

EXHIBITION
ON MEDIA LITERACY

**FAKE
LESSS**

Guide to set up the exhibition

Intro posters

**FAKE
LESSS**

 **GOETHE
INSTITUT** × **Kunsht**

THE "FAKELESS" PROJECT COMPRISES OFFLINE INTERACTIVE EXHIBITIONS
AND AN ONLINE PLATFORM OFFERING DIGITAL GAMES AND POSTERS.

"FAKELESS" IS IMPLEMENTED BY GOETHE-INSTITUT IN COOPERATION WITH KUNSH
(UKRAINE). WE ARE VERY GRATEFUL TO OUR PARTNERS: GERMAN FEDERAL FOREIGN
OFFICE, CIVIL SOCIETY OF COOPERATION, MALTIDA.ES AND TACTICAL TECH, WITH WHOM
WE CREATED SOME PARTS OF THE 'FAKELESS' EXHIBITION.



200 cm

10cm

95 cm

Intro

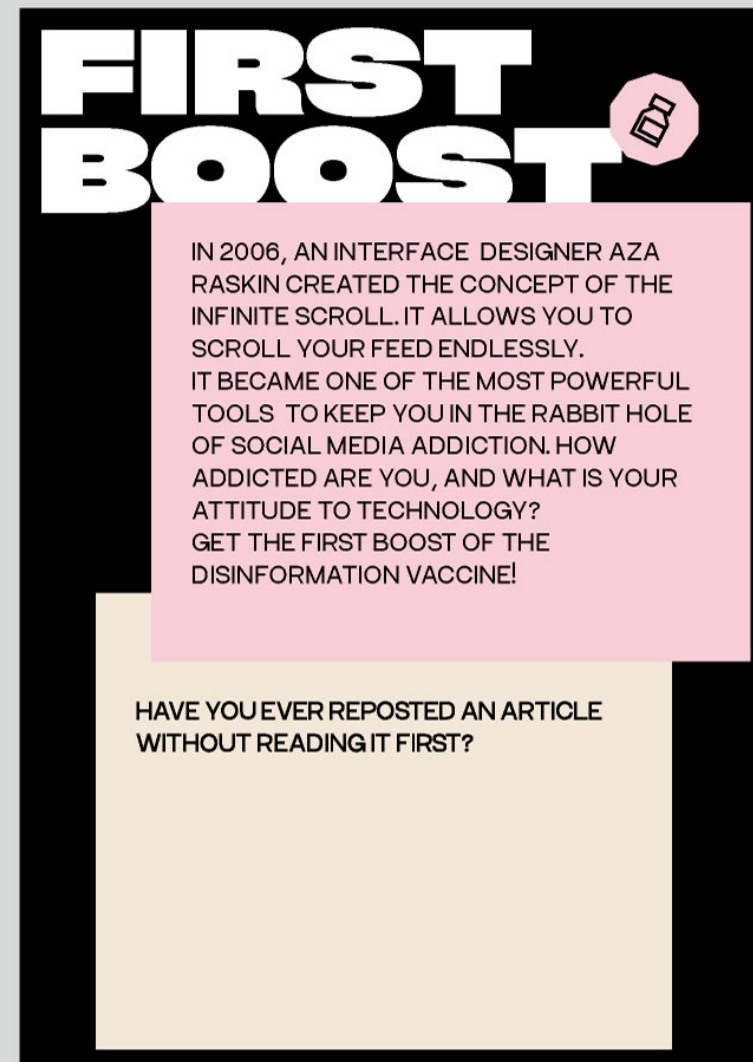
WHEN WAS THE LAST TIME YOU READ AN ARTICLE TO THE END? HOW MANY TIMES HAVE YOU SHARED LINKS WITHOUT OPENING THEM? EVERY CARELESS CLICK REDUCES YOUR MISINFORMATION IMMUNITY.


TO FIND OUT HOW WELL YOU NAVIGATE THE INFORMATION WORLD, PLAY GAMES ON THE FAKELESS PLATFORM. IT IS CREATED FOR YOUNGER AND OLDER GENERATIONS SO THAT MORE AND MORE PEOPLE UNDERSTAND HOW THE DIGITAL SPACE WORKS.

ON THIS WEBSITE, YOU WILL FIND 15 GAMES DIVIDED INTO FOUR BLOCKS. EACH BLOCK IS ONE SHOT OF A VACCINE AGAINST FAKES AND ATTEMPTS TO HIDE THE TRUTH. CHOOSE ONE OF NINE LANGUAGES, PLAY GAMES, AND GET IMMUNIZATION AGAINST DISINFORMATION!

VACCINATIONS SOMETIMES NEED A BOOST BECAUSE VIRUSES (BOTH BIOLOGICAL AND INFORMATIONAL) CHANGE AT A CRAZY SPEED. THEREFORE, WASH YOUR HANDS AND IMPROVE YOUR MEDIA LITERACY!

1 — BOOST



FIRST BOOST 

IN 2006, AN INTERFACE DESIGNER AZA RASKIN CREATED THE CONCEPT OF THE INFINITE SCROLL. IT ALLOWS YOU TO SCROLL YOUR FEED ENDLESSLY. IT BECAME ONE OF THE MOST POWERFUL TOOLS TO KEEP YOU IN THE RABBIT HOLE OF SOCIAL MEDIA ADDICTION. HOW ADDICTED ARE YOU, AND WHAT IS YOUR ATTITUDE TO TECHNOLOGY? GET THE FIRST BOOST OF THE DISINFORMATION VACCINE!

