


The World is Beyond Filters



In social media it's a norm that people edit their photos and show only bits of reality in order to appear in a way that suits them.

“Everybody knows it, everybody does it.”

Stenhammar, M. (2017). #minä ja Instagram : identiteetti ja profiilityö nuorilla sosiaalisen median käyttäjillä
<http://tampub.uta.fi/bitstream/handle/10024/101230/GRADU-1495794390.pdf?sequence=1&isAllowed=y>
<http://science.sciencemag.org/content/359/6380/1094.full>



Information that supports the values and attitudes of an individual is shared 70 %* more likely - even if it is fake.

What if all news were filtered for you?

The campaign will demonstrate in different channels **how crazy it would be if all the news that people see would be filtered just for your taste** because that is the logic that creators of fake information exploit.

The dynamic formats used in the campaign **will show how easily the same content** (videos, pictures, audio) **can be edited** to fit to the receivers opinions.

The campaign shows same videos and same pictures but you can choose which edited version you want to see.

Throughout the campaign there will be the icons that shows the different motives behind fake information.

Creators of fake information exploit contradictions and produce false information that matches your taste. Their motive to mislead you?

Money



Power



Attention



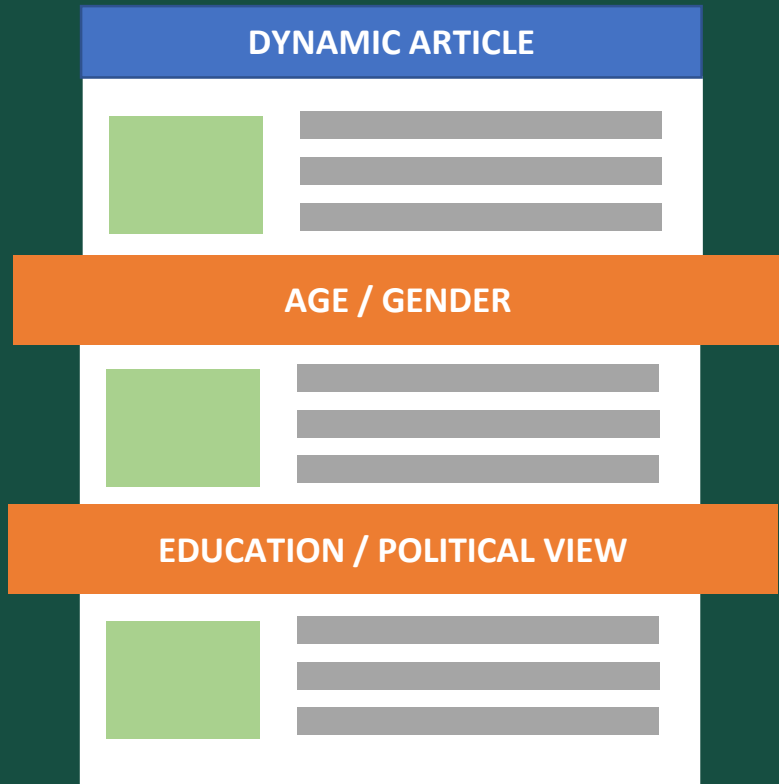
Belief



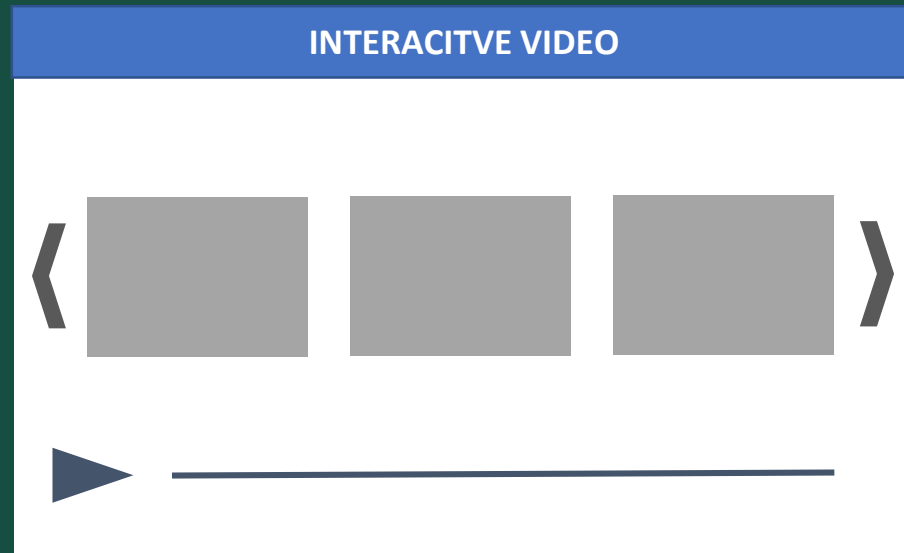
Entertainment



Dynamic article and interactive video



In dynamic article reader may personalize the article based on demographic, interests, education, political view etc.



Interactive video advertising in Ruutu video network. Viewers can influence the advertising content.

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Entertainment





PERUSTETTU  VUONNA 1889

HELSINGIN SANOMAT

Keskiviikkona 7. kesäkuuta 2017 Viikko 23. N:o 152 (42489). Irtonumero 3,50 €, kotiin tilattuna alk. 1,14 €/pv (12 kkn jatkuva tilaus) 64 sivua

What if there were
over 5 000 000 unique
front page news for
today?

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Entertainment



HS Multichannel front page

Online

In online version readers are able to create their own front page news and share their own news on social media.

