

RESOURCE 3.

# Gauging Information Risk Levels



To understand how to  
assess new content online  
and the associated risks

# Starter Clickbait Deception

## Gauging Information Risks

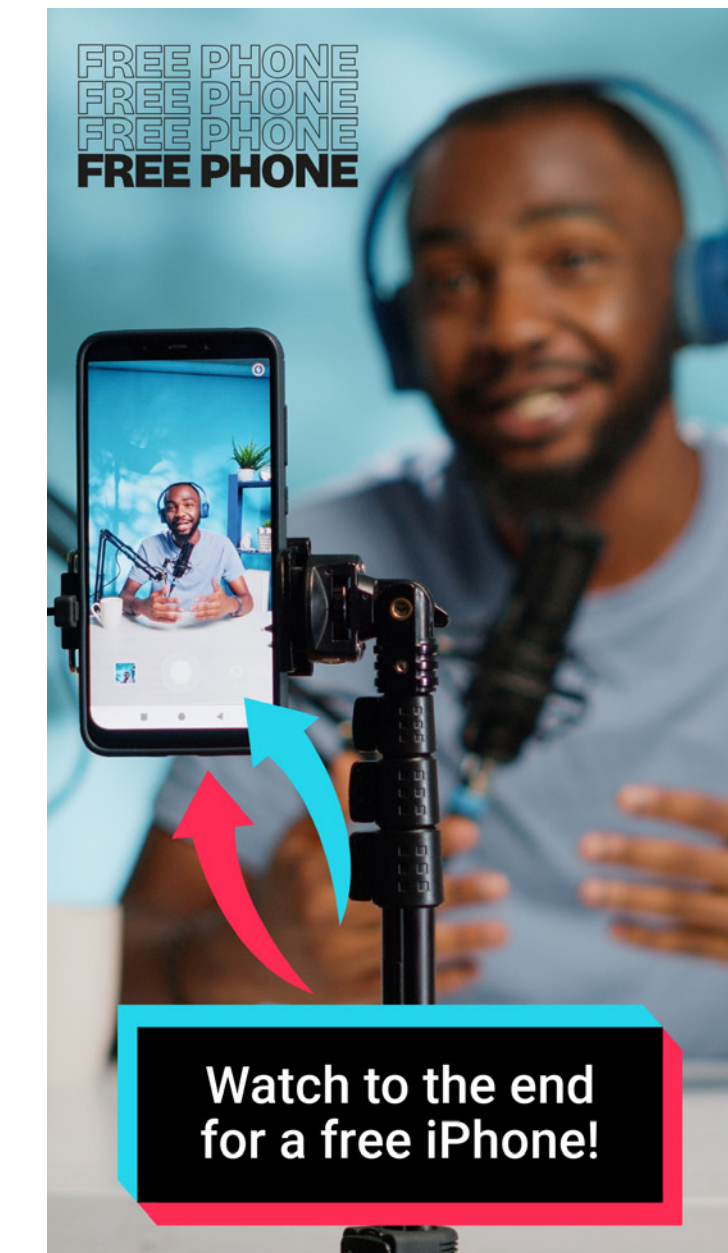
Example 1



Example 2



Example 3



Which one are people **most likely** to click on or watch?



