



Safer
Internet
Day 2021



Delivery notes

You can find delivery instructions for this lesson in the Education Pack for 14-18s.

Resources are included at the end of this PowerPoint.

Before delivering the lesson, you could skip or hide any slides you do not need, including this one.





Safer
Internet
Day 2021


UK Safer
Internet
Centre



An internet we **trust**

Exploring reliability in the online world

Fake News Lesson Slides for
Ages 14-18

► Write down any words,
phrases or ideas you think
of when you hear the word
‘news’.





- ▶ How many **examples** of **'fake news'** can you list in two minutes?

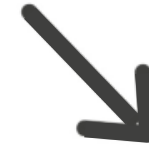


- ▶ Unsure what 'fake news' is? Write down some ideas about **what it might be**

‘Fake News’ is used by many different people in many different ways. It can be divided into two types:



Misinformation – inaccurate information shared by **accident**, that could still **confuse**, **mislead** or **influence**.



Disinformation – inaccurate information shared **on purpose**, to **confuse**, **mislead** or **influence**.

▶ Sort your ‘fake news’ examples into these two types.





Why is
'fake news'
created in the
first place?

Fake news is often created to...

Most harmful



Sort these
reasons from
least harmful to
most harmful



Least harmful

... deliberately **mislead** people

A

... to **present** a **public figure, company or political movement** in a **negative light**

B

... to **present** a **public figure, company or political movement** in a **positive light**

C

... to make **money** through advertising and 'clicks'

D

... to deliberately **create tension** amongst people

E

After **'fake news'**
has been created,
how often is it
**shared by
others?**



A recent survey discovered that:



“More than half of British social media users (57.7 %) came across news in the past month on social media that they thought was not fully accurate.”

“ 42.8 % of news sharers admit to sharing inaccurate or false news; 17.3 % admit to sharing news they thought was made up when they shared it.”

“Only 8.5 % of British social media users said that they [directly expressed their disapproval to] another social media user for sharing news that was made up.”

Debate!

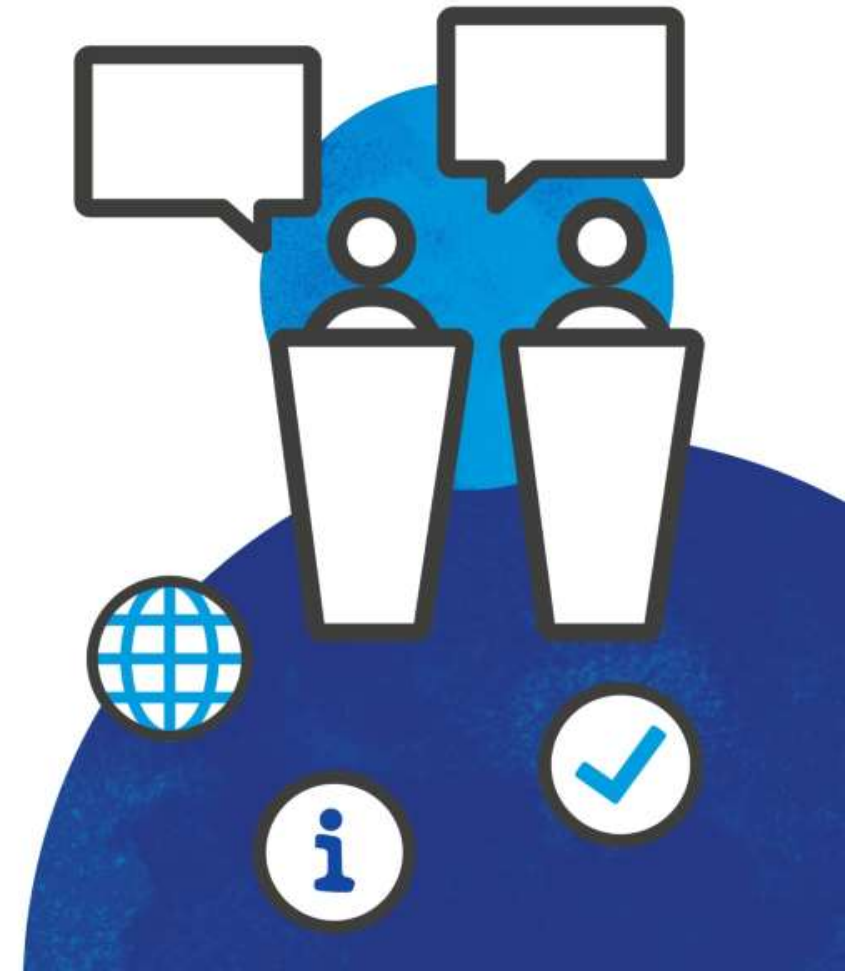
“

It is the **user's responsibility** to check the truthfulness of what they're sharing ”

or

“

It is the **site's / online platform's responsibility** to take false or misleading content down ”



“Everyone’s a journalist now.”



