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### Digital Netizen Alliance (D.N.A.) Program: Empowering youth in the digital age

#### Abstract:

In this keynote speech, the transformative power of the Digital Netizen Alliance (D.N.A.) Program in empowering youth in the digital age is highlighted. By delving into the program's innovative strategies and empowering elements, attendees will gain valuable insights into how the D.N.A. Program equips young participants with crucial skills to prevent gaming disorder (GD) and foster their mental wellness. Grounded in gamification and positive psychology principles, the D.N.A. Program offers a comprehensive and holistic approach to addressing the challenges posed by excessive gaming. Through engaging and interactive modules, participants are guided to cultivate four key positive skills: psychological resilience, active coping, growth mindset, and emotion regulation. The keynote speech will shed light on the program's transformative impact on youth. Attendees will discover how the D.N.A. Program revolutionizes digital engagement by promoting responsible digital citizenship, empowering youth to navigate the digital landscape with resilience, wisdom, and a balanced approach to their mental well-being. By uncovering the program's key components and showcasing its effectiveness, this keynote speech emphasizes the potential of the D.N.A. Program to shape a future where youth thrive in the digital age. It offers attendees a unique opportunity to explore the innovative strategies employed within the program and understand how they can be implemented in various contexts, such as communities, schools, and homes. By equipping youth with the necessary skills and knowledge, we can foster a generation of responsible digital citizens who navigate the digital landscape with resilience, balance, and overall well-being.

#### Biography

**Cecilia Cheng** is a professor of psychology at the University of Hong Kong. She specializes in personality, social, health, applied, cross-cultural, and cyber-psychology. She is an elected Fellow of the Association for Psychological Science (APS) and has served as the board secretary of the International Council of Psychologists (ICP). She received the Fulbright Senior Scholar Award, Cambridge Hughes Hall Fellowship, ICP Early Career Research Award, and Humanities and Social Sciences Prestigious Fellowship of the Research Grants Council (RGC). Professor Cheng's research team seeks to enhance both mental and physical health for quality living for Hong Kong people.