HANDBOOK

FOR ELEMENTARY SCHOOL PUPILS

Behavior on Social Networks

Content

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 pupils,

you have just received a handbook that is designed for you and for your work with the presentation. You will find information on how to work with individual slides, what is their main goal and you will find some tips for a better understanding of the topic.

The handbook also includes a list of literature, thanks to which you can acquire or expand knowledge that relates mainly to a specific topic of the presentation.

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

In this lesson, you will be introduced to the concepts of what are social networks, what social networks exist and what is their purpose. Do you think you know a lot about social networks and you can't learn anything new? Try it, maybe you're wrong. 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 in this handbook. 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 them what you have gained from this lesson.

For example, you can show them the comics you will find in the second part of the lesson.

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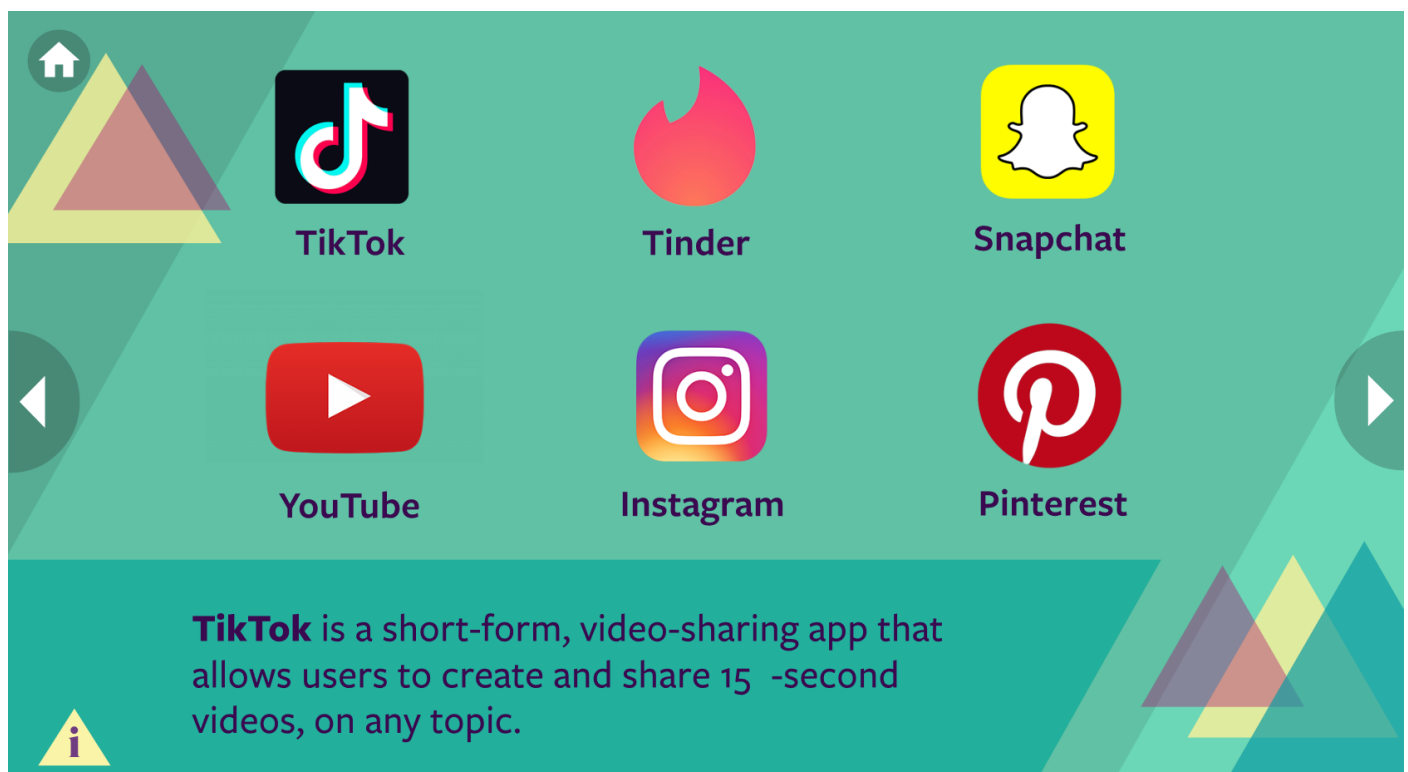
What are social networks?
Online services for connecting people on the internet. Users create a personal profile for the purpose of communication (by text or voice messages...).

Social networks are in reach, take a look at the icons on the slide and try to guess their names.

Can you spot them by their logo?
What are they for?
Then move your cursor over a particular icon and a description of the social network will appear at the bottom.

| TikTok | Tinder | Snapchat |
| YouTube | Instagram | Pinterest |

TikTok is a short-form, video-sharing app that allows users to create and share 15 -second videos, on any topic.

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**.
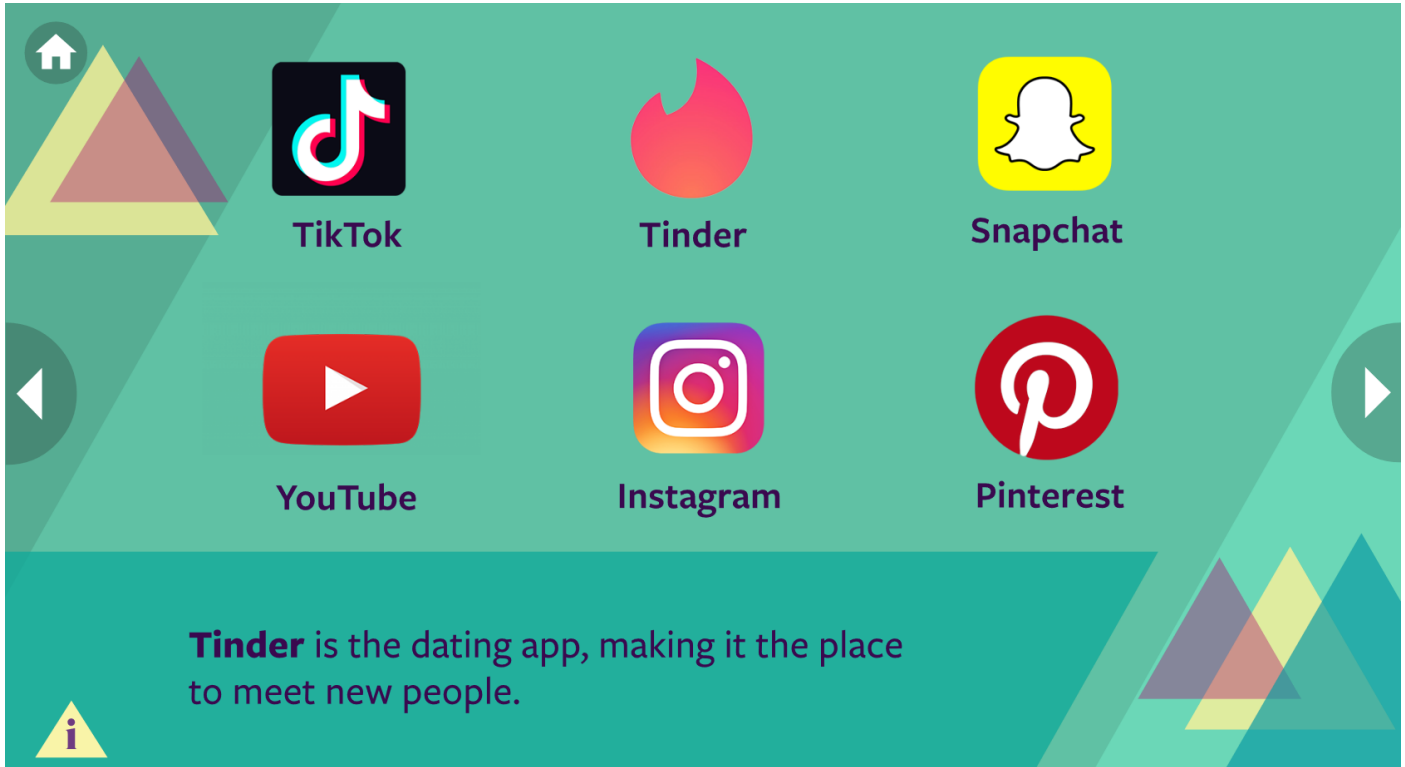
INTERESTING FACT

73 % of internet users aged 9–16 mentioned **watching videos** as a reason for using the internet.
66 % of users in this age group then visit the internet because of **social networks**.

Social networks - examples

Learn what Tinder is and what its purpose is.
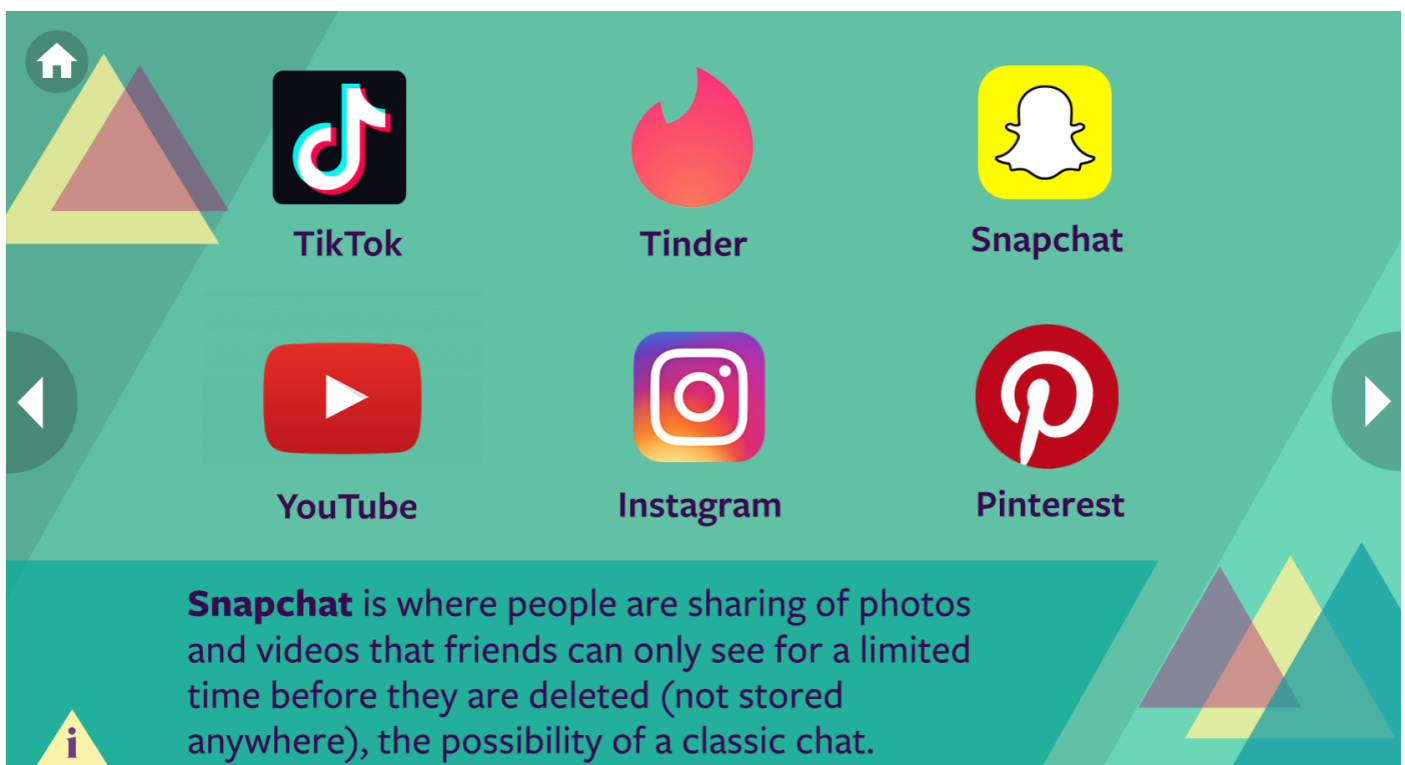In the presentation, move your mouse cursor over the app icon.