HS

Radio

In the morning show of Aamulypsy, hosts will discuss about Adobe's "photoshop of audio" and demonstrate it; to which it would be fun to use and how could they exploit in their work. Listeners of radio could participate with ideas and hosts "filter" live some of their earlier shows with audio editor.

The angle is entertaining but the hosts also bring up the possible exploitation of photoshop audio to fake information and motives behind fake information.

The spot campaign would fokus on the motives behind fake information.

<https://theblog.adobe.com/lets-get-experimental-behind-the-adobe-max-sneaks/>

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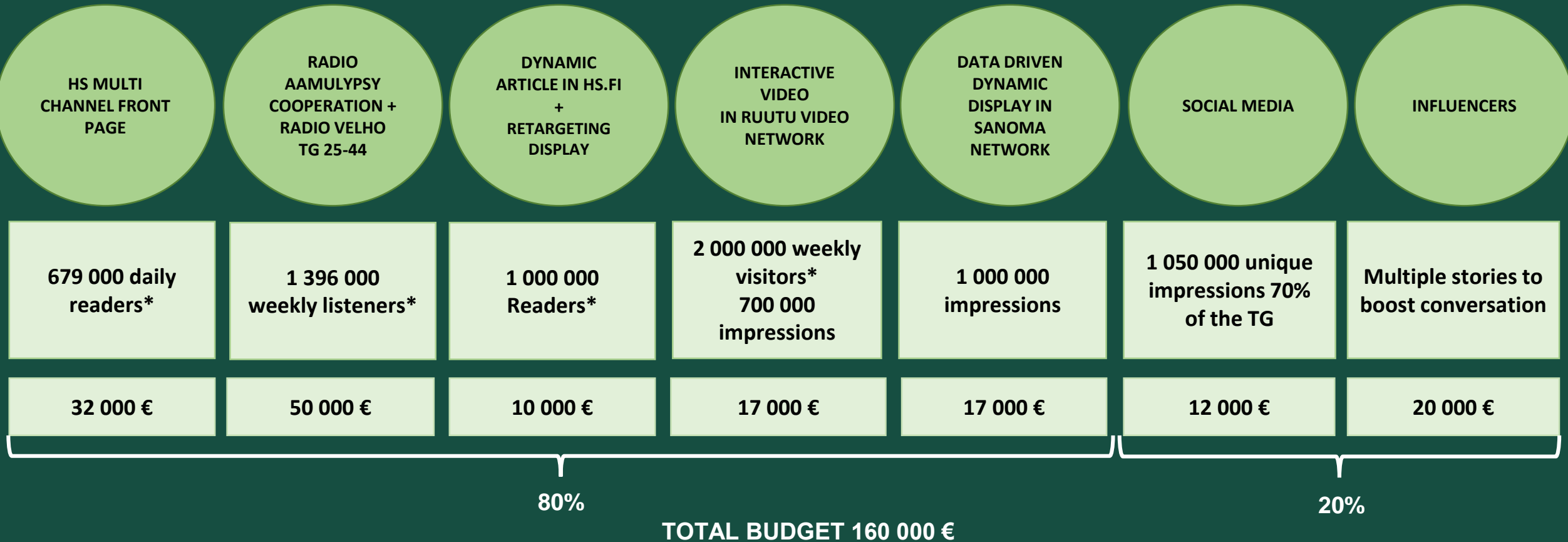
Belief



Entertainment



The total reach in the target group is 90 %



NOVEMBER



*<https://media.sanoma.fi/>

Reminder about the campaign is arranged at the Newspaper Week in February.

Channels: Video & display network of Sanoma

Budget: 34 000€

Impressions: 1 700 000

In the campaign, total annual budget will not be completely spend. Instead, during Newspaper Week, Sanoma will grant access to their paid content for elementary school teachers for free.

Together with their students, teachers can use the content of HS during newsweek, since all the children may not have access to paid content otherwise.

HS

LASTEN UUTISET

LAPSILLE, JOTKA HALUAVAT TIETÄÄ.

Lasten uutiset


Miten valeuutisen erottaa oikeasta uutisesta?

Aina ei ole helppoa tietää, onko uutinen totta. Varsinkin internetissä liikkuu paljon virheellistä tietoa.



Lasten uutiset ilmestyy lehdessä ja HSTV:ssä perjantaisin, sekä Nelosella sunnuntaisin klo 8.50.

HS.fi:ssä uusia juttuja on tarjolla koko ajan. Tule mukaan!

-  /hslastenuutiset
-  @hslastenuutiset
-  hslastenuutiset
-  lastenuutiset@hs.fi

Haluatko käyttää Lasten uutisia opetuksessa? Lataa **tästä** opettajamateriaali.

Julkaistu: 30.1.2017 7:00



Uutisiin on hyvä suhtautua varovaisuudella: kaikki uutiset, joihin mediassa törmää, eivät pidä paikkaansa. Tällaisia uutisia kutsutaan esimerkiksi vale- tai feikkiuutisiksi. Joskus voi olla vaikeaa tietää, voiko uutiseen luottaa.

Tilaa jille



Haluatko lukea koko artikkelin?

Hanki rajaton lukuoikeus

Kirjaudu sisään

Viimeisin lähetys

LASTEN UUTISET
Nukutko tarpeeksi jaksaksesi koulussa? - oppilaat kertovat



Näytä lisää

Uusimmat videot

VIHDE

Aatu Itkonen, 16, on viihdetaiteilija - seuraavien viikkojen aikana hän opettaa teille taikatemppeleitä.



