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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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 „Recognise manipulation" (Option A)

Media Minds°1 | Attention! Manipulation, disinformation & OGBV
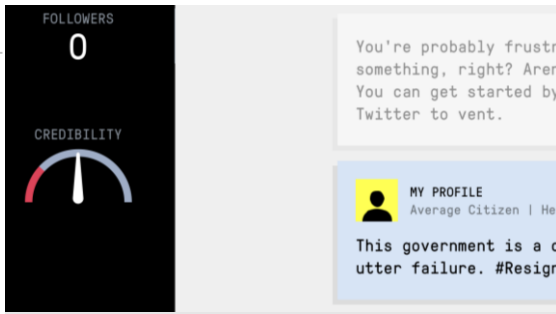
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Online Game „Bad News"

10 Min.

Game Instructions: In Bad News, you take on the roles of unscrupulous media creators and try to gain as many followers as possible. Without any morals, you spread fakes and conspiracies. But how credible can you be?

For the online game "Bad News," you need a smartphone.

- **Step 1:** Find a partner.
- **Step 2:** Scan the QR code and start the game.
- **Step 3:** Remember your strategies.
- **Step 4:** Check your number of followers at the end.

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Online Game „Bad News"

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For the online game "Bad News," you need a smartphone.

- **Step 1:** Find a partner.
- **Step 2:** Scan the QR code and start the game.
- **Step 3:** Remember your strategies.
- **Step 4:** Check at the end how many followers you have.

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Conclusion „Bad News"

➡️ How many followers did you have?

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Conclusion „Bad News"

➡️ How many followers did you have?

➡️ What have you learned about manipulation?

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Manipulation Strategies „Bad News"

➡️ Impersonation

➡️ Emotion

➡️ Polarization

➡️ Conspiracy

➡️ Discredit

➡️ Trolling

THIS MAN IS DEVASTATED

HE LOST HIS WHOLE FAMILY TO GMO FOOD

Example | Provoking strong emotions
e.g., fear, frustration, anger, hope

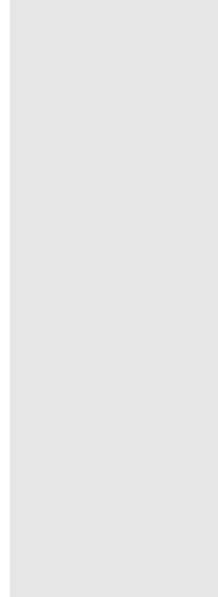giz

Manipulation Strategies „Bad News"

➡️ Impersonation

➡️ Emotion

➡️ Polarization

➡️ Conspiracy

➡️ Discredit

➡️ Trolling

SO HAPPY

OUR GOVERNMENT LOOKS AFTER US
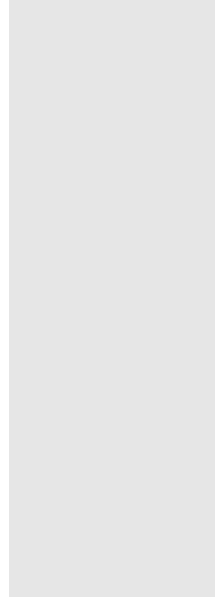
Source: Screenshot from https://www.getbadnews.com/

Example | Attack opponents

e.g., politicians, parties, opposing ideas

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Manipulation Strategies „Bad News"

➡️ Impersonation

➡️ Emotion

➡️ Polarization

➡️ Conspiracy

➡️ Discredit

➡️ Trolling

THEY TEST ANTI-AIRCRAFT GUNS

ON INNOCENT PUPPIES!

Example | Respond to audience needs & values

e.g., safety, friendships, support, climate change, environment

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Activity „Recognise manipulation"

Take-away

- Manipulation aims to change people's opinions, attitudes, and behaviours.

- Knowledge of common manipulation strategies in digital media is helpful to avoid being manipulated.

- Behind manipulation and disinformation there are always people with their own interests.
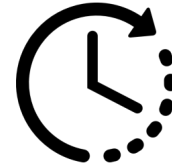
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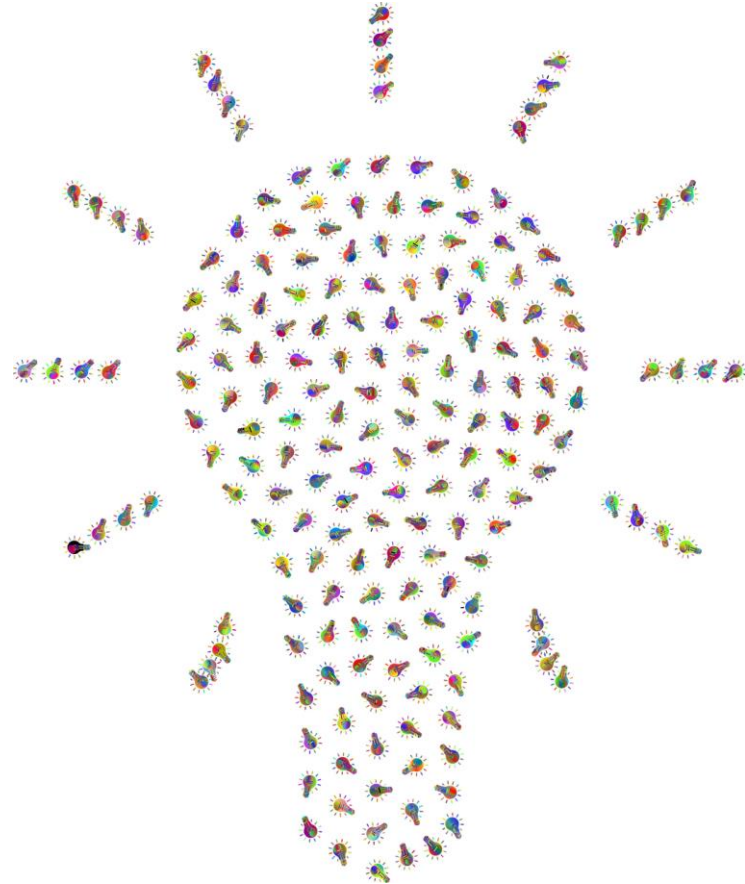
Activity „Recognise Manipulation" (Option B)

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

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Activity „Recognise manipulation"

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 colour wins**? The jury can ask one **follow-up question** to each group. The groups can defend their colours during an additional minute.