TikTok	Tinder	Snapchat
YouTube	Instagram	Pinterest

Tinder is the dating app, making it the place to meet new people.

Learn what Snapchat is and what its purpose is.
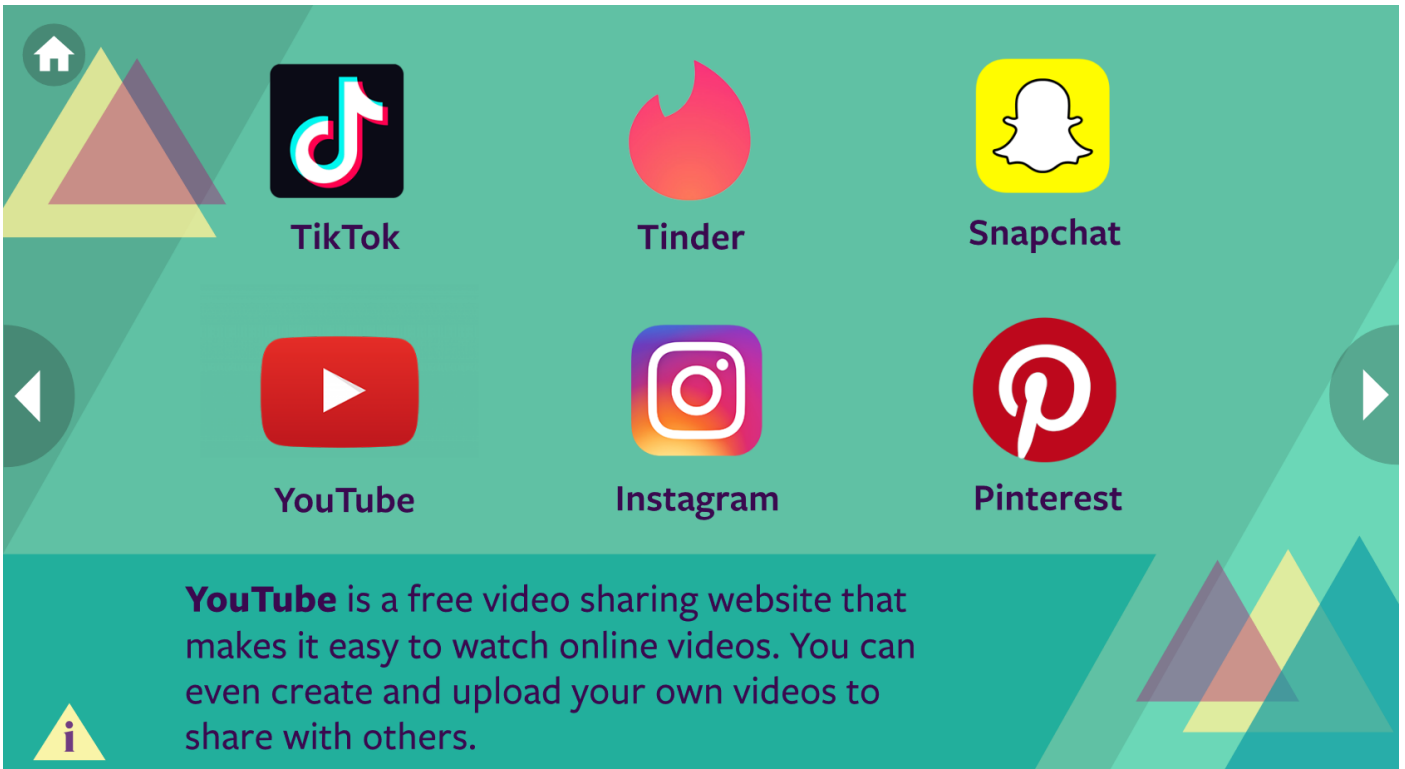In the presentation, move your mouse cursor over the app icon.

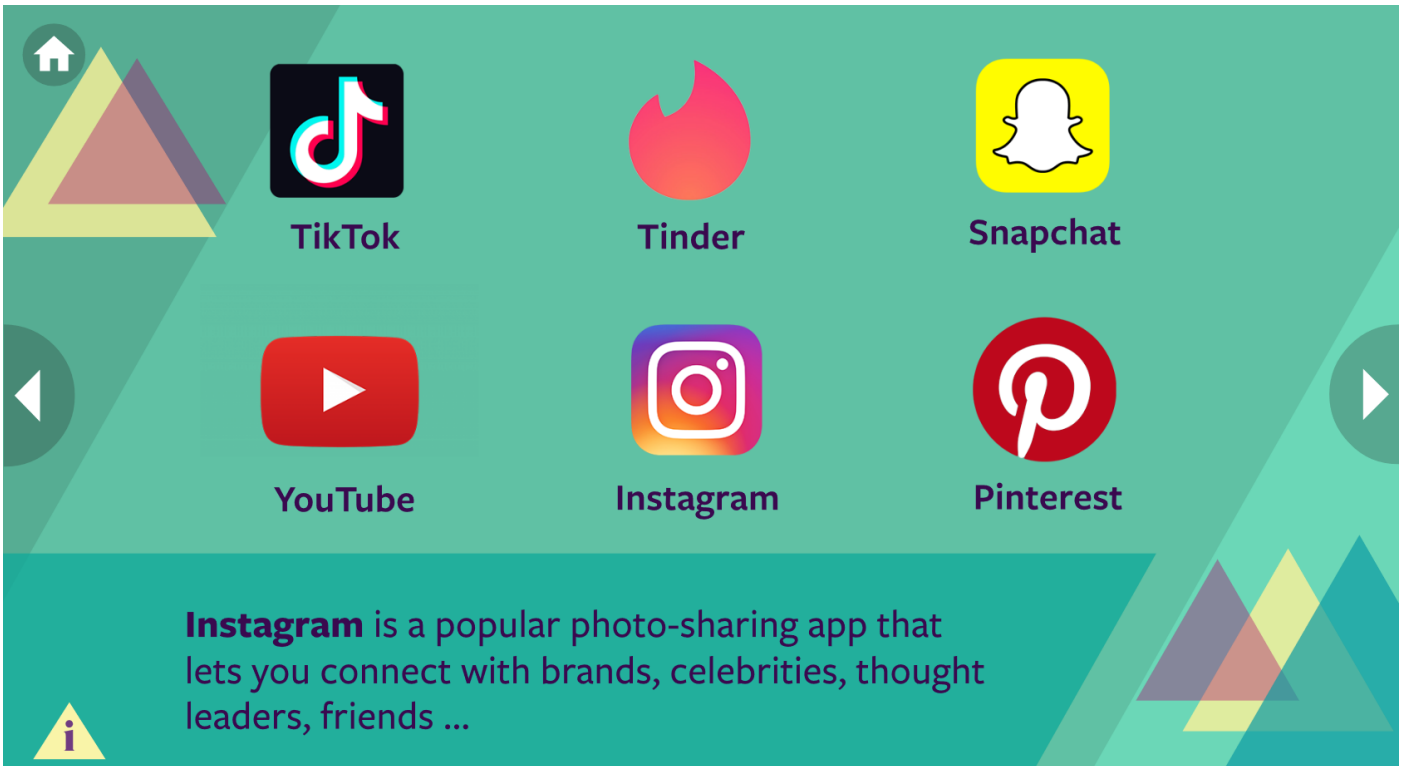|		
TikTok	Tinder	Snapchat
YouTube	Instagram	Pinterest

Snapchat is where people are sharing of photos and videos that friends can only see for a limited time before they are deleted (not stored anywhere), the possibility of a classic chat.

Learn what YouTube is and what its purpose is.
In the presentation, move your mouse cursor over the app icon.

