

# LIFE IN MODERN BRITAIN

March 26

# PREVENT

## SOCIAL MEDIA INFLUENCE & ECHO CHAMBERS

### Social Media Influence

Social media platforms such as Instagram, TikTok, and Twitter have transformed how information spreads, opinions are formed, and behaviour is shaped.



**Algorithmic Amplification:** Platforms prioritise content that generates engagement, often showing posts that match users' existing interests or beliefs.

**Peer Influence:** Likes, shares, and comments create social validation that can strongly affect opinions or purchasing decisions.

**Micro-Celebrities and Influencers:** Individuals with large followings can sway attitudes and behaviors across broad audiences.

**Virality:** Memes, challenges, and trending content can rapidly shape social norms and political discourse.

### Echo Chambers

An echo chamber occurs when a person is exposed mostly to information or opinions that reinforce their own beliefs, reducing exposure to diverse perspectives. Social media contributes to echo chambers via:

**Personalised feeds:** Algorithms show content similar to what users have interacted with before.

**Homophily:** People naturally follow others who share their values, interests, or ideologies.

**Confirmation bias:** Users are more likely to engage with information that confirms existing beliefs and ignore contradictory viewpoints.

**Segregated networks:** Communities form where opposing ideas are rarely encountered, reinforcing shared narratives.

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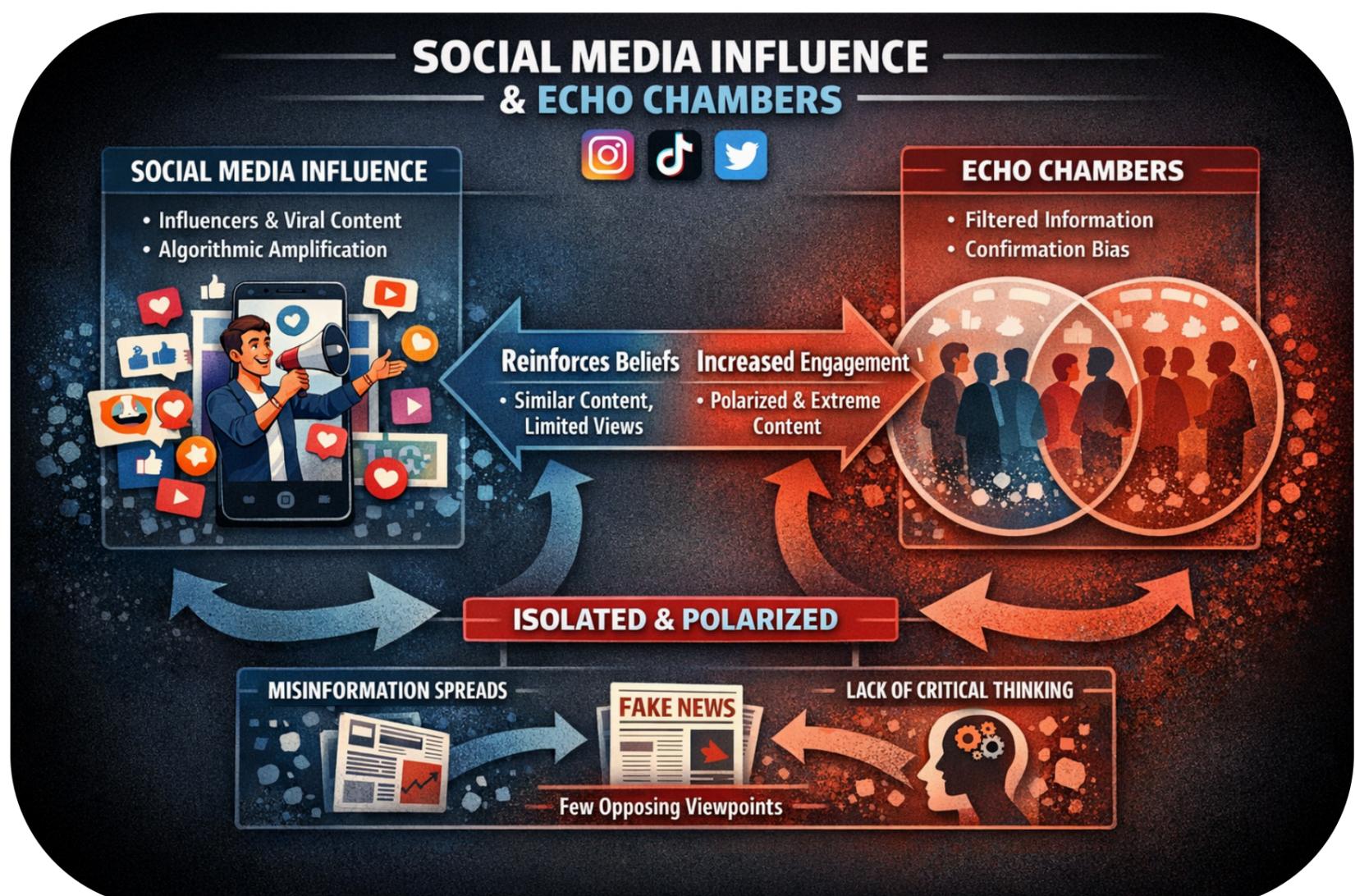
### Effects of Echo Chambers

