Think twice! Identify manipulation, disinformation and online gender-based violence (OGBV)

Day 2

Media Academy: Strengthening media literacy and social participation

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Day 2 | Morning .... Afternoon ……………...…

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Media Moves

1 hour

Critical Thinking

Media Minds °1

1 hour

Manipulation, disinformation and online gender-based violence (OGBV)

Media Minds °2

1 hour

Manipulation, disinformation and online gender-based violence (OGBV)

Media Makers
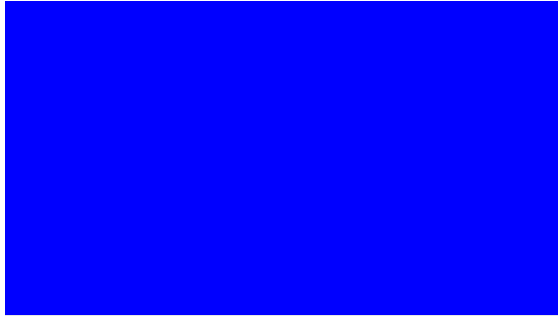
2 hours

▪ Video-Clip "#ThinkTwice"
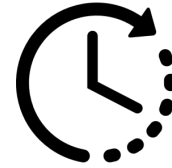
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Activity „Persuasion techniques"

Media Minds°1 | Attention! Manipulation, disinformation & OGBV

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Activity „Persuasion techniques"

We need four groups to play the game "red vs. blue"

- **The jury**: 3 volunteers
- **Group red**: 3 volunteers
- **Group blue**: 3 volunteers
- **Critical observers**: other students

5 min.

Group red and **group blue** prepare a **1-minute pitch** to persuade the jury of the beauty and superiority of their color.

The **jury** has markers and voting cards - **which color wins**? The jury can ask one **follow-up question** to each group. The groups can defend their color during an additional minute.

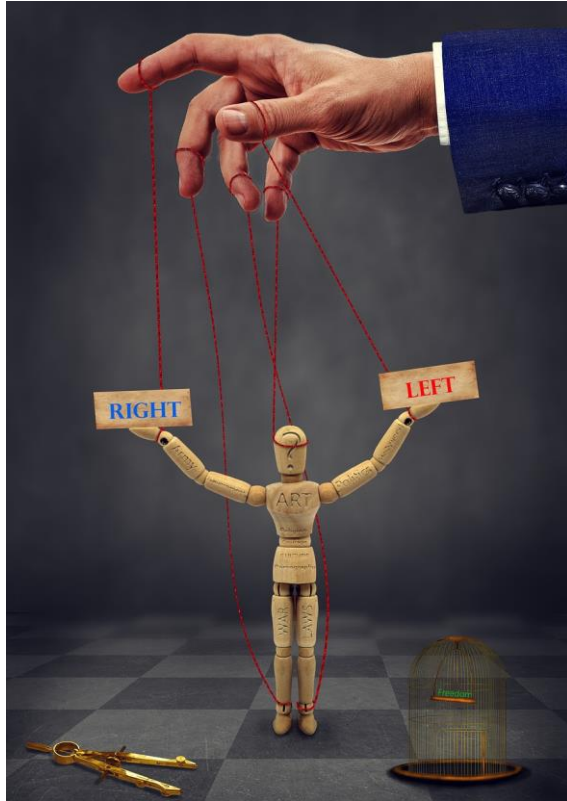The **observers** identify the arguments that **appeal to emotions.**

When time is up: the jury show their decision: A winning color is declared!

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Defining Persuasion:

„Using verbal and nonverbal **messages** to get a person to behave in some manner or embrace a point of view related to **values**, **attitudes**, and **beliefs**, that they would have not done otherwise"
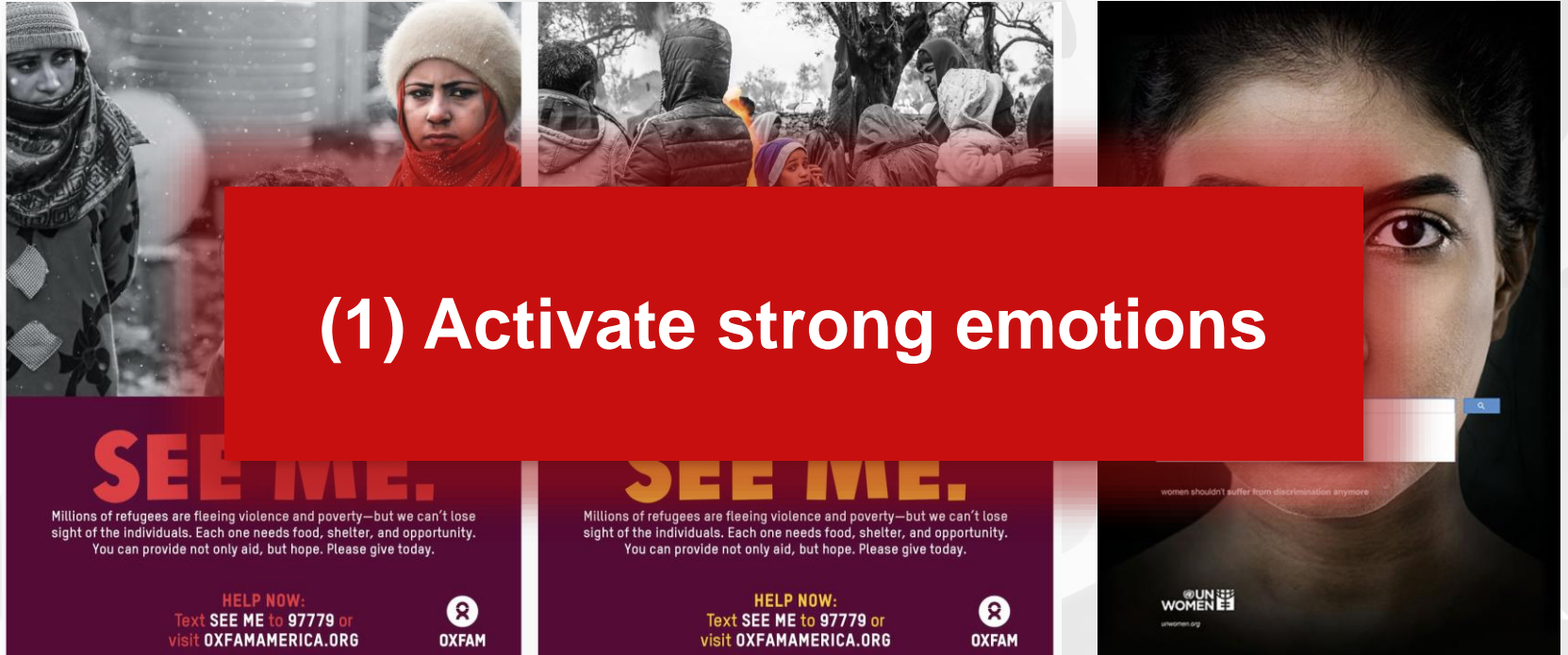
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Persuasion techniques