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

When the time is up, the jury announces its decision: The winning colour!

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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"
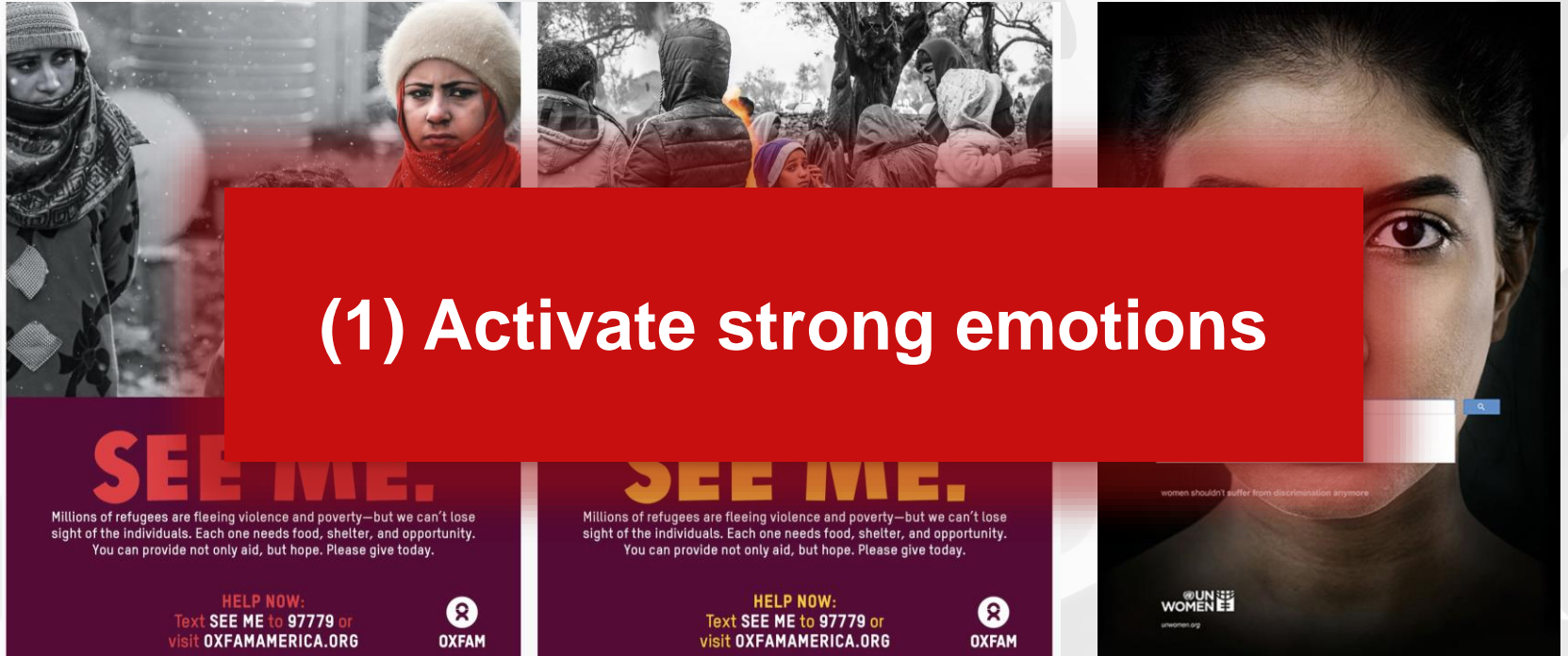
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Persuasion techniques

Quelle: https://pixabay.com/de/photos/marionette-politisch-käfig-okkulte-3543246/
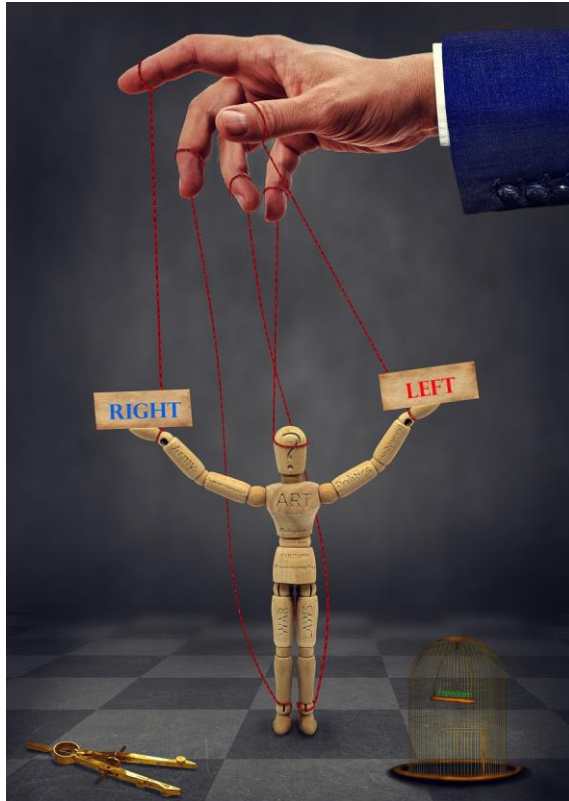
… you should know and notice!

➡ 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

SEE ME.

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

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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?

(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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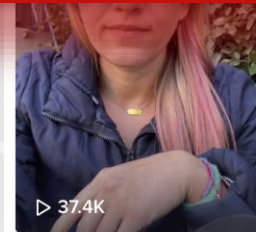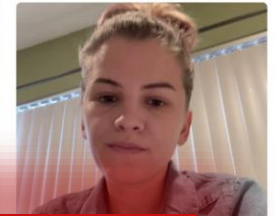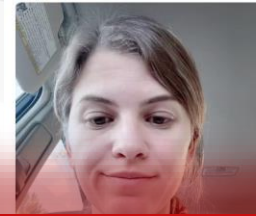# Which persuasion technique is used?

