

HANDBOOK
FOR HIGH SCHOOL STUDENTS

**Behavior
on
Social Networks**

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Project Summary

Citizen's competence is of crucial importance for active political participation, which is one of the main components of good governance and sustainable democracy. Especially in the Eastern part of the Danube region, political participation is stagnating. Particularly worrisome are the apathy and lack of political interest on the side of younger population. Furthermore, in the last years, we witness political developments that result in deterioration of democratic standards in many parts of the region. The core element of the citizen's competence is high level of media literacy. It is necessary for citizens' reflection of social reality and their resilience to negative media phenomena, like hate speech and fake news.

The main objective of the project is to improve democratic transnational governance by developing a transnational media literacy observatory, based on cooperation between different relevant stakeholders. In many countries of the Danube region the development of competences of media literacy and active citizenship are far behind more developed parts of Europe. This observatory will serve as a mechanism for increasing media literacy and thus strengthening citizens' competences what will contribute to development of sustainable democracy. The main target groups are the youth and the people who work with them. For the purpose of strengthening it, the observatory will provide tools, available for both young people as well as their educators.

The project will establish an observatory for media literacy that will provide instruments for scrutinising media contents, training tools and policy recommendations for upgrading media literacy in relation with other civic skills. Outputs include: capacity building and training tools, web-based interface and policy recommendations. The core activities of the project are: mapping of practices and dissemination of information, developing learning system, designing web training platforms, and pilot testing.

How to work with this Handbook and interactive presentation

Dear students,

this handbook serves as a guide for an interactive presentation on the topic of „Behavior on social networks“.

Open the interactive presentation in a new window of your browser. If you work independently, open it on your computer, or you can project it on an interactive whiteboard.

To work with the presentation, open or print this document.

The presentation contains several slides (presentation slides) with teaching material and visual content. Read and view each slide carefully. If you see an “i” icon on the slide in the lower left corner, click on it. Under it, there is additional information or examples that will help you better understand the issue.

Some slides have interactive elements in addition to the „i“ button. These elements are highlighted. When you click on them, you will learn more information (there can for example an audio sample, video or additional information). You will also find an audio icon in the presentation. Some slides contain sound. If necessary, you can click on the sound icon to mute or reactivate the sound in the presentation.

Click on the right arrow for the next slide. If you want to go back in the presentation, click on the left arrow. To go back to the very beginning of the presentation, click on the house icon.

For better orientation in the text, individual slides are gradually displayed with additional educational material and further expansion of teaching.

The text is interspersed with **definitions**, because you come across some terms for the first time and it is advisable to remember them. Also pay attention to the **Interesting facts**.

Caption to the texts in the handbook:



INTERESTING FACT



DEFINITIONS

Introduction to the lesson

Do you think you know a lot about social networks and that there is nothing more to learn? You won't know if you don't try. Surely you can use them actively and you know what they are for. But do you also know what they can be abused for and how they can influence us without realizing it? Don't you? And that's what it's about!

Maybe your knowledge and experience will help your classmates to orient themselves in the digital world of social networks, maybe your teacher will also learn something from you.

Try to think about the questions you will find here. Think of an answer before you click on the info button.

If you have adults around you who are active users of social networks, share the information you already have and information you have gained from this lesson. For example, you can show them the comics you will find in the second part of the lesson.

You will learn more in the „Manipulation and Propaganda” lesson as well.

Social networks

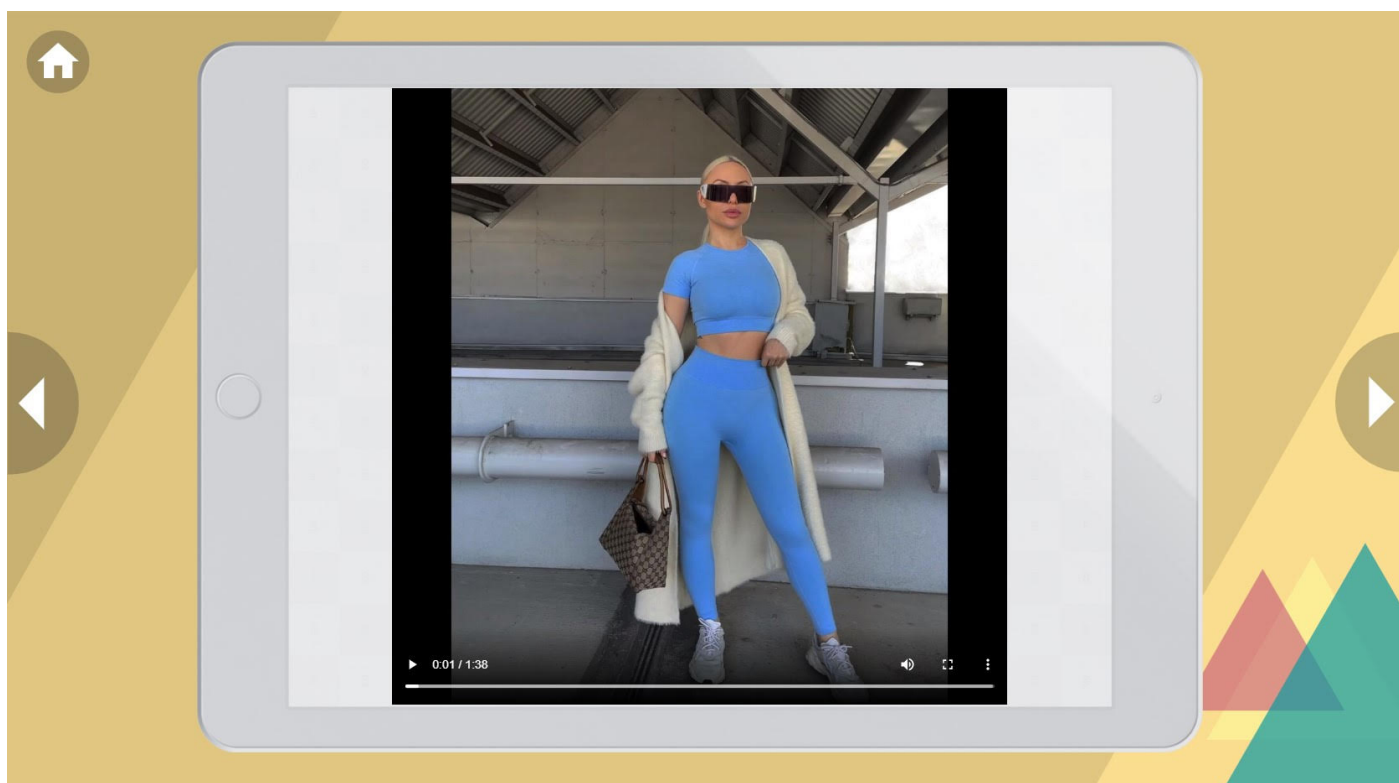
What are social networks?

Online services for connecting people on the internet. Users create a personal profile for the purpose of communication (by text or voice messages..).

It is common to have a profile on a social network and use communication platforms. However, it is important to consider **how many** networks we should actively use, **for what purpose** and **how often** or **for how long**.

Video sample

Sit comfortably and watch the video. Press the play button on the presentation.



Think about it:

What social network have they seen similar content on?