Quelle: https://pixabay.com/de/photos/marionette-politisch-käfig-okkulte-3543246/

… you should know and notice!

➡ Activate strong emotions (1)

➡ Attack opponents (2)

➡ Simplify ideas (3)

➡ Respond to audience values and needs (4)

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Which persuasion technique is used?

(1) Activate strong emotions

Millions of refugees are fleeing violence and poverty—but we can't lose sight of the individuals. Each one needs food, shelter, and opportunity. You can provide not only aid, but hope. Please give today.

HELP NOW:
Text SEE ME to 97779 or visit OXFAMAMERICA.ORG OXFAM

Millions of refugees are fleeing violence and poverty—but we can't lose sight of the individuals. Each one needs food, shelter, and opportunity. You can provide not only aid, but hope. Please give today.

HELP NOW:
Text SEE ME to 97779 or visit OXFAMAMERICA.ORG OXFAM

women shouldn't suffer from discrimination anymore

UN WOMEN

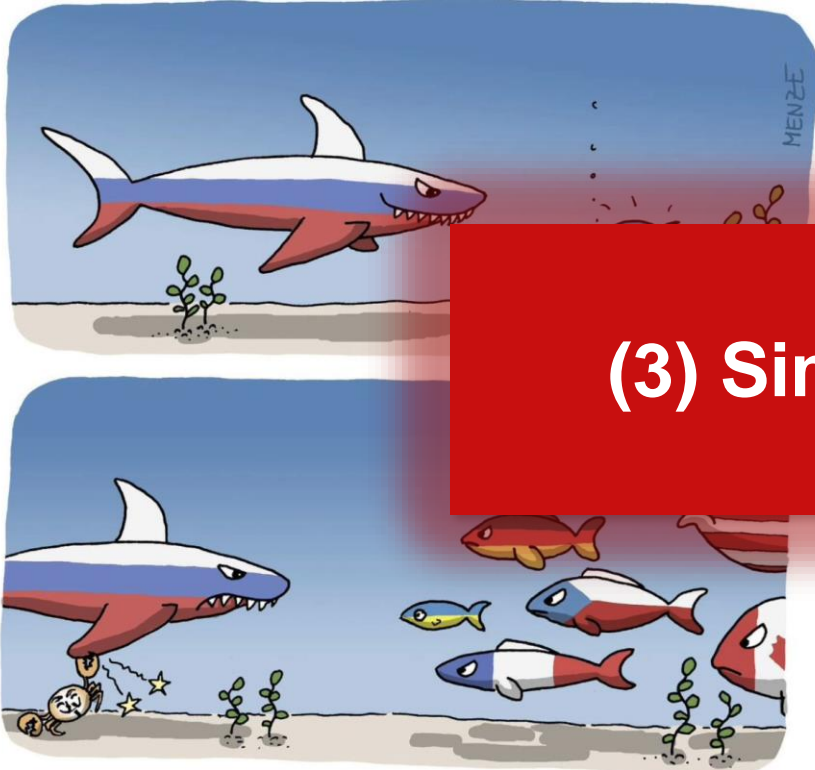unwomen.org

Source: http://www.jdeutschdesign.com/see-me-ad-campaign

Source: https://www.unwomen.org/fr/news/stories/2013/10/women-should-ads:

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Which persuasion technique is used?

(3) Simplify ideas

https://medium.com/digital-media-literacy/explaining-sharks-propaganda-da76a435877d

Source: https://www.morethanabody.org/body-before-after/

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Which persuasion technique is used?

(2) Attack opponents

Screenshots from https://www.youtube.com/watch?v=nXYM_zBVF7Q

https://propaganda.mediaeducationlab.com/hr/node/1298
https://theconversation.com/banning-tiktok-could-weaken-personal-cybersecurity-203398

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Which persuasion technique is used?

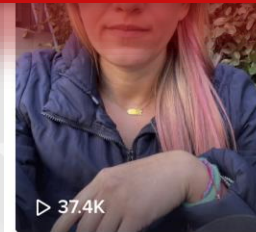https://medium.com/the-redrick-gazette/messaging-in-marketing-the-winning-formula-9aa5a87bb50e

https://propaganda.mediaeducationlab.com/rate/treatment-depression

4th Ketamine Infusion for my treatment resistant depression

n upd...

Went to a Ketamine Clinic for the first time for my treatment resistant depression

▷ 37.4K

▷ 46.6K
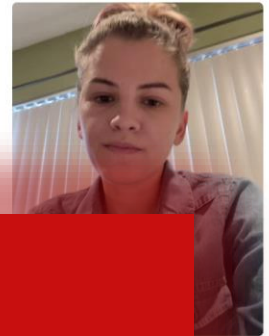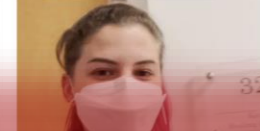
▷ 30.6K

24 hours after my first Ket...