# Activity 1:

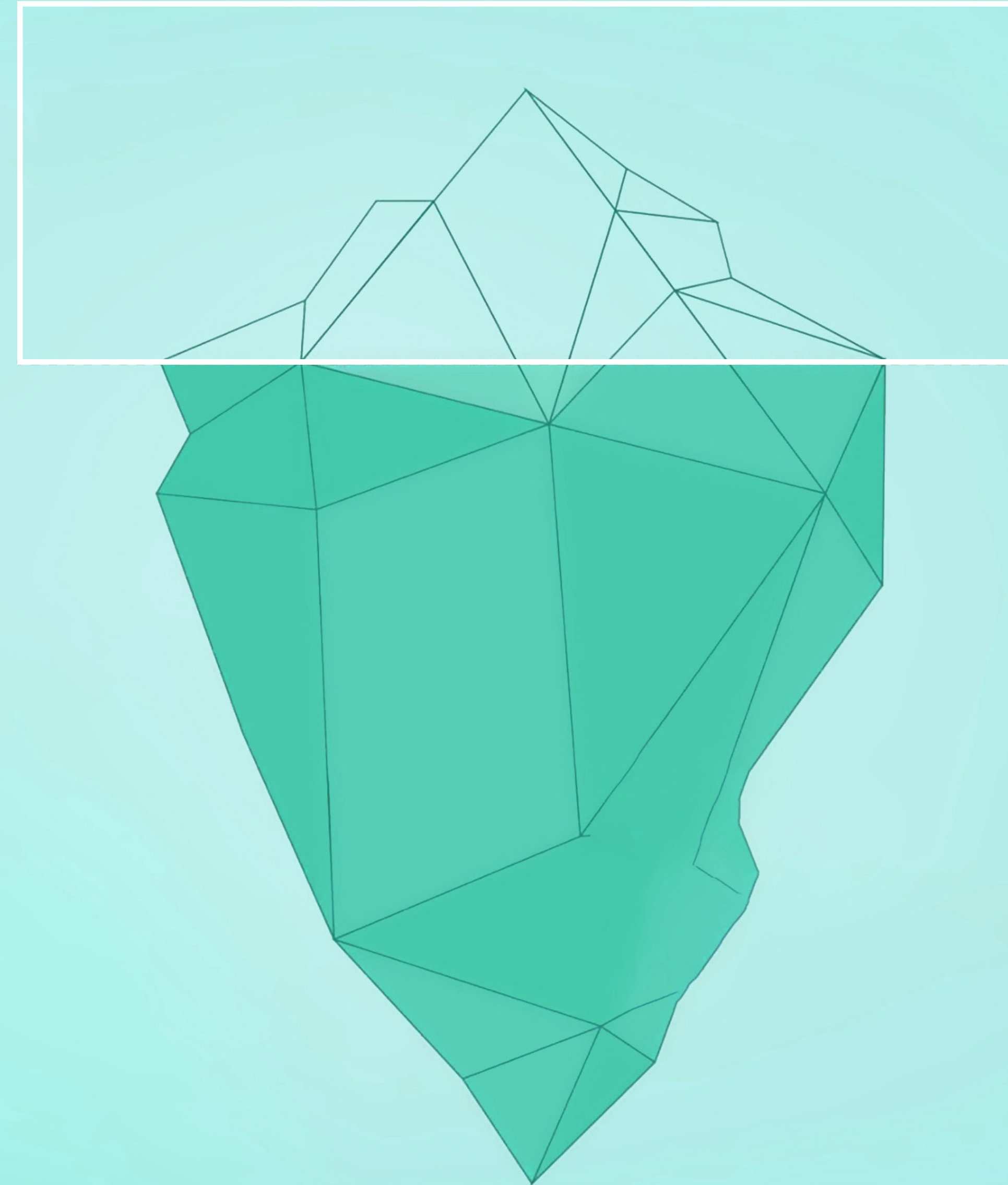
## Thinking Below the Surface

A famous video creator posts content about historical people and events, but she has recently been posting more content about beauty and health.

Some videos even feature supplements that she says work like “they’re aging you backwards,” which she offers discount codes on.

The comments on her content are all fairly positive and thank her for her informative videos.

What might some of the **positives** be with this type of content?



