

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!



That baby seal looks yummy thinks Joe



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:

Draw how Tom would manipulate Joe



Chapter 2

Disinformation 101

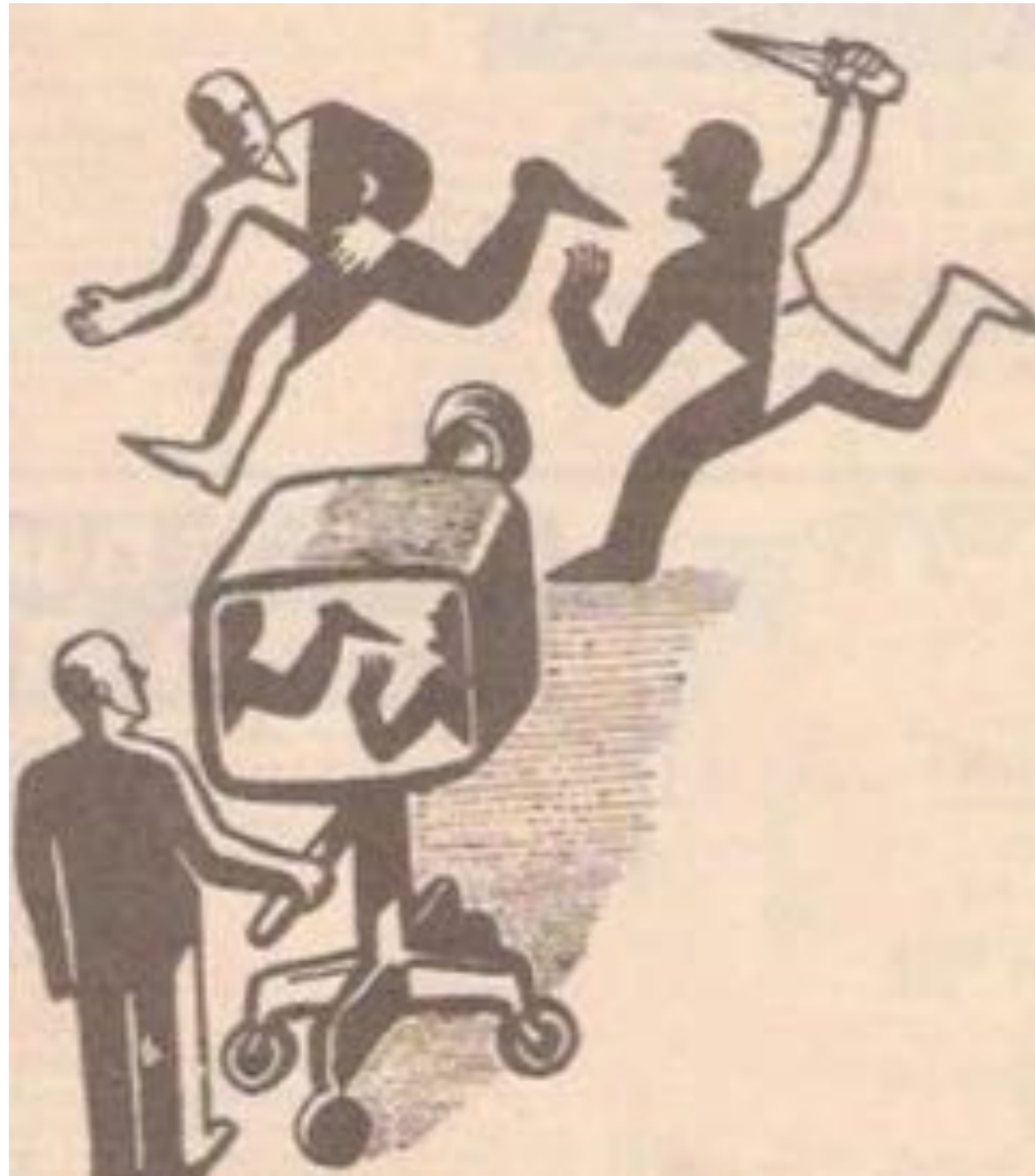
What is a disinformation?

