

HANDOUT

Digital tools selection criteria

When choosing a digital tool for an online cultural activity, it is important to follow a checklist featuring the most important aspects of digital tools and technology to be used. We strongly believe that, as representatives of cultural institutions or NGOs, it is also our ethical responsibility to promote tools that adhere to ethical standards and are transparent in their data collection.

It's worth noting that there's generally a difference between digital tools developed by companies based in democratic and non-democratic countries. For example, TikTok is a popular app for promoting culture and cultural activities, but it has been criticized for **aggressive data harvesting** and **lack of transparency in user privacy**¹. Also, some quickly improving **AI tools**² are causing worries about privacy, breaking ownership rules, and how they affect users. These problems are common for emerging technologies, and as cultural animators and educators, we need to address them.

So, what attributes make a digital tool suitable for cultural activities?

Must have features:

- the tool is useful for a given purpose/task,
- available to access for cultural activity participants,
- free (or freemium plan with enough free features & options),
- no spyware/malware (the risk of it is bigger if you decide,
- little or no pop-up adverts,
- English versions are available (not only national languages).

¹ Read more about TikTok aggressive data harvesting in [The Guardian article](#).

² Read more about the ChatGTP data breach in this [Euronews article](#).

Nice to have features:

- intuitive interface (so the average person could get it quickly),
- universal on many levels – can be used for multiple purposes, e.g. with [Padlet](#), you can create presentations as well as timeline and map,
- tool is constantly updated and developed by producers (so there is a good chance it will work with current system),
- cross-platform functionality – the tool works as a web and native iOS/Android app (like [Canva](#) or [Padlet](#)),
- works without logging in or registration.

Follow these guidelines to make your cultural activity enjoyable and inclusive!

To find more tools and their free alternatives, check [AlternativeTo](#) website.

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