# Activity 1:

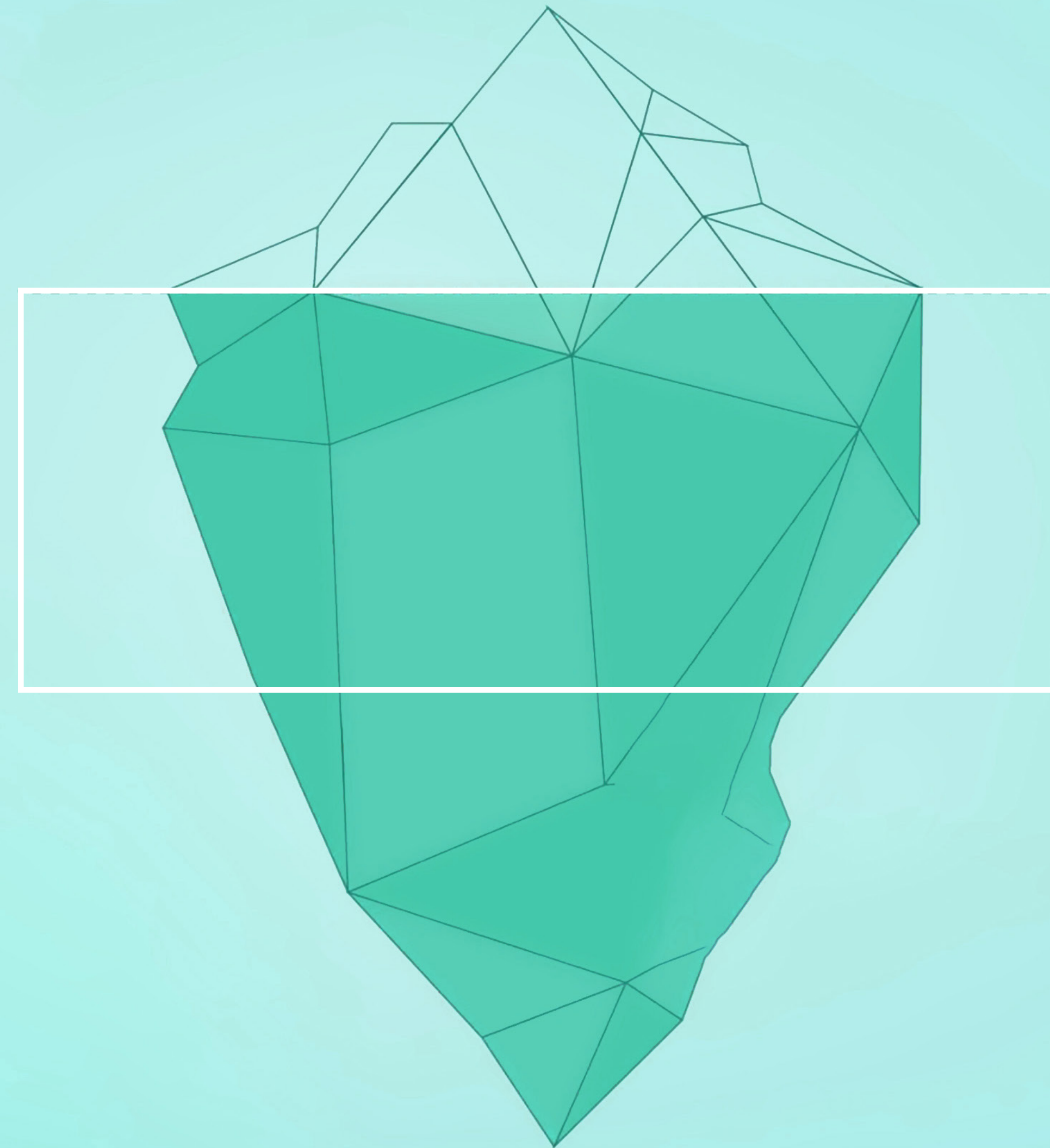
## Thinking Below the Surface

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Some videos even feature supplements that she says work like “they’re aging you backwards,” which she offers discount codes on.

The comments on her content are all fairly positive and thank her for her informative videos.

What might some of the **negatives** be with this type of content?



