

Disinformed Fun

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Let 's begin

Ssssshhhh... Take a seat.

Chapter 1

Introduction

STORY TIME

This is Joe



Joe is a cute polar bear cub



Now Joe is hungry



This is Tom

Hi all!



Tom is a baby seal



That baby seal looks yummy Joe thinks



Mmmmh...
cute food!

**But Tom doesn't want
to be eaten (it hurts)**



Tom has to think about a solution



Great idea: manipulate Joe



**By creating a
fake information**

One proposal: raise a “Food that way” sign



Pointing towards the Ocean



As Bears are not smart



Joe would most certainly dive



And end up looking sorry



Creativity time:

How would you imagine Tom manipulating Joe?



Chapter 2

Disinformation 101

What is disinformation?

Disinformation is ...

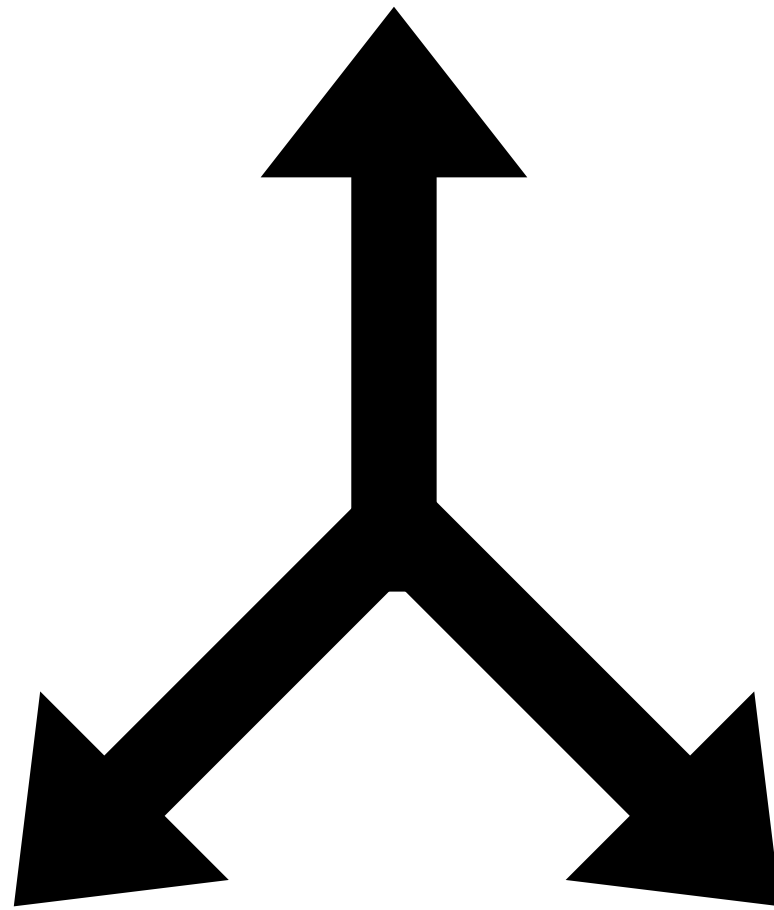
- An information relying on wrong or false facts
- A lie (voluntary or not)

Let's see different types of disinformation

Tell me...
what do you see?



***Manipulated
information***



Click-baits

***Conspiracy
theory***

Chapter 3.1

Manipulated information

You vote:

A

or

B

Your world
is complex

Your world
is simple

You vote:

A

or

B

« We » believe
more easily in
what is more
comfortable
for us

« We » are
always open
minded

STORY TIME

Imagine you are a cow



A happy dreaming cow



Dreaming of being by the sea



Dreaming of dolphins



And swimming with them



You vote:

This picture is realistic?

A

or

B

Yes

No

Why?

*(And try to imagine you have never seen a cow in answering,
what would change?)*

Creativity Time

*Draw a sign to inform cows..
that they don't swim like dolphins*



Chapter 3.2

Click-baits



Eat me

Safe food

No danger



You vote:

Would you eat that « fish »?

A

or

B

Yes

No

But this is also a bait



The image is a comparison chart for Fortnite Battle Royale V-Buck offers. It features a rainbow gradient background. At the top left is the 'FORTNITE BATTLE ROYALE' logo. The chart is divided into four columns, each showing a stack of V-Bucks and a 'FREE' offer. A large red arrow points from the second column to the third column. The word 'INSANE' is written in large, stylized letters above the third column. The word 'FREE' in the third column is circled in red.

Offer	Stacked V-Bucks	Text Description
1000 V-bucks	1000 V-Bucks	FREE
2,500 (+300 Bonus) V-Bucks	2,500 V-Bucks + 300 Bonus	FREE
6,000 (+1,500 Bonus) V-Bucks	6,000 V-Bucks + 1,500 Bonus	FREE
10,000 (+3,500 Bonus) V-Bucks	10,000 V-Bucks + 3,500 Bonus	FREE

Now... if Fish could read



Creativity Time

What sign would you put on a bait for a fish to bite it?



Chapter 3.3

Conspiracy theory

STORY TIME

This is Oscar



**Oscar is questioning a lot of
things...**



**Why does it always rain when I want
to go outside in my garden?**



**Why do my humans in my house always
go to bed when I
want to play in the evening?**



**Why is there a stupid dog in the
garden of my neighbors?**



Oscar thinks about it. A lot.



