


<p><i>Learning Objective</i> <i>To use questions to help decide what can and cannot be trusted online.</i></p> 	
<i>Success Criteria</i>	<i>Self-Assessment</i>
<ul style="list-style-type: none"> • <i>Describe and recognise some methods used to encourage people to buy things online.</i> 	
<ul style="list-style-type: none"> • <i>Give examples of when and why it is important to understand the motive behind online content.</i> 	
<ul style="list-style-type: none"> • <i>Understand jargon associated with online.</i> 	

Follow the PowerPoint until you get to page 7 which looks like this and then click the link underneath it to watch the video clip.



<https://vimeo.com/481316945>

Once you have watched the video clip complete task one below.



1 00:31

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.



2 00:38

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.



3 00:42

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.



4 00:55

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.



5 01:25

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.



6 01:33

Is this an advert? **Yes** or **No**
Circle any clues that helped you decide.

Now continue with the PowerPoint to find out more before completing task two below.

Let's put those skills to the test... what is the motive?



 **FIRST LOOK: Unboxing my new merch designs!!**

MaddieeeeVlogs 1 day ago 85k views

Hey guys! Thanks for watching. Super excited to share my brand new merch designs – totally inspired by you all! Don't forget to preorder. They're gonna sell out fast! www.maddieeee.com/merch/preorder

Remember:

Where has this come from?

Who created or shared it?

What do they want me to do?

Will they gain anything?



Let's put those skills to the test... what is the motive?



Rainbow toys

Welcome to the family!

Thank you for shopping with us!
We would like to give you a surprise gift from us...

Fill in your email and we will send you a discount code to use on your next purchase...

No thanks, I want to continue shopping...

Remember:

Where has this come from?

Who created or shared it?

What do they want me to do?

Will they gain anything?



Let's put those skills to the test... what is the motive?



WE MADE 1 MILLION SUBS + giveaway |AD

4BoysGamezz 3 days ago 1.5m views

WE DID IT!! Thanks so much for all your amazing support on this epic journey! Subscribe and comment below to enter the giveaway – thanks to Totally Wild Games for the amazing prize!! #ad #giveaway

Remember:

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What do they want me to do?



Will they gain anything?



Let's put those skills to the test... what is the motive?



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



Final challenge - Match the jargon to its definition.

Advert	Something or someone you can trust
Pop-up	A paid message that tries to get you to buy something, or put forward a certain opinion
Trick	Facts or details about something
Reliable	Messages or pages that suddenly appear on your screen. These are often adverts and can take you to other sites
Information	A joke or prank towards someone to catch them out or mislead them
Sponsored	A person or site pretending to be something official to get someone's personal details
Phishing	The power to cause an effect on someone else
Hoax	Something fake presented as real to trick someone
Influence	A promotion that is paid for by an advertiser and shared by another brand or influencer
Sceptical	Not being sure if something is true/reliable
Misinformation	Incorrect information shared on purpose to deliberately mislead
<u>Disinformation</u>	Incorrect or misleading information shared by accident