to confuse his targets. His most severe punishment would be to transform the predator into prey, for example, make an evil hunter become a helpless woodland critter. Curupira is a supernatural force that defends plants and animals from harmful hunting, fishing and resource extraction made by men.

BOITATÁ

Rumor has that a certain time in Brazil the woods were in darkness, without any sign of sunlight. Of the few animals that remained, a snake was left without food, making it eat the eyes of the other dead animals that it could find. Because of that, the light of these eyes started to build up inside the snake's body, leaving it totally transparent and illuminated. However, feeding on animal eyes left the snake weakened and after a while, it could no longer resist. They say that the internal light that came out of the snake turned back into the sun, bringing light back to the world.



The snake came to be called Boitatá and according to the legend it protects the forests against fires.

Manipulation and Persuasion

By Pedro Ivo Rodrigues



Have you ever felt like your phone listens to you? Are your recommended advertisements extremely precise? So, those social networks work like that. They need to sustain themselves through you, and how would they do that? With your own help and, of course, some algorithms. That algorithm, through your social media usage, can perfectly describe your personality traces, and understand you better than your family and friends. The more you use it, the more they know about you. This sort of social media tends to aim your own feelings and tastes through algorithms, they present you what you want before you search for it. Through your profile, likes, reactions, friends, posts, they have a precise list of your main characteristics and by then, know what you would like to buy, to watch, to be, your ethnicity, your political position, sexual orientation, and then BUM: The perfect ad. By the end of the day, there is no need to listen to your conversations; they already manage to control

you without that. As many would say, we are the product, they just have to convince the brands to pay for it, and so they can perfectly align the specific post on your timeline.

Second Act –

Social Networks may seem like a web of joy, where coincidentally you are able to find happiness, things that you like or relate to...rookie mistake. You are just a pawn, trapped in a sea of AI, design and algorithms; you are a product like every other.



While you have them, you lose your autonomy, and hardly decide how you should feel, or how would be life without it. Those networks know exactly what drives most men to take action: anger or fear. These two feelings make men and women buy, protest, vote, etc. more than any other feeling, and we all know that when you are driven by your primal emotions, especially

bad ones, it's likely that you will make a bad choice.

MENTAL HEALTH



Through the use of social media, mostly the last 2 generations had been going through a severe self-esteem crisis. The growth of the number of suicides particularly in teenagers and young adults is extremely concerning. People may want to look exactly like they look at the filters given to them at snapchat or Instagram for example, and they tend to get angry, disappointed or frustrated if they don't achieve the amount of likes they expect, it molds their lives, character and emotions, they end up needing approval of their social media network to feel good about themselves. There is also the cyberbullying problem, a large amount of people end up feeling like misfits, once they are constantly bullied and targeted with offensive comments, the usage of those medias is the easier way to spread harmful

comments, lies and all of those things that can mark a person for the rest of their lives. According to a study made at the University of Pennsylvania, high usage of social media in general increases the feeling of loneliness and isolation. The same research, found that reducing social media usage makes you feel less lonely and isolated, improving your wellbeing in general. By the end of the day, the more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression. Because of that, a whole generation is growing up to be more fragile, more anxious, wouldn't take risks because they are just too afraid to do so.

CONCLUSION

Internet have put us in the information age, and now, with so many people with bad intentions, and some others willing to believe in everything, we headed into the disinformation age. It used to happen before on TV or magazines, but through social media it created its own life, and it is consuming our life and democracy, creating not just human beings with different ways of seeing life and facts, but enemies, driven most of the times by fake news or just

manipulated narratives or point of views of certain events. On TV they try to advertise to a larger group of people, in social media they can focus the attention on you, or a particular group of people that shares the same ideas, so what you see is basically things and posts of people or advertisers that agrees with your particular point of view.



That's completely against human growth. Sharing a different amount of ideas and opinions is necessary; otherwise you are basically in your own bubble for the rest of your life. People are accessing different information and point of views all the time, that's happening so much that they don't even try to have their own critical sense, they just reproduce whatever is given to them, good or bad, false or true, creating a massive polarization, mainly politically or ideologically speaking. False information spreads faster than the truth, and once messages are not exactly regulated, fake news makes the companies more money, truth is boring.



We are creating our own virtual apartheid, and it's coming strong to the real life.

Even fake news regarding to coronavirus, something that is a worldwide health issue, are being spread fast: Things like Vitamin d, cocaine, water, bleach, ozone gas can kill coronavirus were largely spread by people and even killed some that believed it. A girl in Argentina died because she actually drank bleach, fake news widely spread for a while. People saying that the Chinese government planted or created the virus, people saying that the US government started the virus to blame China, people saying that the virus does not exist, people blaming 5G radiation for the deaths and blowing up phone towers, people marching against a vaccine that can actually be the only way out of this dark times that we live in. It is a matter of life and death and people are playing with their odds. At some point, everything is beginning to sound like a conspiracy theory; no one will know what the actual truth is. Our own niche is destroying us, as Jeff Flake, US Senator said: "Tribalism is ruining

us.” And that is true; people are no longer acting like grownups or adults. Without a shared understanding of reality, we are no longer acting as a society, we’re just separate individuals forced to live or interact at the same space for a certain period of time, something that makes segregation even stronger.

The same tool that was supposed to help us build a strong democracy by giving voice to so many people is actually destroying it, constantly attacking it through fake news in social media and also mobilizing people to stick together for the wrong reasons. This new

worldwide agenda is driving our society to the edge of permanent collapse. We are about to destroy our own civilization because of our own ignorance, we are ruining global society, economy, nature and by doing that, ruining our own lives and future. Regulations about the incentives and sponsoring on social media are urgent and necessary, nothing will change unless something is done. We need digital privacy laws; we need constant fact checking by the social media telling us what is safe, what is true and what is not. Those laws have to be massively updated if we want to be living in a sane

society at some point soon. Because one thing is for sure, those companies will not regulate themselves. The needs and safety of the people in our worldwide society has to be more important than the big corporation’s profit. It is up to us to do something about it, and not something trivial, something that can make an actual change in this misguided online/real world, put an end to hacked elections, tech addiction, fake news, online lynching and so on, because, at the end of the day, the only one to blame is you, mankind itself.



WHAT TO DO:

There are a few things that you may be able to do. A couple of things that won't solve the problem itself but may help you through it.

- **Never click on recommended posts or videos.**
- **Install an extension that blocks recommendations.**
- **Turn off your notifications.**
- **Uninstall apps that makes you spend a lot of your time.**
- **Use an alternative browser.**
- **Don't share news before checking the source or the facts.**
- **Follow people that also disagree with you.**
- **Don't allow your children to have social media.**
- **Don't go to bed with your phone close to you.**
- **If possible, delete your social media.**



Last but not least, of course those data can be used for good, but it is not really profitable, or do you think someone would earn that much money if social media influences you to use your mask, vaccinate, support each other or exercise yourself without putting their brand in it or trying to sell you a product?



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