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others.
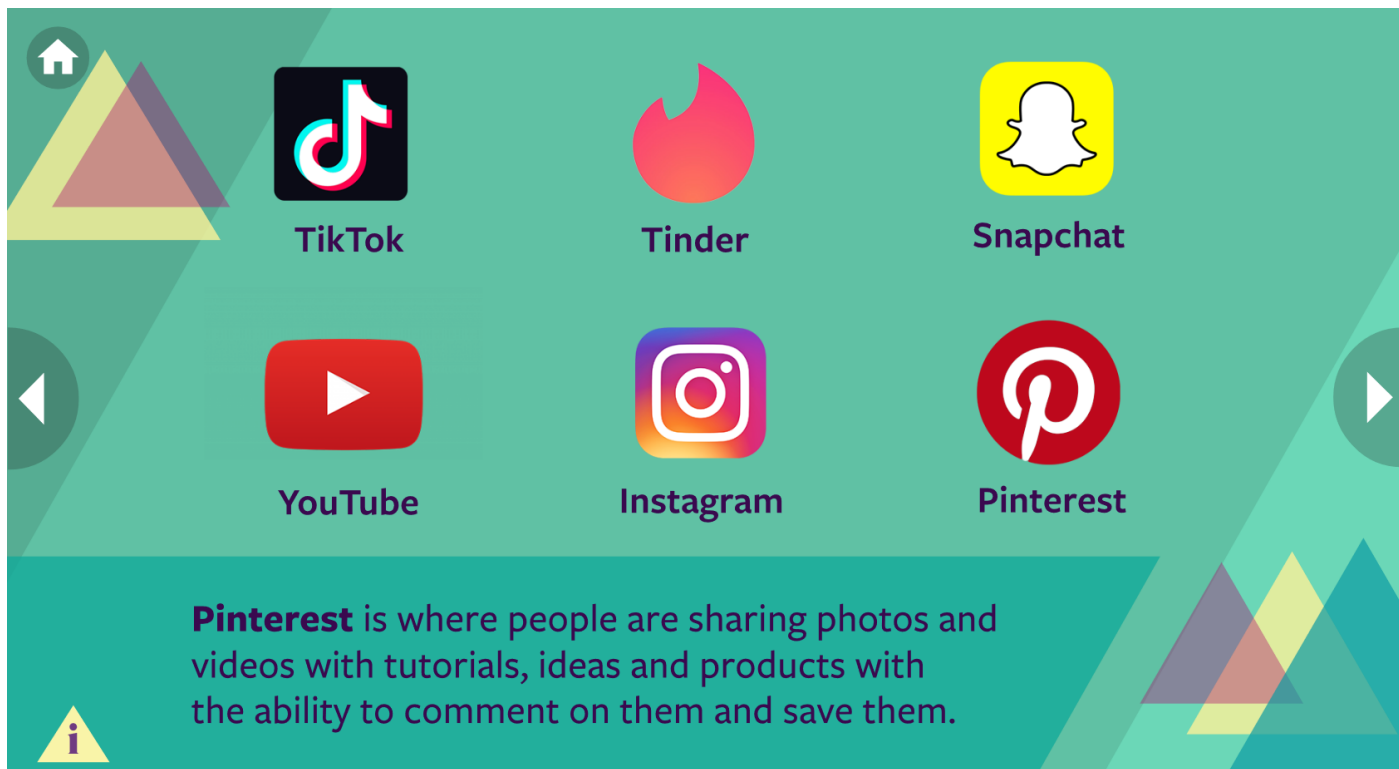
Learn what Instagram is and what its purpose is.
In the presentation, move your mouse cursor over the app icon.

Instagram is a popular photo-sharing app that lets you connect with brands, celebrities, thought leaders, friends …

Learn what Pinterest is and what its purpose is.
In the presentation, move your mouse cursor over the app icon.

TikTok **Tinder** **Snapchat**

YouTube **Instagram** **Pinterest**

Pinterest is where people are sharing photos and videos with tutorials, ideas and products with the ability to comment on them and save them.

You've learned about several popular social networking sites.
You probably use them too and have an account on them.
Think about it, can you define what social networks are for?

First think of an answer in your head or write it down.
Don't forget the „info button" which is located in the bottom left corner.
There you will find the purpose of social networks.

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

What is their purpose?

- **Communication:** a contact without regard to place of residence.
- **Keeping in touch, meeting new people:** we can come across a friend for life, but also a person with whom we want nothing to do again.
- **Entertainment:** viewing photos and videos, commenting on posts and developing discussions, playing games.
- **Information retrieval:** being able to evaluate the specific information is the necessary skill.
- **Relaxation:** intuitive and attractive environment.
- **Sharing experiences:** what to share and what not to share.
- **Monetization:** In addition to these benefits, the goal is also monetization. Their purpose is to make money and cause addiction, it is part of the structure and design at the moment when the network is created.

What do we reveal on the Internet?

Some users are quite willing to provide a lot of information to social networks (or the internet).

What about you?

One of the sources of information is the ones that you willingly **provided when filling in the various data and posting**. We have selected a sample of a popular youtuber "Roxxsaurus" for you. Check out the video cut (the whole video is 20 minutes long on YouTube, therefore we chose interesting passages only).
Push the play button on in the presentation and watch.
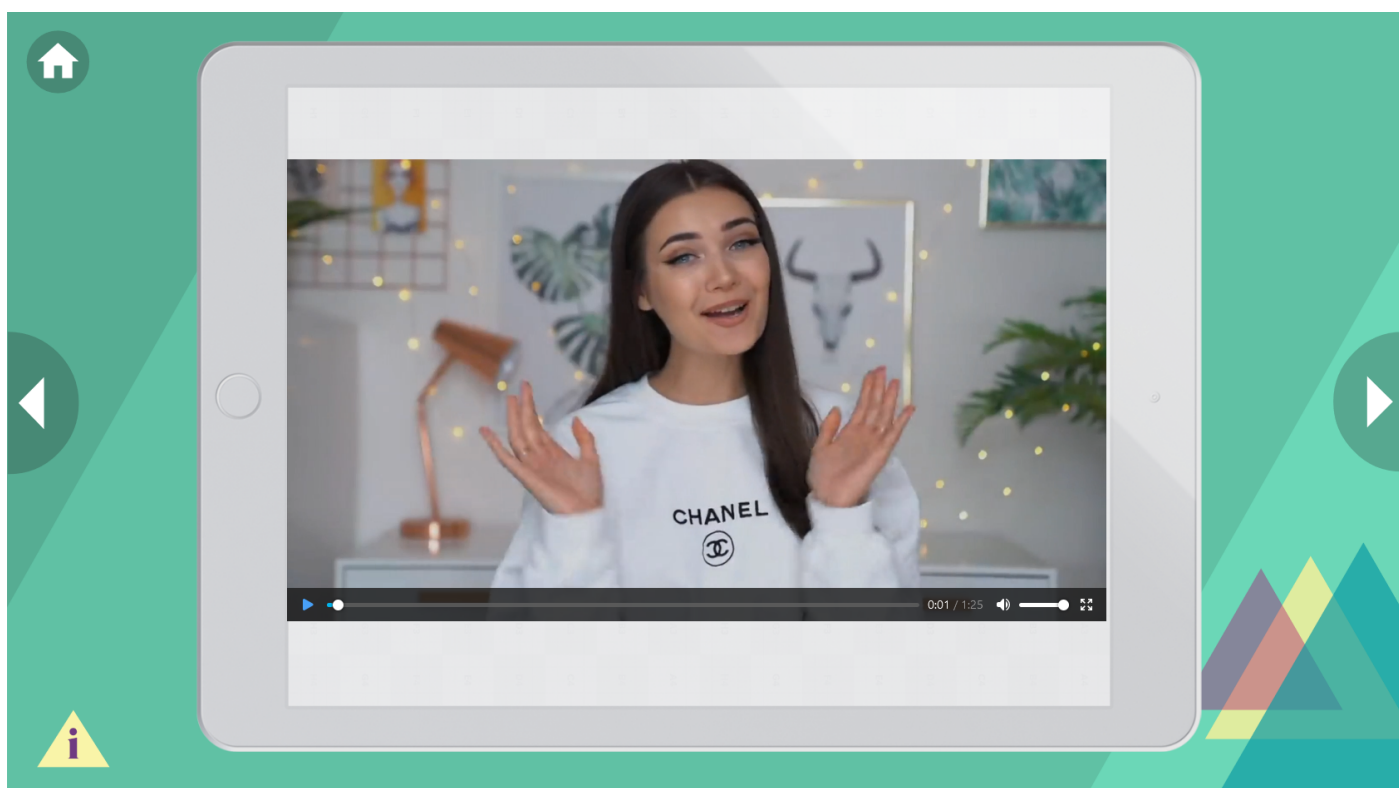
Have you ever seen a similar „room tour" on the internet?
Do you find it normal to reveal personal information publicly?
The video is seen by fans, i.e. strangers.
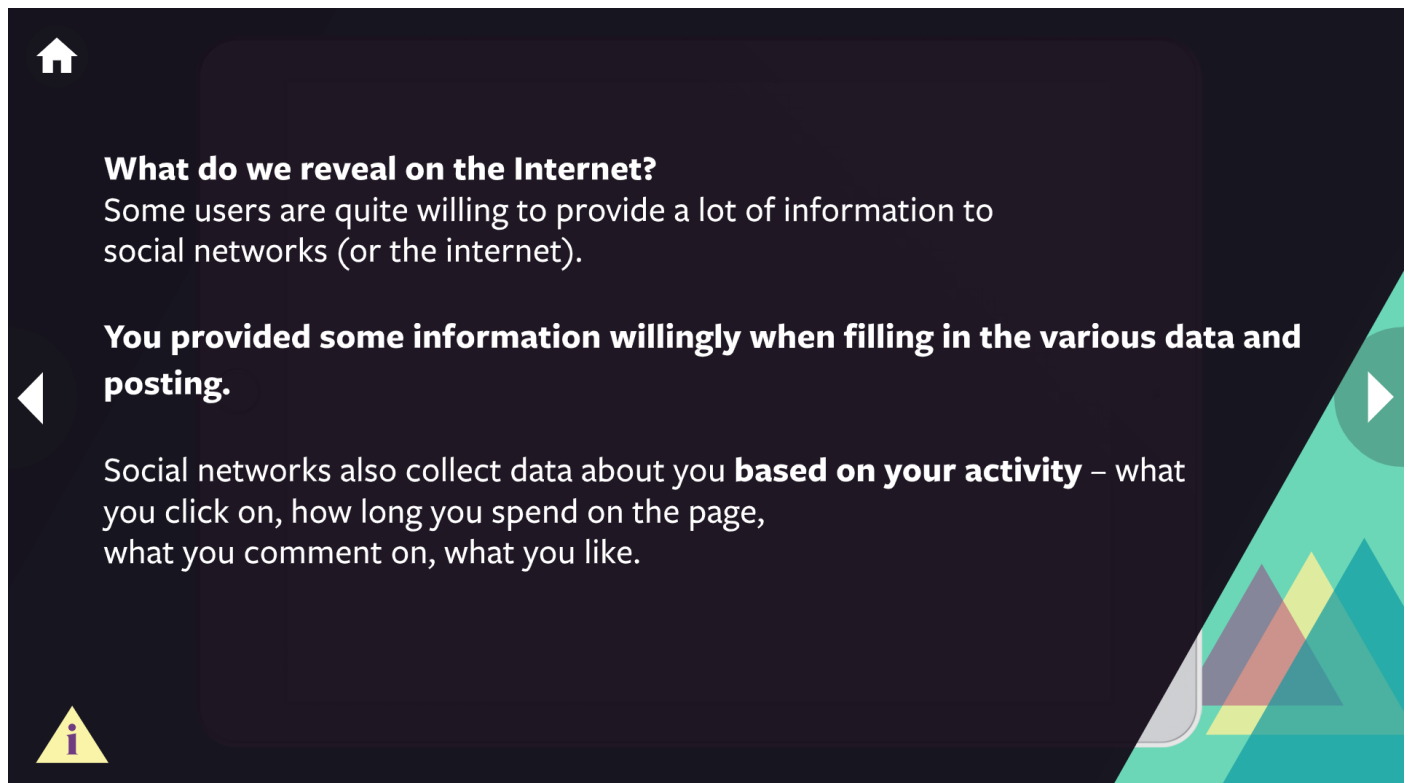**Can this video carry any risks? What and why?**

INTERESTING FACT

Facebook has **thousands of data** about its user, thanks to which it can predict his behavior and thus influence the information it will display. It can affect our opinions and influence us.