Do they see it often?

Guess from which social network the video is edited.

Students should name their feelings about how the video affects them.

Do you know people from the photos?

- ▶ E.g.: Nathalya Cabral (influencer/model), Oliwye Soukupova (influencer/model/fashion icon), Anny Swanky (influencer/model) and her boyfriend luca_rossi10 (they often present luxury life, styling photos with luxury goods)

How does the video affect you? How does it make you feel?

Students often feel that influencers' lives are interesting, colourful, luxurious, fun - in contrast to theirs.

But have you ever tried to see their life/work through their eyes?

- ▶ what they have to do for a perfect photo
- ▶ how long does it take to create an interesting video, what does it involve?
- ▶ what their real life can be like when they are not in front of the camera
- ▶ loneliness on tour/during travelling around the world
- ▶ envy of others
- ▶ invasion of privacy
- ▶ pressure/requirement of a certain level, behaviour...

Video reviews

You just saw Instagram content. And that aroused **emotions**.

Social networks are also **dangerous**.

They are **addictive**, just like alcohol or gambling.
Why? E.g. Facebook employs a top team of experts who optimize the **user experience**. **Therefore** you have to keep coming back over and over again.

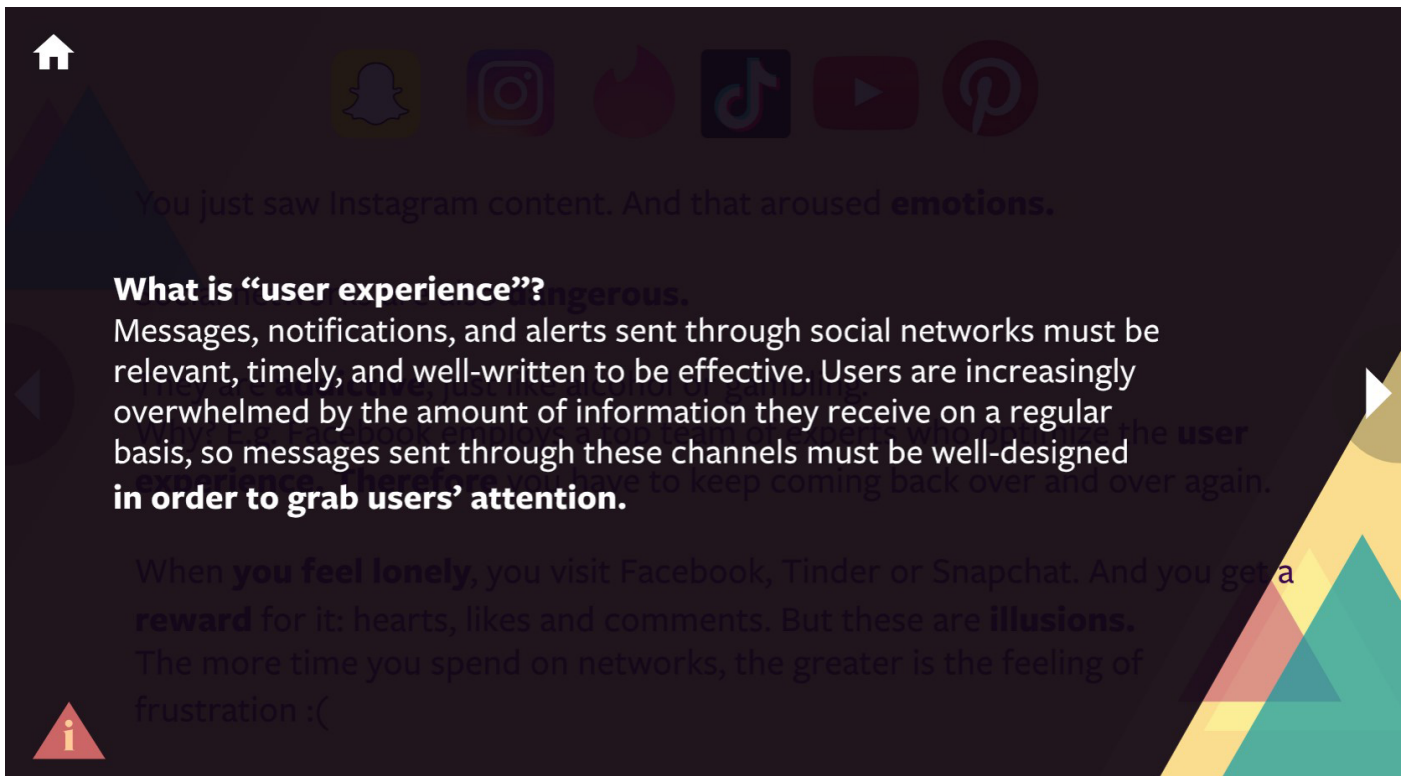
When **you feel lonely**, you visit Facebook, Tinder or Snapchat. And you get a **reward** for it: hearts, likes and comments. But these are **illusions**.
The more time you spend on networks, the greater is the feeling of frustration :(

Why do you think social networks (or the internet in general) are so attractive to people?

Possible answers:

- ▶ Availability of almost anything in one place and practically anytime
- ▶ Anonymity
- ▶ Getting answers to various questions (Which we might be afraid/ashamed to ask someone)
- ▶ Presentation to the extent what we determine (I do not publish what I do not want others to know, or the opportunity to impersonate someone else)
- ▶ The possibility of disconnection (Distancing oneself)
- ▶ The possibility of finding entertainment of various kinds

Another thing that contributes to the addictiveness of social networking is the user experience. Check the info button to see what that means.



Welcome to the world of Instagram

(social networks content examples)



In this section, we would like to inform you about the pitfalls of the content we consume whenever you connect. Surely you have started using social network to follow your friends. Later, you started following people (celebrities, interesting people, models, athletes...) to see how they really live.

After all, they are revealing their private lives... aren't they? But is this world real?

Photo samples



People try to look great in the photos they provide to the public. They want to be admired and collect likes. Therefore, they will do their best for the photo. They choose the most interesting place, the best outfit, the best facial expression or the perfect food. Once everything is ready, they take a picture and post it online.