Oscar makes up a theory:

- 1 - Everything is connected (rain, dogs, humans)**
- 2 - It is an anti-cat conspiracy**
- 3 - I know the truth**

**One day Oscar
meets another cat.**



He exposes his theory



**The other cat is
doubtful**

**So Oscar thinks the
other cat is part
of the conspiracy**



**To promote his theory, Oscar
creates a club with a visual
badge, where only true
« believers » would be invited.**



Creativity Time

*Create that badge
(and name Oscar's club)*



Chapter 4

Wrap-up

Why is disinformation created?

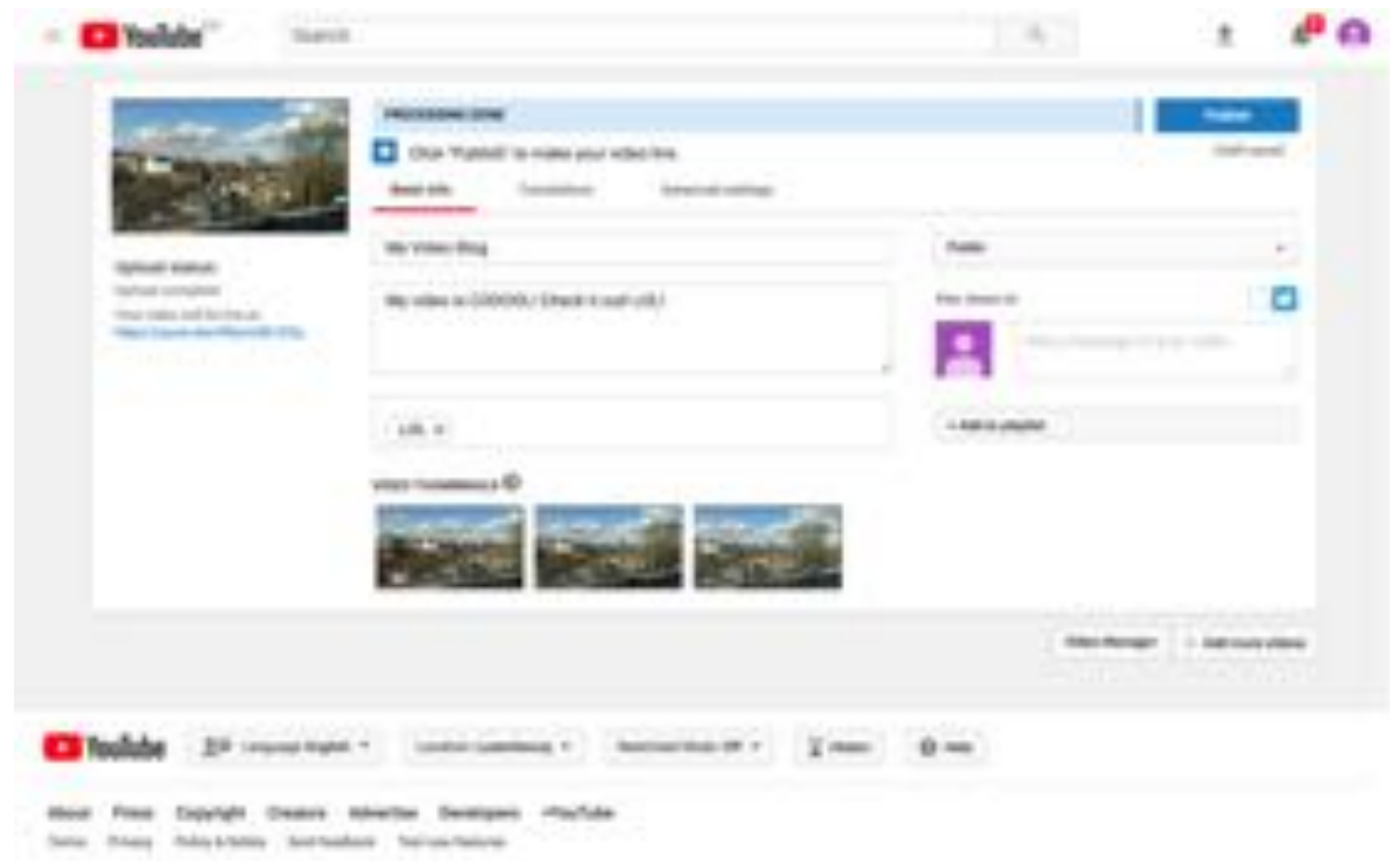
#1

**Because of human
nature**

*« It is easier to
imagine & simplify
than study and
accept complexity »*

#2

To earn fame and be popular



Remember: Everyone can be a youtuber

#3

To earn money
(by manipulating you)



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Offer 1	Offer 2	Offer 3	Offer 4
1000 V-bucks	2,500 V-Bucks + 300 BONUS	6,000 V-Bucks + 1,500 BONUS	10,000 V-Bucks + 3,500 BONUS
FREE	FREE	FREE	FREE

***So... if you see/hear an
information that shocks
you or makes you react,
what should
you do?***

Double check the information

Discuss about it with a trusted adult
Look on other « serious » web sites

Remember

**Internet is an amazing amplifier for
the Village idiot or thieves/scammers.**

Do not believe
everything that is
online