Task: **google yourself**
Enter your name on Google and see what you can find out about yourself
on the internet.

Remember that all the data you put online stays there, such as social media
statuses or posts you share.

What do we reveal on the Internet?
Some users are quite willing to provide a lot of information to
social networks (or the internet).

You provided some information willingly when filling in the various data and posting.

Social networks also collect data about you **based on your activity** – what
you click on, how long you spend on the page,
what you comment on, what you like.

Video: detail 1

We took a close-up photo from the video.
Take a look at the photo and think about what you see in it.

Answer the question.
What equipment does the youtuber have in her room?
Is the information that a youtuber mentions in the sample important for the audience?

Click on the info button now.

What will we learn about this youtuber from the video?
Youtuber willingly showed us her whole house, room by room.

Is the information that a youtuber mentions in the sample important for the audience?
For the average fan, there is only additional information
within the room view. For those who would like to visit her room due
to theft, they are essential.

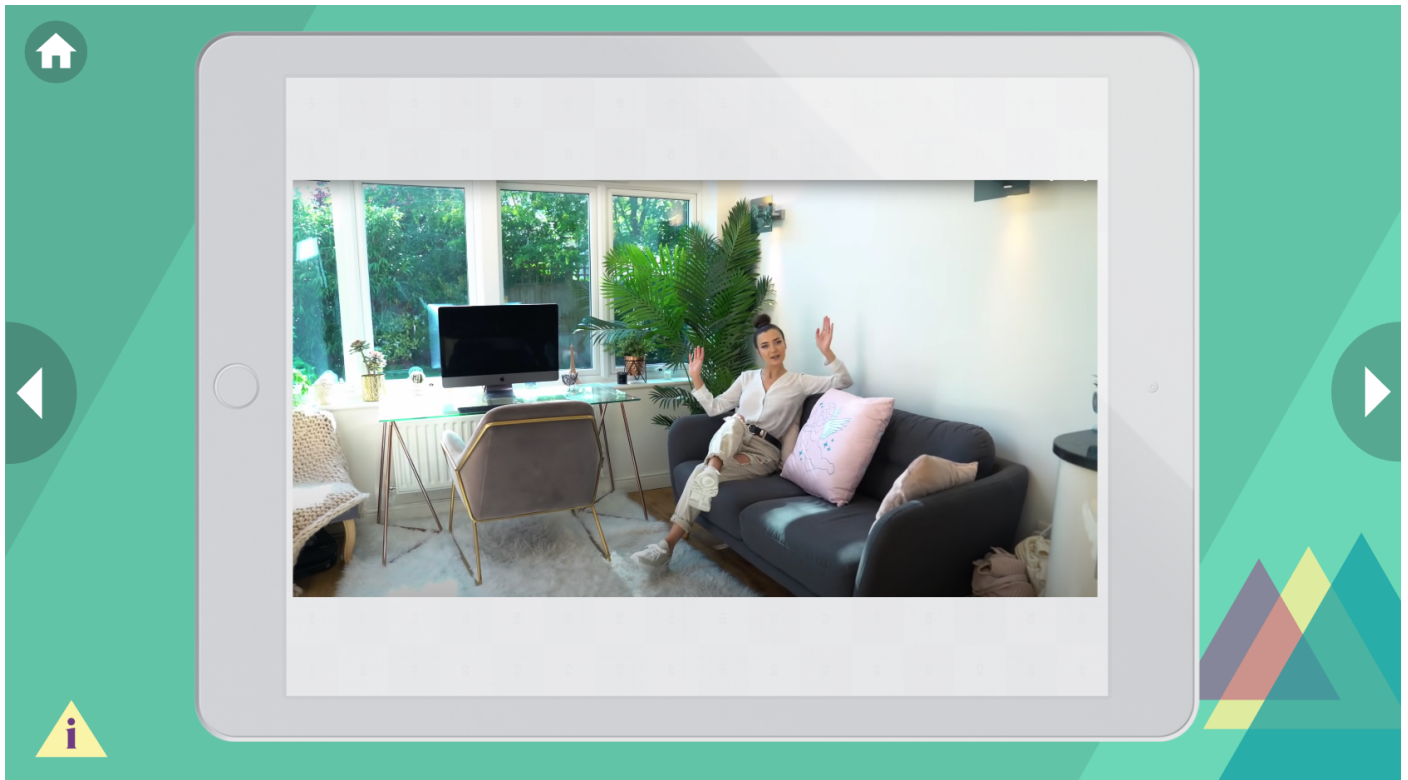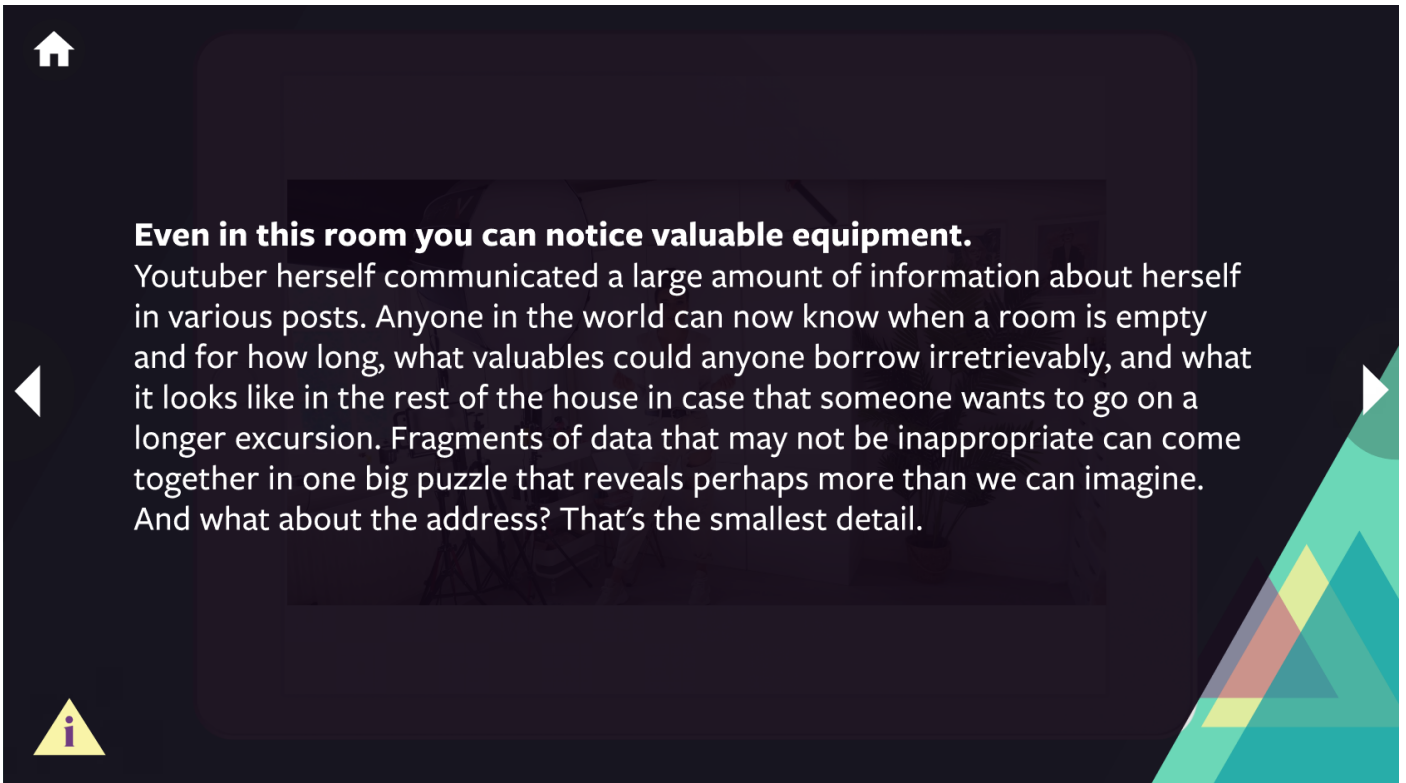We took one more close-up photo from the video.
Take a look at the photo and think about what you see in it.

Answer the question.
What equipment does the youtuber have in her room?

Click on the info button.

Even in this room you can notice valuable equipment.
Youtuber herself communicated a large amount of information about herself in various posts. Anyone in the world can now know when a room is empty and for how long, what valuables could anyone borrow irretrievably, and what it looks like in the rest of the house in case that someone wants to go on a longer excursion. Fragments of data that may not be inappropriate can come together in one big puzzle that reveals perhaps more than we can imagine. And what about the address? That's the smallest detail.

What does it mean to you to share a lot of information?

Don't forget that social networks also collect data about you **based on your activity** (what you click on, how long you spend on the page, what you comment on, what you like...).

E.g. from information: who do you follow, like, comment on and what hashtags you use, it is not difficult to find out what you enjoy, what you are like (decent, aggressive, pessimistic, funny ...?), how you think, what political and other opinions you have...

