

Autopilot

Critical media consumption:
Switch off your autopilot



A sunset over a body of water with a definition of 'Autopilot' overlaid. The sun is low on the horizon, creating a bright reflection on the water. The sky is filled with wispy clouds, and the water is a deep blue with gentle ripples.

“Autopilot = When you do something without realizing what you’re doing (usually results in making a mistake)”

Campaign summary

Navigating contemporary digital life is easily, and often without consideration, conducted on autopilot. Our consumption of information is heavily based on social media and placing trust in non-traditional sources of news; "institutions have been replaced by 'people like me'"*.

The **Autopilot** campaign raises awareness of how information consumption is influenced and controlled by automated algorithms and social media echo chambers. We place trust in technology to ease our lives. However, if we have a childlike faith in the information presented, we end up in unfavourable situations.

We show our audience fun and relatable scenarios about these unfavourable situations in digital channels. The situations act as metaphors on how lack of source criticism can have adverse consequences. Simultaneously, we underline the elements and risks of misinformation and fake news with #illformation.

We need to pay attention



*<http://www.niemanlab.org/2018/03/living-in-a-sea-of-false-signals-are-we-being-pushed-from-trust-but-verify-to-verify-then-trust/>

Creative insight: We consume information on autopilot

The creative concept showcases the dangers of **autopiloting** in a fun and relatable way. It increases awareness about the pitfalls of misinformation and the importance of source criticism.

Ad examples:

Navigation from hell:

A young woman is driving and her phone's navigation app is directing her. She trusts the navigator completely. Now she's approaching a T-crossing and the app screams "Go straight!". She blindly accepts the prompt and drives off the road towards a family on a picnic. **#illformation**

Swipe right and there's nothing left:

A man in his 30s browses Tinder profiles. He comes across Jaana. The perfect woman. She's 27 and the heiress to a fortune. A doctor and a professional dancer. She fluently speaks 8 languages and volunteers at a dog-shelter. When they meet, Jaana turns out to be Raimo, an old, slightly chubby dude who likes Hello Kitty. **#illformation**

Solution to the brief: Be aware and challenge your autopilot

Autopilot campaign makes the social-media-user to think about the way they consume information. Often we make decisions based on our beloved technologies, services and the people in our social circle. Especially when reading and sharing news people should be aware and critical.

Campaign November 2018 / channel choices:

Display advertisement*: HS.fi, IS.fi (+ other digital sites) // video banners // 80% = 500K€

Social media advertisement**: Facebook, Instagram, Twitter // video ad (max. 10 sec) // 10% = 50K€

Influencer marketing**: Youtube influencer videos // 10% = 50K€

We reach a large proportion of the target group in these channels. We continuously optimize the campaign and its focus according to performance.

Ongoing presence at HS.fi/autopilot:

HS.fi hosted site* dedicated on increasing media literacy and exposing fake news // 300 000€*

Weekly guest citizen-editors columns on the topic + Tweetfeed of #illformation

Sharing on social media

*) Sanoma media (400 000€ x 2)

