



Safer
Internet
Day 2021



An internet we trust

Exploring reliability in the online world

Lesson Slides for
Ages 7-11



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



Learners 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.

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

Let's play...

Scattergories!

You have ___ minutes to think of an answer for each category beginning with ___.

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 ____

Something you enjoy doing online?



The name of a game or app?



A YouTuber, online show or channel?



A topic you could research online?



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**Where have you seen adverts before?
What did they look like?**





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

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

Unboxing



Will the creator profit?

**They
might**



A video where someone
unpacks a product on camera

Giveaway



Will the creator profit?

**They
might**



A competition where a free prize can be won



Will the creator profit?

They
might



Collaboration —  here two or more people or computers work together

Merch



Will the creator profit?

Yes



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

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



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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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.

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

Because they want their family or friends to see it



Share a photo online



Because they want to sell something shown in the picture



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)

Let's put those skills to the test... what is 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



Remember:

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



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...



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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



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Let's play....

Heads Up!

We're going to reflect on what we've learnt today by playing a game of Heads Up!

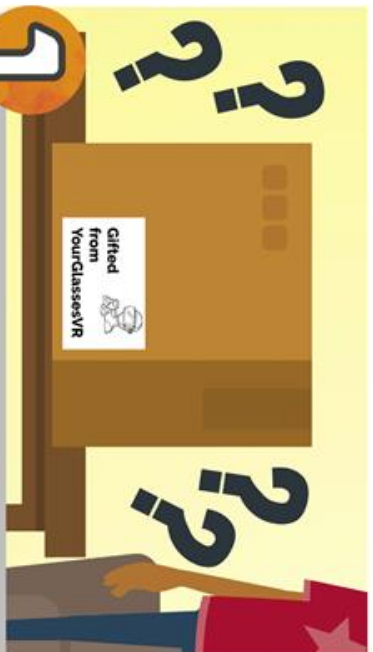


**Safer
Internet
Day 2021** | **Tuesday**
9th February
saferinternetday.org.uk



Co-financed by the Connecting Europe
Facility of the European Union

Appendices and resources provided in next slides



00:31

Is this an advert? **Yes** or **No**

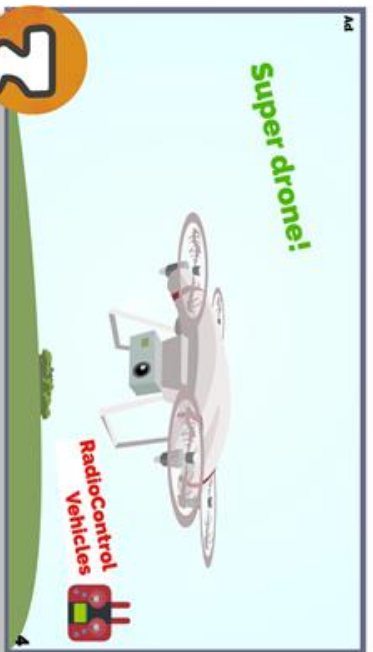
Circle any clues that helped you decide.



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.



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



Remember 

Where has this come from?


Who created it or shared it?

What do they want me to do?

Will they gain anything?

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



Remember 

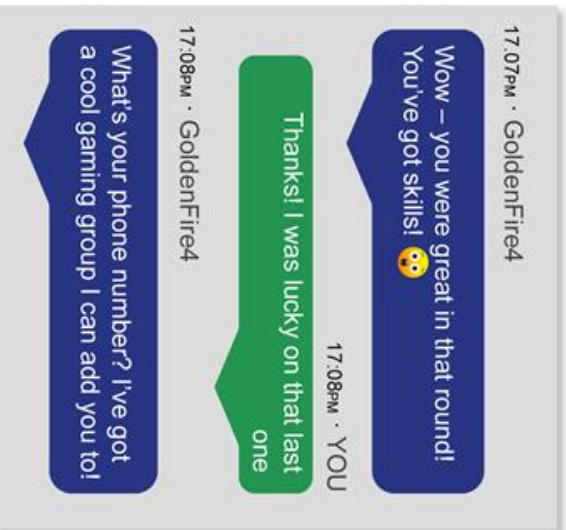
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