

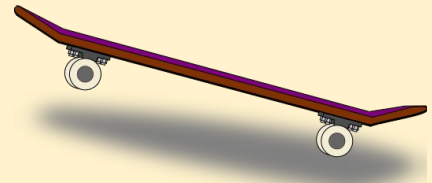
# Targeted news online

# Targeting your audience: character profiles

Name: Jake

Age: 15

Likes: Liverpool FC, Stormzy,  
skateboarding



# Targeting your audience: character profiles

Name: Aneesha

Age: 14

Likes: TikTok, Books, Marvel



# Targeting your audience: character profiles

Name: Tyler

Age: 16

Likes: Drumming, rugby, art



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

Liverpool v Chelsea watched  
by over 4 million people



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

New Marvel movie in cinemas



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

Stormzy to give £10 million  
to help black British people



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

TikTok star writes  
first book!



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

Rugby coach leaves after  
team finishes in last place



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

Skateboarding boosts  
mental health



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

Best drummers of all time  
as chosen by readers



# Targeted news stories:

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

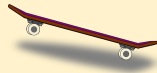
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Age: 15



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rugby, art



# Targeted news stories:

## What sorts of news stories would be shown to you?

Name:

Age:

Likes:

# Play 'hook the reader'



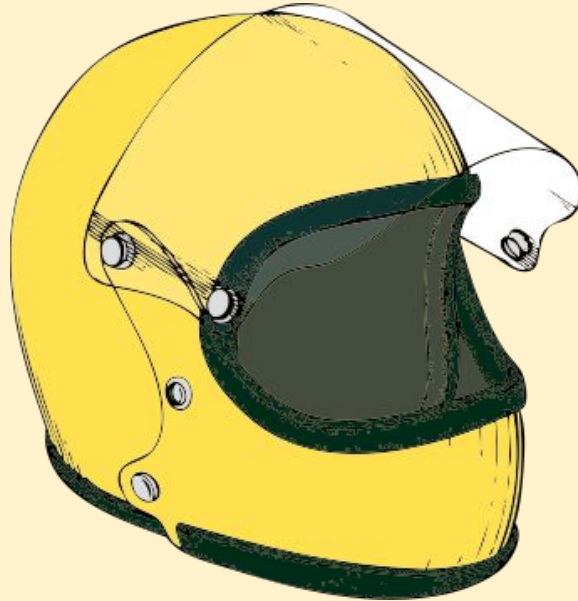
What we look at online and on social media is chosen based on what we have looked at before.

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

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



# How can you protect yourself from online targeting?



# 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?



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