***) external media (100 000€)

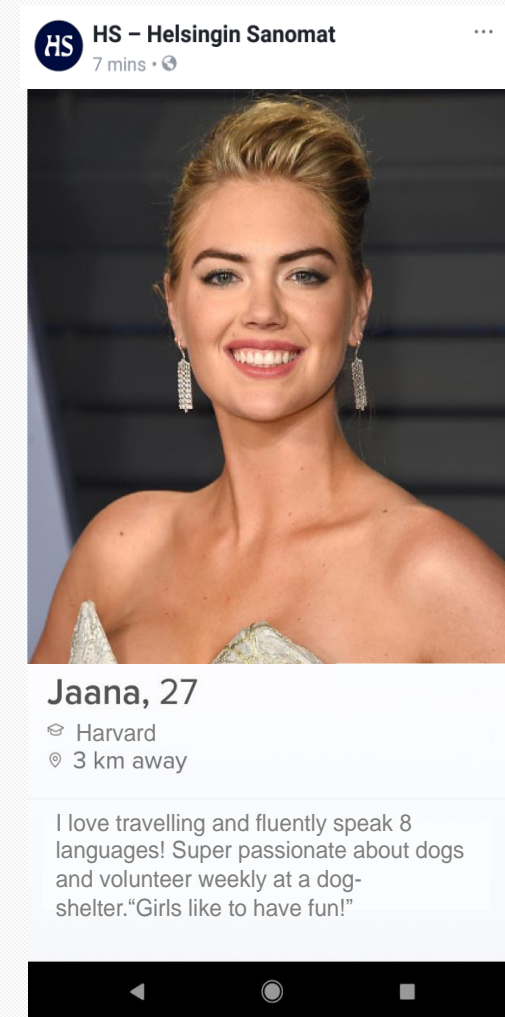


Sometimes a navigator gets you there on time and in one piece. Sometimes, you should have used your own brain. #illformation

Image summary



" I love the discussion around media literacy and source criticism. I am a bit ashamed but I have also fallen into that pit and shared fake news on Facebook..."
#illformation



Finding your soul mate is now easier than ever. But if someone seems too good to be true...she usually is. #illformation

**AUTOPILOTILLA
OJASTA
ALLIKKOOKON**



JUURI NYT: Kiina poisti presidentin virkakausien rajoituksen – latu auki Xin jatkolle

JUURI NYT: Mies sai puukosta kaulaan raumalaisen ravintolan baaritiskillä

Nainen kuoli Kotkan rivitalopalossa

LUKIJAN KUVA 13456

NÄITÄ LUETAAN!

JUURI NYT PÄIVÄ VIIKKO

1. Mies teki vaimolta salaa testamentin 150 000 euron potista – vaimo turvautui

Image
summary

Elämä | Kolumni

Fiksukin ihminen voi epähuomiossa uskoa ja levittää valeuutisia

Annastiina Alanne



Trumpin presidentiksi valinnan jälkimainingeissa selailin somea. Vastaan tuli meme, jossa nuorehko Trumpi oli haastateltavana ja teksissä sanottiin, että Trumpin presidenttihaave oli elänyt jo pitkään. Vuosikymmeniä. "I always knew that I would like to become a president I would aim for the republicans. They are so ignorant that it would be easy to win."



Tämä meme levisi kuin kulovalkea someyhteisöni keskuudessa. Muutaman tunnin kuluttua skeptikot heräsivät. Tämä on valeutinen.

#illformation

Helsingin Sanomat @hsfi · 17m
Valeutisten estäminen myös kuluttajien vastuulla #illformation

Helsingin Sanomat @hsfi · 43m
Venäjän botit tulevat #illformation

The Guardian @guardian · 3m
We must all combat fake news #illformation

Tweetfeed that posts news and posts with #illformation

Image summary

Image summary

Awareness

Goals

Stage 1: Maximum reach amongst the key demographic (2 first weeks of campaign)

First, same content for all target groups, then, optimized according to relevant parameters
HS.fi/autopilot

Viral buzz

Stage 2. High engagement (2 last weeks of campaign)

YouTube influencers (chosen based on reach in relevant target groups) that discuss their experiences regarding “**autopiloting**”, specifically in the context of fake news, when have they been led astray by false information

Impact

Stage 3: Create conversation around media literacy (ongoing)

Citizen editor for HS.fi/autopilot: a user that has been engaged in the conversation in digital channels is given the opportunity to act as the editor of the site concerned with fake news.

Content

Display ads and social media ads
Leads to HS.fi/autopilot

YouTube influencer videos
Trending hashtag: #illformation
Leads to HS.fi/autopilot

HS reporters utilizing #illformation in coverage
Social media users tagging content with #illformation
Citizen editor writes a column at the end of his tenure under HS.fi/autopilot

Goals

A hand is shown blowing a large, iridescent bubble. The bubble has a rainbow-like reflection on its surface. The background is a soft-focus green, suggesting an outdoor setting. The overall image conveys a sense of hope, aspiration, and the fragility of goals.

1. Make people aware of their autopilot and question it

2. Highlight the link between “being on autopilot” and believing and sharing fake news

4. Uphold a societal discussion around media literacy and the detrimental outcomes of misinformation and fake news

3. Encourage people to be critical and aware when they navigate through the digital landscape; question what they see and critical towards their sources - whether its a popular newspaper, an entertainment site or school peer