1st day of a Ketamine Trea...
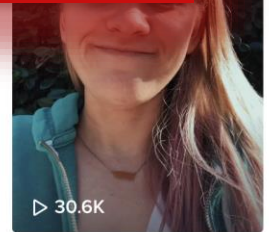
Gonna start Ketamine for T...
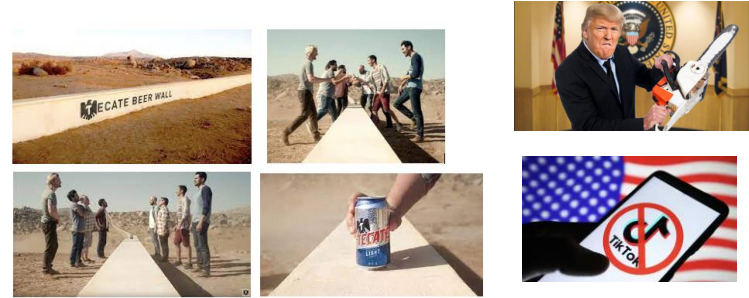
(4) Respond to needs and values

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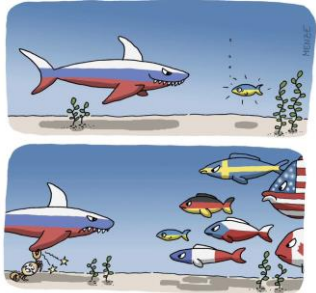# Persuasion techniques at a glance

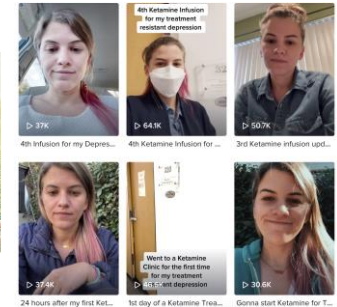## 1. Activate strong emotions

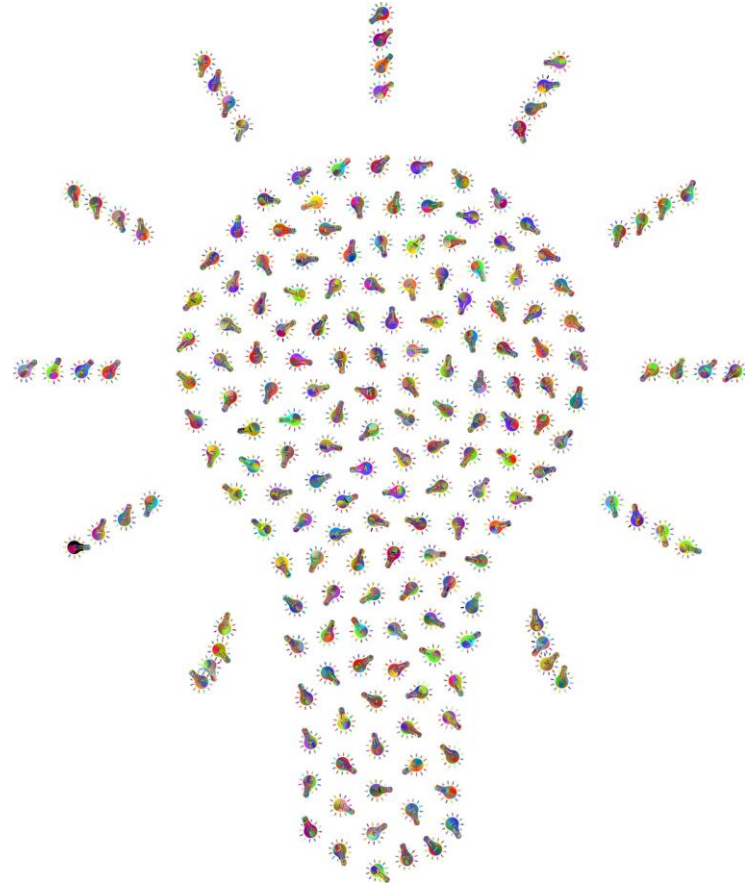## 2. Attack opponents

3. Simplify ideas

4. Respond to audience needs and values

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Activity „Persuasion techniques"

Take-away

- Persuasion is aimed at changing people's opinion, attitude and behavior.

- Identifying common persuasion techniques in arguments and media messages (activating strong emotions, simplifying ideas, attacking opponents or responding to our needs and values) is helpful to not get manipulated.

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Activity „Disinformation & OGBV°1"

Media Minds°1 | Attention! Manipulation, disinformation & online gender-based violence (OGBV)

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Activity „Disinformation & OGBV°1"

Puzzle time

- For this game we need two groups.

- Each group is getting a (different) puzzle.

- Find the **explanation** and the corresponding **symbol** for each **term.**

- Discuss specific examples from your experiences with social media. Find **1 concrete example per term** from social media and write it on a card.
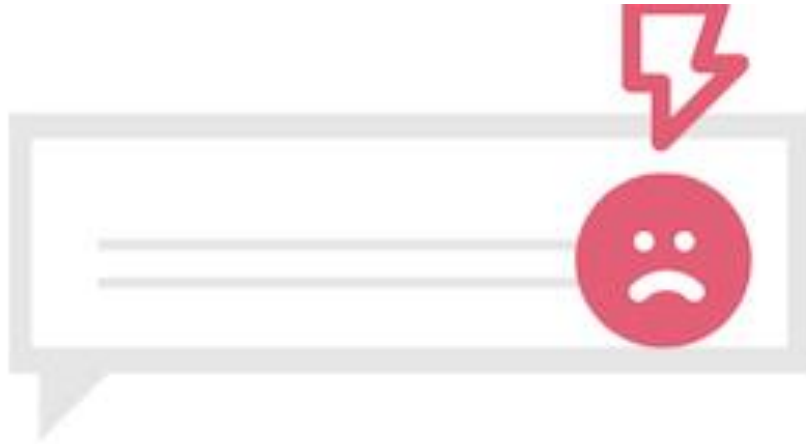
Present and share your results to the other group

10 min.

