

NOTE: USE IDPRM REFERENCES AS THEY ARE INTERACTIVE AND THERE ARE VIDEOS

The screenshot shows a digital assessment interface. At the top, there is a navigation bar with the 'Middle Years Programme' logo, user name 'AAHIL OSAMAH', and tabs for 'INTERDISC'. On the right side of the interface, there is a sidebar titled 'Pre-release material' containing three items: '1 (12 marks)', '2 (12 marks)', and '3 (12 marks)'. The main content area is titled 'Question 1 (12 marks)' and contains two tabs: 'Reference 6' and 'Reference 8'. A message says 'This media is interactive. Click on 'Menu' to reveal the contents list.' Below this, a window titled 'EXPOSING THE MONETIZATION OF DISINFORMATION' from the 'Report from the Global Disinformation Index' is displayed. It includes a 'MENU' button, a 'Global Disinformation Index (GDI)' section, and a 'Our story' section. The 'Our story' section contains text about the GDI's mission and its establishment in 2018. At the bottom of the main content area, there is a 'Glossary' section with a definition of 'Disinformation'.

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Approximation	Change	Equivalence
Generalization	Models	Patterns
Quantity	Representation	Simplification
Space	Systems	Validity

Below this, a section titled 'Related concepts in language and literature' is shown with a grid table:

Audience imperatives	Character	Context	Genre
Intertextuality	Point of view	Purpose	Self-expression
Setting	Structure	Style	Theme

Pre-release material

1 (12 marks)
2 (12 marks)
3 (12 marks)

Discuss how mathematics and language and literature can be used to monetize disinformation.

In your answer you must:

- explain how mathematics can be used to monetize disinformation
- explain how language and literature can be used to monetize disinformation
- explain how the synthesis of both subjects impacts the monetization of disinformation
- use the concepts from both mathematics and language and literature to support your answer.

B I ← → U x_2 x^2 $\frac{d}{dx}$ Σ Styles

5:59

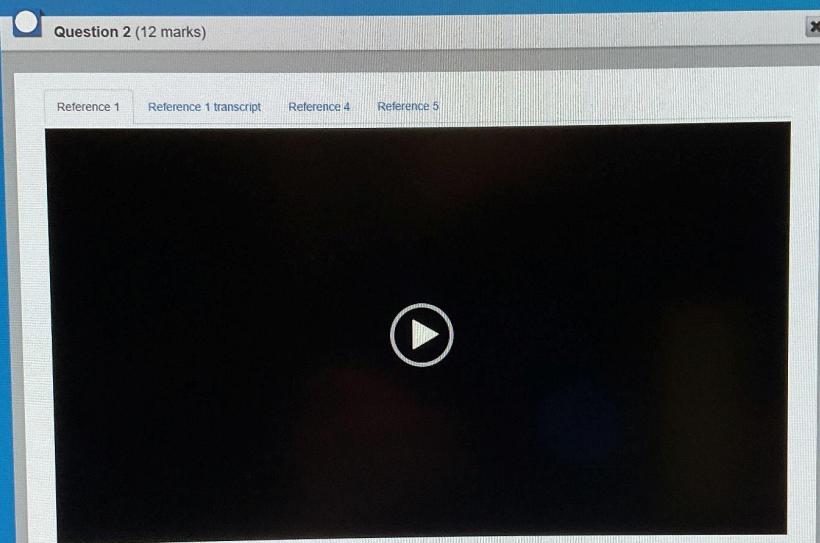
Pre-release material

1 (12 marks)
2 (12 marks)
3 (12 marks)

Question 2 (12 marks)

Reference 1 Reference 1 transcript Reference 4 Reference 5

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Question 2 (12 marks)

Reference 1 Reference 1 transcript Reference 4 Reference 5

Over time the number of advertisements we are exposed to on a daily basis has increased from approximately 500 in the 1970s to an alarming 5000 today.

We can be easily persuaded by this constant bombardment of messaging and not even realize it.

This form of advertising uses a variety of propaganda techniques that are designed to manipulate people's actions and appeal to their emotions and beliefs.

Testimonials seek to entice people by involving celebrities or respected individuals to endorse a product or an idea. The technique seeks to promote the product or idea through trust and belief in the celebrity or respected individual.

Beware: People are paid to promote these products and ideas.

"Jumping on the bandwagon" describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. These messages create a sense of peer pressure to join in.

Bandwagons seek to entice people by encouraging them to join the crowd. Beware: Bandwagon claims are often not supported by evidence.

Name-calling seeks to undermine the reputation of people, ideas or institutions. Name-calling will be negative and unflattering toward a competing product or idea and can use words and/or images.

