

*H2I is How2**INFORM***



*Use **INFORM**
to deconstruct online content*

H2I TikTok Contest Rules

Contest opens on April 15, 2021, and is open to all enrolled 6th through 12th grade students residing in the United States of America. Submit entries at: <https://www.cs.lewisu.edu/H2I> Submissions must be received by 11:59pm on April 25th, 2021. Multiple submissions will be accepted.

Participants must follow TikTok's terms of service and privacy policy to be eligible. Parental consent must be obtained where necessary. Participants may be disqualified if:

- a) participant is deemed to be in violation of these rules,
- b) if submission infringes or violates any rights of any third party,
- c) or if a participant acted in a manner that is inappropriate to include in the contest.

Vulgar, racially, or ethnically insensitive content of any kind will not be tolerated and will result in disqualification from the contest.

Content must be written and created by named student participant(s) at time of entry.

To enter:

1. Select a meme from the H2I Meme Pool available at our website
2. Use the INFORM infographic to discover examples of misinformation found in your chosen meme
3. Create a TikTok featuring the meme and your findings, using INFORM to explain your discoveries of inaccurate information
4. Tag at least three other TikTok accounts (individuals, groups, and/or organizations)
5. Add the hashtags **#H2I** and **#LewisUniversity**
6. Add at least three of the following hashtags:
#H2INFORM #WordsMatter #MemeChallenge #DeconstructMemes #Deconstruction #Investigate #Identify #Narrative #Tone #Fact #Fiction #Opinion #Context #Reliable #Credible #Misinformation #Malinformation #Disinformation #ConspiracyTheory
7. Share!

Winners will be selected by an internal voting process based on creativity, ability to accurately use INFORM to deconstruct one of our selected memes, proper tagging of at least three other active TikTok accounts, adding hashtags **#H2I** and **#LewisUniversity** to your submission, and add at least **three** of the following hashtags:

#H2INFORM #WordsMatter #MemeChallenge #DeconstructMemes #Deconstruction #Investigate #Identify #Narrative #Tone #Fact #Fiction #Opinion #Context #Reliable #Credible #Misinformation #Malinformation #Disinformation #ConspiracyTheory

Winners will receive prizes in the form of Amazon gift cards of varying amounts. A total of six prizes will be awarded. For individual submissions: First place will receive a \$125 gift card, second place will receive a \$100 gift card, and third place will receive a \$75 gift card. For group submissions: First place will receive a \$250 gift card, second place will receive a \$150 gift card, and third place will receive a \$100 gift card.

Winners will be notified by a direct message on TikTok by How2Inform and by email to the address used to enter. If winners fail to respond within 4 business days, then the prizes will be forfeited and alternative winners will be selected.