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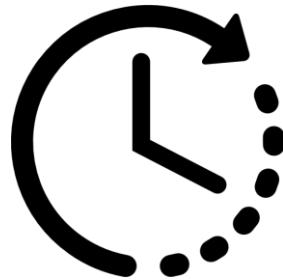
Misinformation

Misinformation is false or misleading information that someone spreads without malicious intent.
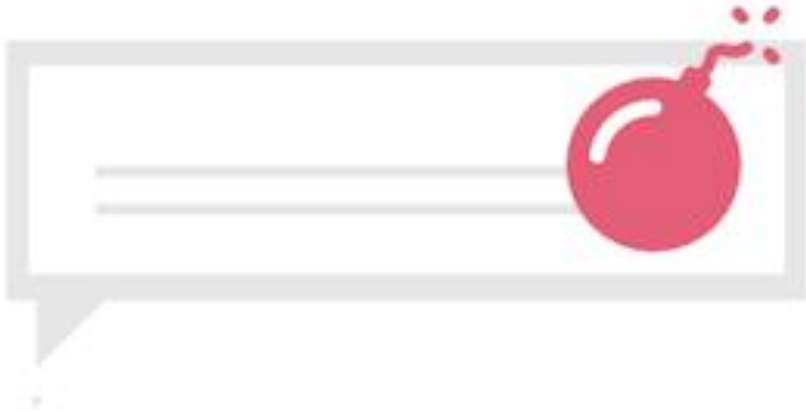
Disinformation

Disinformation is false information intended to harm others.
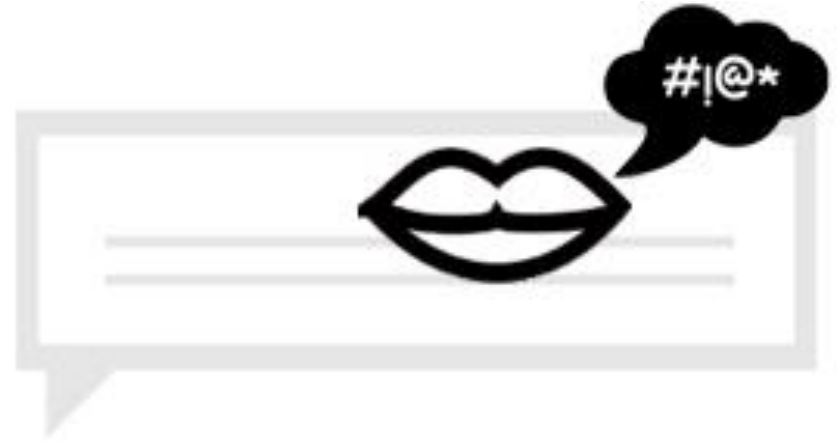
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Malinformation

Malinformation is based on a truth, but intentionally used in a way to harm others.

Rumors

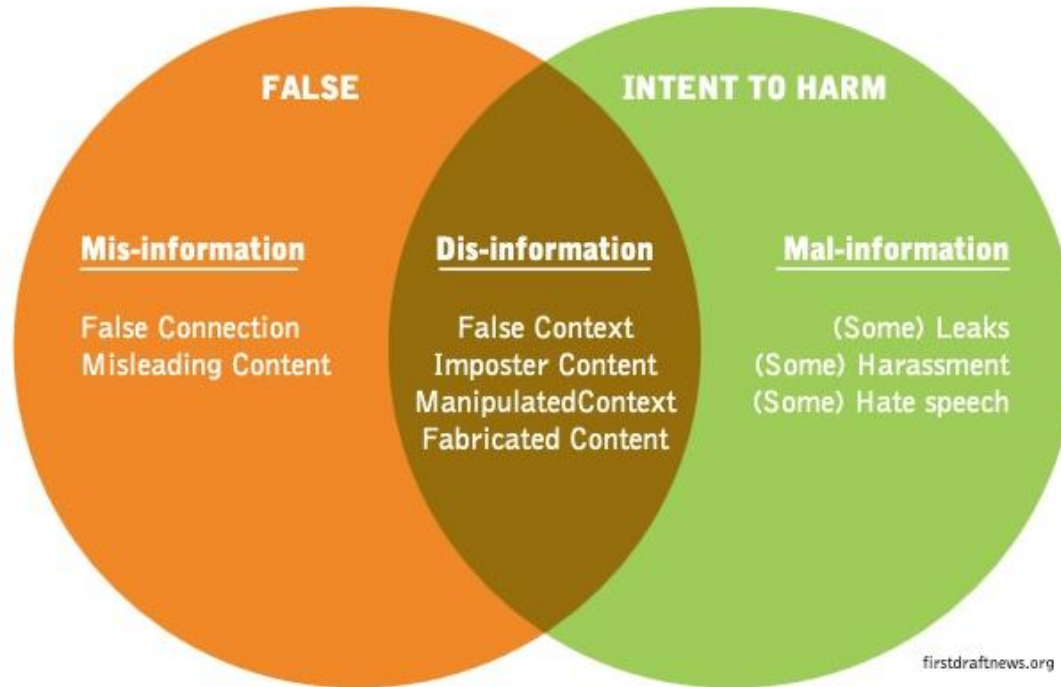Rumors are information that spread quickly, and it is not yet clear whether it is true or false

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Mis-, dis- & malinformation

FALSE

INTENT TO HARM

Mis-information

False Connection
Misleading Content

Dis-information

False Context
Imposter Content
ManipulatedContext
Fabricated Content

Mal-information

(Some) Leaks
(Some) Harassment
(Some) Hate speech

firstdraftnews.org

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OGBV

Online gender-based violence (OGBV)
refers to technology-facilitated gender-
based violence that occurs online.

Online Gender-Based Violence can take many forms

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Hate speech

This is a hurtful form of expression on the Internet, which is intended to humiliate certain groups of people and their members.

Online grooming

This is targeted contact with minors in order to gain their trust and to sexually abuse them.

