# From WP2 to WP3 What Was Prepared For The Training Programs ?

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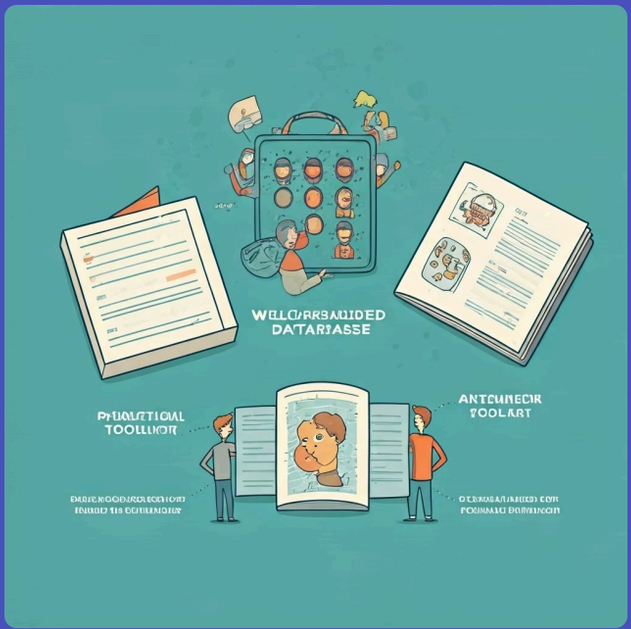
# Overview



## TOOLKIT DEVELOPMENT

Creation of a practical and user-friendly toolkit tailored for our target groups.

By Asst. Prof. Dr Burak ÜNLÜ

## DATABASE DESIGN

Structuring and organizing relevant data for project monitoring and reporting.

By R. A. Yavuz KANBUR


## ANIMATED CARTOONS FOR SOCIAL MEDIA

Production of engaging and informative animations to increase social media awareness and outreach.

By Assoc. Prof. Dr. Onur ÖNÜRMEN

# TOOLKIT

**Artificial Intelligence is a powerful new technology. It's not inherently "good" or "bad." How we design and use it determines its impact.**

**The toolkit text is primarily aimed at high school students and young adults. Our main goal is to raise young people’s awareness about the new concepts, risks, and opportunities brought by the age of artificial intelligence and algorithms, and to equip them with essential digital competences, with reference to the DigComp framework.**
**Our approach adopts a friendly tone that offers informative, cautionary, and practical advice. Technical topics are simplified with the intention of “breaking the spell” surrounding complex digital concepts.**

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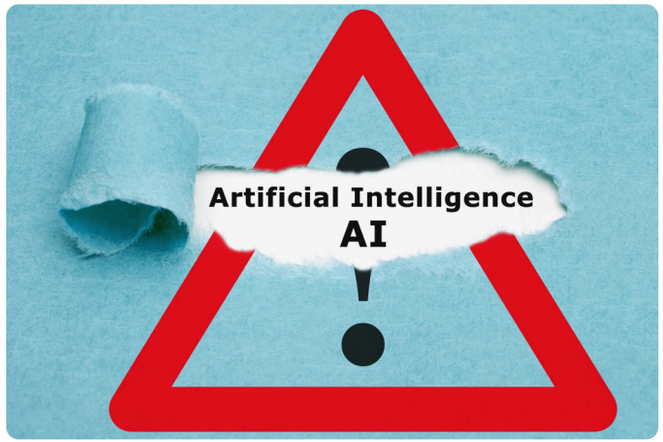
**Safe–You Toolkit**

Yapay zekâ ve algoritmalar çağında genç liderler için hazırlanan dijital yeterlilikleri arttırma araç seti.




# Some of the Key Topics Highlighted in the Toolkit:

- **Current Risks and Concepts**
  - **Sadfishing:** The tendency to exaggerate emotional problems on social media to gain sympathy — often criticized as a form of “attention seeking.”
  - **Brain Rot:** The risk of mental stagnation caused by the excessive consumption of superficial online content, emphasizing the importance of digital well-being.
  - **Online Betting and Rental Accounts:** Increasingly common among young people, these practices promise quick money but involve serious legal and financial risks. In particular, renting out personal accounts can lead individuals to become accomplices in serious crimes.
  - **AI-Powered Scams:** Highlighting how technologies like deepfakes and voice cloning have made fraudsters far more convincing, stressing the importance of a skeptical and cautious approach.
  - **Privacy and Digital Footprints:** A reminder that shared content — especially explicit or personal photos — remains permanent online, can be used for blackmail, and may damage one’s reputation in the future.