(3) Simplify ideas

Before

After

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

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Which persuasion technique is used?

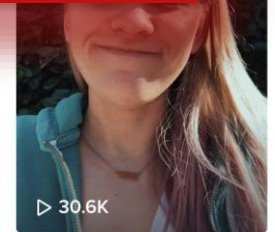https://medium.com/the-redrick-gazette/messaging-in-marketing-the-winning-formula-9aa5a87bb50e

4th Ketamine Infusion for my treatment resistant depression

n upd...

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

▷ 37.4K

▷ 46.6K

▷ 30.6K

24 hours after my first Ket...

1st day of a Ketamine Trea...

Gonna start Ketamine for T...

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

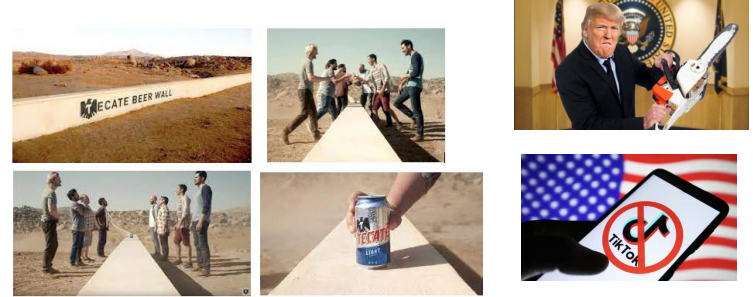## (4) Respond to needs and values

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Persuasion techniques at a glance
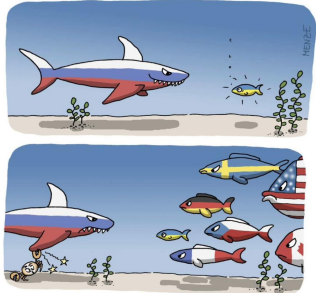
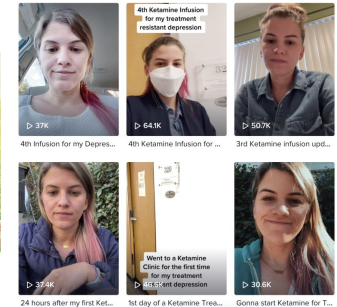## 1. Activate strong emotions

## 2. Attack opponents

3. Simplify ideas

4. Respond to the audience's needs and values

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Activity „Persuasion techniques"

Take-away

- Persuasion is aimed at changing people's opinions, attitudes and behaviours.

- 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 avoid being manipulated.

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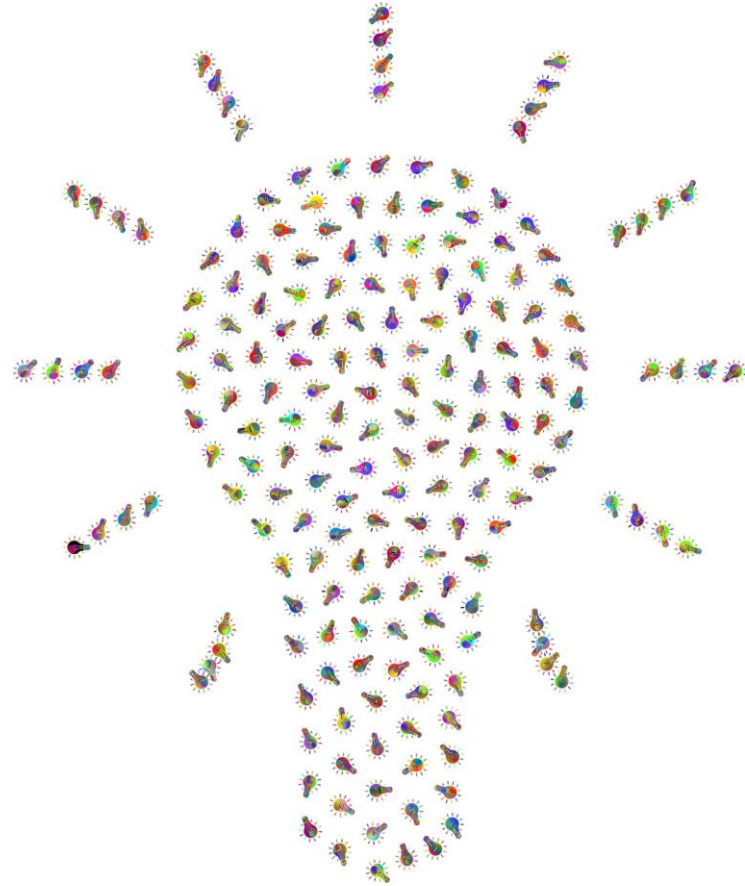
Activity „Disinformation & OGBV°1"

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

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Attention! Disinformation and online gender-based violence (OGBV)

Source: https://www.snopes.com/fact-check/harris-false-escort-photos/

Sure hope Kamala is never Americas president. Your opinion?

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Attention! Disinformation and online gender-based violence (OGBV)

Sure hope Kamala is never Americas president. Your opinion?

Explain the terminologies

Practice to fast identify

Act and react accordingly

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Attention! Disinformation and online gender-based violence (OGBV)

(1) Problematic information	(2) Problematic violence

(1) Problematic information

Misinformation

Disinformation

Malinformation

Rumor

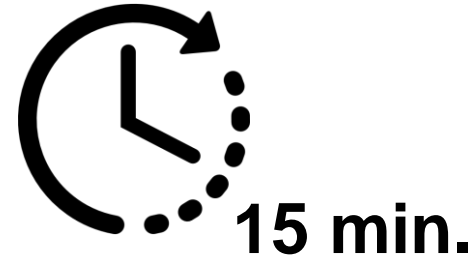Misuse of AI

(2) Problematic violence

Online harassment

Online hate speech

Non-consensual sharing

Online grooming

Misuse of AI

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Activity „Disinformation & OGBV°1"

15 min.

Time for a puzzle & your experience

- For this puzzle, we need two groups.
- Each group will receive different puzzle pieces.

