

How can the media influence people?

How can friends communicate safely?

DISCOVERY

Discover how information is targeted to meet the interests of online users. How could you recognise if online text/images has



INITIATIVE

How do you decide if the content you view online or in the media is

Edited or filtered images and videos

Violent or distressing content

Fake news, hoaxes and misinformation

AWARENESS

How do you know how reliable different types of online content and media are?



LISTENING

Discuss what influences people's decisions. How is online information selected and targeted to meet the interests of people?



Inspire Me!

"We don't have a choice on whether we DO social media, the question is how well do we DO it"

- Eric Qualman

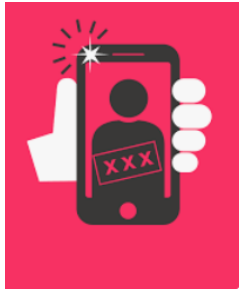
POSITIVITY

How can the internet and social media be used in a positive way?



ACCEPTANCE

When sharing online information with others, what messages and images are acceptable



RELATIONSHIPS

How can the media affect people's well-being?



KINDNESS

What advice would you give to someone who has experienced unsafe or suspicious content online?



Vocabulary

Media

Social media

Manipulate

Blogs/reviews/adverts

Reliable

Influence

Targeted

Prior Learning

KS1 - How do we stay safe online?

LKS2 - How do we treat each

Protected Characteristics

Is the internet and social media accessible to people with disabilities?

Disciplinary knowledge: Knowing that...

Procedural Knowledge: Knowing how...

Authentic Outcome... Working together as part of a community