Video sample

Sit comfortably and watch the video. Press the play button on the presentation.
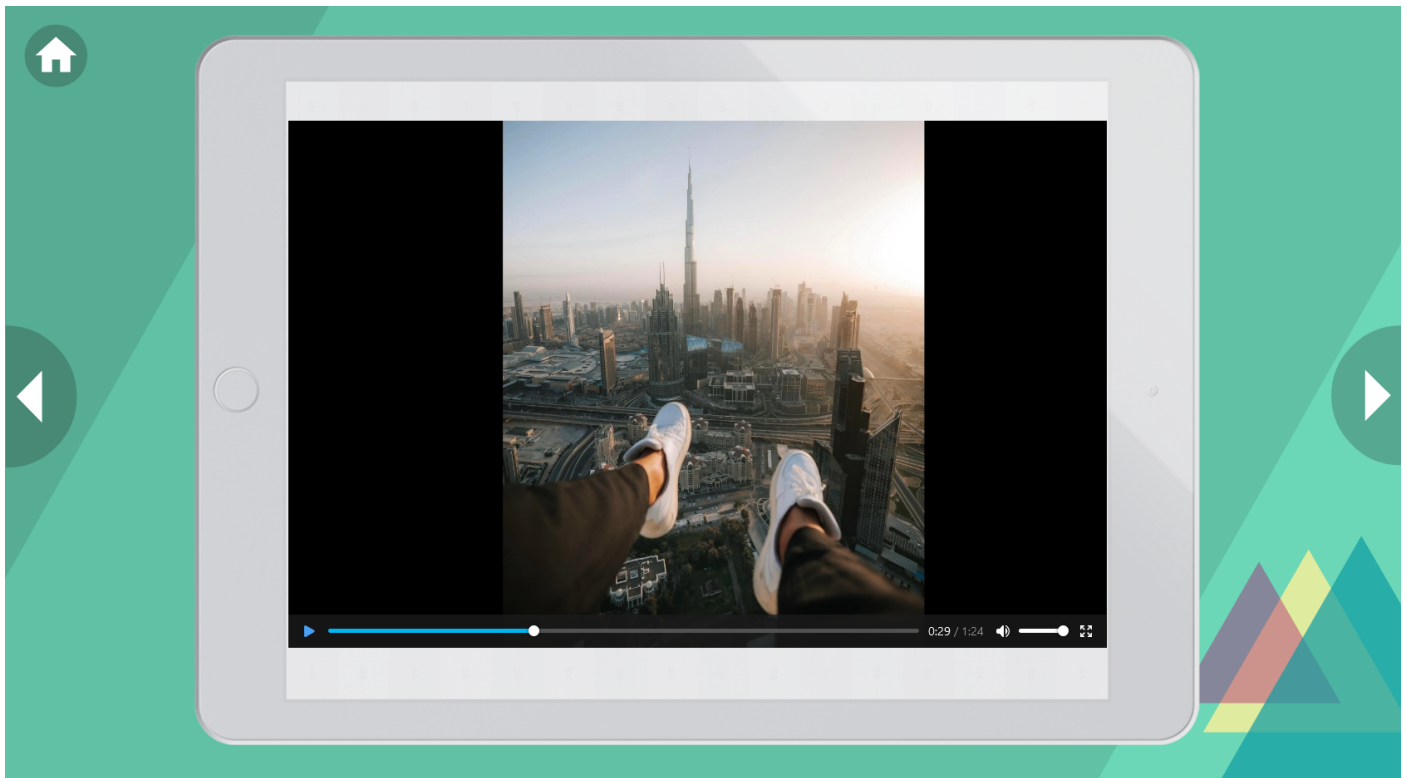
What is the content of the photos we saw?
What is presented there?
What social network have they seen similar content on?
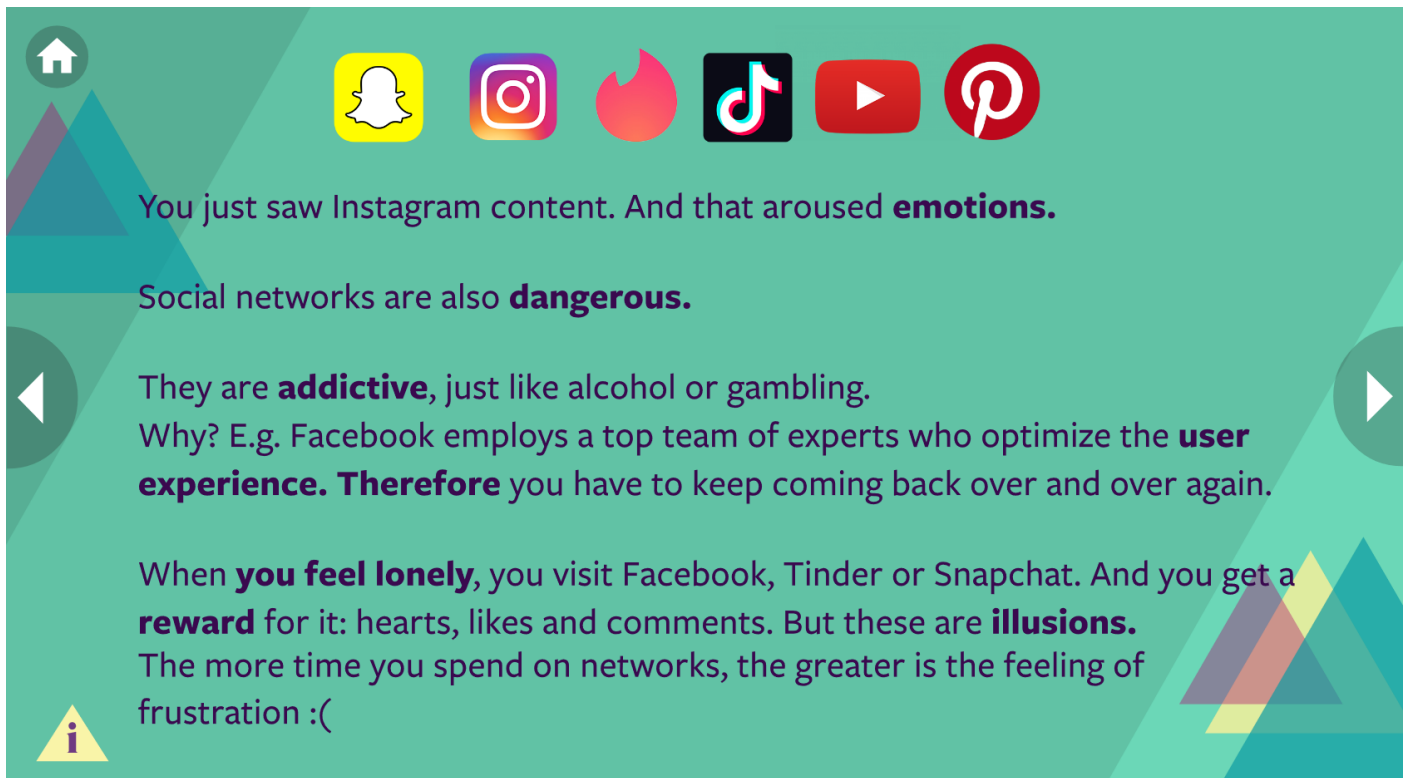**Do you know people from the photos?**

E.g.:
- ▶ Kendal Jenner (influencer/model)
- ▶ Kylie Jenner and Kim Kardashian (influencer/model/fashion icon/entrepreneur)
- ▶ Anny Swanky (influencer/model) and her boyfriend luca_rossi10 (they often present luxury life, styling photos with luxury goods)
- ▶ Justin Bieber (singer)
- ▶ Ariana Grande (singer)

Do they see it often?
Guess from which social network the video is edited.

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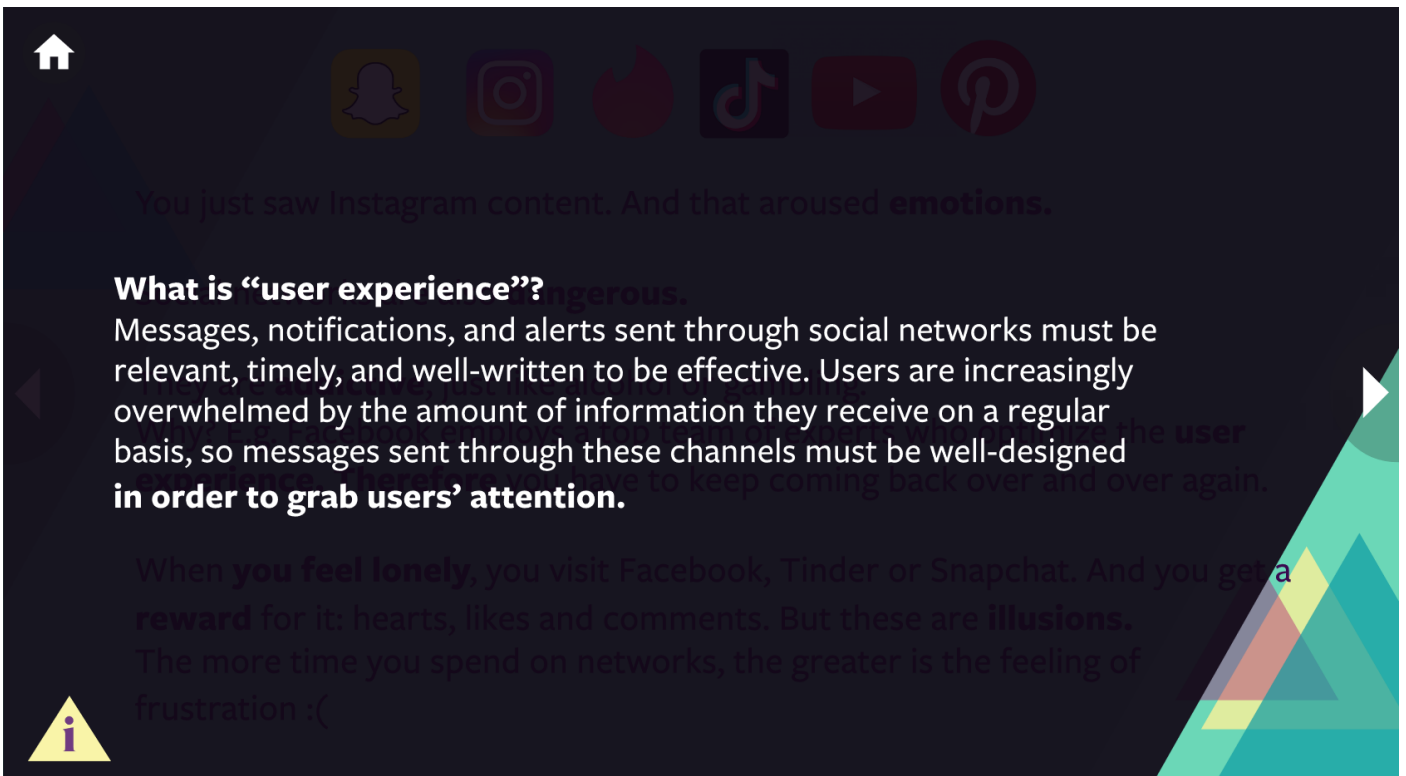
Why do you think social networks (or the internet in general) are so attractive to people?