# **Activity 1:** **Thinking Below the Surface**

**Gauging  
Information  
Risks**

**Why might the video creator make  
content which has these negatives?**

# **Activity 1:**

## **Thinking Below the Surface**

**Reasons for sharing content include...**

- Sharing their ideas and interests
- Making money
- Influencing people's beliefs / sharing harmful beliefs
- Turning people against each other
- Promoting their products



# Activity 1:

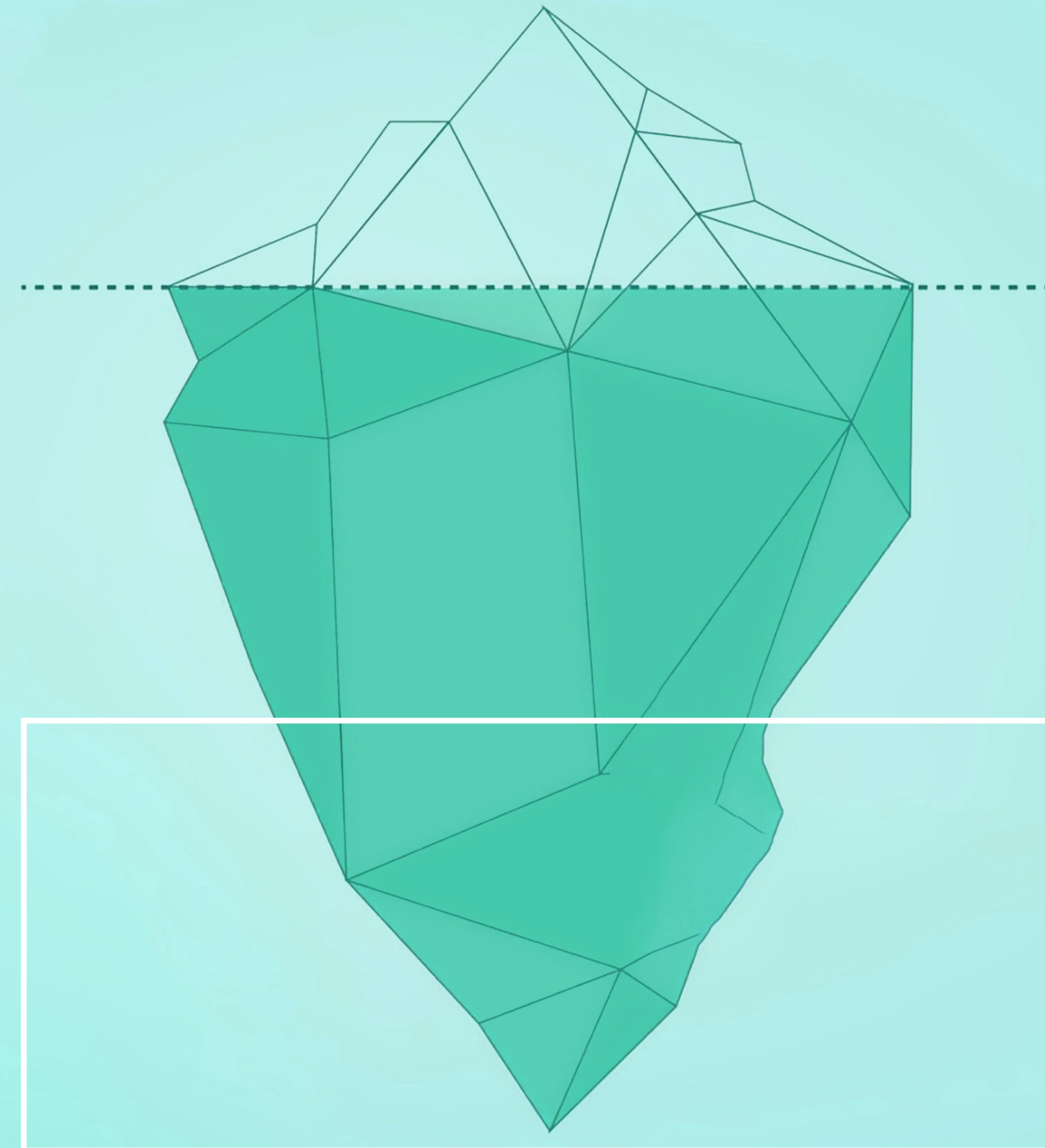
## Thinking Below the Surface

A famous video creator posts content about historical people and events, but she has recently been posting more content about beauty and health.

