



Safer  
Internet  
Day 2021



## An internet we **trust**

Exploring reliability in the online world

Lesson Slides for  
Ages 7-11

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



Alternatively you can access the video by going to this URL:

<https://vimeo.com/481316945>



People can \_\_\_\_\_ 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

# 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?**

**A video where someone  
unpacks a parcel on camera**

**Unboxing**



Will the creator profit?

**They  
might**



**A video where someone  
unpacks a parcel on camera**

**Giveaway**



**Will the creator profit?**

**A competition where a free prize can be won**



**Giveaway**



Will the creator profit?

**They  
might**



**A competition where a  
free prize can be won**



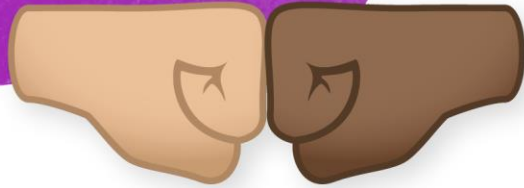
**Collab**



**Will the creator profit?**

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

**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**

**Merch**



**Will the creator profit?**

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

**Affiliate link**



**Will the creator profit?**

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

**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**



**Safer  
Internet  
Day 2021**

**UK Safer  
Internet  
Centre**



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?



Post a video  
on YouTube

**It could be more than one!**

# 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?



Share a photo  
online

**It could be more than one!**

Why would someone do this?  
What is their motive?



**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!**



Safer Internet Day 2021

UK Safer Internet Centre

# 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](http://www.maddieeee.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?



Safer  
Internet  
Day 2021

UK Safer  
Internet  
Centre

# 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:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



Safer  
Internet  
Day 2021

UK Safer  
Internet  
Centre

# 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?



Safer  
Internet  
Day 2021

UK Safer  
Internet  
Centre

# 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?



Safer  
Internet  
Day 2021

UK Safer  
Internet  
Centre



**Safer  
Internet  
Day 2021** | **Tuesday**  
9th February  
[saferinternetday.org.uk](http://saferinternetday.org.uk)



Co-financed by the Connecting Europe  
Facility of the European Union

Appendices and resources provided in next slides