



design akademie berlin

SRH Hochschule für Kommunikation und Design

PRESS RELEASE, 21.12.2017

Master students of the design akademie berlin, SRH Hochschule für Kommunikation und Design among the finalists of the international "Peer To Peer: Facebook Global Digital Challenge".

„Don't Be Silent Berlin“ | Student project against hate speech

Berlin, 21.12.2017 Facebook faces the growing number of hate speech and so-called shitstorms and seeks in the "Peer To Peer: Facebook Global Digital Challenge" the most innovative communication concept to counterspeech in social media. Master students of the study programs Strategic Design and Marketing Communication of the design akademie berlin prevail with their concept against 85 international universities. Together with three finalist teams from Brazil, Bangladesh and Lebanon, they will join Washington D.C. on 30.01.2018 to present their concept to official Facebook representatives.

"Facebook looks at the various campaigns and tries to find out which of them could be successful for the future," explains Prof. Katrin Androschin, Program Director M.A. Strategic Design.

The students of the design akademie berlin have been selected after careful examination by the US company EdVenture Partners. After submission of the concept, they have demonstrated measurably a weekly report on the hits, links and comments of their actions. The campaign tactics include a guerilla campaign, flyers, posters, a cooperation with a refugee organization and social media measures aimed at raising the awareness of the 18- to 30-year-olds' target group to report and do something about hate speech.

"We want to encourage these people to do something about the spread of hate on their own," comments Mark Cichon, student M.A. Marketing Communication design akademie berlin, SRH Hochschule für Kommunikation und Design.

website: www.design-akademie-berlin.de/news/4331-berlin,-bleib-nicht-still.html

facebook: @DontBeSilentBerlin

instagram @dontbesilentberlin

#Dontbesilentberlin #P2Pchallenge

The state-approved private university design academy berlin, SRH Hochschule für Kommunikation und Design, has been offering German and English-language bachelor's and master's degree programs in communication and design at its innovative location Aufbau Haus in Berlin Kreuzberg since 2007. The integration of practical projects, mobility phases, regular participation in competitions, close cooperation with project partners from science and industry, as well as individual support beyond the studies are what sets us apart. The SRH Hochschulverbund - a strong network: The university is one of nine SRH universities with more than 12,000 students nationwide, with offices in Germany and abroad. The shareholder is SRH Higher Education GmbH

Project Manager: Prof. Katrin Androschin

T +49 173 2 48 78 98, M androschin@design-akademie-berlin.de

design akademie berlin, SRH Hochschule für Kommunikation und Design
Aufbau Haus am Moritzplatz, Prinzenstr. 84.1, 10969 Berlin, www.design-akademie-berlin.de