



Safer
Internet
Day 2021



An internet we **trust**

Exploring reliability in the online world

Lesson Slides for
Ages 7-11



Lesson Aim

You will use and develop your critical thinking skills to question the motives behind what you see. By focusing first on commercial influences (e.g. advertising) it will help you explore trust online and challenge your personal responses when engaging with the wider digital world.



Lesson Outcomes

You will be able to:

- Describe and recognise some methods used to encourage people to buy things online.
- Give examples of when and why it is important to understand the motive behind online content.
- Use questions to help decide what can and cannot be trusted online.

Key vocabulary

Advert, profit, motive, unboxing, giveaway, merch, collab, affiliate link

Let's play...

Scattergories!

You have 2 minutes to think of an answer for each category beginning with 't'.

Hint:

If more than one person puts an answer it's worth **2 points**.
If only one person puts an answer it's worth **5 points**.

Think of answers beginning with 't':

Something you enjoy doing online?



The name of a game or app?



A YouTuber, online show or channel?



A topic you could research online?



Activity 1: All the adverts

Where have you seen adverts before?
Was it online or offline?
What did they look like?



Activity 1: All the adverts

You might have seen adverts on TV (commercial channels, not the BBC), at the beginning of a video on YouTube, at the side of a webpage, at the cinema, on the side of a bus or in a magazine or newspaper.

An advert is a notice or announcement in a public medium promoting a product, service or event.



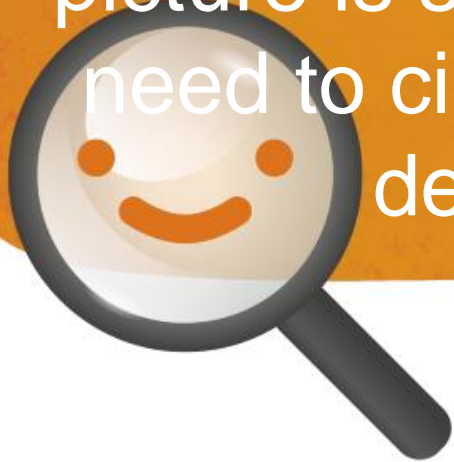
Watch the video from the link on the next slide. Keep a tally of how many adverts are included.



Turn around! That's it! Now come here!

Activity 1: All the adverts

Watch the video for a second time, pausing at the times specified in Appendix 1. You need to decide whether each picture is showing an advert or not. You need to circle any clues that made you decide if it is an advert.



Appendix 1

00:31
Is this an advert? Yes or No
Circle any clues that helped you decide.

00:38
Is this an advert? Yes or No
Circle any clues that helped you decide.

00:42
Is this an advert? Yes or No
Circle any clues that helped you decide.

00:55
Is this an advert? Yes or No
Circle any clues that helped you decide.

01:25
Is this an advert? Yes or No
Circle any clues that helped you decide.

01:33
Is this an advert? Yes or No
Circle any clues that helped you decide.

Technically, every picture is showing an advert! Hopefully you circled lots of clues to show this.

Activity 2: Quick quiz – video terms

People can profit from the things they do online...

Get something they didn't have before



Money paid to
advertise or
promote things



Things that
cost money
given for free



New likes, views,
subscribers or
followers

Activity 2: Quick quiz – video terms

On the next five slides are different video terms. Your task is to decide whether the creator will profit or not from having these things online.

Unboxing



Collab



Affiliate link



Giveaway



Merch



Unboxing



Will the creator profit?

**They
might**



A video where someone
unpacks a product on camera

Unboxing



Will the creator profit?

**They
might**



A video where someone unpacks a parcel on camera

Some video creators may film an 'unboxing' using products or parcels they have purchased themselves. This is not an advert and they do not profit directly from it. However, some creators may be given items for free or paid to film an unboxing style video, in return for reviewing the products favourably. This is an advert and the audience should be told this.

Giveaway



Will the creator profit?

**They
might**



A competition where a
free prize can be won

Giveaway



Will the creator profit?

**They
might**



A competition where a free prize can be won

Some creators run an independent giveaway where they pay for, or source the prize themselves. This could gain them subscribers, likes or comments. Some creators may also be paid by a company to run a giveaway. This is an advert and the audience should be told this.



Will the creator profit?

They
might



Collaboration —  Here two or more people or computers work together



Will the creator profit?

They
might



Collaboration – where two or more people or companies work together

Some creators collaborate because they are friends or make similar content, and do not directly profit. However, some creators may use the term ‘collab’ to describe a partnership, sponsorship, or other paid opportunity with a company. This is an advert and the audience should be told this.

