

TRACK 2: On the use of critical thinking to prevent violent radicalization

Purpose: The proposed panel focuses on the prevention of violent radicalization by promoting the use of critical thinking toward online violent content. The effectiveness of a literacy-based curriculum will be tested on samples of young individuals from France and Montreal, Canada.

Context: Given the immersion of young people into digital media content and the increasing efforts of parents and educators to use media literacy to counter these messages, research is needed to understand the effectiveness of these efforts in strengthening youth's decision-making process. We will also look into how media literacy may contribute to positive behavioral outcomes (less aggression).

Methods / Approaches / Expertise: The current project adopts a mixed-method approach which is in line with a multi-disciplinary team. The research program adopts a three step approach. The first step aims to identify the communication strategy used by radical groups online. Once we understand their communication and marketing strategy, we will conduct a longitudinal survey to understand how consumers' reactions to violent messages online may shape their attitudes and behaviors (step 2). In step 3 of the research, we will develop and test the effectiveness of two preventive measures on decision making: media literacy training for youth and a training of parental mediation for adults. We will present the results of steps 1 and 2 during the panel discussions.

Public policy implications: We hope that our findings will help better understand the extent to which media literacy enhance the success of prevention efforts, which are delivered to local communities by NGOs. In addition, our research should provide key insights—about the social media strategy leading to radicalization, the role of parental mediation and the importance of critical thinking—to help politicians and policy makers, when they make decisions related to youth, immigration, education and international conflicts.

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II) Track members' 1-paragraph biographies

Team Members: The current research brings together an international multi-disciplinary team with different backgrounds. The collaboration between academics from different disciplines (such as marketing, communication, and education) will give us more insights about the phenomenon of radicalization and greater access to different resources.

Grégoire Yany (HEC Montréal, Marketing). Dr. Grégoire is the Holder of the Omers DeSerres' Chair at HEC Montréal. His areas of expertise include digital marketing and social media—more specifically the effects of these marketing actions on consumer responses. He is also an established researcher with a proven track record on the notions of conflict, resolution, revenge and forgiveness. Over the years, his research has been published in top marketing outlets, including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology* and *Sloan Management Review*, to name a few.

Radanielina Hita Marie Louise (HEC-Montréal). Dr. Radanielina Hita is an expert in social marketing and media literacy trainings. Her research focuses on the use of critical thinking to prevent risky behaviors. She has published her work in quality journals including *Health Communication*, *Journal of Health Communication* and *Journal of Business Ethics*. Her recent project examines how skepticism toward pro-alcohol digital marketing efforts may changes norms and practices about drinking among young Americans and Quebecers. Dr. Radanielina Hita is a member of the board of the Ethics Council of the Alcoholic Beverage Industry in Québec.

Chirine Chasmine (Université of Montréal). Dr. CHAMSINE, holds a Ph.D. in Linguistics - Translation Studies from Université de Caen, France. She is an Associate Researcher at Laboratoire LIS, Université de Lorraine, France. Coordinator of the Arabic Language Program at Université de Montréal, Canada, she also works as lecturer at Université de Montréal and Université du Québec à Montréal in Canada and teaches courses mainly related to Arabic Language and culture, as well as translation. Previously, she worked at McGill University, Canada and Université de Grenoble, France. In her researches, she focuses on the correlation between languages, representations, emotions and cultures.

Grobert Julien (Université Toulouse 1 Capitole). Dr. Grobert is a faculty member in marketing at the University of Toulouse, France. Dr. Grobert is an expert in qualitative research and will be in charge of the netnographic research and the qualitative interviews in France.

Sénécal, Sylvain (HEC Montréal). Dr. Sénécal's research focuses on online consumer behavior and neuroscience. Most specifically, he investigates how certain characteristics of websites may influence individuals in their decisions, and how these decisions can be predicted using objective measurements from tools such as electroencephalography, eye-tracking, facial expression, and clickstream data.

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Dr. Sénécal's expertise will provide more insights into the decision-making process, and more specifically the reasons why youth are attracted by radicalized content on social media. Dr. Sénécal is widely published in the field of marketing and neuroscience.