Possible answers:
- ▶ Availability of almost anything in one place and practically anytime
- ▶ Anonymity
- ▶ Getting answers to various questions (Which we might be afraid/ashmed 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)

🏠

"Fake it till you make it"

On Instagram, people fake their lives with the help of perfect photos and videos.
Watch details. Not everything is perfect or real.

In this section, we would like to inform you about the pitfalls of the content you 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?
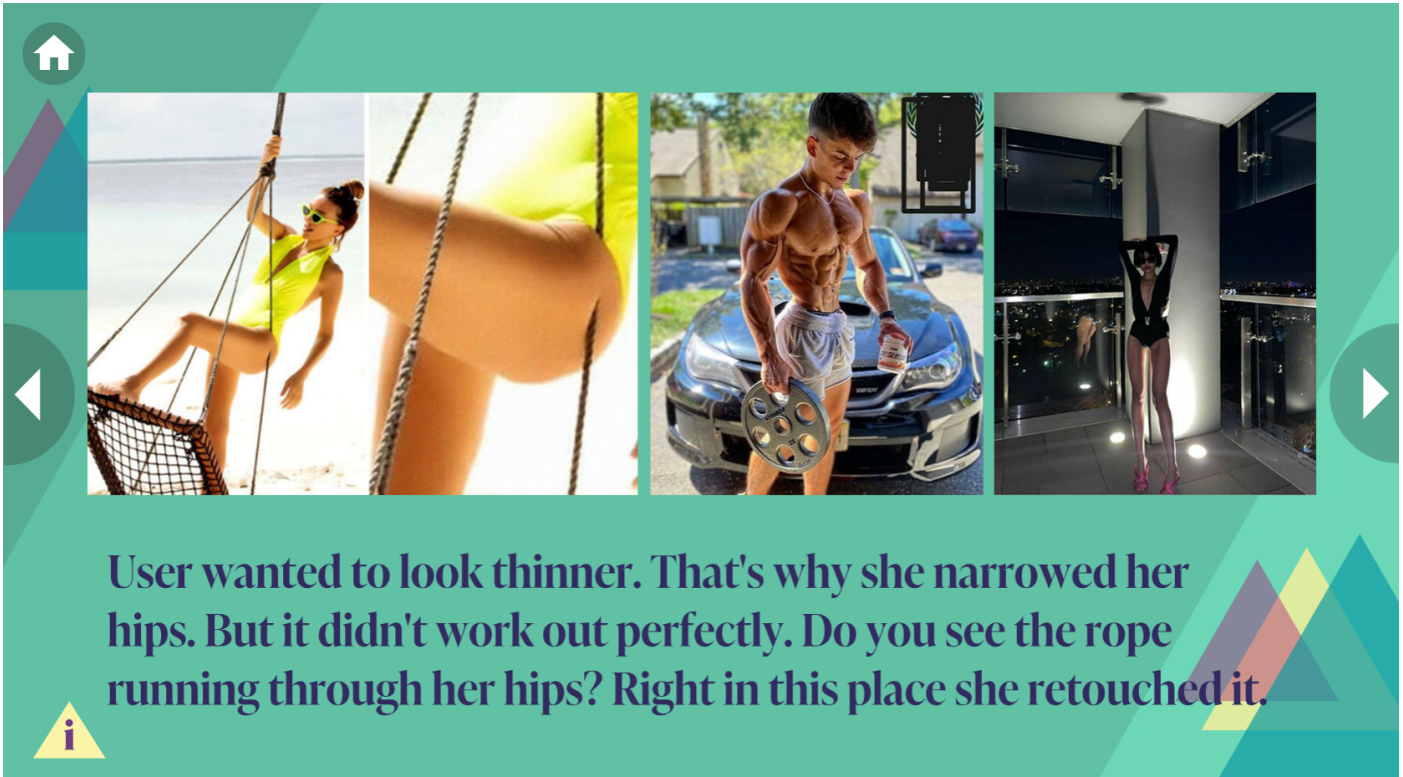
Photo samples

People try to look great in the photos they provide to the public. They want to be liked and collect likes. Therefore, they will do their best for the photo. 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?

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.

Photos are often manipulated and edited. The narrowing of the waist and thighs is very common. Over-editing will reveal, for example, the reflection in the mirror...

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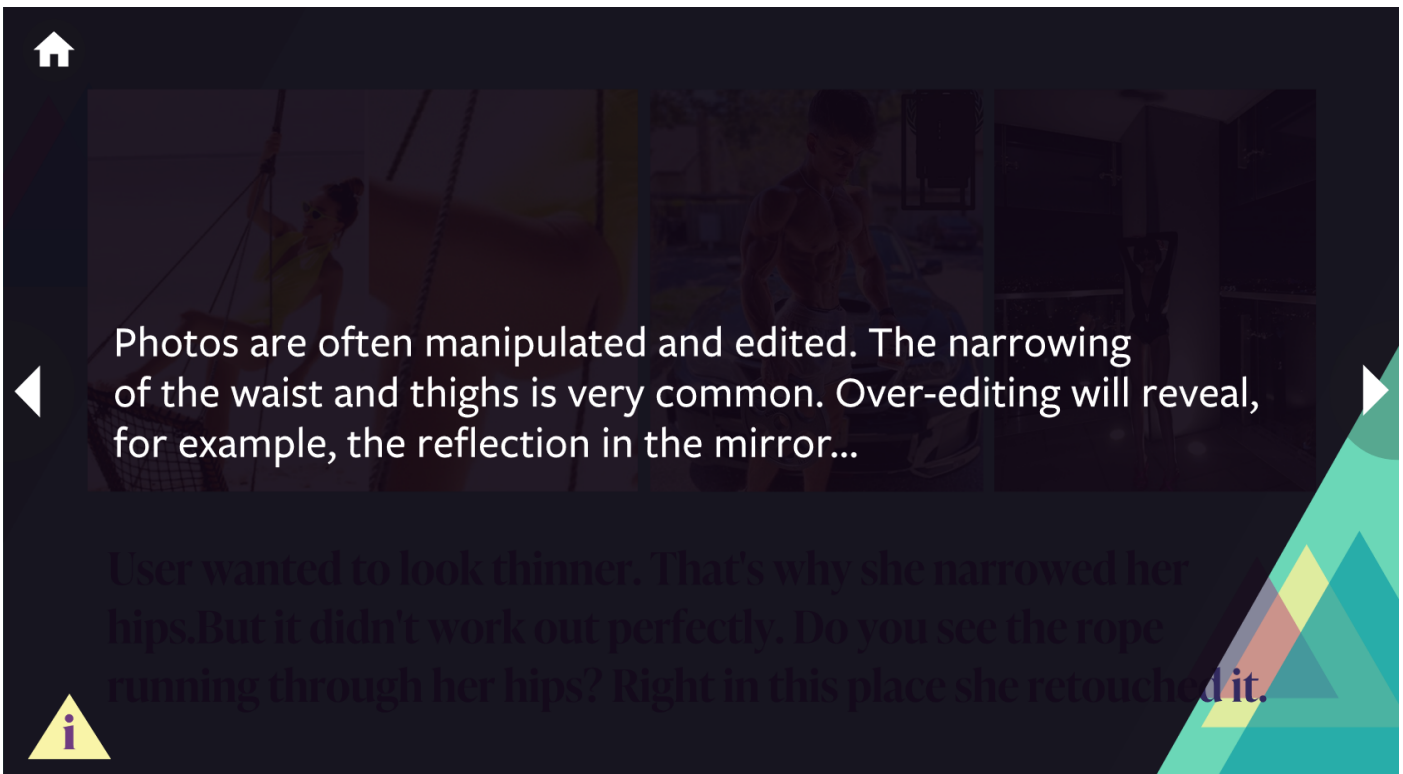
Could you find the mentioned edits by yourself?
Why do the authors do this?

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 a given celebrity is the edited photo and which is the original?

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

Photo samples III

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

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?

Look at the example on the right. The photos are from her instagram profile.
Is there anything strange about the photos?

Click on the info button in the left corner of the slide.

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.

INSTAGRAM   REALITY

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 deefake (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.

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?

Answer the questions first and then click on the info button.

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.

ℹ

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.

Storyline I

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.
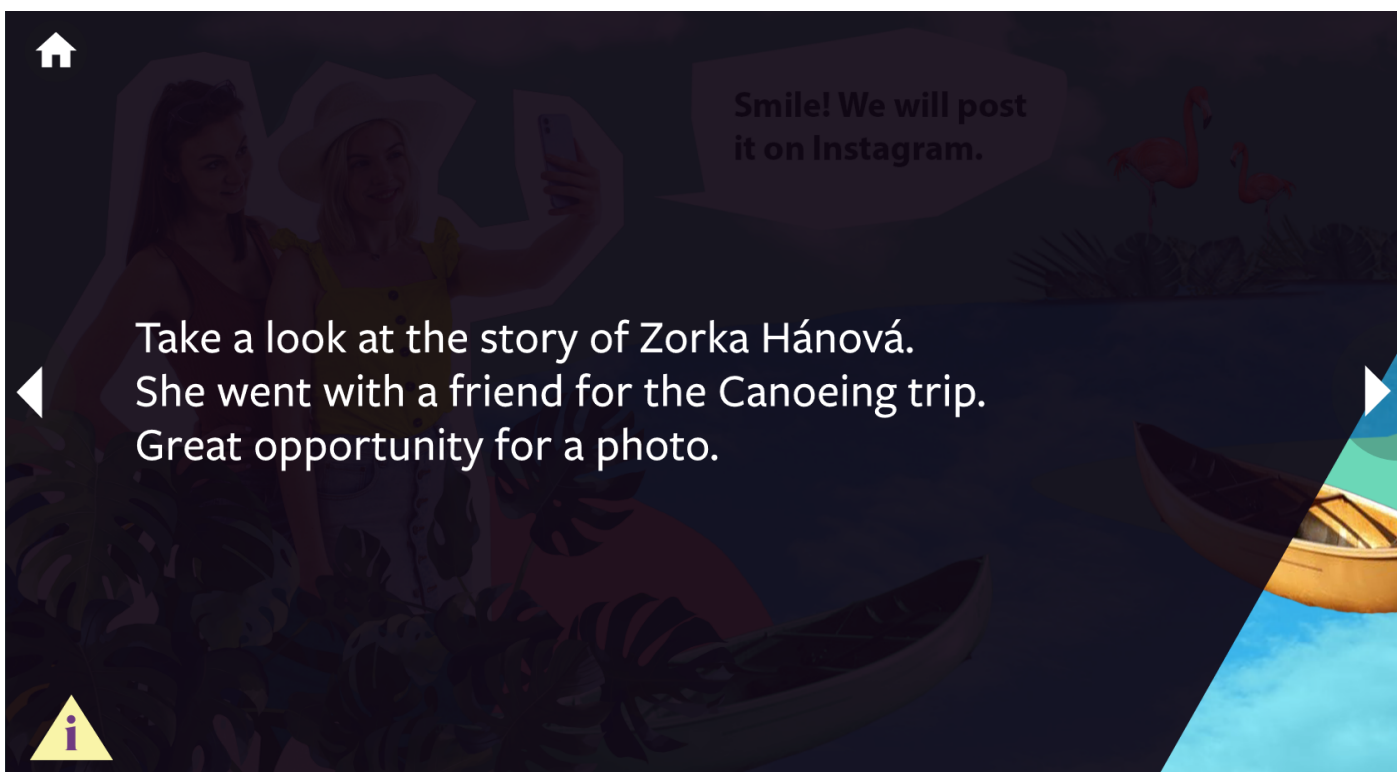
Storyline II