Glibbering generalities uses slogans to appeal to peoples' imagination, senses and emotions. This technique often has memorable sayings or visual stimulus.

Beware: This technique does not provide detail or facts.

Card stacking presents positive and negative facts and figures, usually for competing products or ideas.

Positive facts and figures will be promoted for a product or idea. This may then be contrasted by negative facts and figures for the competitor.

Beware: Some facts and figures may be deliberately left out.

Plain folks uses slogans and promotion techniques that attempt to mirror the target market. For example, the advertiser will use "ordinary"-looking people to attempt to gain trust from the general population.

Pre-release material

- 1 (12 marks)
- 2 (12 marks)
- 3 (12 marks)

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Question 2 (12 marks)

Reference 1 Reference 1 transcript Reference 4 Reference 5

This media is interactive

Click on the highlighted countries to reveal the idioms.

AROUND THE WORLD IN IDIOMS

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Question 2 (12 marks)

Reference 1 Reference 1 transcript Reference 4 Reference 5

This media is interactive

Click on  to reveal more information.

Background: The following data and findings have been taken from a study published on 9 March 2018 in the journal *Science*, by researchers at Massachusetts Institute of Technology (Vosoughi, S., Roy, D., & Aral, S.) The study explored how and why true and false news spreads differently.

Abstract

We investigated the spread of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise around 126 000 stories tweeted by approximately 3 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95–98 % agreement on the classifications.

Abstract Unique users Shares

Pre-release material

1 (12 marks)
2 (12 marks)
3 (12 marks)

Abstract Unique users Shares

Article statement:

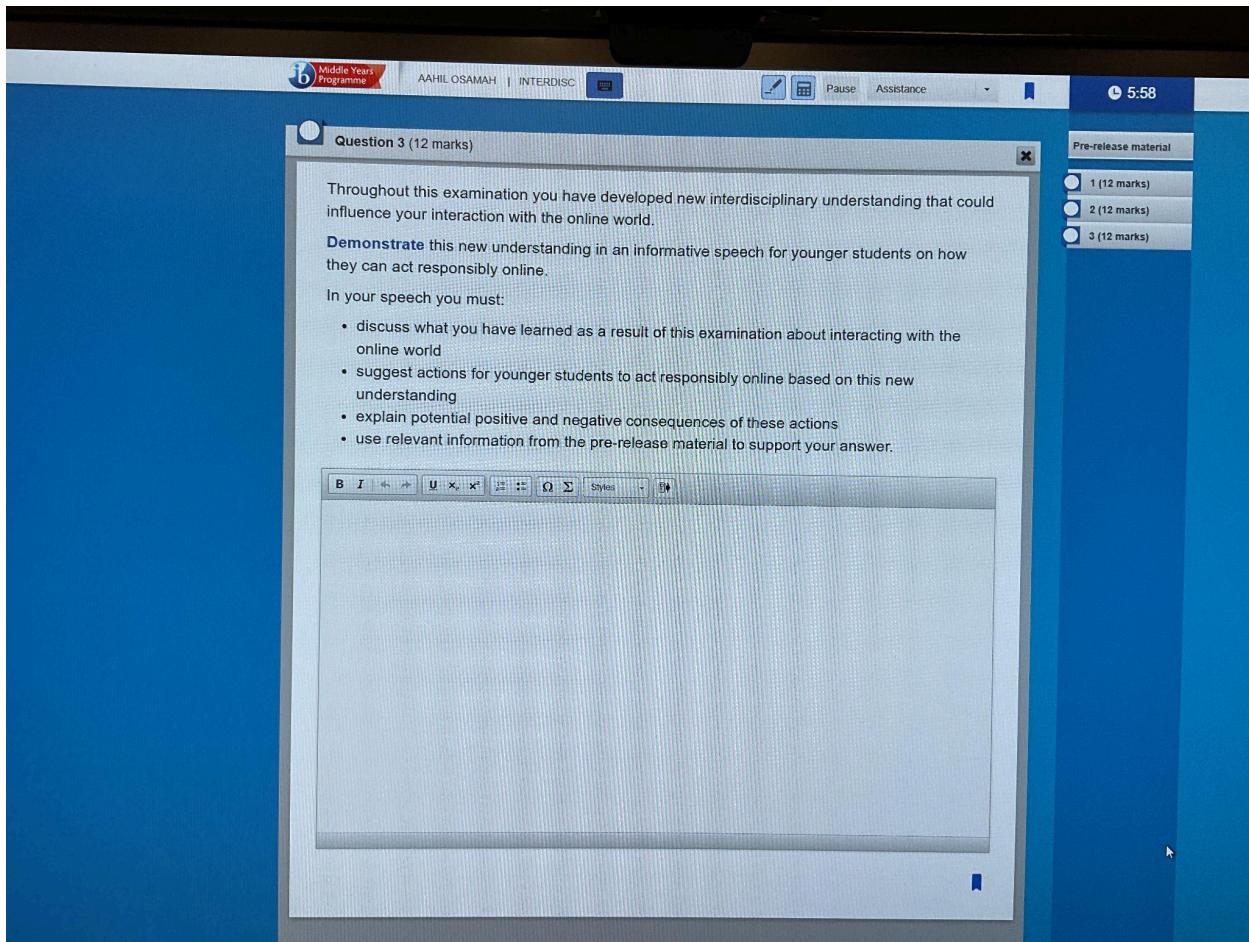
There is no such thing as freedom of thought: opinions are paid for by the rich