Debate!

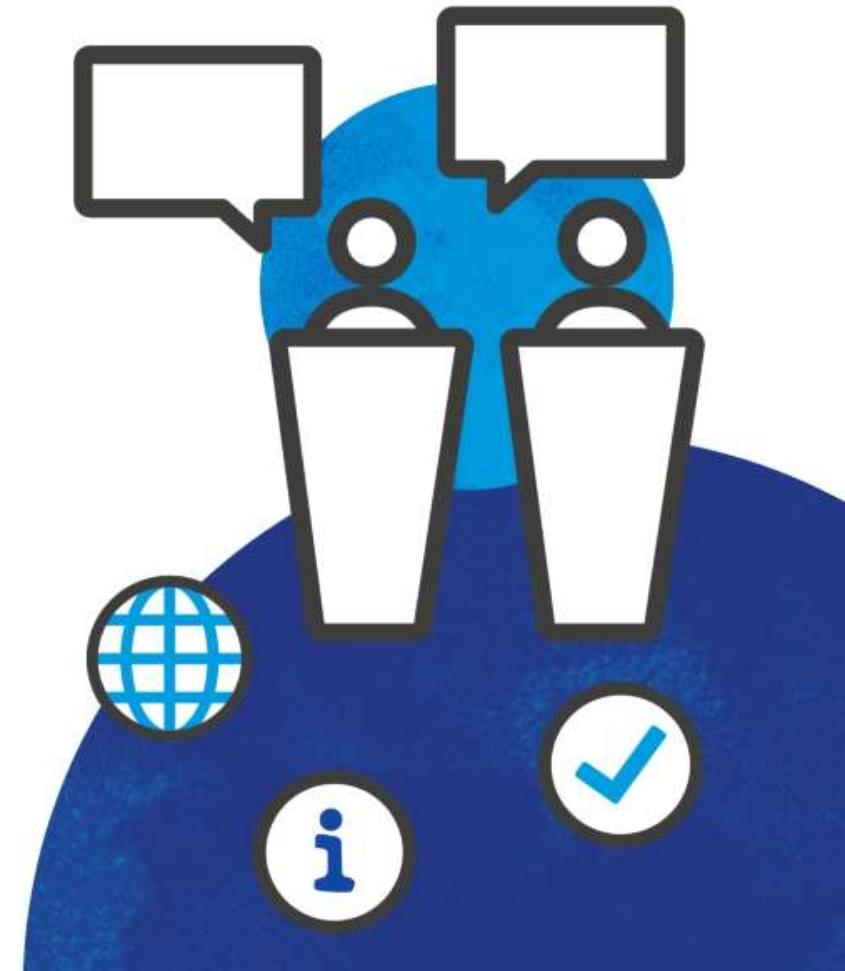
“

It is a **positive** thing that **almost anyone** can post **breaking news** online ”

“

or

We should **not trust** that the general public share **news online accurately** ”



