



EA Consulting & HATE-LESS Train the Trainer

Emotional Narratives & Media Influence

How Emotions and Algorithms Shape Media

Disclaimer: Co-financed by the European Union. The opinions and points of view expressed are solely those of the author(s) and do not necessarily reflect those of the European Union or of the JUGEND für Europa (German National Agency for Erasmus+ Youth, Erasmus+ Sport and the European Solidarity Corps).

All images are AI-generated.

Emotional Narratives & Media Influence

4-Session Train-The-Trainer Series

1

Storytelling Through Space

Use location as a participatory video background

Workshop 1

2

Voices from the Margins

Use interviews and lived perspectives

Workshop 2

3

Emotional Narratives & Media Influence

TODAY

Explore emotion, media influence, and narrative impact

Workshop 3

4

Creating Counter-Narrative Videos

Create positive counter-narrative videos

Workshop 4



Energizer – The Hummingbird Pause

Step 1 – Learning Path & Train-the-Trainer Workshop Overview

Activity	Learning Path	Content	Time
Energizer – 30 min	From Reaction to Reflection	The Hummingbird Pause: Breathing & Emotional Management	17:00–17:35
Step 1 – Learning Path & Workshop Overview	Arrival / Ordinary World	Participants gather and join the journey, EAC & HATE-LESS intros, series recap, today's outcome	12 min
Step 2 – Check-In & Mini-Energizer	Positive Emotional Entry Point	Mentimeter: “What social media topics make people feel happy, hopeful, or excited about their day?”	5 min
Step 3 – Theory / Background	Awareness – Small Reactions Matter	Hummingbird story + emotional algorithms: small actions become online signals	3 min
Step 4 – Check-In	Connecting Emotions & Media	Mentimeter: “How do social media algorithms impact young people’s emotions?”	3 min
Step 5 – Main Activity Experience	The Hummingbird Pause	Guided visualisation: a young person notices the post, emotion, body signal, and first reaction	10 min
Step 6 – Reflection	The Hummingbird Lesson	The emotion dissolves; participants identify one healthy response or digital action to model	1 min
Step 7 – Reward & Resources	Threshold	Takeaway: “More love, less hate begins in the pause before we react.”	1 min
BREAK	Pause / Reset	Stretch, prepare phone or recording device	17:35–17:40

Energizer – The Hummingbird Pause

Step 1 – Learning Path & Train-the-Trainer Workshop Overview

Activity	Learning Path	Content	Time
Main Activity – 50 min	FEEL Video Practice	From Reaction to Reflection: How to handle emotions on social media	17:40–18:30
Step 1 – Mini-Energizer: Emotion Poll Reflection Game	Call to Adventure	Mentimeter: What do young people feel online? Participants identify common emotions triggered by social media and reflect on how these emotions can shape online reactions.	10 min
Step 2 – Theory / Background	Receiving the Tool: FEEL Video Spark	Introduce the FEEL framework: Feeling – Effect – Expression – Light as a tool for turning emotional reactions into thoughtful online responses.	4 min
Step 3 – Choose Your Question	Choosing the Path	Participants choose one emotion they want to explore in their video, such as anger, sadness, jealousy, fear, shame, hope, or empathy.	1 min
Step 4 – Video Script with The FEEL Video Spark	Tool + Creation	Participants use the FEEL structure to write a short script.	10 min
Step 5 – Record the Reel	Act of Courage	Participants record a short 20–40 second video with one clear message: one emotion + one value + one healthy online response.	20 min
Step 6 – Trainer Reflection & Evaluation	Return	Reflect on how this activity can help young people pause, understand their emotions, and respond more responsibly online.	4 min
Step 7 – Reward, Resources & Campaign Pathway	Gift / Reward	Evaluation, FEEL Video Spark handout, optional HATE–LESS campaign feature, certificate reminder, and closing message.	1 min