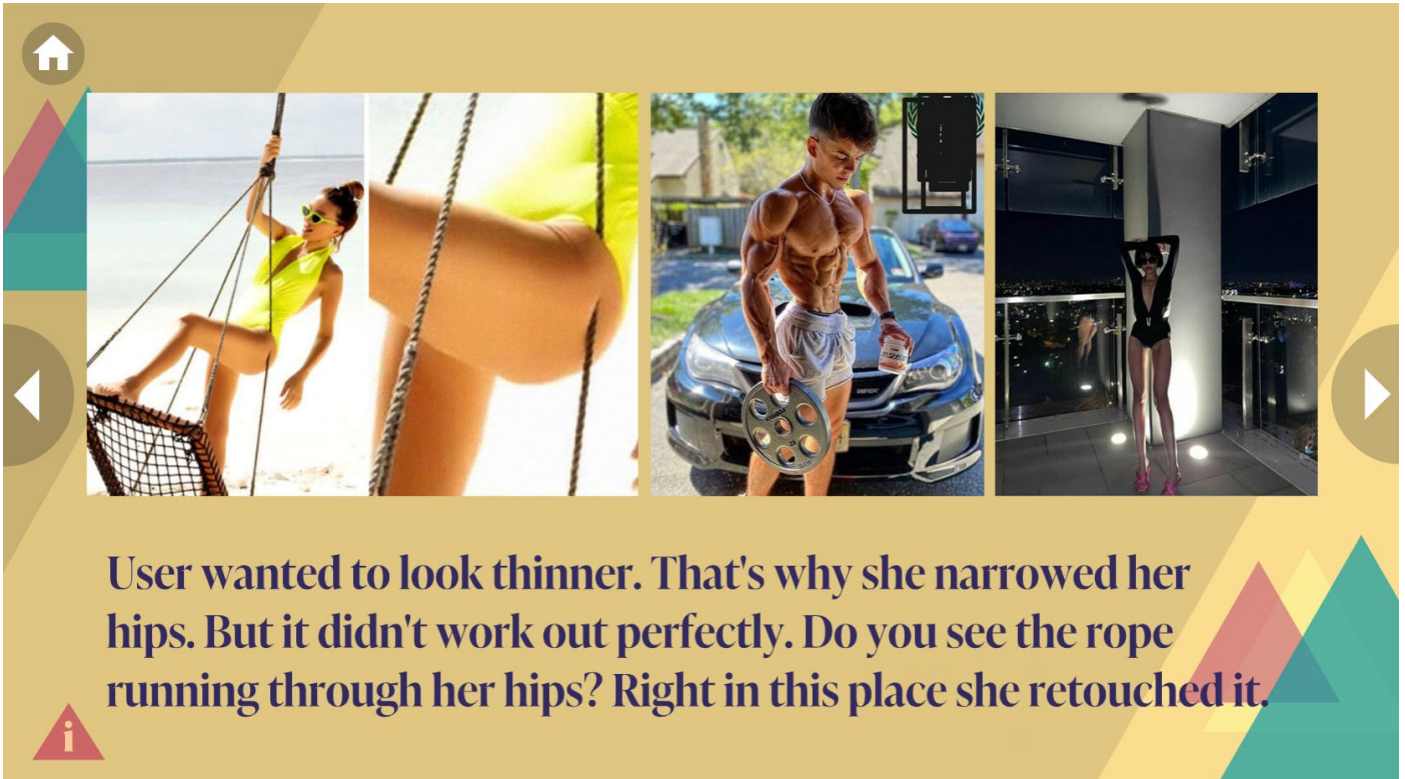
Think about whether you ever edit your photos.

But more importantly do you think that other people's photos might be somehow edited?

Photo samples I

You see three samples on the slide.

Can you find where they've been altered?

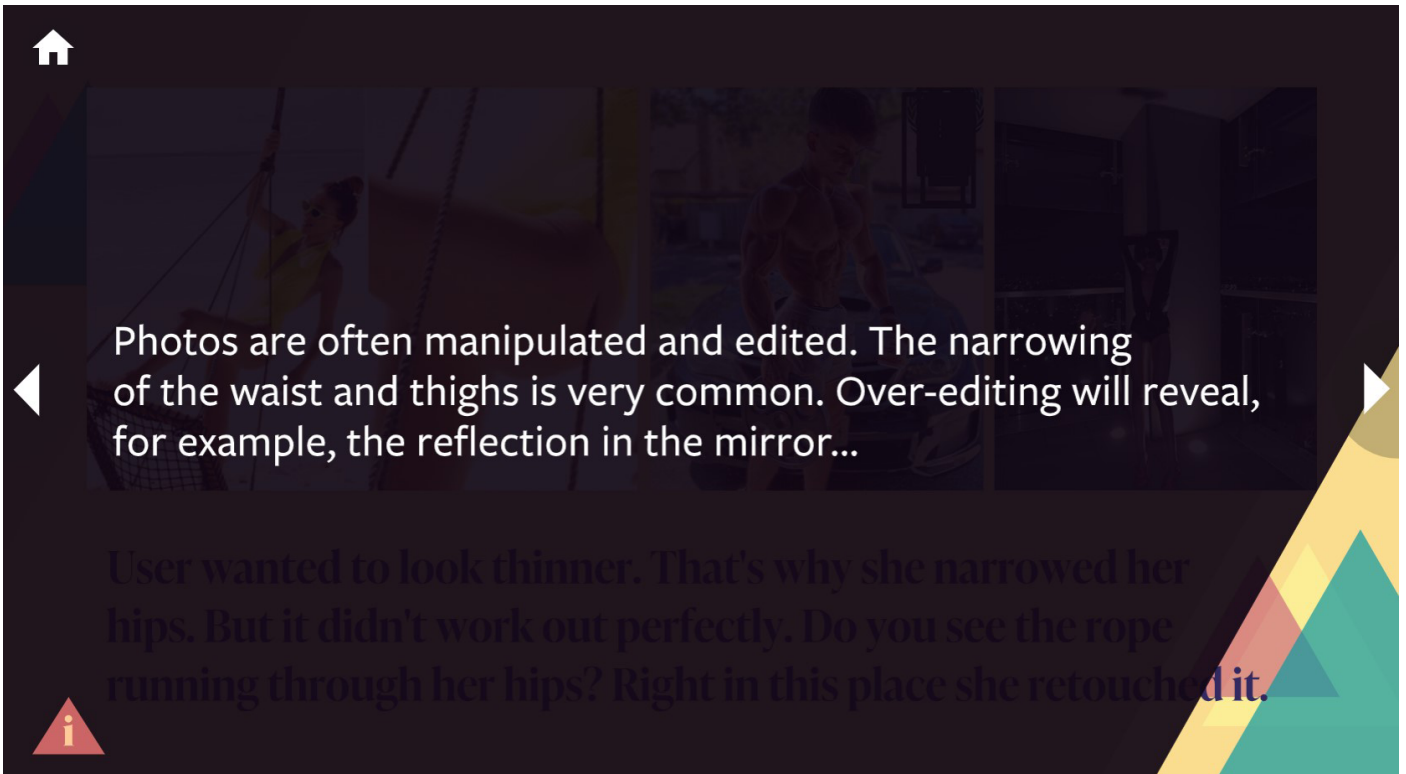


The slide features a yellow background with four photo samples arranged horizontally. From left to right: 1. A woman in a bright yellow swimsuit on a beach swing, with a rope running through her hip area. 2. A close-up of a person's back and shoulder, showing a rope running through the skin. 3. A muscular man in white shorts holding a dumbbell, with a car in the background. 4. A woman in a black swimsuit standing by a glass wall at night, with a reflection in the mirror. Navigation icons include a home button (house icon), left and right arrows, and an info button (i icon) in the bottom left corner.

User wanted to look thinner. That's why she narrowed her hips. But it didn't work out perfectly. Do you see the rope running through her hips? Right in this place she retouched it.

Look at the rope running through the thigh of a girl enjoying a beach holiday. Or look at the boy who has improved his muscles. In this case, he's gone a bit over-edited. Last but not least, you could admire the beautiful legs of the girl standing by the glass wall. But take a good look at the reflection in the mirror.

