

Crash the silence!



Description

Sexual orientation and gender identity are a very difficult issue to deal with and aren't often well thought during the school education and in the family. The prejudices and the stereotypes aren't enough talked through a constructive dialogue, but rather it happens that this subject continues to generate confusion and perplexity. This leads to a closure by young people and equally by the educators and parents who don't know how to manage the LGBTI themes. During the international day against homophobia, biophobia, and transphobia celebrated on 17 May each year, Google in collaboration with the Landford network will promote an awareness campaign to break the silence and create a constructive dialogue about these themes. Our idea stems from a simple observation: the internet is usually the first source with which we look for answers, but unfortunately does not create a real awareness on the issue. That day Google Chrome using its algorithm will know the number of times that the search on topics related to LGBTI will be typed and will make it visible, through a special page, to all interested parties. The message will be conveyed by copy and call to action that will end, through a symbolic gesture, to crash the silence. Users will be finally redirected to a chat where they can address all their questions to the operators of the Landford network, precisely prepared about the rights of LGBTI.

Insight

The critical issues regarding the theme of LGBTI mean a trouble for both the educators and the young people to interface each other.

Internet, the main research tool, also in this case becomes the first source in which these people address their doubts. However, the answer they get isn't proper for their needs.

Solution

Through **Google Chrome**, an instrument that allows us to reach the target and raise awareness on the LGBTI theme, we make clear the general need to dialogue and to achieve more information about it.

Thanks to **Ok Google** microphone, a Chrome feature, the people can crash the silence and start to talk about the LGBTI "aloud", making it more real. Then, our target audience will be able to receive adequate answers thanks to the redirect to the chat **Hangouts**.

Through this chat, the people have the possibility to talk with the educators that work for Lenford network.

How does it work?

During the international day against homophobia, biophobia and transphobia, celebrated on 17th May of every year, Google in collaboration with the Landford network, will carry out a campaign to raise awareness of the need for dialogue on LGBTI issues.

All the research that will concern the LGBTI field that day will be land on a special page. **Google Chrome** thanks to its algorithms and analysis tools can know the number of times that this topic has been searched that day; in this special page a counter will reveal to the user the update of this number.

The information will be completed by a message that communicates the need to make sure that these words won't simply type. Then, a call to action will invite the user to repeat them vocally, and through the microphone of **Ok Google** will give them a voice: this gesture will symbolically end the silence on the LGBTI theme.

The user will be at the end redirected to the chat **Hangouts** where their question will finally find an adequate answer, thanks to the skills of the Landford network team, expert about the rights of LGBTI.