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 III

Instead of a traditional introduction, Arthur first did some research on the internet. On social media, to be precise.

How could Arthur manage to find Zorka's photo?
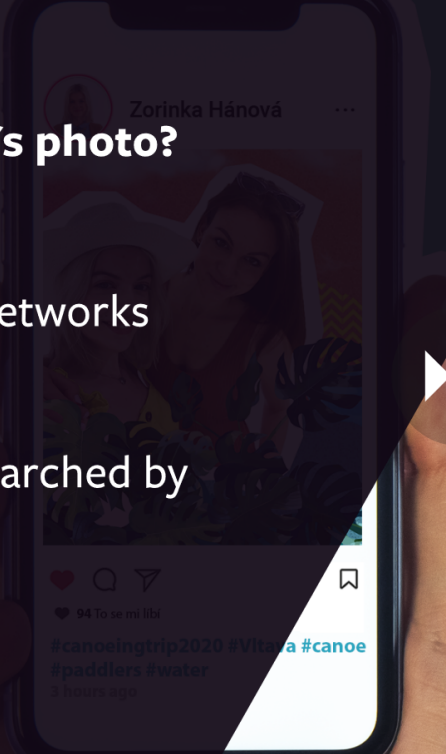**What did he learn about Zorka?**

First discuss, go to the info button afterwards.

How could Arthur manage to find Zorka's photo? (What did he have to do for it?)

- He searched on the internet/on social networks (he entered keywords).

- He used popular social networks and searched by probable hashtags.

Storyline IV

See what you can read on the slide

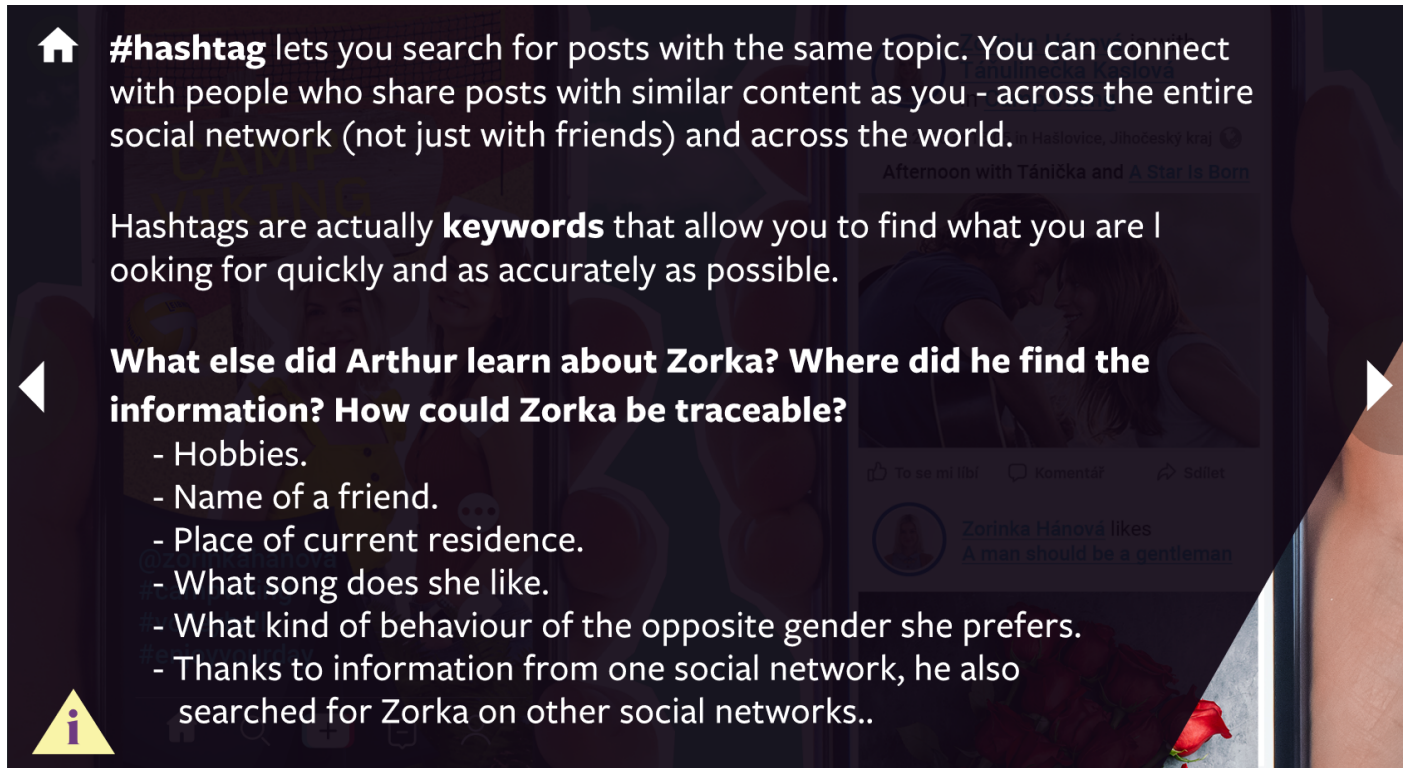**What did Zorka reveal about herself on the internet?**
List what you learned about Zorka from the slide.
What are her hobbies?
What other key information did Zorka use?
What is hashtag (#)?

Then click on 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 l ooking 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..

Storyline V

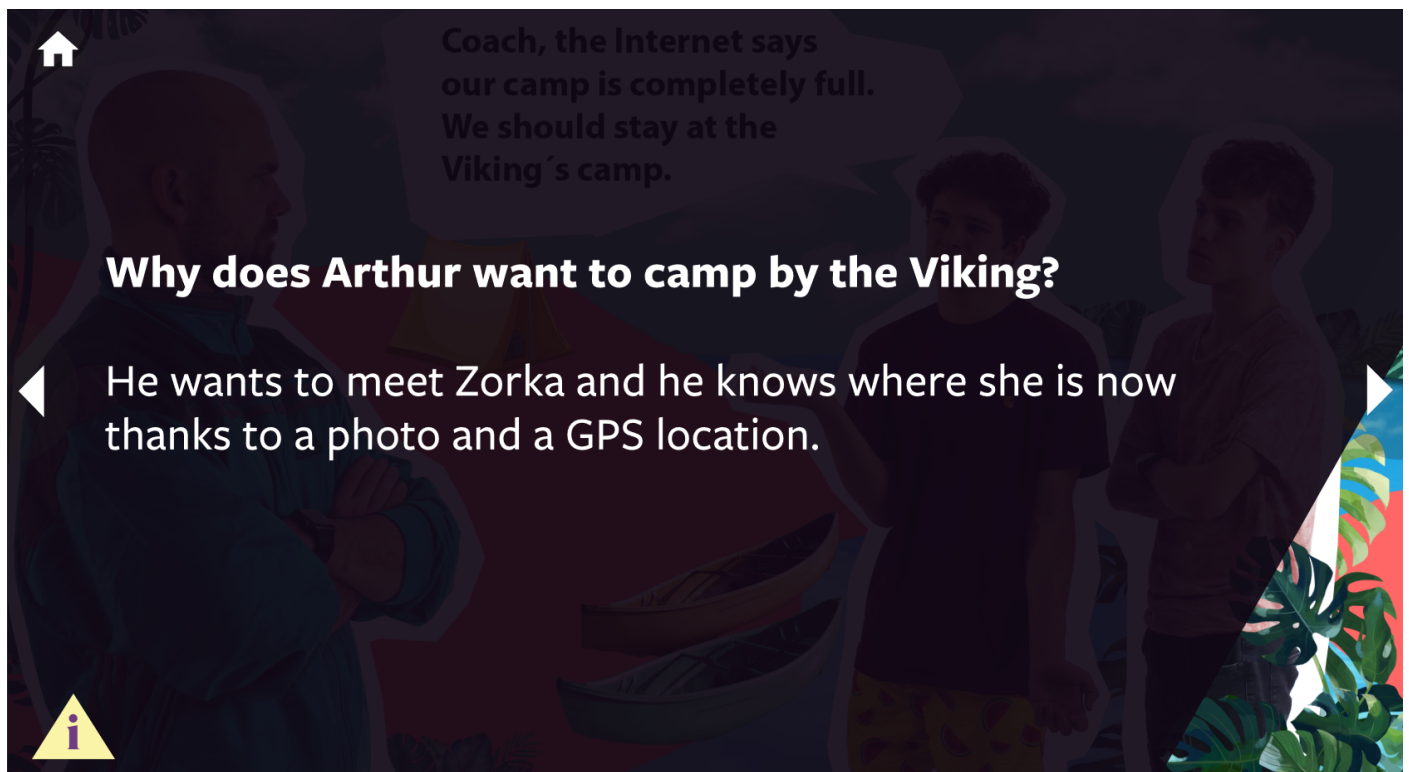
Coach, the Internet says our camp is completely full. We should stay at the Viking´s camp.