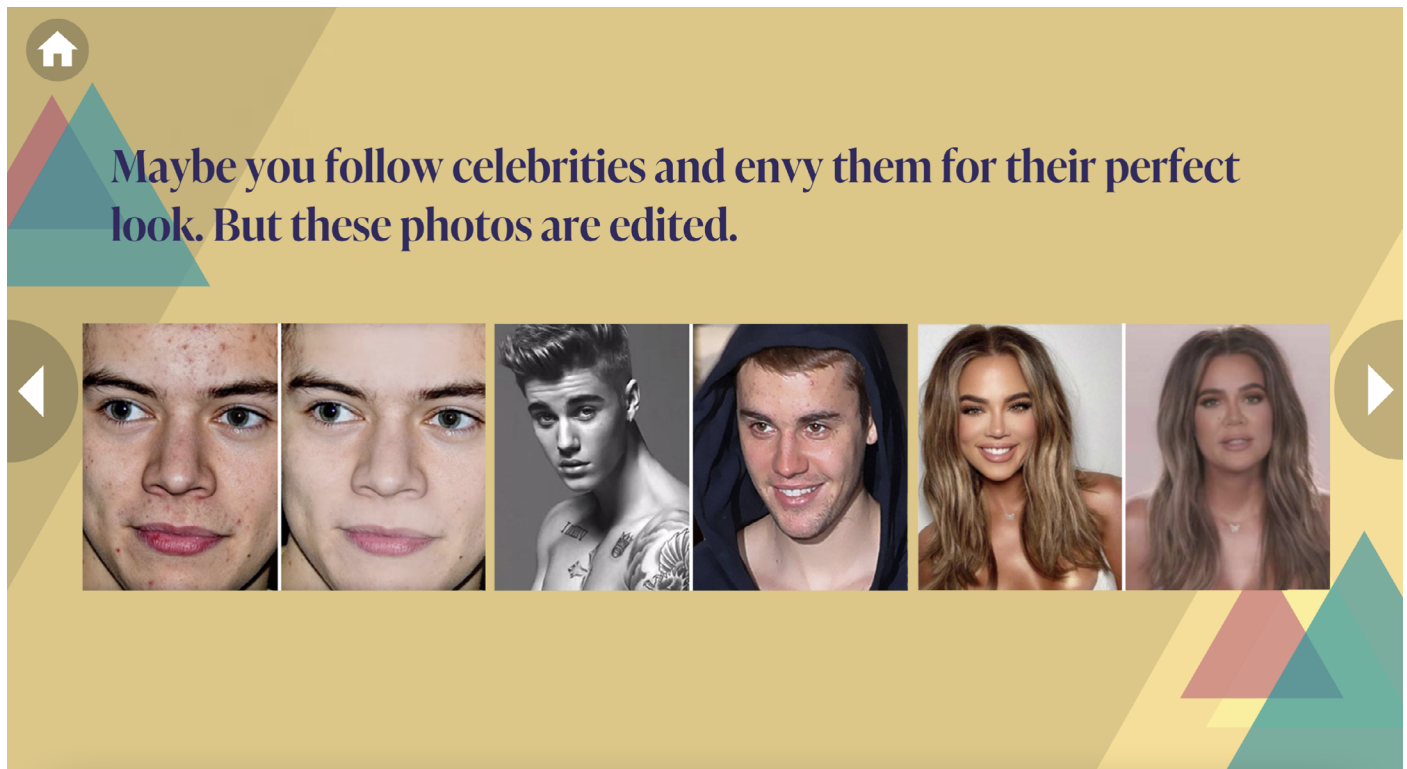
Click on the info button.



**Could you find the mentioned edits by yourself?
Why do the authors do this?**

Photo samples II

In front of you on the slide are several celebrities you've probably seen in the newspapers, but also on social media. They are famous and beautiful and their photos are getting likes. But in reality, these people have a team of editors behind them who take care of editing all the photos that are posted on their social networks. It is very rare that „pre-edited“ photos come out to the public. Can you tell which of the two photos of the celebrity is edited?



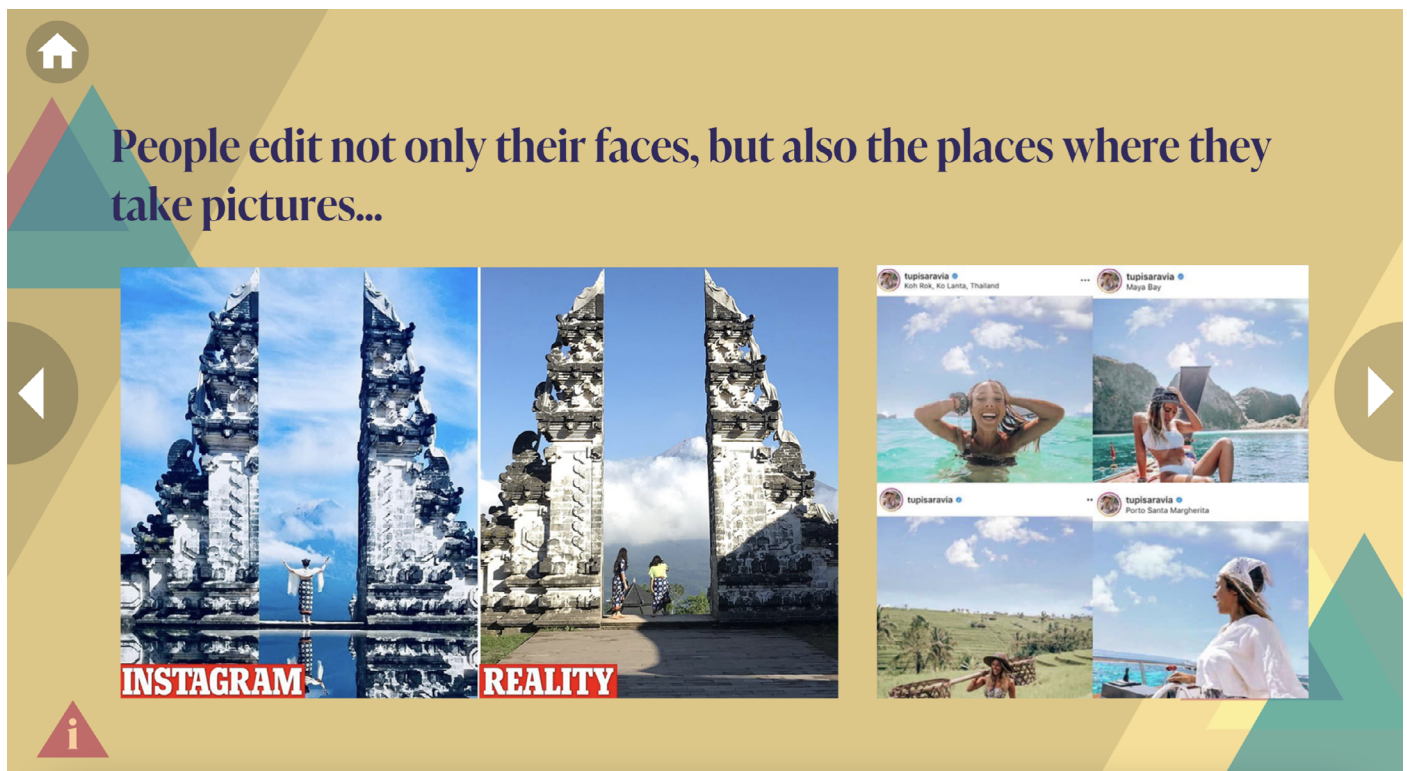
Maybe you follow celebrities and envy them for their perfect look. But these photos are edited.