A disinformation is ...

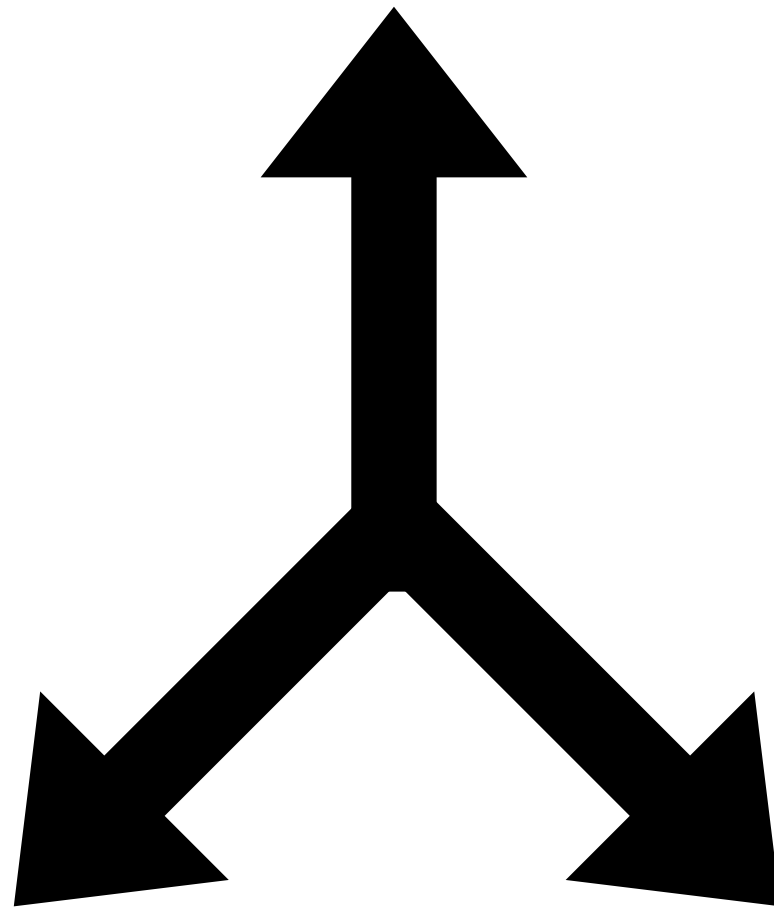
- An information relying on wrong or false facts
- A lie (voluntary or not)

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 the case where you would have never seen a cow or never heard about that animal - 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



Yummy



You vote:

Would you eat that « fish »?

A

or

B

Yes

No

But this is also a bait



The image shows a promotional graphic for Fortnite Battle Royale V-Buck bundles. It features a rainbow gradient background. On the left, there's a 'FORTNITE BATTLE ROYALE' logo with a key icon. Below it are stacks of V-Bucks. A large red arrow points from the '2,500 (+300 Bonus) V-Bucks' bundle to the '6,000 (+1,500 Bonus) V-Bucks' bundle. The word 'INSANE' is written in large, stylized letters above the arrow. The word 'FREE' is circled in red around the '6,000 (+1,500 Bonus) V-Bucks' bundle.

Bundle	V-Bucks	Bonus	Total	Price
1000 V-bucks	1000	0	1000	FREE
2,500 (+300 Bonus) V-Bucks	2,500	300	2,800	FREE
6,000 (+1,500 Bonus) V-Bucks	6,000	1,500	7,500	FREE
10,000 (+3,500 Bonus) V-Bucks	10,000	3,500	13,500	FREE

If Fish could read



Creativity Time

What sign would you put on a bait so fish would 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 the garden?**