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Online harassment

This is a form of hurtful expression in the internet, in which a person is specifically insulted, threatened or persecuted.
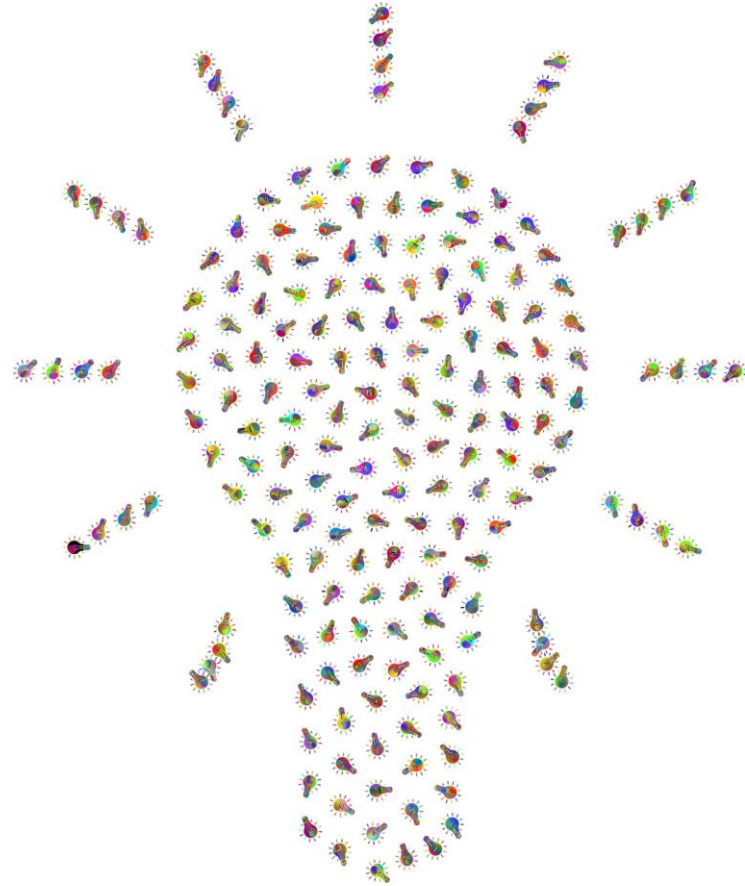
Non consensual sharing

This is the disclosure of private information and photos to others without the consent of the person concerned.

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Activity „Disinformation & OGBV°1"

Take-away

- Understanding the terminologies around information disorder and OGBV is a prerequisite for MIL and identifying different forms of disinformation and OGBV.

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Time for a short break

Quelle: https://pixabay.com/de/photos/tasse-tee-porzellan-trinken-dekor-829527/

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Activity „Disinformation & OGBV°2"

Media Minds°2 | Attention! Manipulation, disinformation & online gender-based violence (OGBV)

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Quiz

Do you know what it is?

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What is it?

People
Rapper and Influencer Lil Tay Dead at 14 in 'Sudden and Tragic Passing': Family

RUMORS

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What is it?

Source: www.facebook.com Post from @Joushua.Feuerstein.5

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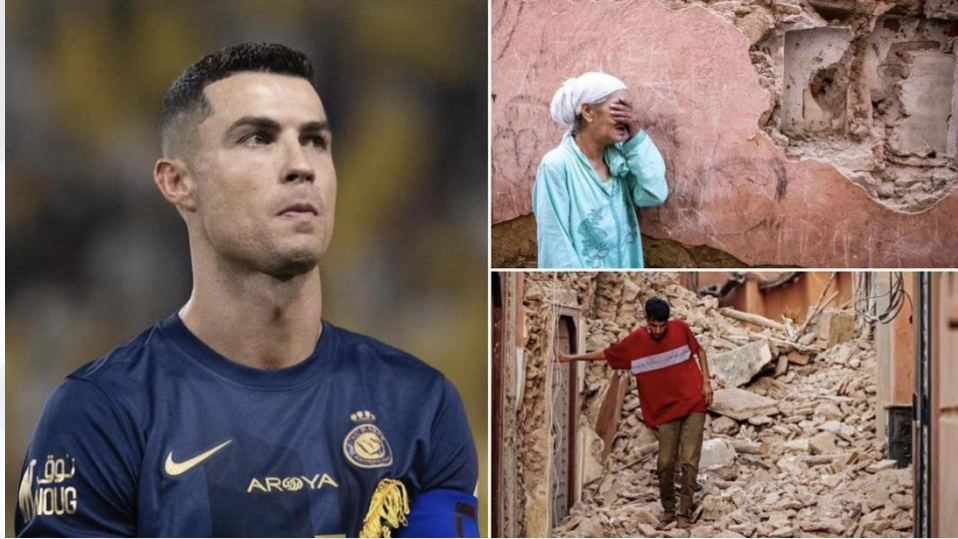
What is it?

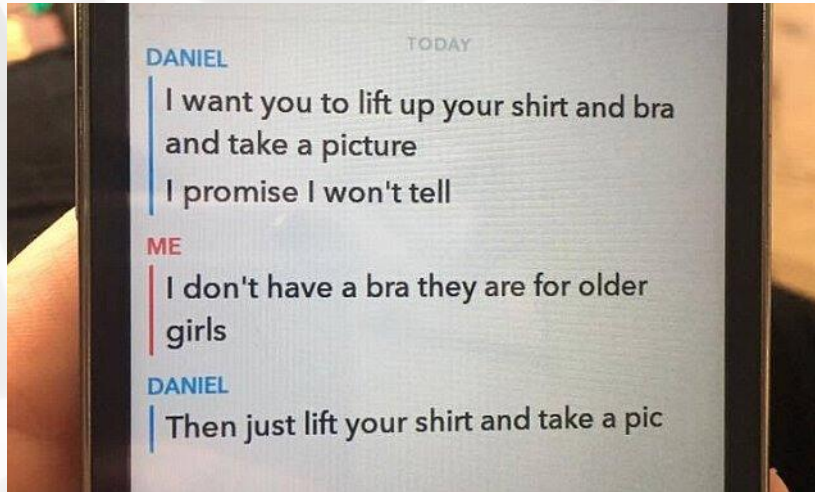Quelle: Instagramaccount "@thetruthaboutcancertac"

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What is it?

Photos like these surfaced in September 2023 with this message: "Cristiano Ronaldo made his hotel in Marrakesh available as shelter for victims of the earthquake"

MIS-INFORMATION

Quelle: https://sportsbrief.com/football/48491-morocco-cristiano-ronaldo-shelter-earthquake-victims/

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What is it?

DANIEL
I want you to lift up your shirt and bra and take a picture
I promise I won't tell

ME
I don't have a bra they are for older girls

DANIEL
Then just lift your shirt and take a pic

ONLINE GROOMING

Source:https://famisafe.wondershare.com/tips/children-sexual-grooming-online.html

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What is it?

you got any cash to spare ah 11:39 PM

Sorry man. You still owe me 3k from last time 11:39 PM ✓✓

i really need some cash right now 11:39 PM

Dude, that 3k is as high as I'll go. Gotta take care of my family as well 11:41 PM ✓✓

Sorry man 11:41 PM ✓✓

you know what, fine. better take care of your family well 11:41 PM

cause the next time i see them they're dead 11:41 PM

ONLINE HARASSMENT

Quelle: https://asklegal.my/p/whatsapp-chat-harassment-threat-malaysia-law

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What is it?

