



**Just One Word**

A group of young people, including a woman with long blonde hair and a man with a beard, are gathered outdoors. They are looking at their smartphones. The background shows a residential street with houses and trees. The scene is brightly lit, suggesting a sunny day. Several white text boxes with black text are overlaid on the image, posing questions about the power to shape news.

**Imagine if you had the power to shape the news**

**How would you change the news for your own benefit?**

**Just for laughs?**

**Monetary gain?**

**Political Gain?**

**Could you do it, by changing just one word?**

# Campaign summary

Campaign allows users to share real hs.fi articles with modified headlines in their social media, with a twist - changing just one word.

Goal of the campaign is to raise awareness of fake information. By giving users the power to create and share their own versions of news, showcases how easily information can be shaped and how important media literacy and source checking is.

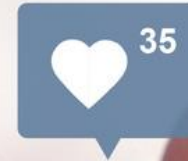
Social media users will encounter these often hilarious and possibly even shocking article headlines in their feeds. Users are able to comment the posts or click the link to land in the campaign page, to find information about the campaign, fake news and the original headline.

The effect of the campaign is further strengthened by the fact that the shared articles are from a trusted news outlet such as hs.fi, boldly showing that, even their own information, outside the original source domain can be modified.

**Articles are never shared. Only headlines are shared.**



# Creative insight



Most social media users only read the headlines of articles shared. By giving the power to social media users to share articles with modified headlines using “Just One Word” fake news generator, will show them how easy it is to manipulate information to your own benefit, even with just one word.

“Just One Word”- Generator allows people to experience creation and the effects of fake information themselves.

## Wanted reactions:

- Discussion about fake news and motives behind it
- Understanding how easy it is to create false information
- Everyday importance of Media literacy
- Think twice before believing that everything shared is factually correct

# How does it solve the problem?

Target group will:

Understand how fake information is spread

Understand how easy it is to create fake information

Understand information can be modified to your benefit

Encourages social media users to critically evaluate shared contents reliability

Shows the importance of source criticism and fact checking

Where:

Campaign page

Generator

Campaign page

Shared fake posts

Shared fake posts / campaign page

# How does it work?

## Campaign page



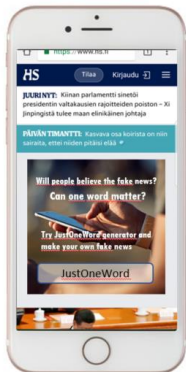
## "Just One Word" Generator



## Social Media



## Advertising



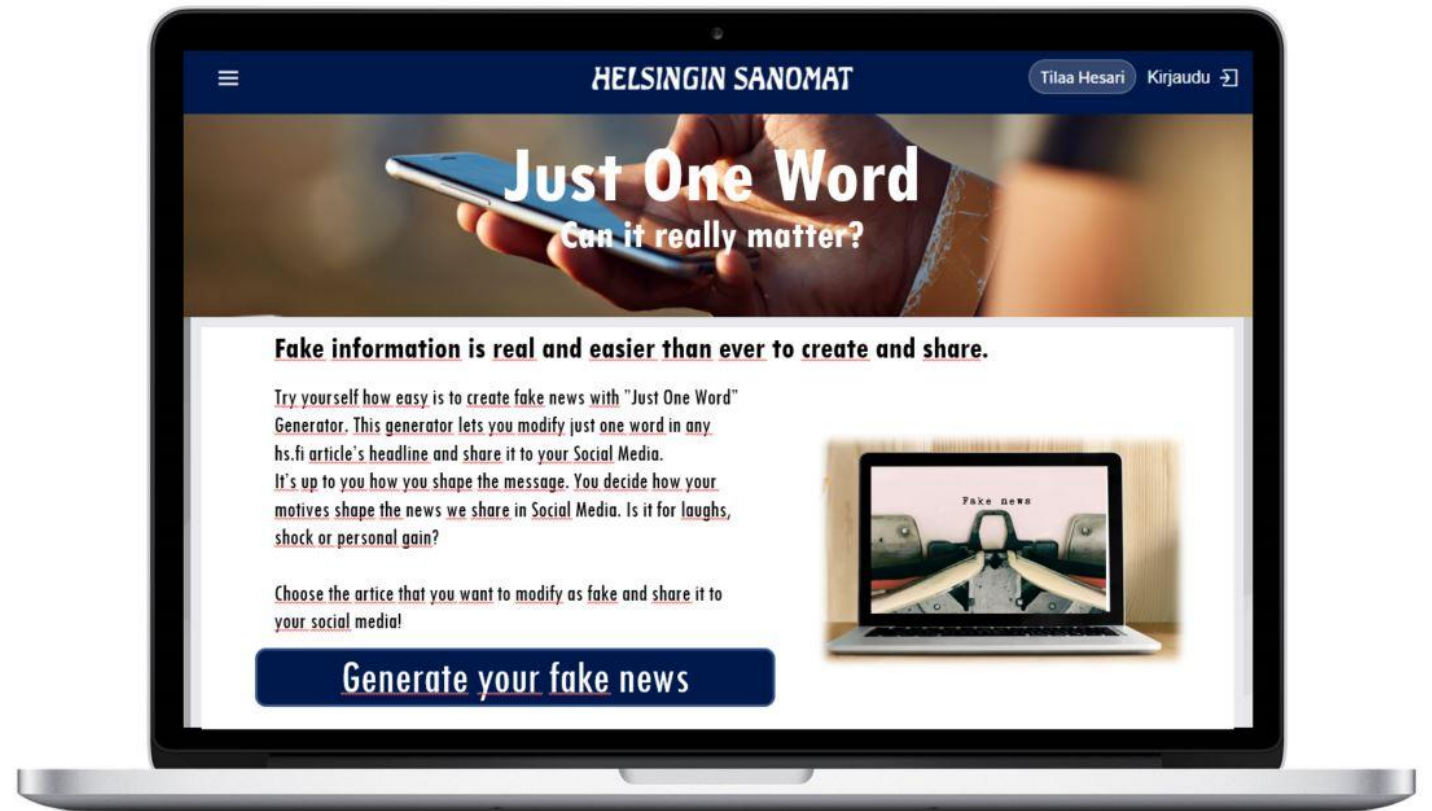
## Campaign Page



# Campaign page

## Page contains:

- Knowledge about fake information
- Purpose of campaign and how it works
- Possibility to generate "Just One Word" fake posts for sharing in Social Media
- Shows the real article headline when coming from the fake post to campaign page





# Social Media examples

Funny

Serious



Donald Trump boasts that his nuclear button is bigger than Kim Jong-un's

Donald Trump is measuring his power against North Korea

HS.FI

Like Comment Share



Donald Trump boasts that his belly button is bigger than Kim Jong-un's

Donald Trump is measuring his power against North Korea

HS.FI

Like Comment Share

23

17

2

"Just One Word" shared articles land in the campaign page. So there are no actual fake news, only the fake generated post.



Refugee law professor: US violates international law – Finland could take US to court

Professor James Hathaway strongly criticizes UN's refugee agency.

HS.FI

Like Comment Share



Refugee law professor: US violates international law – Finland will take US to court

Professor James Hathaway strongly criticizes UN's refugee agency.

HS.FI

Like Comment Share

**THANK  
YOU!**