- Polarisation of opinions
- Spread of misinformation or fake news
- Reduced critical thinking and dialogue across different groups

### Interaction Between Influence and Echo Chambers

Social media influence and echo chambers reinforce each other:

- Influencers in echo chambers amplify specific beliefs or trends.
- Algorithms favour engagement, often showing more extreme content to keep users interacting.
- Users rarely encounter counterpoints, making the influence more potent and less questioned.



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March 26

# BRITISH VALUES

## MUTUAL RESPECT

Mutual respect is a reciprocal regard for each other's feelings, opinions, rights, and boundaries. It means valuing and respecting others while also expecting to be valued and respected in return.

### Key Characteristics

**Active Listening:** Paying attention to what others say without interrupting or dismissing them.

**Acknowledging Differences:** Recognising that others may have different perspectives, beliefs, or experiences.

**Fairness:** Treating people equitably, without favouritism or prejudice.

**Polite Communication:** Using courteous language and tone, even during disagreements.

**Empathy:** Understanding and considering the emotions and needs of others.

### Benefits of Mutual Respect

- Builds trust and stronger relationships.
- Encourages cooperation and collaboration.
- Reduces conflict and misunderstandings.
- Promotes inclusive environments, whether at work, school, or online communities.

### Mutual Respect Online

In social media or online discussions:

- Avoid trolling, mocking, or spreading misinformation.
- Engage in constructive dialogue, even with differing viewpoints.
- Recognise the humanity behind usernames—real people deserve real respect.



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March 26

## EQUALITY, DIVERSITY AND INCLUSION

### DISCRIMINATION

Discrimination occurs when someone is treated unfairly or unequally based on personal characteristics such as race, gender, age, disability, religion, sexual orientation, or socioeconomic status.

### Key Signs of Discrimination

**Exclusion:** Preventing someone from participating in activities or opportunities.

**Stereotyping:** Making assumptions about a person based on group membership.

**Unequal treatment:** Giving unfair advantages or disadvantages.

**Harassment or bullying:** Verbal, physical, or online mistreatment targeting someone's identity.

**Systemic barriers:** Policies or practices that disadvantage certain groups consistently.

### Challenging Discrimination

Taking action against discrimination can be direct or indirect, depending on the situation and safety considerations.

#### Effective Strategies

**Educate Yourself and Others:** Understand laws, policies, and social norms around equality and inclusion.

**Speak Up:** Calmly address discriminatory behaviour when safe, using facts and empathy. Ensure this is following workplace policy and procedures.

**Support Affected Individuals:** Listen, validate their experiences, and offer practical help.

**Report Incidents:** Use formal channels at school, workplace, or online platforms.

**Promote Inclusive Practices:** Encourage fair treatment, diverse representation, and equal opportunities.

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March 26

# SAFEGUARDING

## GASLIGHTING

Gaslighting is a form of psychological manipulation where someone makes another person doubt their perceptions, memories, or sense of reality. The goal is often to gain control, power, or influence over the victim.