AUSTRALIA 2050

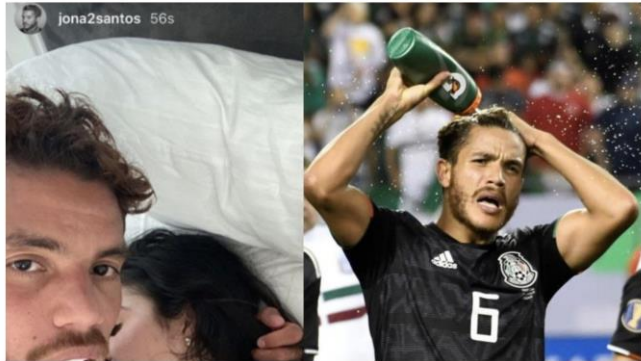WHY DIDN'T GRAND DAD STOP THEM MUM?

mematic.net

HATE SPEECH

Quelle: mematic.net

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What is it?

Dos Santos mistakenly posts NAKED photo in bed with Kylie Jenner lookalike!

BeSoccer 3 years ago · 33.7k

jona2santos 56s

He mistakenly posted the photo. Instagram/jona2santos

Jonathan Dos Santos won't know where to go. The neglect of the Mexican player has already gone around the world. After mistakenly posting a photo with Kylie Jenner's lookalike on his official Instagram account, social media has been set alight. Although he immediately deleted the photo, the image is everywhere.

vodafone 9:41 AM 50%

< Chats   **Ishani**
              online

Hi Krish, why did you share the picture from last evening???? It was private!

NON CONSENSUAL SHARING

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Activity „Disinformation & OGBV°2 "

Take-away

- Exchanging about (personal) media examples related to disinformation and OGBV helps social media users to recognize how widely it is spread.

- Recognizing any form of disinformation and OGBV is the fundamental step to build resilience and motivation to act and react more responsibly on social media.

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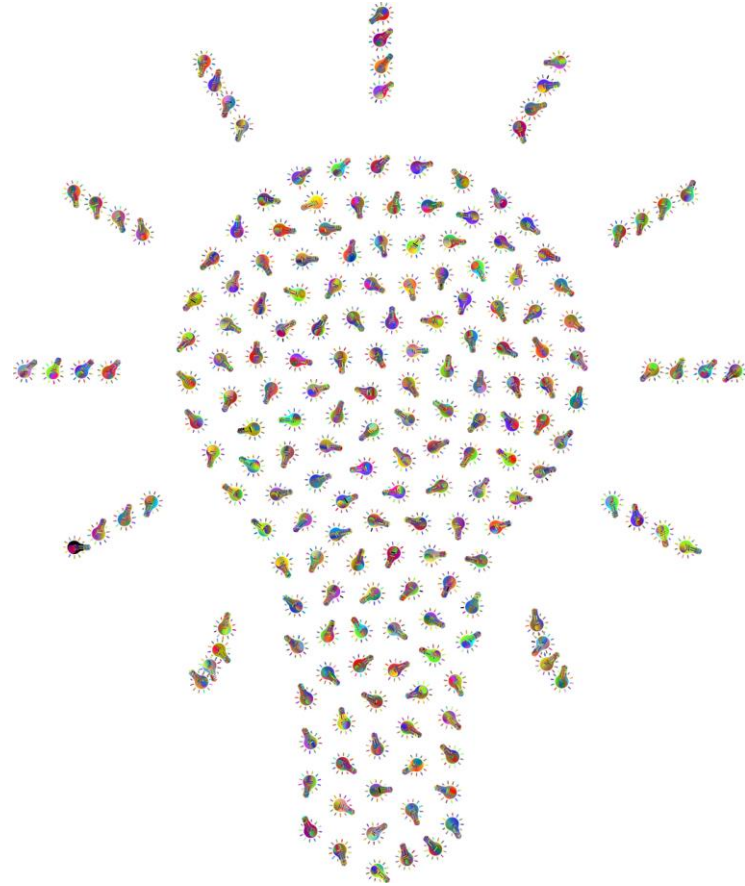
Activity „Harmful consequences"

Media Minds°2 | Attention! Manipulation, disinformation & online gender-based violence (OGBV)

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Activity „Harmful consequences"

Task for the group work

What are the possible **harmful consequences of disinformation** and **online gender-based violence** for **individuals** and **society?**

- **Group A**: Consequences of disinformation for **individuals.**
- **Group B**: Consequences of disinformation for **society.**
- **Group C**: Consequences of online gender-based violence for **individuals.**
- **Group D**: Consequences of online gender-based violence for **society.**

Build a house of cards:

- Write each consequence on a piece of paper.
- Fold each paper and use it as a wall for the house.
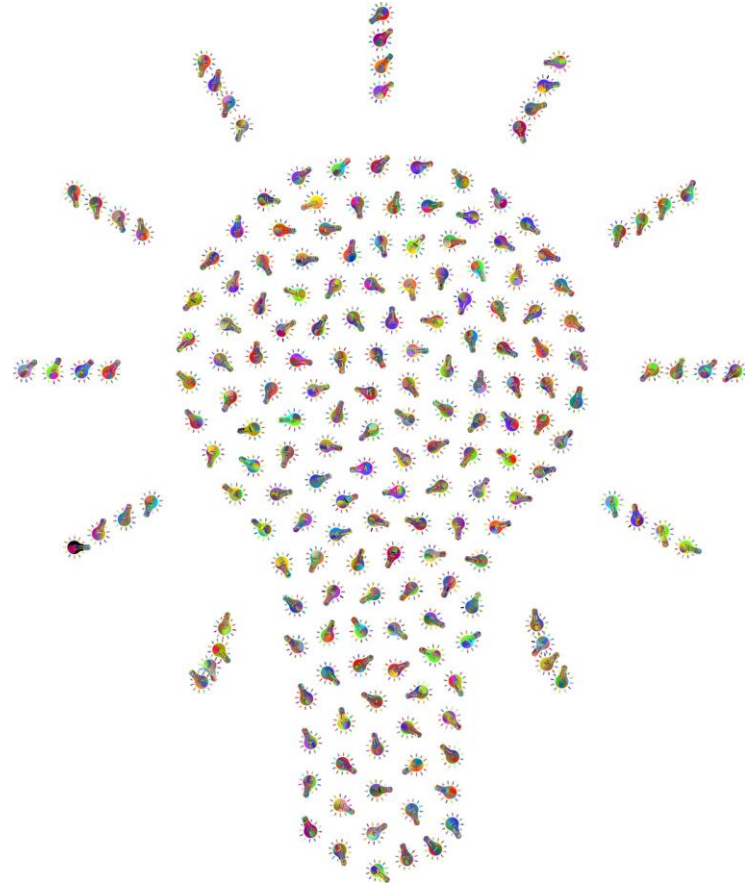- How high is your house of cards?