Try to find your current favorite celebrity (chef, athlete, model, singer) and you'll see that they look different in the photos.

You need to be able to critically evaluate that content you see that you edited. That is, when innocent faces are edited, content with political context can be altered.

Photo samples III

People edit not only their faces, but also the places where they take pictures...



Do you see clouds?

Example on the right: This travel 'influencer' spookily has the same clouds in every photo.

Look at the example of the gate on the left. Can you find the difference in the photo?

Find similar examples on social media and share them with your classmates.



People edit not only their faces, but also the places where they take pictures..

There is Lempuyang -Temple on the island of Bali. You can also see a beautiful blue lake. Hundreds of people take pictures of this place. The problem is that this lake does not exist. The local photographer creates the effect using an ordinary mirror.



What to remember



Remember

- Everyone is trying to present **ONLY** a perfect life on social networks
- The photos and videos you see are styled, it's **not reality**
- If some user has **"revealed" natural look** or even admitted depressions, usually it is **also purposeful**
- No one shares ordinary things
- Everyone prettifies the posts (including your favourite celebrity)

Maybe a lot of you envy the lives of instagram influencers: What a perfect life they have. But they are unhappy, because they have to constantly style their lives, adjust the time of taking photos. It creates a false impression.

The examples above are not meant to lecture you or tell you what is right.

The important thing is that you can recognize the edits by yourself. What seems like an innocent edit can affect other people. Someone may feel less interesting or also not attractive enough (as a result of being compared to an unrealistic idol).

What is important, editing can be used in a political context, for example in a so-called deepfake (this term is explained in more detail in the lesson "News and hoaxes"). This lesson serves as an introduction to this phenomenon. Therefore, it is important to be aware of these possibilities and to watch out for them.

Ask yourself: *Is it even possible what I am observing?*

Then feel free to verify the information, for example by searching for the photo/topic on multiple sources.

Conclusion

But if we're looking at social media and editing within its content, ask yourself, why are some people making these edits? One answer is profit. They want to gain followers, fame and then income.

The infographic is a vertical rectangle with a teal and yellow color scheme. It features a home icon in the top left, a left arrow in the middle left, and a right arrow in the middle right. The top section is titled 'Why people do it?' and lists three reasons. The bottom section is titled 'What is conclusion for you?' and lists three pieces of advice. There are decorative triangles in the corners.

Why people do it?

- to gain followers
- to make a profit (your sharing, commenting and liking help them)
- “likes” produce dopamine, which is a chemical that’s associated with pleasure

What is conclusion for you?

- do not be stressed about the content
- do not be obsessed with what you’re watching
- it’s not true, it’s not a target you should fulfill



It is important to remember that social networks are not only for communicating with friends, but also for the purpose of profiting various users.

These people are called **influencers**.

Have you ever heard that term before?

Can you describe it in your own words?

Click on the info button after the discussion.



Why people do it?

- to gain followers
- to make a profit (your sharing, commenting and liking help them)
- likes produce dopamine, which is a chemical that's associated with pleasure

Who is an influencer?

An influencer is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with the audience.

- do not be stressed about the content
- do not be obsessed with what you're watching
- it's not true, it's not a target you should fulfill



The term influencer was introduced because it is a person who can influence the environment (either positively or negatively) with his/her words, actions or even with his / her look.

But nowadays it is even more relevant to the world of marketing and sales. An influencer often promotes a product through so-called product placement. But you will learn more about it in the lesson „Marketing and Advertising“.

Comics



In the previous part of the lesson, we have focused on social networks rather theoretically. In this part, we will look at them from the perspective of the active user. The following slides will take you through the comic. The story is located in the summer camp by the water. The main characters have come here to enjoy their leisure time.

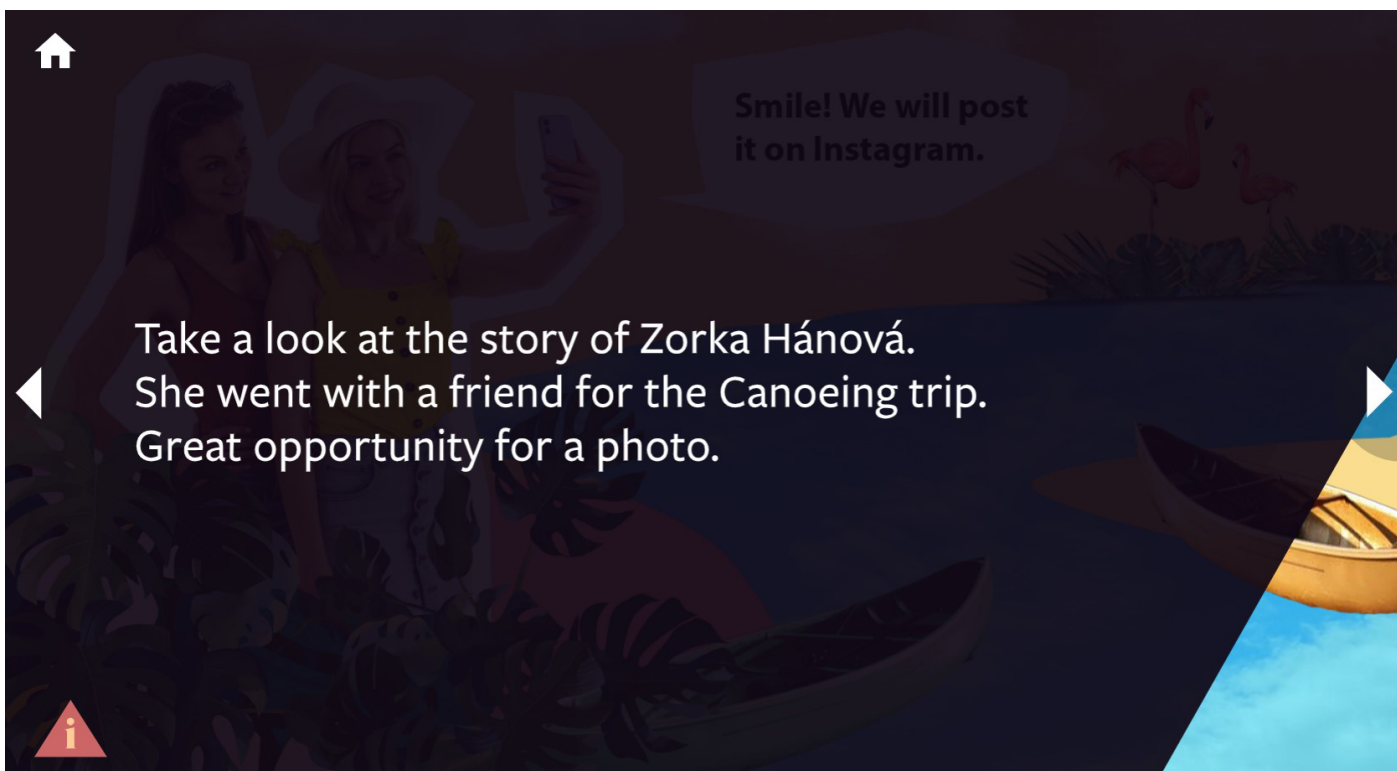
Discuss with students the possible reflecting on the traceability/security/abuse of information on the Internet.

