

# THE **INTED** MANIFESTO

Why **internet education**  
must be taught in schools

## **1 It affects us all**

With 98% of 16-24s (82% of all adults) in the UK online, we're all involved.

## **2 There's a real lack of awareness**

Half of search engine users aren't able to correctly identify advertising on Google, despite it being labelled in a box with the word 'Ad'.

## **3 Take back control alt delete**

Whatever your views on Brexit, it's huge, it's happening and it's here. And we don't know how it'll unfold. Young people must be equipped to make the best of the years ahead.

## **4 New jobs, new ways of working**

It's easier than ever for people to work flexibly as self-employed freelancers, and jobs now exist that didn't even just ten years ago. Technology has created more jobs than it has destroyed in the past 144 years.

## **5 Social media: designed to exploit**

99% of 16-24s use social media at least weekly so we should understand why these platforms are so effective (hint: they're designed to exploit our psychological vulnerabilities).

## **6 Formal education is outdated**

Forcing children to memorise what can be found online within seconds is pointless. We need creative, problem-solving leaders who embrace change.