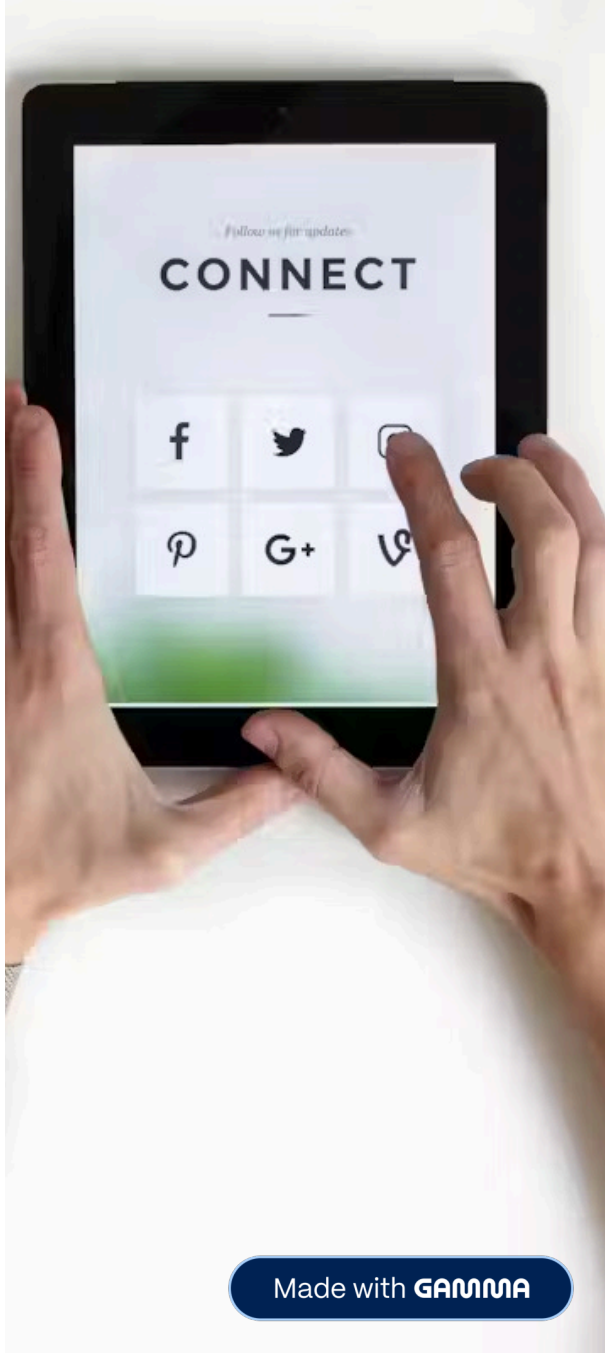
**Additionally, to strengthen readers’ technical literacy, we simplified and explained some essential AI-related concepts, such as:**

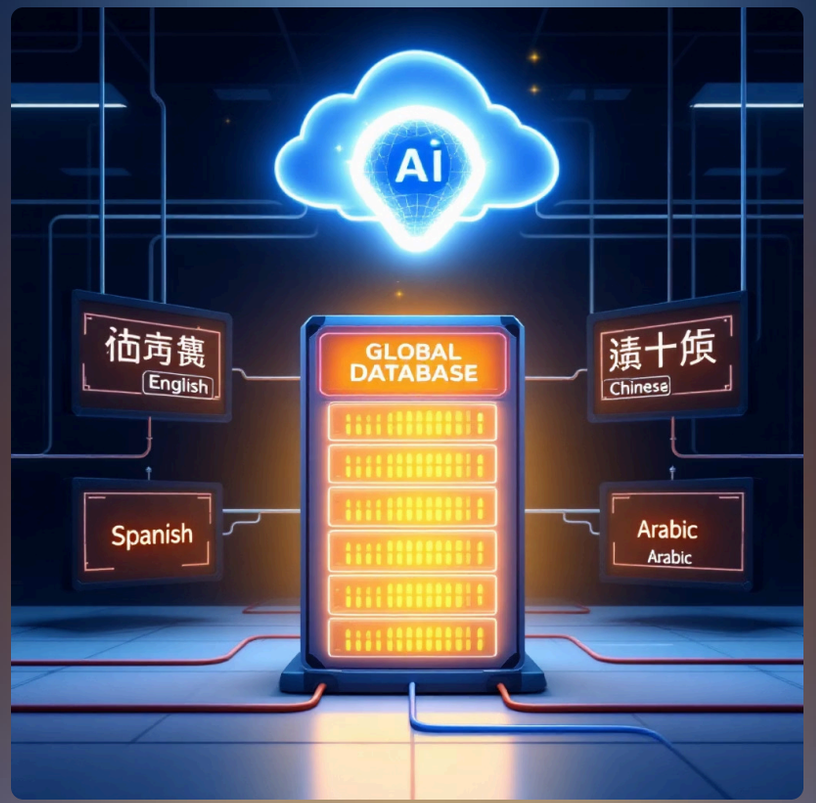
- The working logic of Large Language Models (LLMs)
- The risk of hallucinations (AI-generated false information)
- Tokenization
- Deep Learning
- Neural Networks

# What do we recommend ?

**In terms of the key literacies and precautions that users need to develop, the toolkit focuses on the following areas and provides various recommendations:**

- **Algorithm Literacy**
- **Digital News Literacy**
- **Practical Tips and Calls to Action**
- **A Health-Focused Approach**
- **Conscious and Ethical Use of Artificial Intelligence**
- **Responsible Use and Environmental Awareness**
- **Continuous Curiosity and Critical Thinking**






# DATASET

Another important task we completed was the development of a database. Thanks to this database, it is now possible to perform AI-based searches across — for now — 1,384 different types of content such as articles, theses, presentations, and web pages.