Storyline I



Our main character is the blonde girl Zorka. Zorka is just taking a picture with her friend. The photo is good for a souvenir, but also for social networks.

Click on the info button.



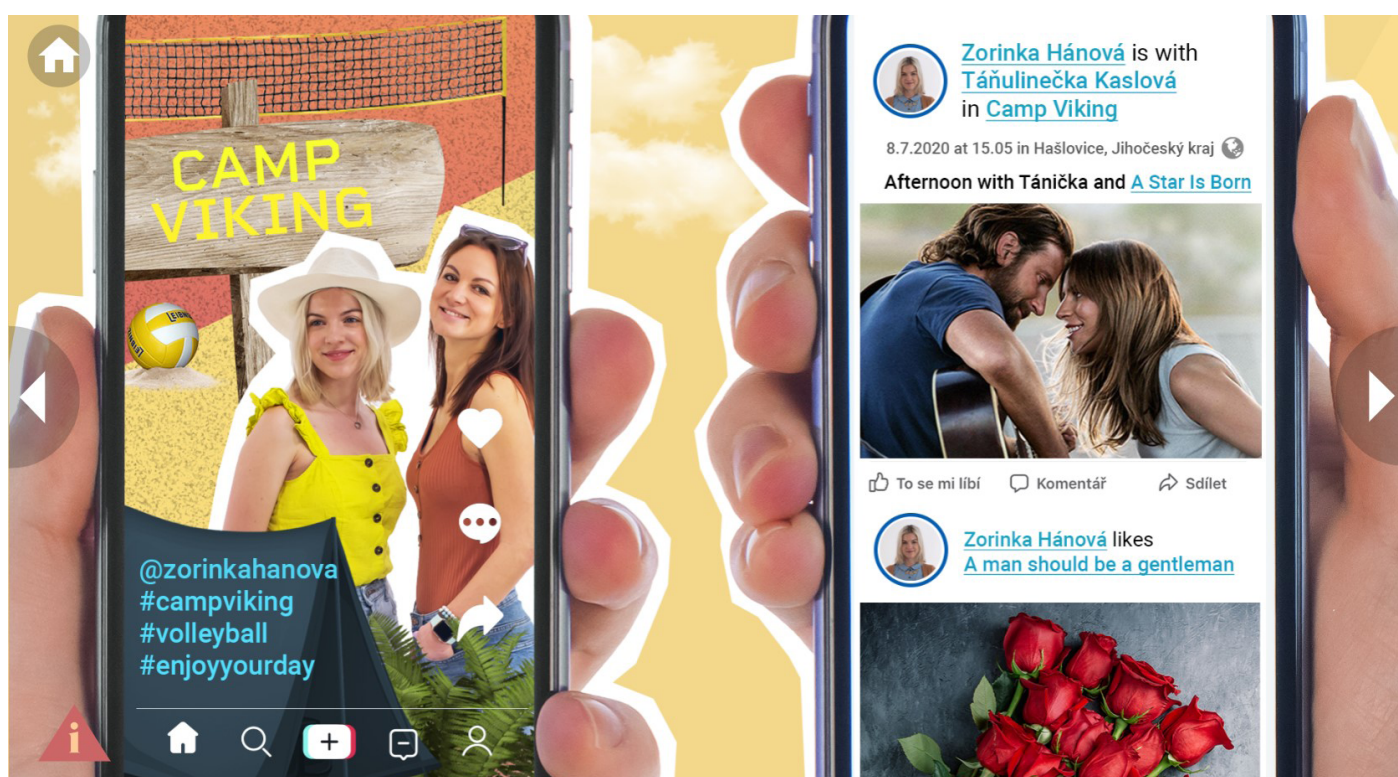
The story may seem simple and ordinary, but not long ago, the photo would have ended up in a printed photo album. Today, there are other stories happening with the photo. And often we can't control them.

While the girls are taking pictures, Arthur and his friend walk by. This is a normal situation. It would be nice for Arthur to go and introduce himself - live. In our story, however, the scene is a little different.

Storyline II

Arthur liked Zorka and was interested in her. Instead of a traditional introduction, Arthur first did some research on the internet. On social media, to be precise.

See what you can read on the slide.



How could Arthur manage to find Zorka's photo?

- ▶ He searched on the internet / on social networks (he entered keywords).
- ▶ He used popular social networks and searched by probable hashtags.

What all did he learn about Zorka?

What did Zorka reveal about herself on the internet?

List what you learned about Zorka from the slide.

What are her hobbies?

Do you know what a hashtag is? You can find out in the info button.

🏠 **#hashtag** lets you search for posts with the same topic. You can connect with people who share posts with similar content as you - across the entire social network (not just with friends) and across the world.

Hashtags are actually **keywords** that allow you to find what you are looking for quickly and as accurately as possible.

◀ **What else did Arthur learn about Zorka? Where did he find the information? How could Zorka be traceable?**

- Hobbies.
- Name of a friend.
- Place of current residence.
- What song does she like.
- What kind of behaviour of the opposite gender she prefers.
- Thanks to information from one social network, he also searched for Zorka on other social networks..

The story continues. Since Arthur has learned from the internet where Zorka stays, he wants to go to the Viking's camp.

Storyline III



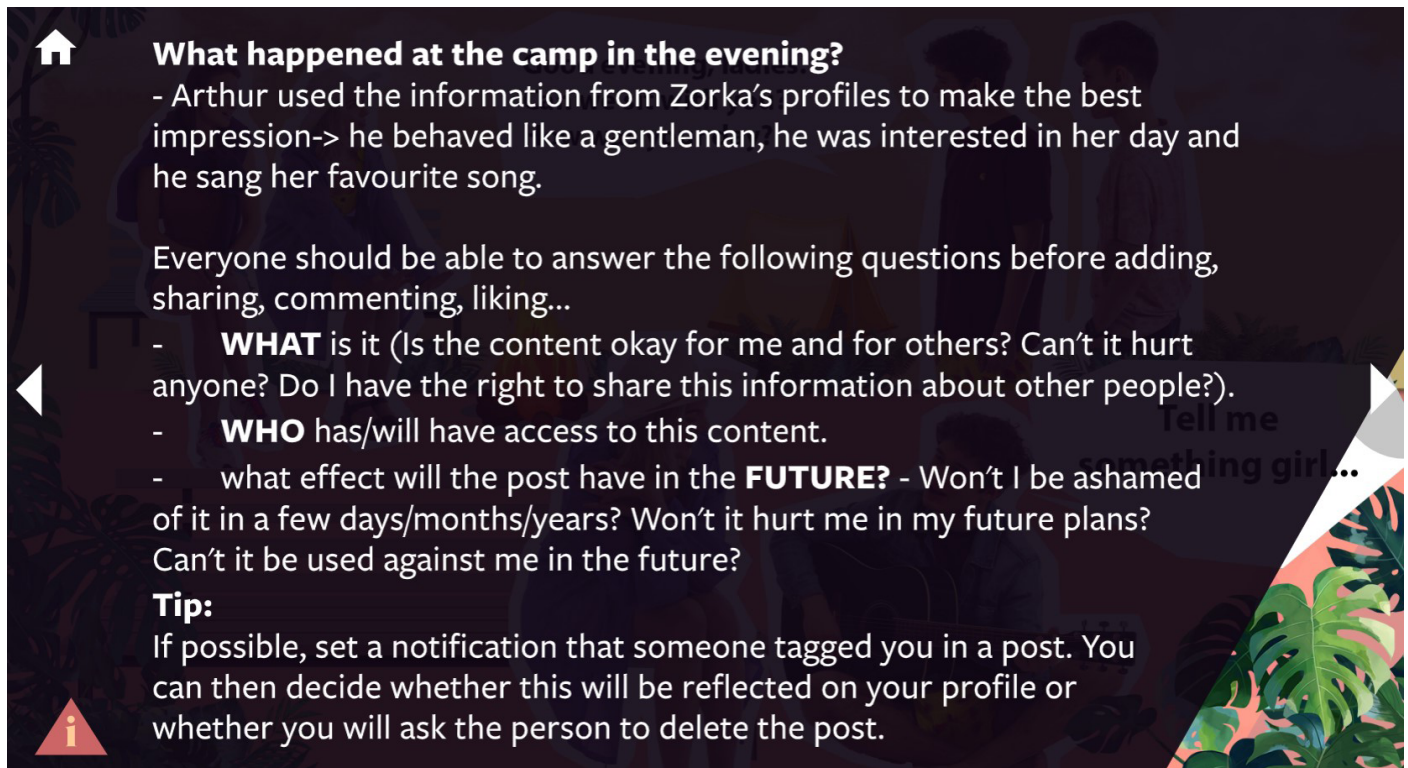
Arthur finally met Zorka in person.