10 min.

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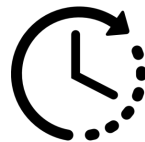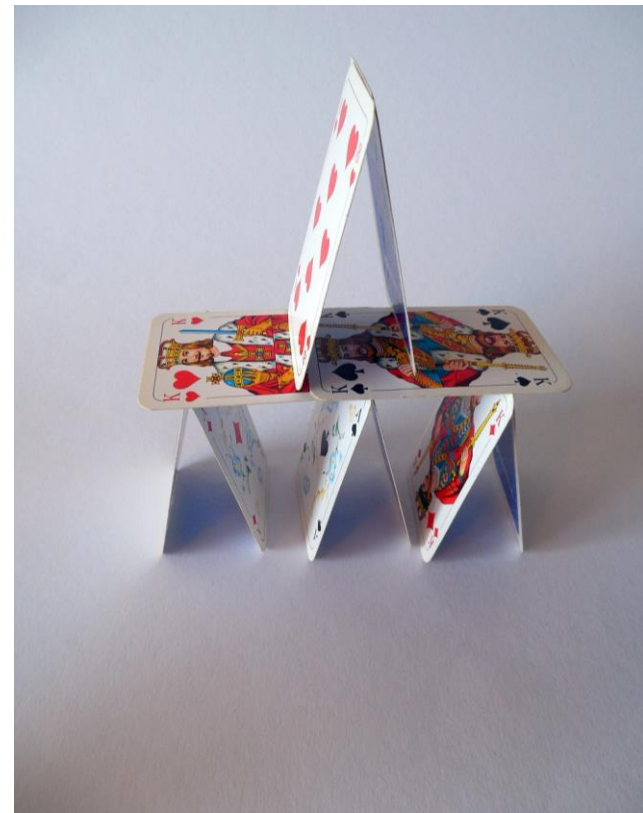
Activity „Harmful consequences"

Take-away

- Disinformation can have less harmful and very harmful consequences (e.g., mistrust, stress, serious suffering, political unrest, polarization, violence). The harmfulness of disinformation depends on the impact and reach and what emotions are triggered (e.g., fear, anger).

- Online gender-based violence is always harmful for an individual (e.g., fear, suffering, depression, real violence, sexual exploitation) and for a society (inequalities in social-cultural life, in free expression, in social participation, discrimination, violence, exploitation). Online violence may intensify offline violence.

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Time for a short break

Quelle: https://pixabay.com/de/photos/tasse-tee-porzellan-trinken-dekor-829527/

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Activity „Critical thinking"

Media Moves | Identify manipulation, disinformation and online gender-based violence (OGBV)

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Time for Lunch

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Activity „Media preparation"

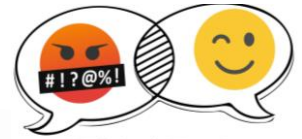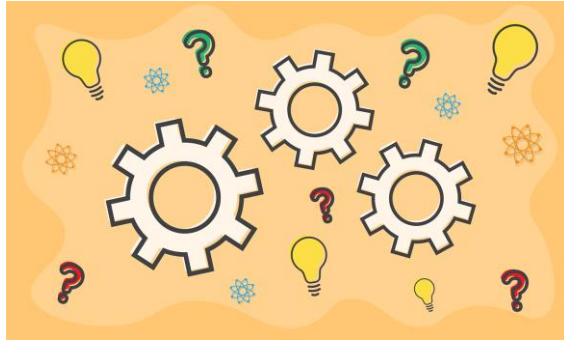Media Makers | Video clip #ThinkTwice

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Activity „Media preparation" – Video clip #ThinkTwice

Planning

Plan a short video clip (10-15s, without speaking) to sensitize others on how to react to emotional posts.:

- Decide on an emoji
- Show a reaction to a social media post that should be avoided (thumbs down)
- Show a recommended reaction
- Finish with the slogan "ThinkTwice"

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Activity „Media preparation" – Video clip #ThinkTwice

Example landscape format

Example portrait format

Nicht weinen, sondern lacheln

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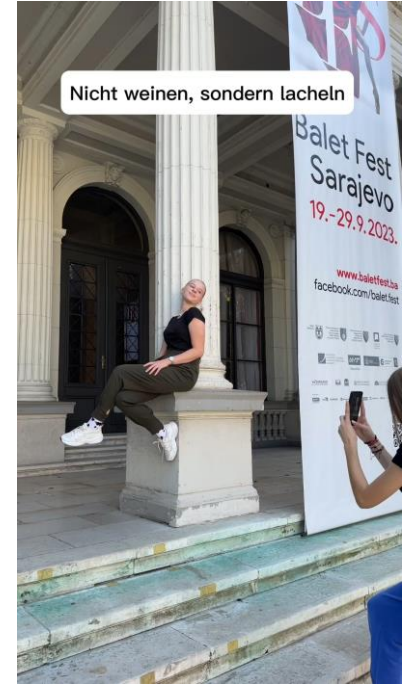
Activity „Media preparation" – Video clip #ThinkTwice

Production

- Use the **camera app** or a **video app** you are comfortable working with. It should allow you to cut scenes, add emojis/ text/ filters and music.

- No instagram, snapchat, tiktok or other social media apps!

- Either film in landscape format or in portrait format.