The story continues.

Why does Arthur want to camp by the Viking?
▶ the answer can be found in the info button.

Why does Arthur want to camp by the Viking?

He wants to meet Zorka and he knows where she is now thanks to a photo and a GPS location.
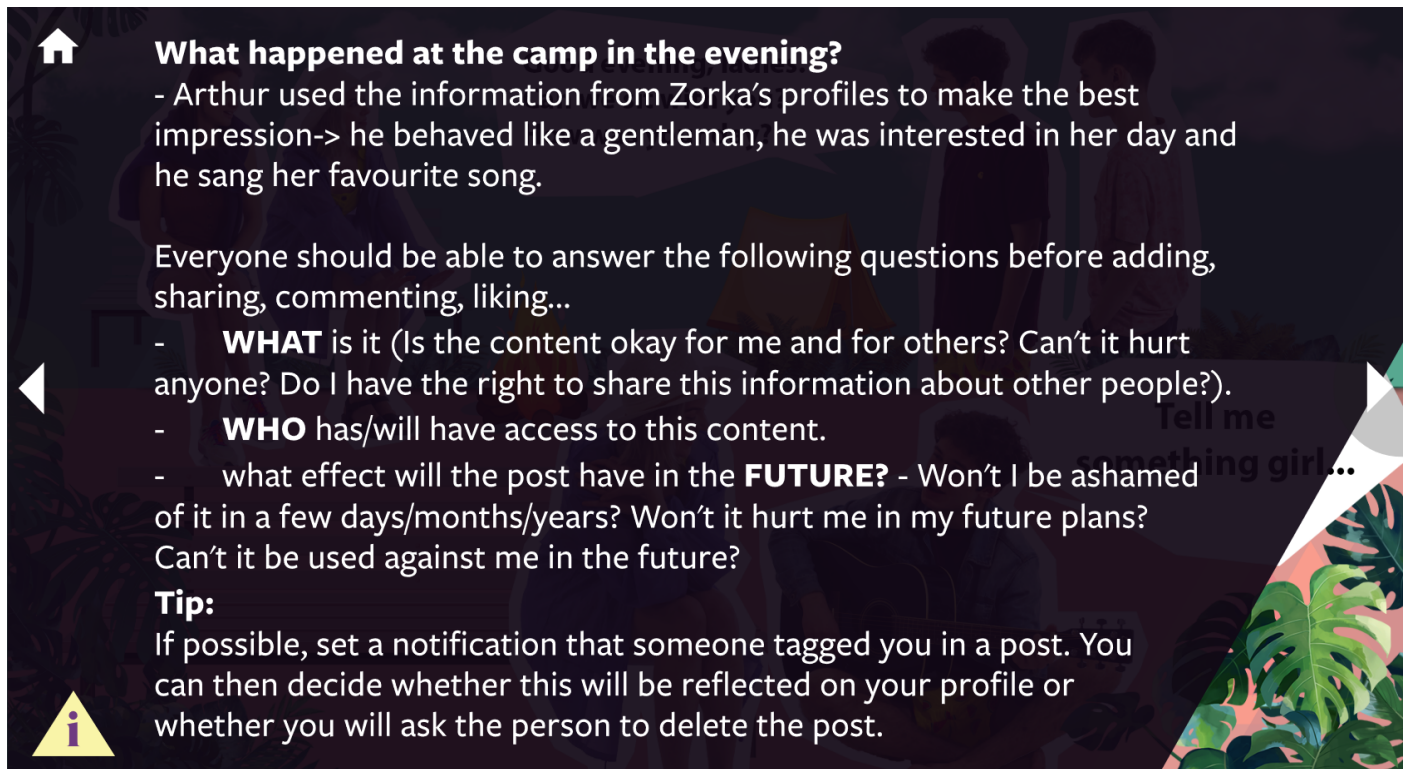
Storyline VI

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

Comics II

What happened next? How could the story continue when Zorka was home again?

But our story doesn't end with a happy ending. The canoeing trip is history and Zorka has forgotten about Arthur. Look at the slide.
You see Artur stalking Zorka and recording her.

How could Arthur find out when and where Zorka would be?
Then click on the info button.

How could Arthur find out when and where Zorka would be?

- Zorka put a lot of information about herself on the internet that is not hard to find.
- She left behind a lot of digital footprints.

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

Digital footprints are almost immortal, deleting a photo with the "delete" button is no guarantee that it has really disappeared (someone can still have it saved).

Posting *= publishing on social networks.*

Storyline VII
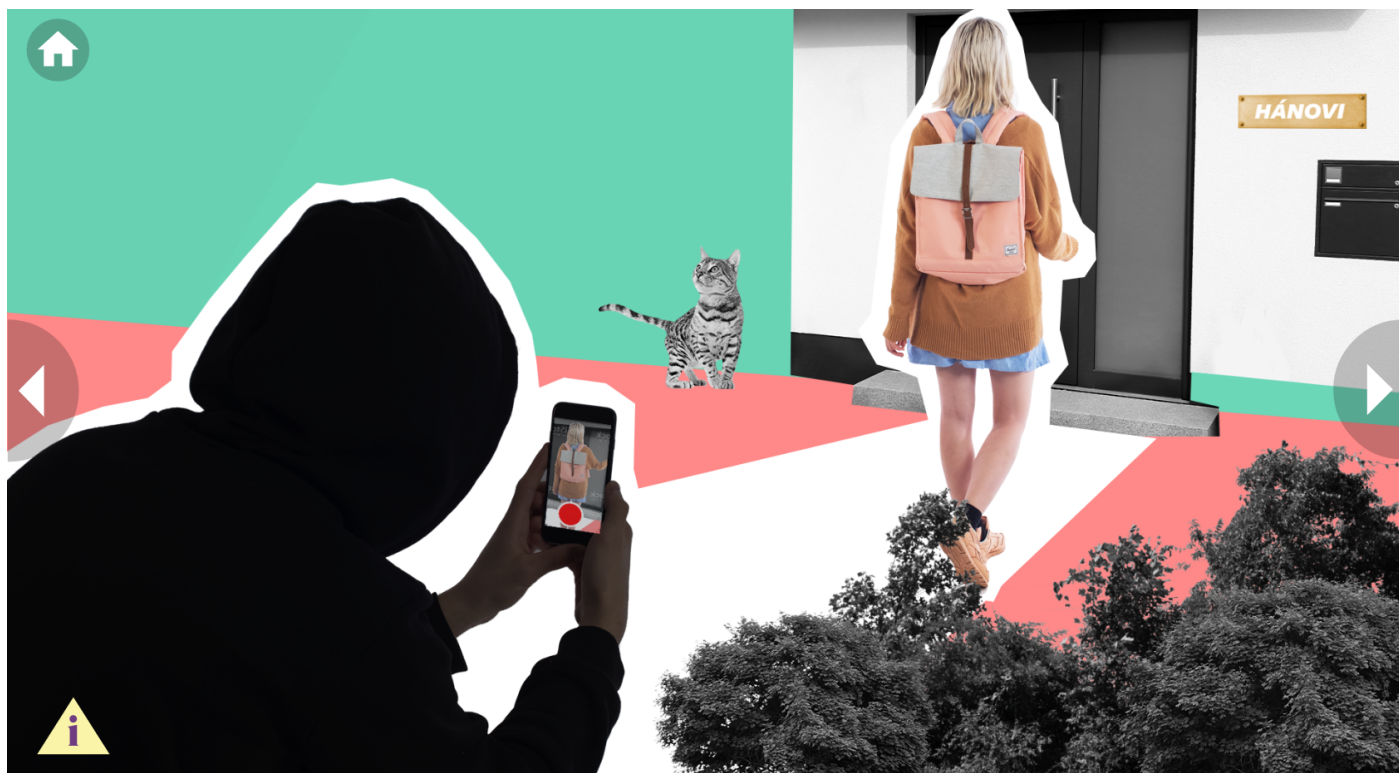
Arthur eventually found out from the Internet where Zorka lived.
An innocent encounter turned into stalking.

Do you know what that term "stalking" means?
▶ click on the info button

What does "stalking" mean?
Stalking can be found in the Criminal Code as a dangerous pursuit - which is a crime. It is **a long-term and systematic victimization**, searching for someone's proximity, harassment... Under certain conditions, there is a risk of imprisonment for up to 3 years.

What does "cyberstalking" mean?
We talk about cyberstalking when the stalker uses information and communication technologies for his activity (telephone, e-mail, chats, social networks...).

What does "hating" mean?
Writing aggressive or hateful comments.

Have you ever encountered stalking? Why do you think it is dangerous?
How can a chased person feel?
How did the story end?

If Zorka could change something from the past, what do you think
she would do differently?
- ▶ public sharing of private information (less is more)
- ▶ communication with the stalker (do not respond, do not react)
- ▶ change of habits (different way from school, different time of leaving)
- ▶ sharing problems and evidence with parents/police
- ▶ tagging friends along with place of residence and photos (approval of posts)

Can social media posts affect you in the future?
Yes. Digital footprints are almost immortal, deleting a photo with „delete" button
is no guarantee that it has really disappeared (someone can still have it saved).
It can alson happen that when you want to delete a photo or post on social
networks, the service provider only makes the deleted information invisible,
but still keeps it stored on servers. When applying for a part-time job or for
an exchange scholarship, anyone can search for available information about
you in advance.

Security

ATTENTION

What to watch out for
while using
social networks?

You've probably heard or seen a sentence like: I agree to the processing of personal data. If you have an account on a social network, you have surely encountered it. You had to consent.

ATTENTION!

However, in some countries you can only give this consent for yourself when you are 13 or even 15 years old!

Find out what the limit is in your country.

Until then, these acts are performed for you by legal representatives.

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:

Write down what we should avoid, how to behave safely on social networks
- what advice would you give to your parents, grandparents or teachers?

(Then compare your text with the information below. Maybe you wrote something that's not there - that's fine, there's definitely not everything on the list. If you miss something, write it down.)

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:
We use the information we have to deliver our products, including customizing features and content.	process the content, including **who I chat with, what I write and for how long**
	select post **to display** (comments, post, stories, ads)
	collecting information about my device (baterry status, signal strenght, available storage space, mouse moves)
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...).	
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.	Edit my uploaded selfie photo and use it in its advertising material (in the Czech Republic, Albania and Canada).

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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