How am I influenced by what I see online?

Words you will learn:

advert
Something that tries to persuade people to take action

influence
To affect what someone thinks, feels or does.

fact
Something that can be proven true using evidence

opinion
What someone thinks or believes based on feelings or preferences

mislead
To make someone believe something that is not true or fully accurate.

scam
A misleading message designed to trick someone into giving information or access.

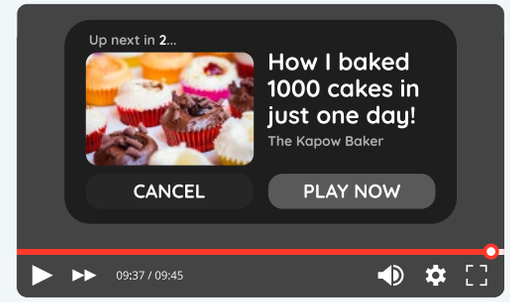
Content includes things you see or hear online.



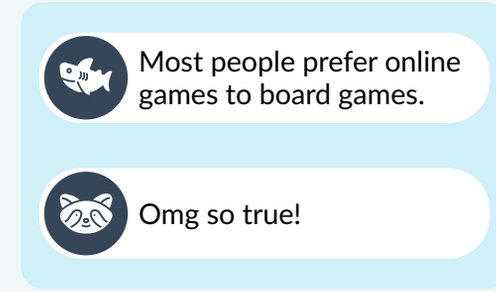
adverts



in-game pop ups



videos



comments

Online content can **influence** what we think, feel and do.



Think



Feel



Buy



Watch



Like

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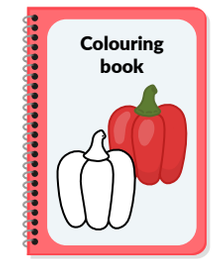
Adverts can be **targeted** based on what you do online.

1. You use websites and apps.
2. Information about you is saved.
3. Adverts are chosen for you.



Content can be **sponsored** (paid for by a company to promote a product or service).

Sponsored products



Vegetable colouring
£5.00
kolourz.co.uk



Fruit colouring
£3.20
crayonsandpencils.co.uk

Be careful online: think before you tap or click.

Not everything online is true or safe. Some people create scams or post misleading content for money or attention.

Scams	STOP	Never share passwords or personal information.
Misleading content	check	• Who posted it? • Is it too good to be true? • Is it fact or opinion?
Influencers and adverts	think	Block  Unfollow  Unsubscribe 
If you're unsure	tell	Talk to a trusted adult.

Personal data is information about you. Keep it private.



age



location



online activity



password

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