Arthur finally met Zorka in person.

While she is impressed by his gentlemanliness, she has no idea that he has figured out most things about her and now just takes easy advantage (knowledge).

What happened at the camp in the evening?

▶ a possible answer can be found in the info button



What happened at the camp in the evening?

- Arthur used the information from Zorka's profiles to make the best impression-> he behaved like a gentleman, he was interested in her day and he sang her favourite song.

Everyone should be able to answer the following questions before adding, sharing, commenting, liking...

- **WHAT** is it (Is the content okay for me and for others? Can't it hurt anyone? Do I have the right to share this information about other people?).
- **WHO** has/will have access to this content.
- what effect will the post have in the **FUTURE?** - Won't I be ashamed of it in a few days/months/years? Won't it hurt me in my future plans? Can't it be used against me in the future?

Tip:
If possible, set a notification that someone tagged you in a post. You can then decide whether this will be reflected on your profile or whether you will ask the person to delete the post.

Excessive use of social networks

What is internet addiction disorder (iad)?

You can often find someone talking or writing about „internet addiction.“ For clarification: Internet addiction as such **does not actually exist** at all (at least not at the time of the creation of this material, in 2021). We will not find it in the *International Statistical Classification of Diseases and Related Health Problems*. Most experts talk about excessive use of the internet, we also come across the concept of *addictive behaviour*. But it is quite possible that in a few years it will be different.

Have you ever thought about how using social networks, watching videos, browsing the internet, playing games... affects your life?

- ▶ Did you repeatedly spend more time on the phone than you originally planned?
- ▶ Have you ever intentionally mentioned a lower amount of time when someone asked you how long you spent with your phone?
- ▶ Do you postpone responsibilities (e.g. homework, washing dishes) just so you can enjoy your phone?
- ▶ Did you argue with parents/friends/siblings because of the phone?
- ▶ Do you think about your phone at a time when you are doing something else?
- ▶ Did you neglect hygiene because of your phone? (you did not brush your teeth, you left the dishes in the room for a long time without washing)
- ▶ Do you have more headaches/backaches/eyes fatigue/cervical spine aches/wrist aches or do you sleep worse?

Does using your phone have more of a positive or negative impact on your life?

There are about 7.8 billion people in the world. Almost 6 billion of them own and use a mobile phone.

Many people are unaware that technology is affecting our health until a painful health problem occurs.



Physiological consequences of excessive use of technology

What senses or parts of the body can be affected by the use of digital technologies?

Eyesight – *computer vision syndrome*, which is associated with excessive looking on monitor or display, is manifested by *dry eyes, burning, blurred vision or excessive watering*.

The problem is the **blue light** that the displays emit. This blue light increases alertness. The **yellow light** has the opposite effect (inducing a feeling of calm and well-being, less eye fatigue). Does your phone display change colour in the evening? Now you know why.

Hearing - music that is too loud *irritates the ears* and may cause *whistling in the ears, damage or rupture of the eardrum or other part of the ear*.

Body structure - the spine is a very important part of our body, its unsuitable position when using technology can lead to *greater stress and subsequent pain and restriction of movement of body parts*. It can also cause headaches.

INTERESTING FACT



Sleep

Did you know that:

- ▶ the body of a young person develops and grows mainly in sleep (growth hormone is released just when the person sleeps)
- ▶ during the sleep, information is stored in long-term memory
- ▶ the blue light from the displays keeps the brain thinking it's a day, making it harder to rest

Problems can be prevented to some extent by, for example, adjusting the brightness of the display, lowering the music volume, using special aids (blue light-blocking glasses, ergonomic chair and mouse, mouse/wrist pad, footstool), *reducing time spent with technology, no using of technology in bed, exercise, regular breaks...*

Take care of your body the way you take care of your latest smartphone or computer, because unlike these devices, you can hardly buy a new body!

INTERESTING FACT



Time spent in the application

- ▶ Instagram and Facebook offer users the opportunity to see how much time they **spend in the application** (it does not apply to a website). You can find the information in the settings in the *Your activity* (IG) section or *Your time on Facebook*.



What does Nomophobia and FOMO mean? Have you ever heard of it?

Nomophobia (no mobile phone phobia) = a mobile phone addiction, fear that I cannot use a mobile phone at a certain time (bad/no signal, low battery, forgetting the phone, being in a place where the use is prohibited/inappropriate...).

What does FOMO mean? (fear of missing out) = constant checking of the display, immediate response to incoming impulses, an effort to always have an up-to-date overview -> the need to be always online.

The availability of the Internet (social networks) leads to the fact that we sometimes subconsciously create a **ritual** that forces us to *behave the same in other similar situations*. We pull a mobile phone with the internet out of our pockets to shorten a long time in the doctor's waiting room or at a bus stop. Subconsciously we do it during *any other boring or lengthy activity*. What did people do before, when they could not shorten their time by phone? They made contact with others and talked.

How to get out of it? The goal does not always have to be a complete omission. However, it is necessary to learn to spend your time in a balanced way, **to be able to make reasonable choices and change types of activities**. Lifestyle change is more than desirable. It offers physical activities, activities with friends, family (indoors or outdoors).

Try a challenge with your friends - how long can you stick to a **digital detox**?

Security



What do you think is stored about you on the internet?

