



PSHE Media and Digital Resilience Knowledge Organiser

Media and advertising

Media is all around us—it is information that is being given to us. But how can we tell if what we are reading or seeing is **fake**? Media has different purposes: to entertain, to inform, to persuade or to advertise. The newest types of media are social media. There are age restrictions on most social media in order to protect us from what we see, hear and say to others. Approximately 71% of the images we see online have been improved in some way, for example, by using filters. This means that when we see images, what we see does not reflect 'normal' people! How do you think this might impact us as viewers? This is one reason why it can be hard to know whether what you are seeing is real or not. Having the skills to know whether something that we read online is real or not, is something that we need to keep revisiting, especially now that we live in the world of AI.

To trust or not to trust?

As well as needing to be able to tell what is real news or fake news, a real image or a fake image, we also need to know what we can and can't trust online. Is that a genuine friend request? Is that offer too good to be true? Is that website actually a legitimate place to be buying things from? How do we know? What should we look for?

For purchases, look for a padlock and a https: The 's' after http should mean that the website is secure. A rule of thumb to be aware of for offers, pop-ups and emails is that if it looks too good to be true, it probably is!

When checking the authenticity of an email, hover over the addressee—does it match who it says it is?



We need to verify www.thisisnotyourrealbank.com
Click or tap to follow link.
www.yourbank.com

What should you do if you see something online that worries you?
Ask for HELP!

- H** Hide the Screen
- E** Explain what you have seen
- L** Leave the laptop or computer
- P** Plan - The adults will make a plan

Key Vocabulary

Advertising	Advertising is the process of promoting a person, product or cause. This can involve using lots of different strategies to reach people who might be interested.
Body Image	Body image is not what people look like Body image is their feelings and thoughts about how they look
Broadcast Media	Information which has been printed, such as newspapers and magazines
Fake News	Misinformation—information that is not true.
GDPR	General Data Protection Regulation —This also protects children's information and requires companies to get parental consent before allowing under-13s to sign up.
Media	Different channels of communication that provide us with information or messages, like the news or programmes.
Online Media	Information presented on websites, social media and apps.
Phishing	Phishing scams aim to trick users into clicking on a dodgy link or installing malware (software designed to damage a computer) on their device.
Print media	Content distributed through television or radio.
Social media	The term 'social media' is a broad one that covers many different websites and apps where people share things and talk to each other online.
trust	Something or someone you believe to be telling the truth

S	S is for safe Keep your personal information safe. When chatting or posting online don't give away things like your full name, password or home address. Remember personal information can be seen in images and videos you share too. Keep them safe to keep yourself safe.
M	M is for meet Meeting up with someone you only know online, even a friend of a friend, can be dangerous as this person is still a stranger. If someone you only know online ever asks you to meet up, for personal information or for photos/videos of you then tell an adult straight away and report them together on www.thinkuknow.co.uk
A	A is for accepting Think carefully before you click on or open something online (e.g. links, adverts, friend requests, photos) as you never know where they may lead to or they may contain viruses. Do not accept something if you are unsure of who the person is or what they've sent you.

R	R is for reliable You cannot trust everything you see online as some things can be out of date, inaccurate or not entirely true. To find reliable information compare at least three different websites, check in books and talk to someone about what you have found.
T	T is for tell Tell a trusted adult if something or someone ever makes you feel upset, worried or confused. This could be if you or someone you know is being bullied online. There are lots of people who will be able to help you like your teachers, parents, carers or contact Childline – 0800 1111 or www.childline.org.uk
SMART	Be SMART with a heart Remember to always be smart with a heart by being kind and respectful to others online. Make the internet a better place by helping your friends if they are worried or upset by anything that happens online.