- Step 1: Find the **explanation** and the **matching symbol** for each **term**.
- Step 2: Discuss **concrete examples** from your **media experiences**.
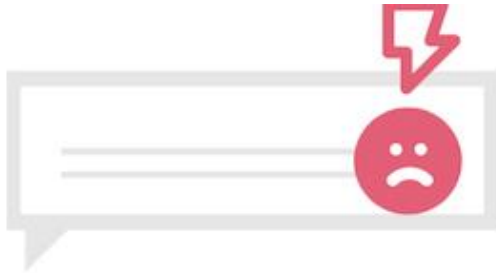- Step 3: Write at least **one example for each term** on a card.

Presentation

- Share **your results** with the other groups.
- **Divide** who will explain each term and its corresponding example.

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Misinformation

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

Disinformation

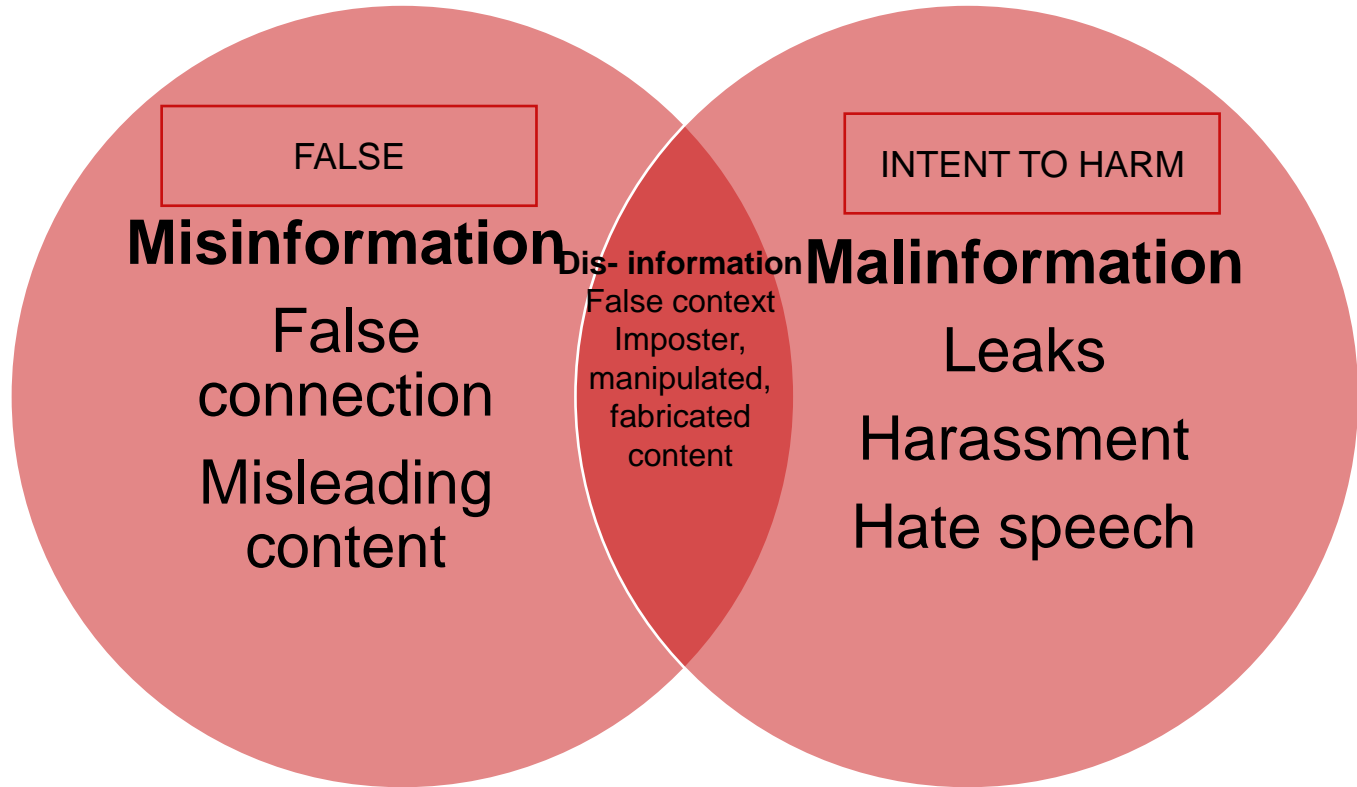Disinformation is false or partly false information intended to harm others.

Malinformation

Malinformation is based on the truth but intentionally used in a way to harm others.
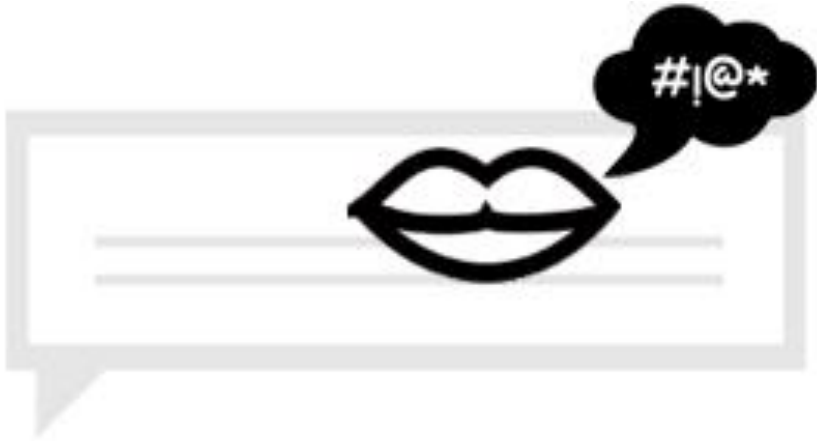
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Mis-, Dis- and Malinformation

FALSE

INTENT TO HARM

Misinformation

False connection

Misleading content

Dis- information
False context
Imposter, manipulated, fabricated content

Malinformation

Leaks

Harassment

Hate speech

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Rumors

This is information that spreads quickly, and it is not yet clear whether it is true or false.

Misuse of AI

This is the creation and distribution of false, deliberately misleading, and realistic-looking texts, images, videos, and audios.

