<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="utf-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>Misinformation Weeder - Masterwork</title>

    <link rel="stylesheet" href="style.css">

<!-- For PNG format -->

<link rel="icon" href="png new favicon-32x32.png" type="image/png">

</head>

<body>

    <header>

        <h1>Green Misinformation Breeder/Weeder</h1>

        <p>Documenting my masterwork project. MOME IxD MA2 2025 Diploma</p>

        <p>Quick introduction:

            My name is Emese and I am about to finish my master studies in interaction design. Previously I obtained a graphic design BA degree in Szeged. I look forward to tackle real life problems, like this project of mine which is based on my design research (Thesis).

        </p>

        <nav>

            <ul>

                <li><a href="#contacts">Contact me / bring this to your classroom:</a></li>

                <li><a href="#contacts">Portfolio</a></li>

            </ul>

        </nav>

    </header>

    <main>

        <section id="problem-statement">

            <h2>The Problem</h2>

            <p>Why does misinformation thrive in today's digital space? Younger generations are exposed to vast amounts of information daily, yet they often lack the critical tools to discern truth from manipulation. Education plays a crucial role in shaping conscious consumers of online content. Sustainability and climate issues are particularly vulnerable to greenwashing and deceptive narratives. This project aims to combat this challenge through an engaging, educational game.</p>

            <li><a href="#contacts">Read more about it in my thesis</a></li>

        </section>

        <section id="project-description">

            <h2>Project Description</h2>

            <p>The aim of this masterwork project is to teach young people (13+), mostly high school students, about sustainability—more specifically, greenwashing. The project explores deceptive tactics on social media and helps students recognize whether they act as misinformation breeders or weeders.</p>

            <p>The project consists of a 45-minute card-based game where players take on different personas, each with unique abilities and goals. Players must navigate social media scenarios, work together, and strategize to achieve their objectives while identifying misinformation. The winner is determined by individual achievements and points scored—unless a greater misfortune strikes first.</p>

            <!-- IMAGE PLACEHOLDER: Insert relevant image here -->

            <img src="product.webp" alt="game">

        </section>

        <section id="documentation">

            <h2>Classroom Testing</h2>

            <p>Initial classroom test sessions have provided valuable insights. Students engaged actively, discussed real-life cases, and refined their ability to spot greenwashing tactics.</p>

            <ul>

                <li>Session 1: Understanding misinformation through real-world examples.</li>

                <li>Session 2: Role-playing scenarios based on common greenwashing techniques.</li>

                <li>Session 3: Debriefing and discussing improvements.</li>

            </ul>

            <!-- IMAGE PLACEHOLDER: Insert test session images here -->

            <img src="proba testing1.jpg" alt="students">

            <img src="proba testing2.jpg" alt="me">

        </section>

        <section id="feedback">

            <h2>Feedback</h2>

            <blockquote>"This game really opened my eyes to how easily misinformation spreads. I’ll be more careful when I scroll social media now!" - Student</blockquote>

            <blockquote>"The role-playing made it fun and engaging, while still being educational." - Teacher</blockquote>

            <blockquote>"It was interesting to see how different strategies played out, and how misinformation can be weaponized." - Student</blockquote>

        </section>

        <section id="learning-hub">

            <h2>Learning Hub</h2>

            <p>Explore these resources to deepen your understanding of greenwashing and misinformation:</p>

            <img src="proba testing3.jpg" alt="me">

            <ul>

                <li><a href="#">Guide: How to Spot Greenwashing</a></li>

                <li><a href="#">Article: The Role of Social Media in Spreading Misinformation</a></li>

                <li><a href="#">Educational Videos on Misinformation</a></li>

                <li><a href="#">Interactive Quiz: Are You a Weeder or a Breeder?</a></li>

            </ul>

        </section>

        <section id="contacts">

            <h2>Contact</h2>

            <p>For more information, feel free to reach out:</p>

            <ul>

                <li>Email: emese.hubert.contact@gmail.com</li>

                <li>Phone: +36308608315</li>

                <li>Social Media & Portfolio: https://linktr.ee/Hemi</li>

            </ul>

        </section>

    </main>

    <footer>

        <p>&copy; 2025 Misinformation Breeder/Weeder Project. All rights reserved.</p>

    </footer>

</body>

</html>