

How can the media influence people?

Vocabulary:

News: A report of a recent event.

Fake News: False news stories.

Trustworthy: Deserving of trust or confidence, reliable.

Online Targeting: Information or advertising that is chosen to interest or influence a particular group of people.

Age Rating: Classifications to show which age group a type of media is suitable for.

Gambling: Taking a risk where money is swapped in the hope of winning something better.

How is online targeting used to influence people?



Once websites know what we like, they can use this knowledge to hook us in and send us advertising or information that they know we will view.

It is important to get our information from lots of sources, not just one.

What should I do if I see something upsetting, frightening or untrue in the media?

News stories can affect our emotions, but not everyone reacts in the same way to the same story.



You could try:

- Talking to a friend.
- Talking to a trusted adult.
- Looking for advice on the Childline website.

How can I recognise fake news and what should I do about it?

- Question the source and check the coverage.
- Be on the lookout for 'fake news clue words'.
- Get news from trustworthy sources.
- Talk with a parent or teacher if we are not sure about a story.



How can I decide what I view online or in the media?



For everyone (universal). Should be suitable for children aged 4 and above.



For most people. Parents and carers should check the film first.



For 12 year olds and over. Under 12s can watch if accompanied by an adult in the cinema.



For 15 year olds and over.



For adults.



What might influence somebody to gamble, and what impact might it have?

Sometimes people can be tempted to gamble things that they cannot afford to lose or can feel like they *have to* gamble (it can become a habit). This can cause them to worry or feel bad. For help and advice, contact:

- The National Gambling Helpline.
- The Childline website.