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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 on 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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Misuse of AI

This is the creation of degrading photos and videos and automated hate campaigns against disadvantaged groups.

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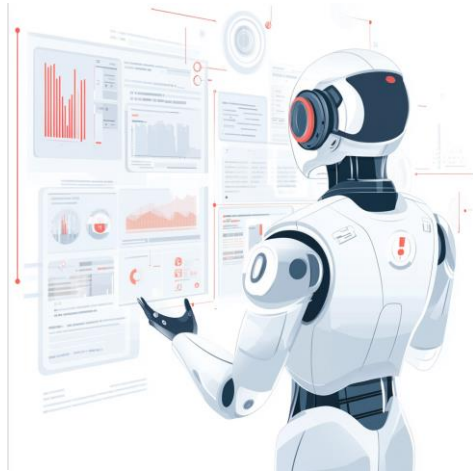
Activity „Disinformation & OGBV°1"

Take-away

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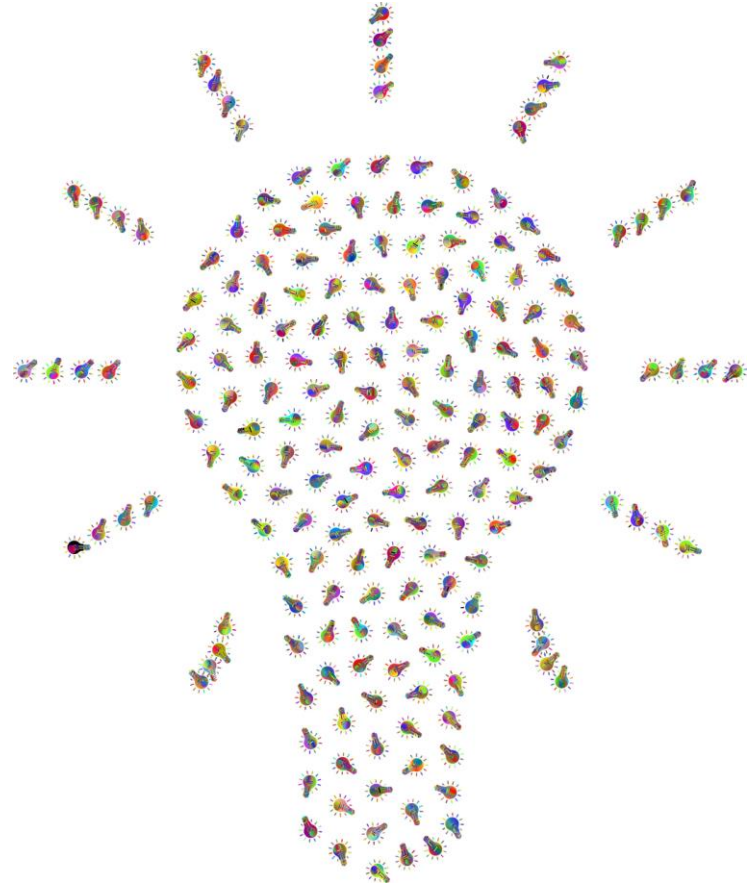
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Time for a short break

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)
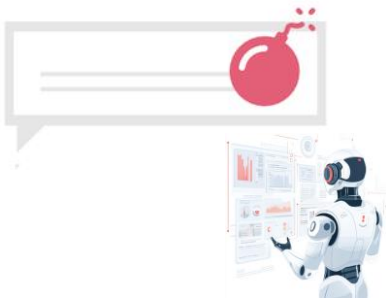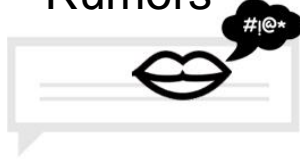
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QUIZ

Do you know, what it is?

Misinformation
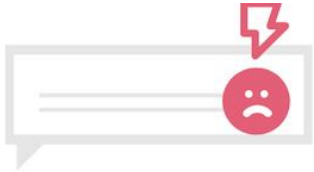
Disinformation

Malinformation

Rumors

Misuse of AI

Online harassement

Online hatespeech

Non-consensual sharing

Online grooming

Misuse of AI

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What is it?

Source: Instagramaccount @people (https://www.instagram.com/p/CvvJG7Wy_zY/)

The People magazine published on 9th August 2023 on Instagram: "Rapper and Influencer Lil Tay Dead at 14 in 'Sudden and Tragic Passing': Family.

Rumor

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What is it?

Source: https://www.instagram.com/p/B0iVJJrD0md/?hl=en

Mis-Information

[…] Bottled water is stored in (mostly plastic) bottles for months or years, which makes this water to an empty liquid for our body.

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What is it?

Does this look like the face of a woman recounting a sexual assault that has caused her 36 years of pain and suffering?

Mal-Information

What is it?

The Lebanese Hezbollah is spying on the Israeli Prime Minister to demonstrate strength and sow fear.

Dis-Information

SilencedSirs ✓
@SilentlySirs

#Breaking 🚨🚨: Lebanese #Hezbollah captures and publishes a photo of the Israeli Prime Minister inside his office with a message: "Do not test our capabilities. We intend to keep you in a state of anxiety!"

نتنياهو .. لا تختبر قدراتنا
אנחנו מוכנים ורוצים את זה

8:41 AM · Aug 5, 2024 · **14.1K** Views

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What is it?

Source: https://x.com/drdave1999/status/1745145037531353222/photo/1

Misuse of AI

This photo from Trump was shared in a Facebook-post, that linked to an article about Trumps election campaign among black voters.

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What is it?

Online-Harassment

Sarak: I'm not into such small talk chats

X: rather get straight to the point?

Sarak: come on

Screenshot of a Chat from _Sarak_ while playing the online-game „Rocket League".

Chat transcript (left panel):

[redacted] heute um 14:18 Uhr
Hey

Sarak heute um 14:18 Uhr
?

[redacted] heute um 14:21 Uhr
Was ?

Sarak heute um 14:22 Uhr
warum schreibst du mich an ?

[redacted] heute um 14:22 Uhr
Weil ich möchte?

