

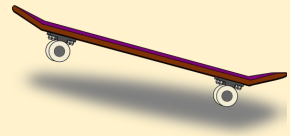
Targeted news online

Targeting your audience: character profiles

Name: Jake

Age: 15

Likes: Liverpool FC, Stormzy,
skateboarding



Share character profiles of Jake, Aneesha and Tyler. *If they were searching online/ on social media, what sorts of news stories would pop up? Would they all see the same content? Why/ why not?*

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Targeting your audience: character profiles

Name: Aneesha

Age: 14

Likes: TikTok, Books, Marvel



Can students match what news stories would be shown online to the character profiles?

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Targeting your audience: character profiles

Name: Tyler

Age: 16

Likes: Drumming, rugby, art



Can students match what news stories would be shown online to the character profiles?

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Targeted news stories: Which story would be shown to which character?

Liverpool v Chelsea watched
by over 4 million people



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo Finn via Unsplash

Targeted news stories: Which story would be shown to which character?

New Marvel movie in cinemas



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo Erik Mclean via Unsplash

Targeted news stories: Which story would be shown to which character?

Stormzy to give £10 million
to help black British people



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo: Richard Saker/Observer

Targeted news stories: Which story would be shown to which character?

TikTok star writes
first book!



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo S O C I A L . C U T via Unsplash

Targeted news stories: Which story would be shown to which character?

Rugby coach leaves after
team finishes in last place



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo Alex Motoc via Unsplash

Targeted news stories: Which story would be shown to which character?

Skateboarding boosts
mental health



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo Erik Hansman via Unsplash

Targeted news stories: Which story would be shown to which character?

Best drummers of all time
as chosen by readers



Can students match which news stories would be shown online to Jake, Aneesha and Tyler?

Photo Josh Sorenson via Unsplash

Targeted news stories:

What other sorts of news stories would be shown to these characters?

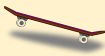
Name: Jake



Age: 15



Likes: Liverpool
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Name: Aneesha



Age: 14



Likes: TikTok,
Books, Marvel



Name: Tyler



Age: 16



Likes: Drumming,
rugby, art



Challenge:

What other stories might Jake, Aneesha or Tyler be shown that are related to their interests?

(Eg a Stormzy might fan be shown stories about other rappers/ music; A Tik tok fan might also be shown news stories about YouTube or other social media platforms.)

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Targeted news stories:

What sorts of news stories would be shown to you?

Name:

Age:

Likes:

Can students create a profile for themselves, including their interests and what they look at online, and suggest what news stories they would be shown?

Play 'hook the reader'

News.
WISE Behind
the
Headlines



What we look at online and on social media is chosen based on what we have looked at before.

Does it matter if we only read/see things from the same place and about the same things?

Play the Hook the reader game in pairs.

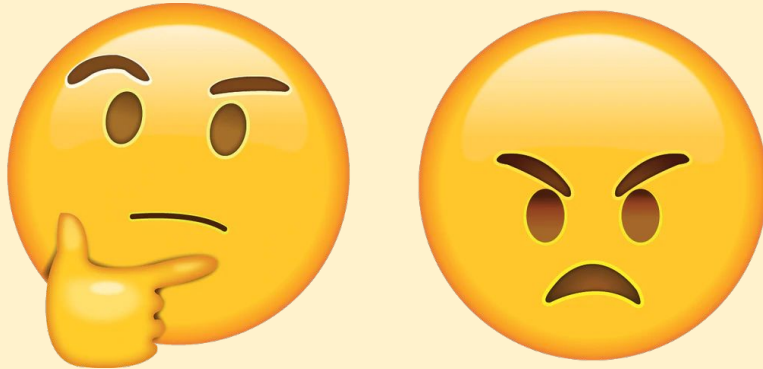
Discuss how this shows how what we look at online and on social media is chosen based on what we have watched before.

Is there a problem with only ever reading/seeing things from the same places and about the same things?

Draw attention to how this means we might not hear different points of view/opinions, or hear about other important issues.

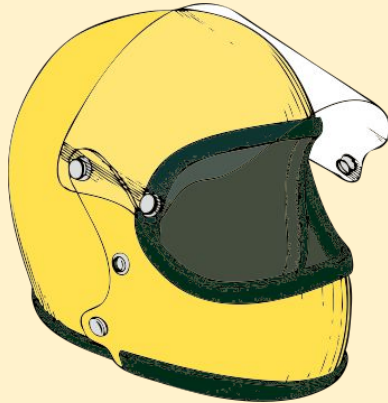
Photo Timi David via Unsplash

What happens when people get different information about the same story or topic?



How would this change their thoughts and feelings? Would this affect friendships?
Emphasise importance of listening to others and different viewpoints and researching before making a decision.

How can you protect yourself from online targeting?



Can students think of two or three strategies to protect them against online targeting? (Eg by regularly looking at information from more than one source/making sure a 'safe search' or content filter is on/trying different searches or being more specific about what you enter.) Connect this to other aspects of internet safety that students may benefit from revisiting (eg being careful about sharing personal information online).

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Learning check

1. What is targeted news?
2. Do you think online news being targeted is a good thing, bad thing, or both? Why do you think this?



- *How do companies target us online?*
- *Why do companies do this?*
- *What do people need to be aware of when searching online and reading news stories?*
- *Why is it important to read information from lots of different places/ sources?*

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theguardianfoundation.org

For more media literacy resources from Behind the Headlines and Newswise, visit
<https://theguardianfoundation.org/>.