## Common Tactics of Gaslighting

**Denial of Facts:** “That never happened” or “You’re imagining things”.

**Twisting Reality:** Distorting events to make the victim question their memory.

**Minimising Feelings:** “You’re overreacting” or “You’re too sensitive”.

**Blame-Shifting:** Making the victim feel responsible for the abuser’s behaviour.

**Isolation:** Undermining support systems so the victim relies on the abuser.

## Signs You Might Be Experiencing Gaslighting

- Frequently second-guessing your memory or perception.
- Feeling confused, anxious, or “crazy” after interactions.
- Apologising often, even when you are not at fault.
- Avoiding confrontation out of fear of being wrong.

## How To Respond To Gaslighting

**Document events:** Keep notes, screenshots, or evidence of conversations.

**Trust your perception:** Remind yourself of what you experienced.

**Seek support:** Talk to friends, family, or professionals.

**Set boundaries:** Limit contact or remove yourself from toxic situations.

**Professional help:** Therapy can help rebuild confidence and coping strategies.

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March 26

## APPRENTICE EMPLOYMENT SUPPORT & GUIDANCE

### SICKNESS RIGHTS & WORKPLACE ADJUSTMENTS

#### Sickness Rights

Sickness rights protect employees who are unable to work due to illness or injury. These rights vary by country, but generally include:

##### Sick Leave

Paid sick leave (where applicable by law or contract)

Unpaid sick leave if paid leave is exhausted

Protection from dismissal during legitimate illness (depending on length, law and contract)

##### Medical Evidence

Employers may request a doctor's note after a certain number of days.

Employees have a right to medical confidentiality.

##### Protection from Discrimination

In many countries, laws protect workers from being treated unfairly due to illness or disability. For example:

In the UK: Equality Act 2010

These laws require employers to avoid discrimination and, in many cases, provide reasonable adjustments.

### Workplace Adjustments (Reasonable Accommodations)

Workplace adjustments are changes made to help employees with health conditions or disabilities perform their job effectively.

Typically, adjustments are required when:

- An employee has a long-term physical or mental health condition.
- The condition substantially affects daily activities or work performance.
- The adjustment is "reasonable" and does not cause disproportionate hardship to the employer.

ACAS



CITIZENS ADVICE



# FURTHER READING & GUIDANCE

## PREVENT

If you believe there is an act of terrorism occurring or imminent, or if a person is in immediate harm or danger **CALL 999 IMMEDIATELY.**

For non-urgent concerns or advice

If there is no immediate threat, you have several options to report a concern or seek advice:

- Call the confidential ACT Early Support Line on 0800 011 3764. This line is for friends, family, and community members to share concerns with specially trained officers. It is open every day from 9am to 5pm.
- Call the National Anti-Terrorist Hotline on 0800 789 321 to report possible terrorist activity or suspicious behaviour (e.g., an unattended package or suspicious vehicle).
- Contact your local police by calling the non-emergency number 101 and asking to speak to the Prevent team.
- Report extremist or terrorist material online anonymously via the GOV.UK website.
- Contact your local authority's Prevent team or the designated safeguarding lead (if applicable in a school or workplace) for local procedures and support.

## BRITISH VALUES

For further reading into the British Values, please explore the following website:



[educate.against.hate](https://www.educate.against.hate)

## EQUALITY, DIVERSITY & INCLUSION



Find and read your workplace equality, diversity and inclusion policy and procedures

## EMPLOYMENT RIGHTS

For more information and further guidance on apprentice employment rights, please visit the following website:



## SAFEGUARDING

For worries and concerns, please call...

SEMESTER SAFEGUARDING HOTLINE:

**01792 278154**

Designated Safeguarding Lead: Emma Johnson (Operations Manager)  
Emma@semesterlearning.com

Designated Safeguarding Deputy: Leah Collings (Brown) -  
leah.collings@semesterlearning.com



A copy of our Safeguarding (Keeping Apprentices Safe) can be downloaded from our website by visiting this website.