Some videos even feature supplements that she says work like “they’re aging you backwards,” which she offers discount codes on.

The comments on her content are all fairly positive and thank her for her informative videos.

How could this type of content **harm** viewers?



# Activity 1: Thinking Below the Surface

It could harm people's...

- **Health** (encouraging people to take supplements without consulting a doctor)
- **Finances** (encouraging people to buy products)
- **Algorithms** (encouraging people to interact with the content, which will show them more of the same content)



# **Activity 2a:**

## **Iceberg Risk Assessment**

- 1.** Read the scenario
- 2.** Fill the top of your iceberg with the positives that you see on the 'surface'
- 3.** Fill the middle of your iceberg with the negatives that the content might have
- 4.** Fill the bottom of your iceberg with why the creator would want to include those negatives in their content
- 5.** Write a summary that says:
  - a.** What the scenario is about
  - b.** The reason you think the creator made the content
  - c.** What clues tell you that this is the reason
  - d.** How the content in the scenario could harm people who see it

# Activity 2b:

## Iceberg Risk Assessment

Gauging  
Information  
Risks

- 1. Read each scenario and do the following for each one:**
  - a.** Fill the top of your iceberg with the positives that you see on the 'surface'
  - b.** Fill the middle of your iceberg with the negatives that the content might have
  - c.** Fill the bottom of your iceberg with why the creator would want to include those negatives in their content

# **Activity 2b:**

## **Iceberg Risk Assessment**

- 2. Once you've assessed every scenario, rank them from most risky (1) to least risky (3). Base the risk on:**
  - a. How many positives the content has**
  - b. How many negatives the content has, including the 'why' behind the negatives**
  - c. What kind of harm the content might cause against people because of the negatives in their content**



# Activity 2b:

## Iceberg Risk Assessment

Gauging  
Information  
Risks

- 3. Write a paragraph that explains your choices and includes examples from the scenarios.**

# Plenary:

## Content Risk Types

Gauging  
Information  
Risks

Based on the scenarios you read today,  
decide the BIGGEST negative impact (risk)  
each one has.

**Be ready to share your ideas.**

# Plenary:

## Content Risk Types

Gauging  
Information  
Risks

What do the risks have in common?



# Plenary:

## Content Risk Types

Based on what we've learned today,  
create a 'Universal Rule' for people to follow  
when it comes to risk in online content.

*For example,  
'When an influencer shares a product,  
always think about the reasons why.'*

## **Additional Creative Task Idea:**

### **Audiogram - The person behind the views**

- 1. Choose an Iceberg scenario and put yourself in the shoes of the person in the scenario.**
- 2. Write a script detailing what happened, what they initially believed and how that changed, and how they were affected.**  
You can write your script as:
  - A diary entry
  - An interview between 2 people
  - A factual statement.
- 3. Use Adobe Podcast or Garageband to create an audio recording. You can work in pairs or individually.**
- 4. Listen back to your recording. Be critical of your work to make sure it is the best it can be.**
- 5. If you want to, add music to your recording that suits the mood of your script.**
- 6. Once you are happy, export your recording and share it with the class!**

**Click here  
to see  
example**

## Additional Creative Task Idea:

### Digital Poster - The Iceberg Model

1. You will now digitise your Iceberg model using **Adobe Express**.
2. Make a moodboard of the different emotions, feelings, and reasoning behind the scenario on your iceberg.
3. Represent the different facts and elements from your iceberg model by adding a mix of:
  - Photos with the background removed
  - Design assets
  - Icons
  - Text.
4. Your final product will be a visual representation of the different levels.

**Click here  
to see  
example**



# Gauging Information Risks

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