Sarak heute um 14:22 Uhr
alles klar

[redacted] heute um 14:22 Uhr
Wie gehts dir:)

Sarak heute um 14:23 Uhr
Sry ich hab auf so smalltalk chats keinen bock

[redacted] heute um 14:24 Uhr
eher direkt zur sache kommen?

Sarak heute um 14:25 Uhr
bitte

giz

What is it?

Online-Hatespeech

Post: Finally over the games of shame.
Picture: Olympics 2024 summarized.

Source: https://www.facebook.com/photo?fbid=3823494437894877&set=a.1492370161007328

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What is it?

Source: https://www.youtube.com/watch?v=eZon6XQoYv8

Misuse of AI

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What is it?

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

Non-consensual Sharing

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What is it?

Komm schon, wir schreiben doch schon so lange miteinander. 🥰

Schalt endlich mal Deine Webcam an.

ich will Dich mal ganz sehen – am liebsten ohne Shirt...😊

r Geheimnis, wir de

Ⓚ Gesendet

Online Grooming

Come on, we've been chatting for so long already

Finally turn on your webcam.

I want to see you fully – preferably without a shirt

that will stay our secret, we are friends, after all

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Activity „Disinformation & OGBV°2 "

Take-away

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

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

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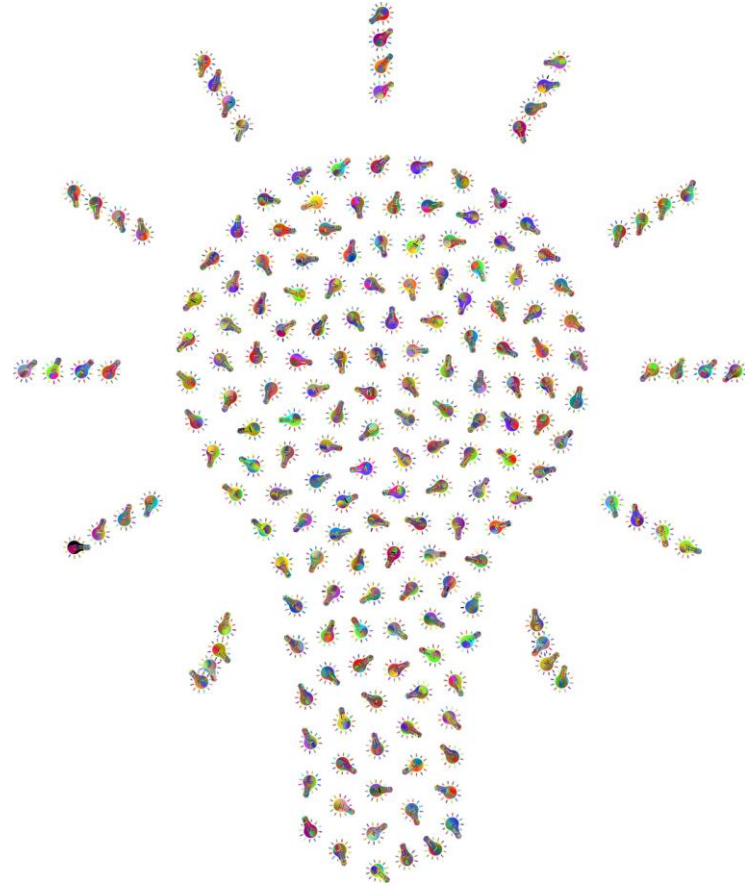
Activity „Reasons, motives, consequences"

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

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Activity „Reasons, motives, consequences"

Task for the group work

- Group 1: What are **reasons** and **motives** behind disinformation?
- Group 2: What are **consequences of disinformation** for individuals and society?
- Group 3: What are **reasons and motives** behind OGBV?
- Group 4: What are **consequences of OGBV** for those affected and society?

Build a **card house** or a **card domino:**

- Fold each paper and write each idea on one paper.
- Connect your paper to a card house or a domino.

10 Min.

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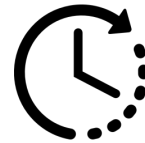
Disinformation | Reasons and motives

Reasons

- Manipulation can be done anonymously (by anyone)
- Publishing without control, wide reach
- Users share (lack of media literacy)
- Algorithms, AI, and bots amplify the problem

Motives

- Political motives: Power, influence, elections
- Financial motives: Profits, traffic, clicks
- Ideological motives: Convictions

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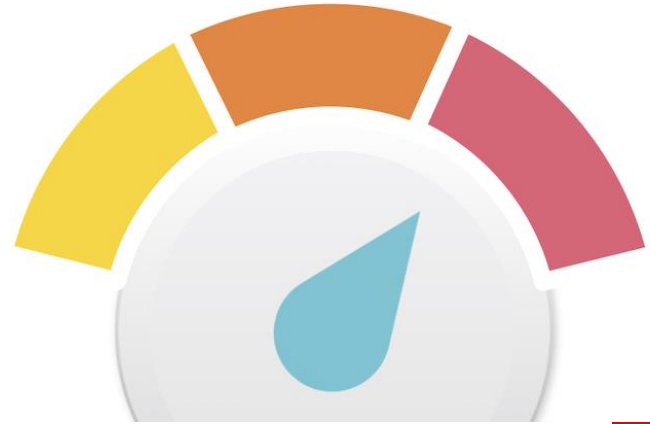
Disinformation | Consequences

Consequences for individuals

- Uncertainty
- Loss of trust in the media and institutions
- Manipulated emotions, thoughts, and opinions
- Influence on one's own actions
- Conflicts with other people

Consequences for society

- Manipulated public opinion
- Influencing elections
- Citizens in filter bubbles
- Polarisation of society
- Crisis, chaos, and violence

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OGBV | Reasons and motives

Reasons

- Gender stereotypes are ingrained since childhood
- Power dominance of one gender & discrimination
- Gender-specific violence in everyday life
- Misogynistic content in digital media
- Anonymity & lack of consequences in digital media

Motives

- Wanting to feel powerful and superior
- Damaging a person's reputation
- Silencing a person or a vision
- Fear of losing one's status
- Fear of losing control