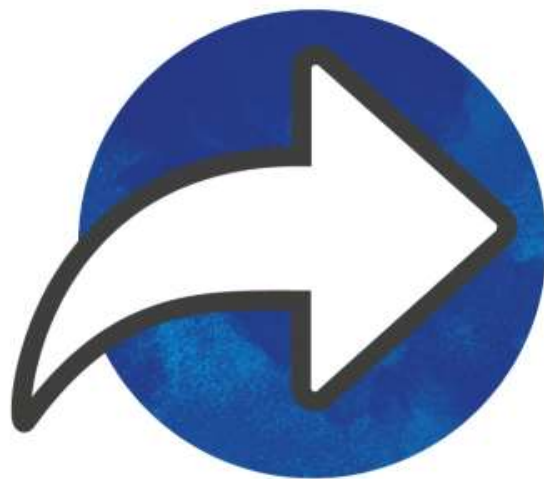


Online Reliability Checklist



- ✓ Check **where** has the story been **published**
- ✓ Check if you can find the **same news story** on **news sites you usually trust**
- ✓ Check **who** is sharing the story. Do their username and profile picture seem 'real'?
- ✓ Check for **evidence** of '**clickbait**' – does the headline match the content?
- ✓ Check **whether** the **URL** looks **trustworthy**
- ✓ Check for **images** and/or **videos elsewhere** that back up the story
- ✓ Check **whether** the person sharing it is **using reliable sources/evidence**, if any
- ✓ Check **if others online** are **actively supporting** or **disproving** it. How many are doing this?
- ✓ Check **how many times** the post has been '**re-tweeted**' or **shared**
- ✓ Check **how many followers** the person sharing it has
- ✓ Check **how many times** the post has been **like**

When you see **'fake news'** or **misleading information** shared online, do you do anything about it?



Why / why not?

So... what can we **do** to help create an **internet** we **trust**?



- ✓ Remember what a fantastic source of information the internet can be. Imagine a world without any online information at all!
- ✓ Beat the spread of fake news at its own game – use the sharable nature of the internet to spread news that is accurate, positive or inspiring.
- ✓ Use your voice and platform to be part of the big conversations – discuss, debate and challenge what is being said.
- ✓ Ask questions about what you see and read online. It's okay to be unsure – the key is to keep asking questions and to know how to find sources you do trust.
- ✓ Report anything you see online you believe to be fake or misleading – many social media platforms list this as a reporting option.
- ✓ Support friends and family when they are not sure about things or when they post something inaccurate.

What do you know about influencers?

What do they do?

Can you think of any examples?



What is influence?

Influence – to have an effect on the way that someone behaves or thinks, especially by giving them an example to follow.

What is an influencer?

Influencer – someone who recommends or promotes items or services on their social media accounts to their thousands (or even millions!) of followers.



Why do influencers advertise products?

They get paid for advertising it

They get free products

To increase their followers by attracting people that like the product



To enhance their personal brand – they have all the latest, popular stuff so they appear 'on-trend'

The more followers they get, the more influence they have, the bigger the brand they can target, the more money they can make

It could be argued that they care about their followers and think they would be interested in these products – they want to create a friendly follower community

Analysing Influence

- Annotate where and how influence is being used to advertise the product.





Appendix 2

The post has been paid for by the company

Photo suggests the influencer uses the product herself. Happy expression suggests she is happy with the product.

Lots of likes and comments show the influencer's large following

sorafedora Follow
Paid partnership with glimmergummies



105,821 likes

sorafedora Anyone else got a love/hate relationship with their hair? I've fallen back in love with mine lately after discovering these little darlings! [@glimmergummies](#) are packed with the vitamins needed to keep my hair pretty and shiny! Give me a follow, like this post, and comment below with your fave hairstyle – I could pick you to win a bottle of gummies! Don't forget to tag your friends! [#ad](#)

View all 3,240 comments

bubbagyal05 I think your hairstyle is my fave! But if I had to pick...

Influencer writes as if she is speaking directly to her followers as if they are friends. Suggests she uses the product, and is very happy with it.

Competition used to increase followers and encourage interaction

[#ad](#) shows this post is a paid for advert

Positive comments from followers help to back up the influencer's claims

Can you trust some influencers more than others?



Can we trust influencers more than traditional advertising methods e.g tv adverts?

How do you feel about influencers overall? Would you want to be one? Why?

Imagine that you are browsing the internet for a specific item that you are thinking of buying.



Later, as you are scrolling through your feed, you see an advert for the exact same product you were searching for earlier!



Has this ever happened to you?
Why do you think this happens?

This is targeted advertising

As you visit different sites and access various content online...

... a profile of you begins to come together.

Advertisers then target you based on this profile of activity.

This increase the chance you click on the advert (earning the advertiser money), it also makes you more likely to buy the product.



How else do you think
you are targeted by
advertising online?

Your gender

Your age


Your sexuality

How do you feel about companies knowing this information about you?
Do these parts of your identity give an accurate picture of who you really are?


Your ethnicity

Your religion


Your location



... advertisers know nothing about you, so you get untargeted adverts that don't always interest you?



... advertisers know lots about you so that the adverts you see are completely targeted at you?



... pay money to have no adverts at all?



Safer Internet Day 2021

Tuesday
9th February

saferinternetday.org.uk



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