Digital footprints are such a crucial topic that we will repeatedly come across it and remind you what the internet knows about you:

- ▶ what you searched for, commented on, shared, liked, played ...
 - ▷ videos, photos, comments, ads, texts ...
- ▶ what page you visited - how long you were there, what you did there
- ▶ what you bought, viewed, compared (or what you wanted to buy: when you put something in the cart but did not complete the purchase)
- ▶ where did you sign up
- ▶ what people are you in contact with, how often, for how long + information about specific people
- ▶ where and when you clicked
- ▶ quite possibly it knows all phone contacts from your phone, it knows when you called or sent a message to

... it simply knows everything you do on the internet and will use it when it needs to.

Although it seems unlikely, even your best friend may become a person you won't talk to. It can then easily happen that he will use the weapon that you have given in his hand - conversations, texts, videos, photos... in short, everything you send or share can be misused against you with one click.

It is not uncommon for people to be exposed to the disclosure of intimate photographs they have sent to their partners in the past (some because of love, some under threat of a breakup). Jealousy, the desire for revenge, or hatred can turn a favourite person into someone for whom the victim is thinking about suicide. No photo is worth such problems and thoughts.

Don't send your intimate photos. Neither to a friend, nor to a boyfriend or girlfriend.



INTERESTING FACT

Have you ever looked at your older posts and asked yourself: „What did I post it?“

Before adding a post, imagine what you will probably think about it in **a year, two years, 5 years...**

The internet is a bottomless fountain of treasures - in terms of the types of posts, there are those that will **entertain** you, but also those that will **upset** you. Other posts will make you **think**, and unfortunately there is a large group of those who definitely **annoy** you, don't they? We all have a different set of feelings that posts and comments evoke in us.

- ▶ What posts do you post on the social network? What do they relate to?
- ▶ What was your last post? Did you add a hashtag?
- ▶ Are your posts understandable to others? Why do you post them?
- ▶ What do you do before you post/share something?

The less you write about yourself somewhere, the better for you. Remember, data is traceable. If you comment on a post today, it's easy for someone to track it down in a few years (if they're interested in tracking something about you).

Finally, have a look at the info button text.



Once you add it to the internet, it stays there. **You leave a digital footprint behind everything you do online.**

Digital footprint = information, file or other traceable form of activity in the environment of digital technologies and the Internet left by the user.

The *delete* button does not solve the problem. **Just because you can't see something doesn't mean it doesn't exist.**

Printscreens, for example, can cause problems. While you're at peace, since you've deleted a post that your parents really shouldn't see, your brother may have a secret weapon in his pocket that will force you to vacuum and wash the dishes for the next few months.

The less you fill in about yourself, the better!



Tip: google yourself: Enter your name in Google and see what you can find about yourself.



INTERESTING FACT

Where to look?

- ▶ pipl.com, yasni.com or a regular internet search engine can be used to search for information about a specific person
- ▶ there are sites (e.g. archive.org) where you can find out what your favourite website looked like 15 years ago

What to avoid:

It would be nice if you would:

- ▶ **watch out for strangers who contact you through social networks**
 - ▷ Check who is sitting behind the keyboard on the other side.
- ▶ **not send your private data over the internet (to anyone - not even to grandma)**
 - ▷ Due to digital footprints or deceptive applications, your private information could soon be easily accessible to everyone and therefore easily misused.
- ▶ **not believe everything you see (a lot of things on social networks are fake)**
 - ▷ A hundred times repeated lie becomes the truth - do you see the same post on many of your friends' timelines? Do you deduce that there will be something to it? Try to be the first who will think about it and maybe you can open the eyes of others.
- ▶ **do not spam**



Spamming = sending/sharing unsolicited and mostly annoying information via e-mails, messages, posts...

Where are you clicking?

How many times does a person click the mouse per day? Some people click ten times, others hundred times, thousand times, tens of thousand times ... Thoughtless clicking is not the safest.

Think about it:

- ▶ when you receive a link in a message (pay attention to grammar, address and sender)
- ▶ watch out for pop-ups (quickly clicking on anything that pops up on the screen can backfire; watch out for tempting winnings as well, it's usually a deception - which company could just give away iPhones every day?)
- ▶ what do you download and install on your device? - Choose verified and reliable websites

If you automatically click on everything the device offers you, then don't be surprised that:

- ▶ someone else is collecting information about you without your knowledge
- ▶ someone saves your activity - even the kind of keys you press when logging in to internet banking
- ▶ someone hacks into your device remotely
- ▶ someone will damage or delete your files
- ▶ someone will gain access to your accounts
- ▶ all this will happen to you on other devices that you have paired with the one attacked



The terms and conditions = represent what a person accepts when opening an account not only on a social network.

These are exactly the texts that the vast majority of users do not read. But they should. By not reading what one agrees with when opening an account, one can unknowingly allow the provider to perform actions that the user does not want at all.

If you have an account on a social network, it is very likely that most of these points will affect you to a large extent. This is information from the terms and conditions.

Selected points from the Facebook Terms and Conditions	By confirming the Terms, you actually approved this:
<i>We use the information we have to deliver our products, including customizing features and content.</i>	<p>process the content, including who I chat with, what I write and for how long</p> <p>select post to display (comments, post, stories, ads)</p> <p>collecting information about my device (battery status, signal strength, available storage space, mouse moves)</p>
<p>We will learn about the information available to the social network from the full text of the terms and conditions. In addition to the already mentioned points 1–3, there is also, for example, information about contacts; people; pages; accounts; hashtags; groups you are in contact with; about the method and content of communication; about what information other users provide about you...).</p>	
<i>You own the intellectual property rights in the content you create and share. Nothing in these Terms and Conditions deprives you of your own content.</i>	<p>Edit my uploaded selfie photo and use it in its advertising material (in the Czech Republic, Albania and Canada).</p>

INTERESTING FACT

In 2019, the movie **Brexit** premiered. The story takes place before the UK referendum on leaving the European Union.

How does the plot of the film relate to social networks?

- ▶ The main character of the film translates his proposal: to target the voters through their interests. If someone correctly guesses the results of all European football championship matches, he/she can win 50 million (the chances of winning are extremely low). The answers in the questionnaire, which must be filled in, will provide hundreds of thousands of contacts and materials for individually targeted advertising, not only through social networks. The database then determines what, when and to whom it will be displayed so that the voter is guided to the page: Vote Leave.

Of course, there are strong and emotional slogans (Vote Leave, take back control), controversial (disputable) topics: refugees, financial losses, stability and employment opportunities in one's own country, the Euro... Some information is fictitious or distorted.

Czech Television reports on this film: *"Everyone knows who won, but not everyone knows how."* The film is based on interviews with key participants.

At the end of the film, the viewer will certainly be interested in the final information:

- ▶ About 1 billion targeted ads were delivered to people.
- ▶ British billionaire Arron Banks admitted that he had hired a company specializing in addressing voters (Cambridge Analytica) for the Leave EU campaign. He later denied this statement.
- ▶ Cambridge Analytica is associated with billionaire and businessman Robert Mercer, who became the biggest sponsor of Donald Trump's election campaign.
- ▶ In 2018, the Electoral Commission ruled that the EU Leave campaign had violated the electoral law. Leave EU was subsequently investigated by the National Criminal Bureau for election law violations.



The End

- ▶ Remember, not everything you see on the internet is true.
- ▶ Think about what you write/share, who will see it and how it may affect you in the future.



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