Clichés about men

Clichés about women

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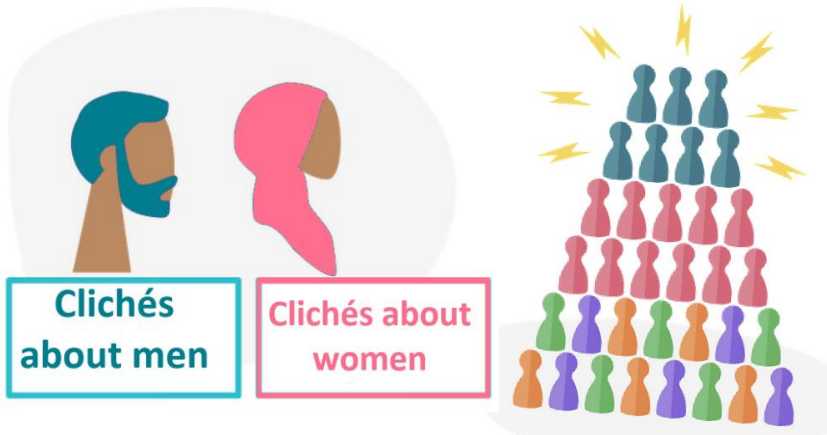
OGBV | Consequences

Consequences for those affected

- Psychological consequences such as suffering, fear, depression
- Exclusion and threats
- Withdrawal from public & digital life
- Physical violence and sexual exploitation
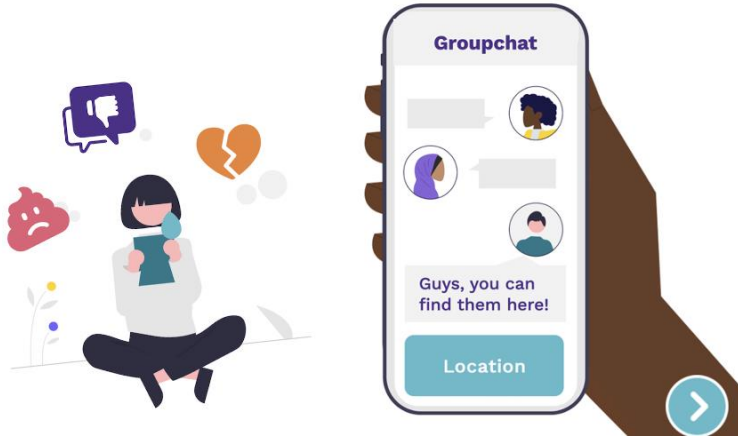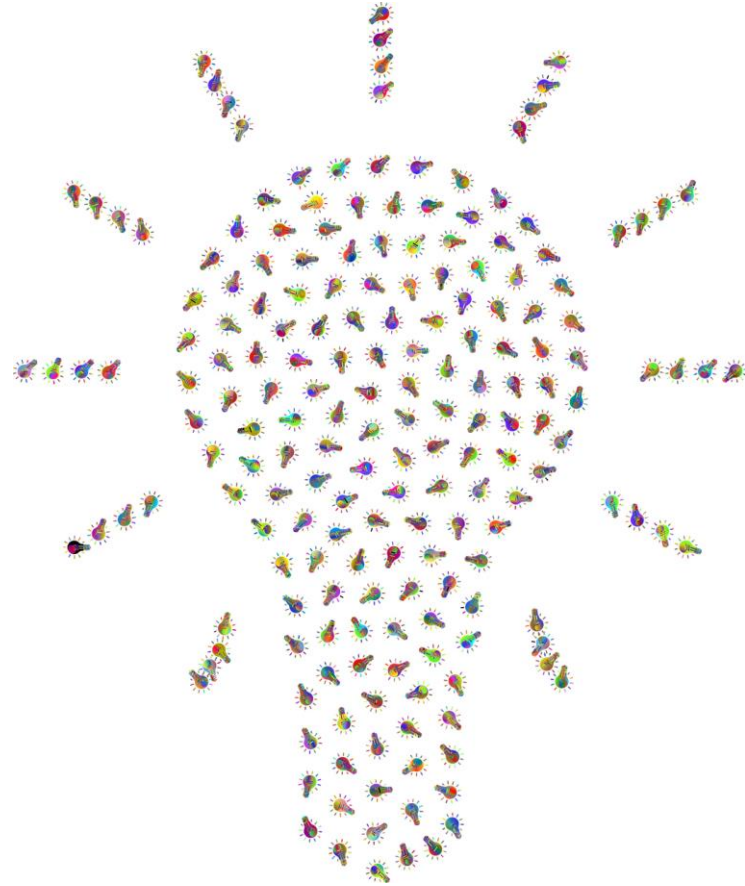
Consequences for society

- Violence is normalised and prejudices are reinforced
- No equal participation in society
- Gender-specific discrimination
- Fear of expressing freely

Activity „Reasons, motives, consequences"

Take-away

- Disinformation in digital media is a serious challenge, driven by political, financial, or ideological motives, and exacerbated by technologies and a lack of media literacy. The consequences are severe: it undermines trust in the media and institutions, polarises society, and makes informed public debate more difficult.

- OGBV (online gender-based violence) results from socially ingrained gender roles and unequal power distributions. Anonymity and the lack of consequences in digital media worsen the problem. The consequences include psychological stress and social isolation for individuals, as well as fear of free expression and withdrawal from public life. Online violence can escalate into 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
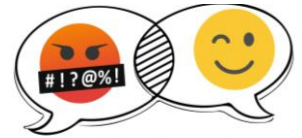
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Activity „Media preparation"

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 sensitise others on how to react to emotional posts that contain disinformation or OGBV.

