

Tuesday 9th
February 2021

Safer Internet Day

Let's create
#AnInternetWeTrust



#SaferInternetDay

saferinternetday.org.uk

#AnInternetWeTrust

Safer Internet Day 2021

The Theme - An internet we trust: exploring reliability in the online world.

Safer Internet Day celebrates the amazing range of information and opportunities online, and its potential to inform, connect and inspire us, whilst also looking at how young people can separate fact from fiction.

The campaign focuses on how we can decide what to trust online, supporting young people to question, challenge and change the online world for the better. It will explore how influence, persuasion and manipulation can impact young people's decisions, opinions and what they share online.

It is also about examining the emotional impact navigating a misleading online world can have on young people and why it is important to create a supportive, critical and questioning culture online that encourages debate and discussion.

We want to give young people the skills to support one another, and the strategies to spot and speak out against harmful and misleading content online.

Enjoy the videos and activities to follow.

BBC Teach Safer Internet Live Lesson



<https://www.bbc.co.uk/teach/live-lessons/safer-internet-day-live-lesson/zdh2wnb>

You will learn about how we can stay safe, responsible and wise in an increasingly digital world, with tips and advice from some of the biggest personalities on the web

Use the activity sheet alongside the live lesson



BBC Own It App

<https://www.bbc.co.uk/teach/safer-internet-day-resources/z6bbhbk>



His Royal Highness, The Duke of Cambridge, talks about the BBC Own It app

Watch this short video to find out what is the BBC Own It App.

BBC Own It App

Now watch this short video on how the app helps children make smart choices and have a happy and healthy online life.



To find the video scroll down from the previous one by Prince William.

Adverts

Where have you seen adverts before?

What did they look like?

URL: <https://vimeo.com/481316945>



People can profit from the things they do online...



Get something they didn't have before



Money paid to
advertise or
promote things



Things that
cost money
given for free



New likes, views,
subscribers or
followers



How would you
answer?!



Unboxing



Will the creator profit?

**They
might**



A video where someone
unpacks a product on camera

Giveaway



Will the creator profit?

**They
might**




A competition where a
free prize can be won



Will the creator profit?

They might



Collaboration — **5** — Here two or more people or computers work together

Merch



Will the creator profit?

Yes



Merchandise – products available to buy, connected with a popular person or brand

Affiliate link



Will the creator profit?

Yes



A link to another website (often a shop) where the creator earns money every time someone clicks on it



Did you know?



It's the law!

People posting things like videos online must tell you if they've been paid to advertise or promote something.

Ad

Gifted

**Sponsored
Content**

Advert



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So there could be more to your favourite YouTuber than you thought...

It's always helpful to think about motive



A **motive** is why someone does something.

Why would someone do this? What is their motive?



To make
people
laugh



Post a video
on YouTube



To advertise
a product



To share their
opinion about
something



To make
money

It could be more than one!

Why would someone do this? What is their motive?



To support an article or some information



Share a photo online



Because they want to sell something shown in the picture



Because they find it funny

Because they want their family or friends to see it



It could be more than one!

Why would someone do this? What is their motive?



To get more likes or subscribers



Run a giveaway



To reward their followers



To celebrate a big achievement



Because they're being paid to advertise a product

It could be more than one!

When you see something online



Ask...



Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?

This will help you find the **motive**
(The reason why)

Let's put those skills to the test... what is the motive?



FIRST LOOK: Unboxing my new merch designs!!

MaddieeeeVlogs 1 day ago 85k views

Hey guys! Thanks for watching. Super excited to share my brand new merch designs – totally inspired by you all! Don't forget to preorder. They're gonna sell out fast! www.maddieeee.com/merch/preorder



Remember:

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Let's put those skills to the test... what is the motive?



Rainbow toys

Welcome to the family!

Thank you for shopping with us!
We would like to give you a surprise gift from us...

Fill in your email and we will send you a discount code to use on your next purchase...

Send

No thanks, I want to continue shopping...



Remember:

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WE MADE 1 MILLION SUBS + giveaway |AD

4BoysGamezz 3 days ago 1.5m views

WE DID IT!! Thanks so much for all your amazing support on this epic journey! Subscribe and comment below to enter the giveaway – thanks to Totally Wild Games for the amazing prize!! #ad #giveaway



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Short films and videos

So what can we trust
or not trust?
How do we know?
Watch the video.



<https://vimeo.com/480849087>

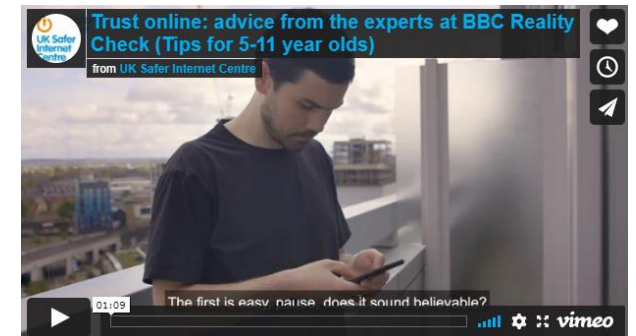
Tips from the
experts!
Watch and listen.

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Trust online:
Advice from the experts

<https://vimeo.com/480840050>



<https://vimeo.com/480844244>

Write down or discuss:

- 3 things you have learnt from the films
- 2 questions you have
- 1 thing you already know

Quiz

Complete the interactive quiz

<https://www.saferinternet.org.uk/node/818545/take/1>

Or use the printable PDF version



How did you do?