In the content indexing process of the database, we used an open-source, high-performance AI model called **multilingual-e5-large** to accurately detect semantic similarities across multilingual texts.

This model operates beyond the capacity of a human expert:**

- **Supports over 100 languages** (including Turkish, English, German, Italian, and more)
- **Performs meaning-level comparisons** and detects conceptual similarities
- **Enables cross-language comparisons** (for example, Turkish ↔️ Italian)

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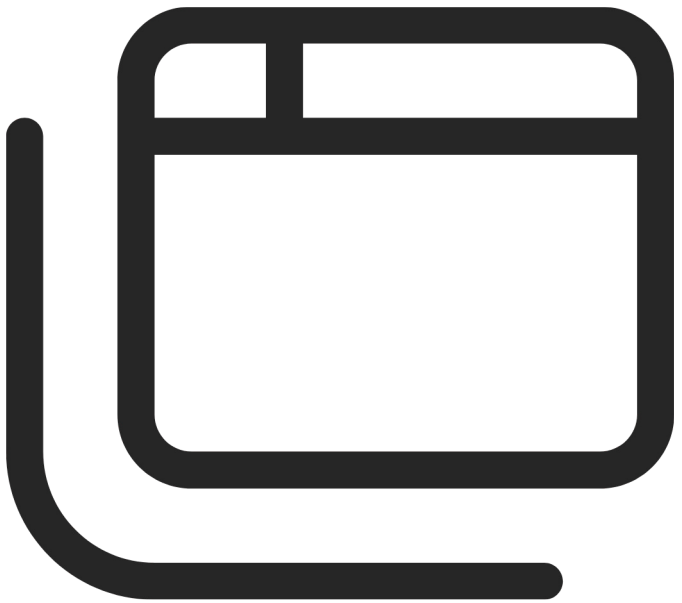
**SafeYou Veri Tabanı**

Lütfen sol kısımdan içerik seçiniz. Veri tabanındaki içerikler yapay zekâ ile ilgililik durumuna göre sıralanarak otomatik olarak bu kısımda belirecektir.

# How it works ?

**Here is how our database works:**

- A total of **1,384 content records** in various languages were collected from stakeholders in Excel format.
- For each entry, **the title and abstract** were used for analysis.
- Each record was processed with the following loop:
  → **query: [language_code] title + abstract**
- The AI model converted these texts into **numerical representations (embeddings)**.
- Thanks to these embeddings, **semantic comparisons** between texts became possible.



# Browser

In terms of content presentation, users were guided not only by keyword matches but also by AI-calculated semantic similarity parameters, enabling them to explore the database in a versatile way.

In this context:

- The **interface was designed for fast, responsive interaction**. In particular, filter and search features were built to react instantly.
- The system **automatically detects the user's browser language** and prioritizes displaying content in the user's native language.
- By representing data distribution within the filter options, users were able to make **more efficient selections** when applying filters.
- The platform was also supported with **mobile-friendly layout, dark mode, and accessibility options**.

# CARTOONS

We also produced the animation films with the support of artificial intelligence. In this context, we used applications such as Midjourney, Hailuo-Minimax, RunwayML, ElevenLabs, Kling, Suno, Canva, Dreamina-Capcut.

The films were carefully designed to be between **3 to 4 minutes long**, in line with social media content consumption habits.

When creating the scripts, a structure was established with a **main topic and sub-themes** explaining that topic. These sub-themes were also reformatted as **YouTube Shorts videos**.


# Production Workflow

After the scriptwriting phase, the production process of the films began with the creation of concept images. This was one of the most challenging parts of the work.

For example, for the “Digital Hate” video, more than **1,700 concept images** were generated. These images were then animated using the **‘image to video’** and **‘text to video’** features of AI video generation platforms.

Voiceovers were recorded with **ElevenLabs**, while music and sound effects were added using **Suno.com** and **Capcut**.

Finally, the videos were edited in **Capcut** at **1080p resolution and 30 fps**, making them ready for release.

# Problems ?

- **Challenges:**

Balancing creativity with technical AI limitations. (Time, consistency etc)

Syncing audio-visual elements.

- **Solutions:**

Iterative testing with Runway, Kling, Sora etc.

Collaborative AI tool integration and some narrative/editorial tricks.

# THANK YOU FOR LISTENING