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

Planning
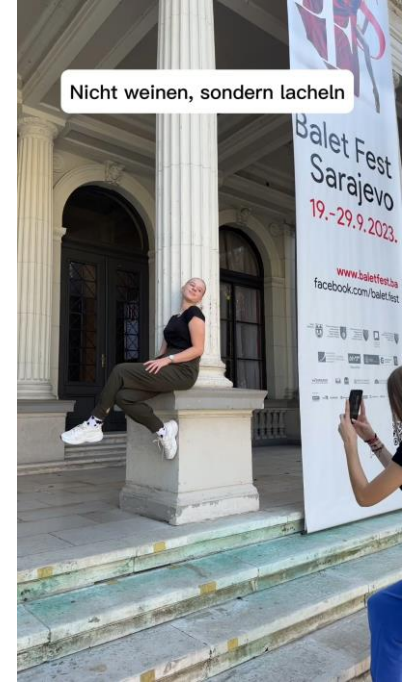
Production

Postproduction

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Activity „Media preparation" – Video clip #ThinkTwice

Example landscape format

Example portrait format

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Activity „Media preparation" – Video clip #ThinkTwice

Production

- Use the **camera app** or a **video app** you feel comfortable working with it. 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).

Planning

Production

Postproduction

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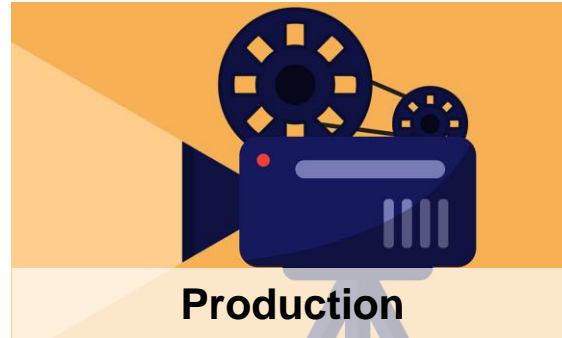
Activity „Media preparation" – Video clip #ThinkTwice

Post-Production

Editing the video:

- Check the length of the video scenes – keep them 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.

Planning

Production

Postproduction

giz
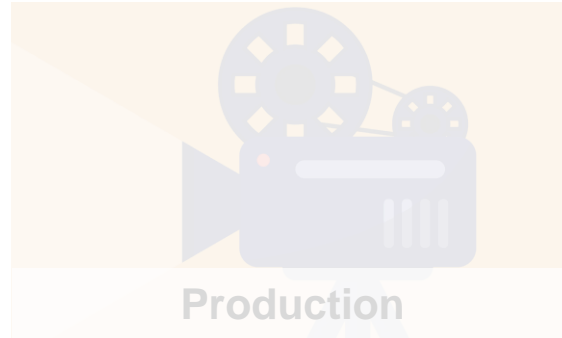
Activity „Media production"

Media Makers | Video clip "#ThinkTwice"

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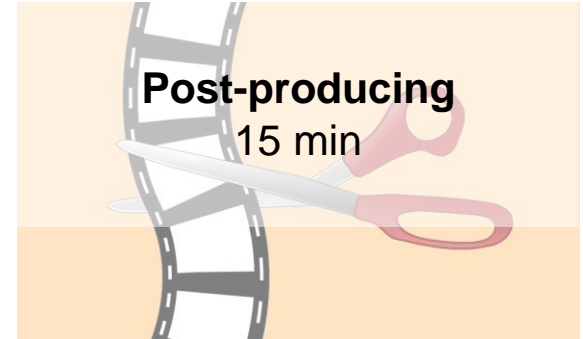# Activity „Media production" – Video clip "#ThinkTwice"

Task:

Use the worksheet and the emojis, create a short video clip (10-15s, without speaking) to sensitise others on how to react to emotional posts that contain disinformation or OGBV.

- Decide on an emoji and on a social media situation.

- Show a reaction to a social media situation that should be avoided (thumbs down).

- Show a recommended reaction (thumbs up).

- Finish with the slogan "#ThinkTwice".

Planning
15 min

Producing
15 min

Post-producing
15 min

giz

Activity „Media presentation"

Media Makers | Video clip "#ThinkTwice"

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Activity „Media presentation"

Why is it important to give constructive feedback?

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

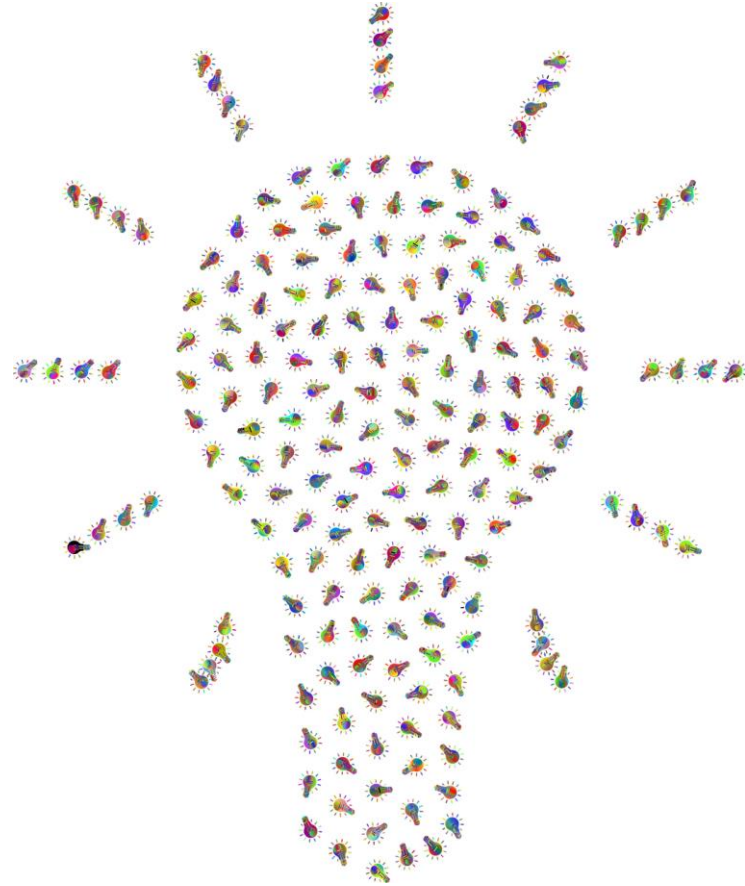## How do we give and receive constructive feedback?

- 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 the message and story, use music and effects to make the message more attractive for our videos.

- Videos are a tool for education that can hold powerful messages.

- Producing media is fun and strengthens creativity and teamwork.

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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