Using the statement for inspiration, **create** an article expressing your point of view on the spread of news on social media. In your answer you must:

- explain how news spreads on social media using both mathematics and language and literature
- explain your point of view about the spread of news on social media using both mathematics and language and literature
- use relevant information from the pre-release material to support your answer.

Styles

Scroll down to continue



SOLVED M24 BY CHAT GPT:

Q1. Mathematics supports much of the monetization of disinformation by offering the models, patterns, and representations required to measure and predict user behavior. Online advertising systems depend on mathematical quantification of clicks, views, and conversions, letting advertisers accurately estimate the financial worth of each manipulated piece of content. Using models of user engagement, data analysts can divide audiences, predict which headlines or stories yield the most interaction, and then carefully place deceptive articles to significantly boost revenue. These patterns finally help content producers and platform owners decide which disinformation ideas are most profitable. Lacking the ability to convert raw data into clear metrics, disinformation operators would be unable to precisely target or further expand their ventures for monetary gain.

Language and literature also fuel profit-making by molding the context, point of view, and purpose behind disinformation. Skilled authors use audience imperatives, employing emotional language, stories, and flashy headlines to captivate. Disinformation campaigns frequently produce a genre that resonates with certain groups, intensifying anger or worry to keep audiences engaged. Intertextuality, the connection of articles, social media posts, and outside sources, provides disinformation with a semblance of credibility through recurring elements and

repeated expressions. By appealing to readers' beliefs, prejudices, or emotional prompts, false-information creators thereby guarantee ongoing readership, which ultimately leads to more ad views and higher brand engagement, and thus greater financial income.

When math merges with language strategies, the profiting of false information reaches its peak. Mathematical systems gather data on user preferences, while language methods shape messages for certain cultural or emotional contexts. For instance, researchers can try several headline options (A/B testing) to measure which style or structure actually gains the most clicks. After the system finds a winner, that storyline is copied and expanded, using approximation to predict a range of profits. Meanwhile, authors adjust the rhetorical style and tone to maintain user interest, frequently depending on a dramatic theme to secure repeat visits. This synthesis of numeric findings and narrative crafting produces prime conditions for advertiser spending, thus continuing the ongoing growth of false content and turning it into revenue.

Key to this are validity and representation. Although false information lacks true validity, actually earning money requires showing it, through words, as if fully correct. Mathematical representation of engagement totals makes things worse, as every click or share is considered a helpful sign of content worth. Since advertisers and platform systems mostly use these metrics to gauge success, they consistently funnel money into whatever grabs online attention, whether the material is trustworthy or not. Hence, openly untrue statements may still gain considerable funding, provided they show elevated traffic or maintain robust reader engagement, leading advertisers to support damaging narratives in circulation.

In short, math enables accurate targeting, measuring, and expanding of false-information efforts, while language and literature make those deceptions fascinating, very widely shared, and persistent. By mixing models, patterns, and representation from math with language focus on context, point of view, and purpose, dishonest content makers can draw audiences and earn money. This leads to a feedback cycle: items that spark strong responses gain the math advantage, while narratives amplify those responses. In this way, the union of math and linguistic methods turns false information into a lucrative global business model across many platforms.

Q2.

"How Social Media Spreads News and Misinformation"

News spreads quickly on social media because of a mix of technology and the way stories are written. Social media platforms, like Facebook and Twitter, use math-based systems to promote news that gets the most attention. On the other hand, the way people write stories influences emotions, making readers share them faster. But this combination creates a big problem: false or shocking news spreads faster than truthful stories, which can seriously affect how people think and act.

How Math Helps News Spread

Social media platforms use algorithms, which are math-based rules, to decide what shows up on your feed. These systems look at patterns like how many people like, click, or share a post. If a story gets a lot of attention, the system boosts it to more users' feeds. But this process doesn't check if the news is true or false, only how popular it is.