Merch



Will the creator profit?

Yes



Merchandise – products available to buy, connected with a popular person or brand



Merch



Will the creator profit?

Yes



Merchandise – products available to buy, connected with a popular person or brand

Many creators sell merchandise promoting their personal brand and earn additional money. Merch is nearly always sold to the audience with the intention of making a profit.

Affiliate link



Will the creator profit?

Yes



A link to another website (often a shop) where the creator earns money every time someone clicks on it

Affiliate link



Will the creator profit?

Yes



A link to another website (often a shop) where the creator earns money every time someone clicks on it

Many creators will link directly to products or companies they have mentioned online. An affiliate link means the creator will be rewarded (normally through payment) for every click on the link. Affiliate links are a form of advertising and the audience should be told this.



Did you know?



It's the law!

People posting things like videos online must tell you if they've been paid to advertise or promote something.

Ad

Gifted

**Sponsored
Content**

Advert



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Activity 3: Spot the motive

So there could be more to your favourite YouTuber than you thought...

It's always helpful to think about motive



A **motive** is why someone does something.

Activity 3: Spot the motive



Appendix 2

Let's put these skills to the test... what is the motive?

Example 1: A social media post from 'Rainbow says' with a rainbow emoji. The text says: 'Welcome to the family! Thank you for shopping with us! We would like to give you a surprise gift from us. Fill in your email and we will send you a discount code to use on your next purchase.' To the right is a 'Remember' form with questions: 'What has this come from?', 'Who created it or shared it?', 'What do they want me to do?', and 'Do they give anything?'

Example 2: A social media post with a photo of a group of people and the text: 'WE MADE 1 MILLION SLIPS + giveaway! @charityshop... I received... I received... We are 100% free to support you at your own risk... support on the way... support and please... back to the giveaway - thanks to... truly... for the amazing...! #Giveaway'. To the right is a 'Remember' form with the same four questions.

Example 3: A screenshot of a text message conversation. The messages are: 'Hi, you were great in that match!', 'Thank you very much!', 'Thank you very much!', 'Thank you very much!', 'Thank you very much!'. To the right is a 'Remember' form with the same four questions.

On the following three slides are examples of what you could post online. You need to decide their motive for doing this. You will also need to use Appendix 2 to record your ideas for the next activity.

Why would someone do this? What is their motive?



To make
people
laugh



Post a video
on YouTube



To advertise
a product



To share their
opinion about
something



To make
money

It could be more than one!

Why would someone do this? What is their motive?



To support an article or some information



Share a photo online



Because they want to sell something shown in the picture

Because they want their family or friends to see it



Because they find it funny

It could be more than one!

Why would someone do this? What is their motive?



To get more
likes or
subscribers



Run a
giveaway



To reward their
followers



To celebrate a
big achievement



Because they're
being paid to
advertise a
product

It could be more than one!

When you see something online



Ask...



Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?

This will help you find the **motive**
(The reason why)

Activity 3: Spot the motive



FIRST LOOK: Unboxing my new merch designs!!

MaddieeeeVlogs 1 day ago 85k views

Hey guys! Thanks for watching. Super excited to share my brand new merch designs – totally inspired by you all! Don't forget to preorder. They're gonna sell out fast! www.maddieeee.com/merch/preorder

What is the motive?



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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What is the motive? Record your ideas on Appendix 2.



Rainbow toys


Welcome to the family!

Thank you for shopping with us!
We would like to give you a
surprise gift from us...

Fill in your email and we will send you a discount
code to use on your next purchase...

Send

No thanks, I want to continue shopping...



Remember:

Where has this come from?

Who created or shared it?

What do they want me to do?

Will they gain anything?

What is the motive? Record your ideas on Appendix 2.



WE MADE 1 MILLION SUBS + giveaway |AD

4BoysGamezz 3 days ago 1.5m views

WE DID IT!! Thanks so much for all your amazing support on this epic journey! Subscribe and comment below to enter the giveaway – thanks to Totally Wild Games for the amazing prize!! #ad #giveaway



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



What is the motive? Record your ideas on Appendix 2.



17:07PM · GoldenFire4

Wow – you were great in that round!
You've got skills! 😲

17:08PM · YOU

Thanks! I was lucky on that last
one

17:08PM · GoldenFire4

What's your phone number? I've got
a cool gaming group I can add you to!

Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



Summing up



Today, you have been focussing on motives behind advertising, but you can use the skills you have learnt for any kind of content online. For example, although a message might have a different content, it still has a motive. There may even be times online when a motive may not be immediately obvious. It is really important that you remember this when you are either posting or watching anything online.