



Safer  
Internet  
Day 2021



## An internet we trust

Exploring reliability in the online world

Lesson Slides for  
Ages 7-11

Let's play...

# Scattergories!

You have 2 minutes to think of an answer for each category beginning with S.



# Think of answers beginning with S

Something you enjoy doing online?



The name of a game or app?



A YouTuber, online show or channel?



A topic you could research online?



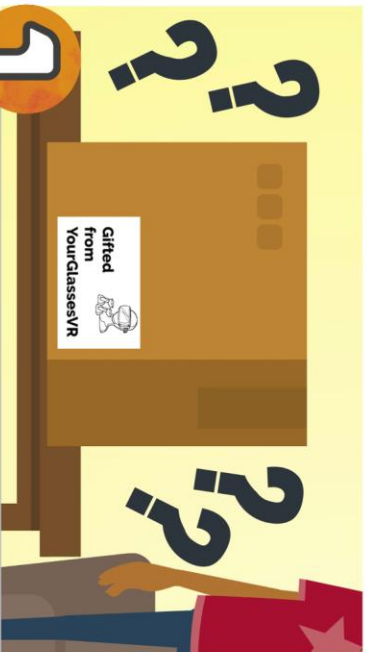
**Where have you seen adverts before?  
What did they look like?**





Turn around! That's it! Now come here!

# Appendix 1



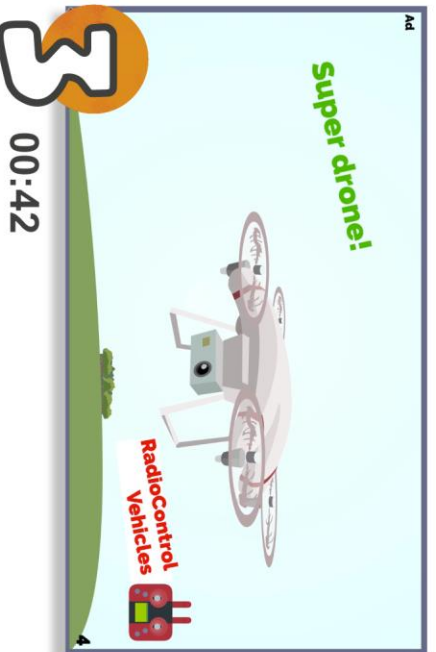
**1** 00:31

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.



**2** 00:38

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.



**3** 00:42

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.



**4** 00:55

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.



**5** 01:25

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.



**6** 01:33

Is this an advert? **Yes** or **No**  
Circle any clues that helped you decide.

**Re-watch the video on the previous slide and decide whether these video stills show an advert and then circle any clues you spot that helped you decide!**

# 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

# Unboxing



Will the creator profit?

**They  
might**



A video where someone  
unpacks a product on camera

**Giveaway**



Will the creator profit?

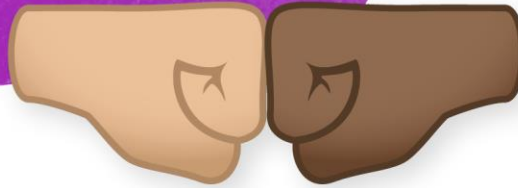
**They  
might**



A competition where a  
free prize can be won



**Collab**



Will the creator profit?

**They  
might**



**Collaboration – Where two or more  
people or companies work together**



**Merch**



Will the creator profit?

**Yes**



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



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**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**



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**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.



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# 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)



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# 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.maddieeeeV.com/merch/preorder](http://www.maddieeeeV.com/merch/preorder)



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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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...

No thanks, I want to continue shopping...



### Remember:

Where has this come from?

Who created or shared it?

What do they want me to do?

Will they gain anything?

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



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



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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

17:07PM · GoldenFire4

Wow – you were great in that round!  
You've got skills! 🤩

17:08PM · YOU

Thanks! I was lucky on that last  
one

17:08PM · GoldenFire4

What's your phone number? I've got  
a cool gaming group I can add you to!

**Remember:**



Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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