For example, according to the MIT study in the pre-release material, false news spreads faster and farther than true stories. Truthful news might only reach about 1,000 people, while false stories can easily reach 100,000. This is because algorithms focus on quantity (how many people interact) and engagement (how much time people spend on the post), not accuracy. This means content that creates strong emotions, like fake or surprising news, is shared more, and the algorithm pushes it further.

How Language Makes News Shareable

While algorithms decide how far a story goes, the language of the story makes people want to share it. Writers use tricks like emotional words, catchy slogans, and dramatic headlines to get attention. One common method is the bandwagon effect, which makes people think they should agree with something because everyone else does. Another method is glittering generalities, which use simple but exciting language to make stories seem important, even if they don't have clear facts.

The pre-release shows that false political news often uses strong emotional language to make people feel scared or angry. These stories are written from a certain point of view to make readers think they must act fast or share the post immediately. Phrases like "spread like wildfire" remind us how powerful language is, it makes stories seem urgent and worth sharing, even if they aren't true.

When Math and Language Work Together

When math-based systems and emotional language combine, they create a system where false news spreads rapidly. Algorithms focus on general engagement data,

like clicks and shares, and storytellers use emotional themes to boost responses. This creates a loop where shocking false news spreads fast and far. The pre-release shows that false political news reaches huge audiences faster than truthful reports on other topics, like natural disasters.

In my view, this is a serious problem. These systems care more about profits than truth. Algorithms reward content that gets attention, and humans often share posts without thinking critically because the language influences their emotions. This means false news can spread far and do harm before anyone realizes it.

Conclusion: Stopping the Spread of False News

Social media platforms need to take responsibility for how they spread news. Algorithms should be clearer about how they work, and content creators must avoid using manipulative writing. The pre-release data shows how misinformation spreads due to systems made to encourage engagement.

In short, math systems decide how news is shared online, while language tricks make people share stories faster. Together, they give false news a huge advantage over the truth. To fix this, we need fairer systems and better education for social media users.

Q3. An Informative Speech for Younger Students: Acting Responsibly Online

Hello everyone! Today, I want to talk to you about something very important: how you interact with the online world and why it matters. From this examination, I've learned just how complicated the online space is, especially with the digital marks we leave behind, our digital footprints, and how information spreads faster than we may think. I want to share what I've learned, some actions you can take to act responsibly online, and the positive and negative results these actions can have.

The first thing I learned is that everything we do online adds to our digital footprint. Every post, like, comment, or share creates a permanent trail of who we are online. As we saw in the pre-release material, your footprint can start before you even realize it, and it's nearly impossible to erase something completely from the internet, even if you delete it. Companies, schools, and future employers can look at your online activity to decide what kind of person you are. The second thing I learned is how news spreads on social media. False news, especially sensational or emotional content, tends to spread much faster than true information. For example, according to the pre-release material, 126,000 false rumors on Twitter reached millions of people, often because such stories are designed to grab attention. Headlines are sometimes structured in ways that make misinformation go viral by using emotional and persuasive language intended to spark debates and shares.

To act responsibly online, it is very important to think about what you post and how you share things. I suggest that before posting anything, you ask yourself if it represents the person you want to be and whether you would be okay with someone seeing it years from now. Remember, as the materials explained, even deleted posts can remain online if someone screenshots or saves them, so think carefully before sharing. Another important action is to double-check any news or stories you want to share. Verify the facts by looking at reliable sources or fact-checking websites. Privacy settings are also very helpful because they let you decide who can see your posts and reduce how much personal information you share with strangers. Finally, take a pause before responding to online arguments or emotional content. Many social media platforms encourage content that sparks strong emotions, but stepping back can help you avoid getting pulled into unnecessary conflicts.

There are good and bad outcomes to these actions. A key benefit of being careful online is that it helps prevent the spread of false information. By thinking before posting and verifying facts, you can make online spaces safer and more honest. A well-managed digital footprint can also help create opportunities, like getting a job in the future or being seen as responsible and trustworthy. On the other hand, acting carefully online can feel like a lot of work. For example, checking facts or thinking before posting may seem slow, while privacy settings might limit the connections you can make. Also, tailoring your social media feed can restrict how much you are exposed to different opinions if you're not careful.

In conclusion, I've learned that being responsible online is critical for your future, both in terms of reputation and how people see you. While it takes effort to think before you post or to verify news, these actions are worth it because they build a positive and trustworthy image of yourself. Remember, everything we do online matters now and in the future, so take control of your digital footprint and help create a safe and fair online world. Thank you, and I hope you'll make thoughtful decisions online, your future self will thank you for it!