- When filming, leave space in the frame for text and emojis

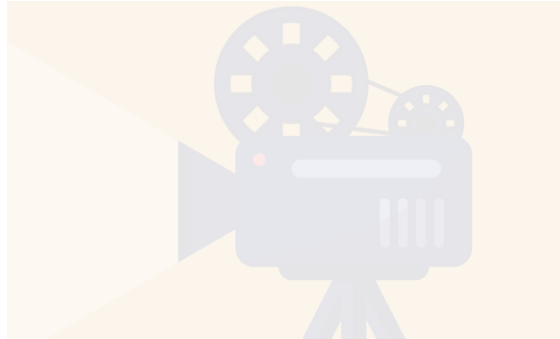- Check the length of scenes – keep it short (ca. 15 seconds)

giz
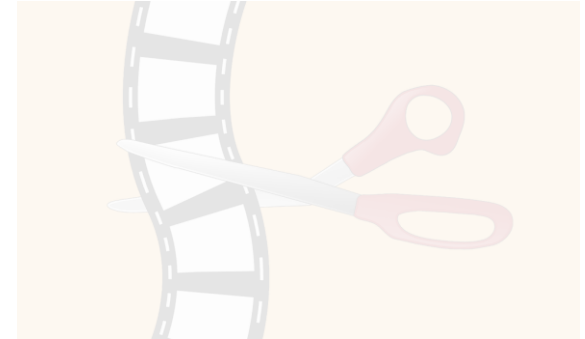
Activity „Media preparation" – Video clip #ThinkTwice

Post-Production

Editing the video:

- Check the length of the video scenes – keep it short.
- Add Text-layers, speech bubbles, emojis and music (license free).
- Finish your video with the slogan "#ThinkTwice".
- Save the video. Transfer it for the presentation.

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Save.
# How do we transfer the video?

Activity „Media production"

Media Makers | Video clip "#ThinkTwice"

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Activity „Media production" – Video clip "#ThinkTwice"

Task:

Use the worksheet and the emojis, create a short video clip (10-15s, without speaking) to sensitize others on how to react to emotional posts.

- Decide on an emoji
- Show a reaction to a social media post that should be avoided (thumbs down)
- Show a recommended reaction
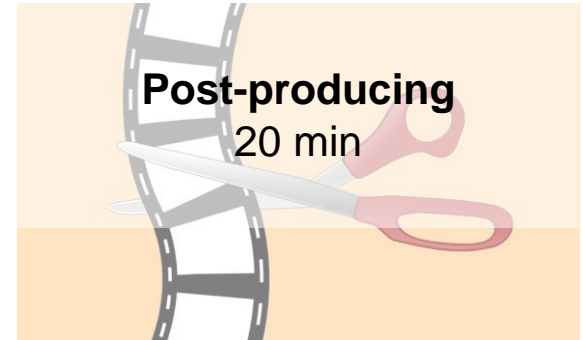- Finish with the slogan "#ThinkTwice"
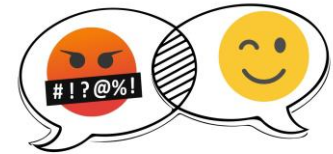
#ThinkTwice

Planning
20 min

Producing
20 min

Post-producing
20 min

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Activity „Media presentation"

Media Makers | Video clip "#ThinkTwice"

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Activity „Media presentation"

Why is constructive feedback important?

- Appreciate the achievements
- Learn from each other
- Identify areas of improvements
- Exchange suggestions about how to improve
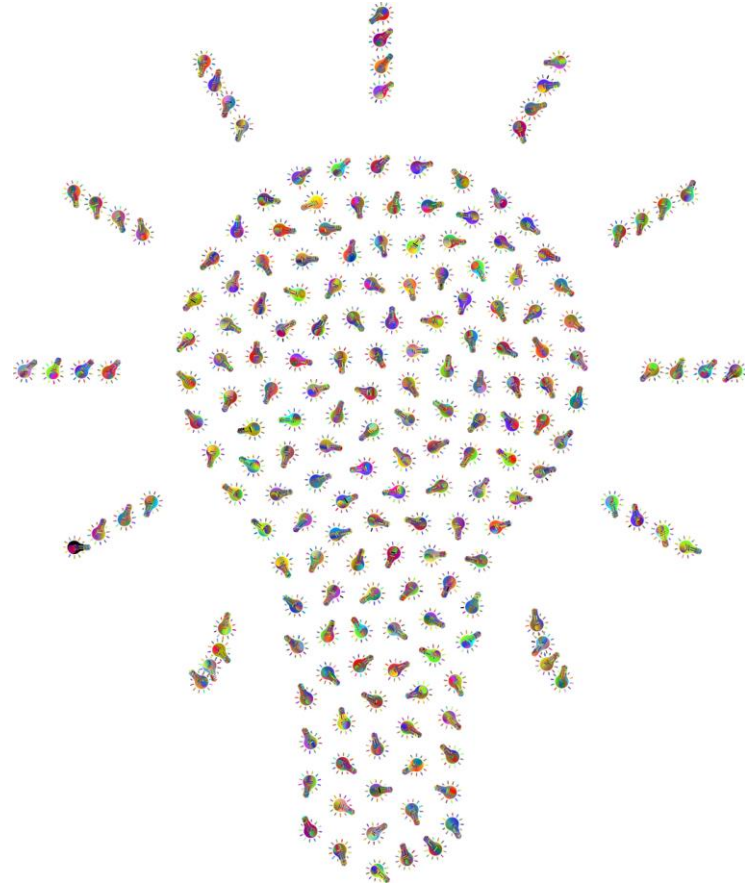

How do we give and receive constructive feedback?

- What do I like?
- Where do I see room for improvement?
- What are my suggestions?

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Activity „Media preparation, media creation and media presentation"

Take-away

- To produce educational videoclips, it is important to plan message and story, use music and effects to make the message more attractive for our videos.
- Videos are a tool for education, which can hold powerful messages.
- Producing media is fun, strengthens creativity and team work.

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Think twice! Identify manipulation, disinformation and online gender-based violence (OGBV)

Day 2

Media Academy: Strengthening media literacy and social participation

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Zusammenarbeit (GIZ) GmbH