**Why do the 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
dubitative**

**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
believers would be invited.**



Creativity Time

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

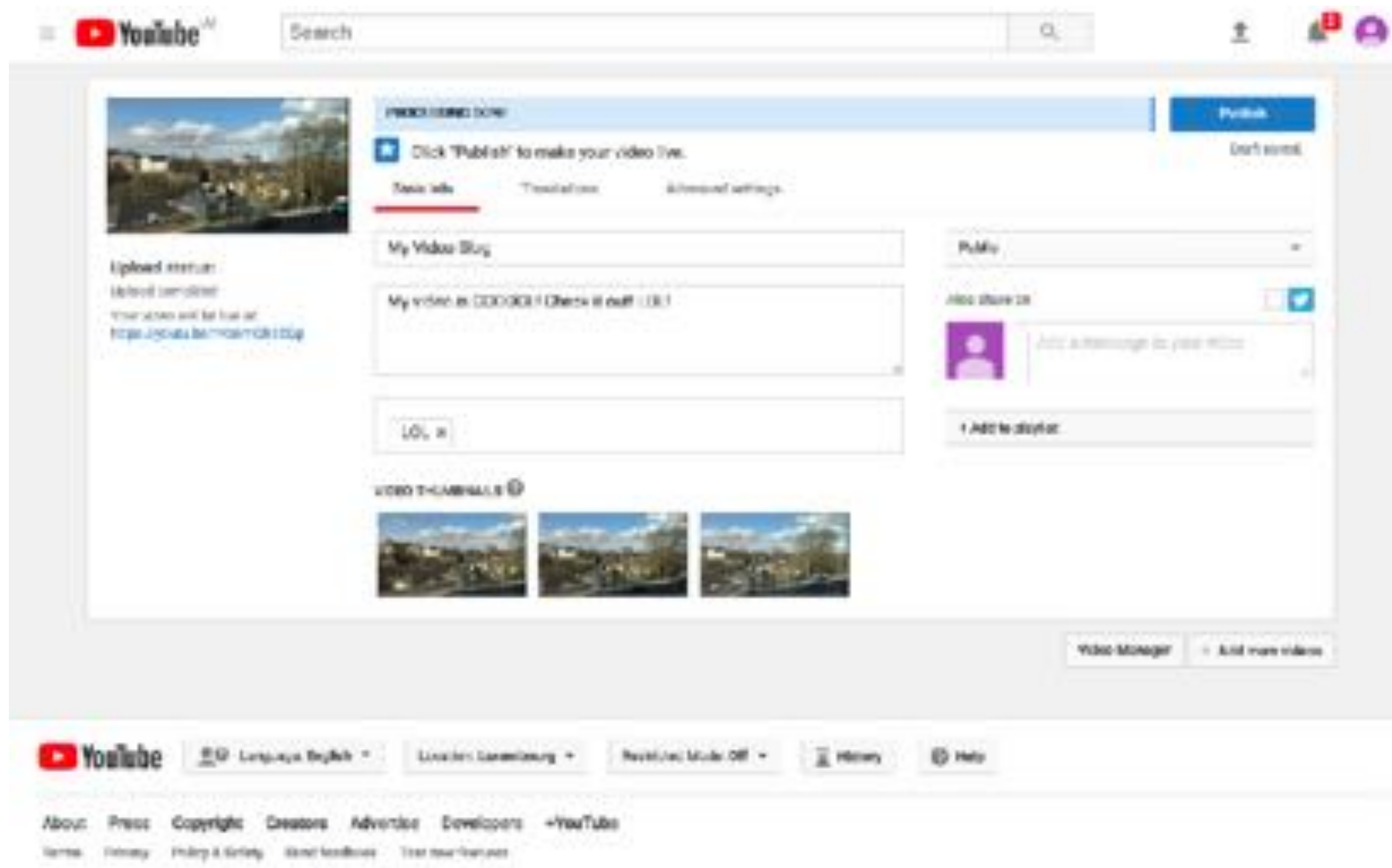


Chapter 4

Wrap-up

Why is disinformation created?

To earn fame and be popular



Remember: Everyone can be a youtuber

To earn money
(by manipulating you)



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

**what should
you do?**

1- Be critical

**2- Double check the
information**

Discuss about it with a trusted adult

Look on other « serious » web sites

**It is not because an
information is on the
Internet that you
should believe it!**

And remember...

**If an offer looks too
good on the internet...**

It might be a bait!

The end
Thank you!