HAVE YOU EVER REPOSTED AN ARTICLE WITHOUT READING IT FIRST?

Section

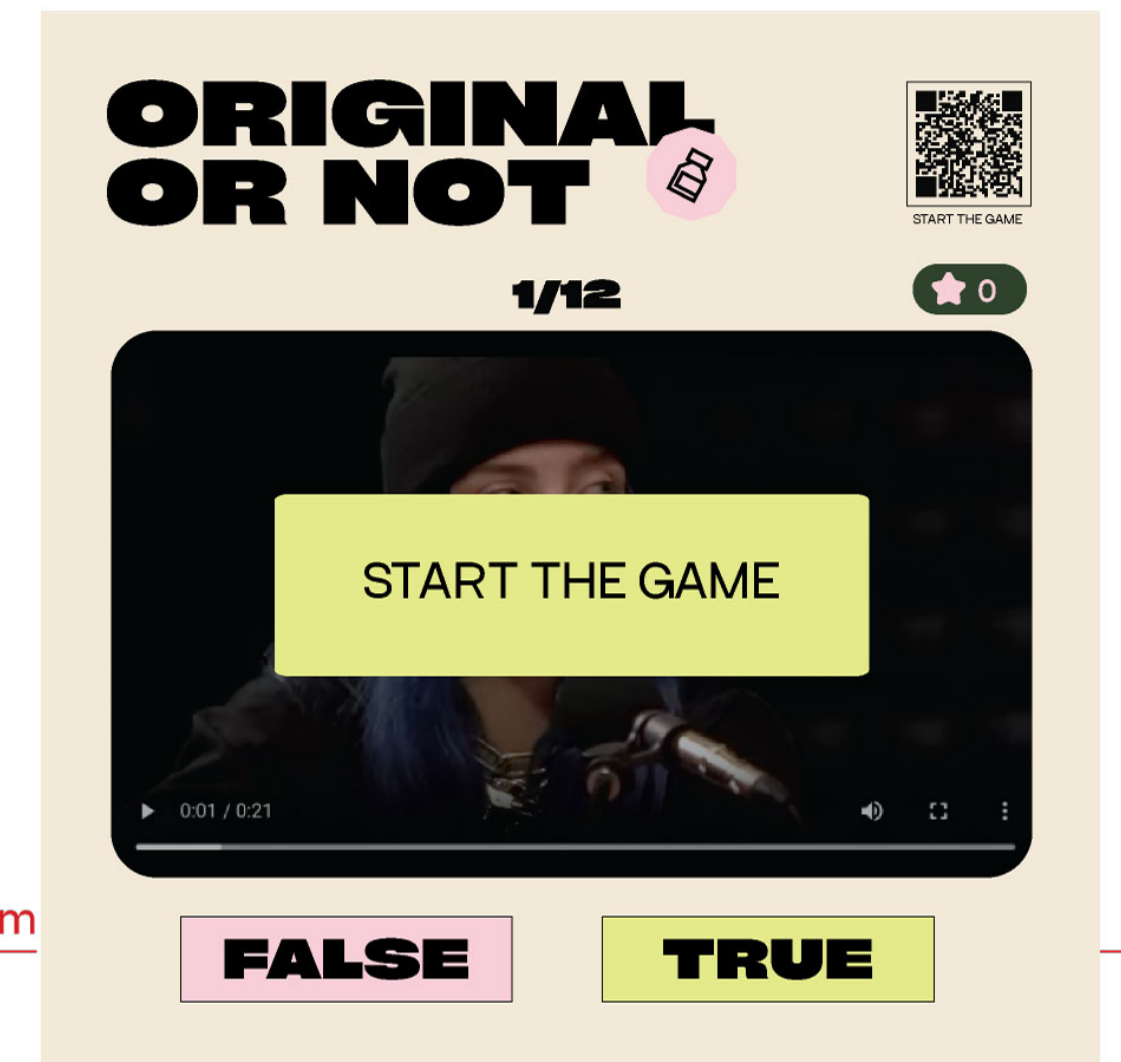
200 cm


95 cm





ORIGINAL OR NOT?
AUTO-REPOST THIS GAME

10cm



ORIGINAL OR NOT 

1/12  0

START THE GAME 

START THE GAME

0:01 / 0:21

FALSE **TRUE**

30cm or more

95 cm

If it is impossible to use tablets for game demos, we have developed posters that give a full description, and visitors can access the website URL for this particular game by QR code.

You can use posters (on the wall) and tablets with games (on the tables). Alternatively, you can only use posters on the wall.



2 — BOOST



SECOND BOOST

HAVE YOU SEEN YOUNG ROBERT DE NIRO IN "THE IRISHMAN"? TO MAKE AN ACTOR YOUNGER, THE DIRECTOR MARTIN SCORSESE USED DEEPPAKE TECHNOLOGY. IT IS WIDELY USED TODAY IN THE ENTERTAINMENT INDUSTRY BUT IS ALSO A PROPAGANDA TOOL. THE FIRST DEEPPAKES WERE EASY TO IDENTIFY, BUT CAN YOU DETECT THEM NOW? WHAT DO YOU KNOW ABOUT DIGITAL SECURITY? ARE YOU PROTECTED ENOUGH? PLAY AND GET THE SECOND BOOST AGAINST DISINFORMATION.

DO YOU FEEL SOMETIMES SAD AFTER SCROLLING SOCIAL MEDIA?

30cm or more

ORIGINAL OR NOT?

10cm

95 cm

HOW OUR BRAIN REACTS TO MISINFORMATION

EVERY DAY WE RECEIVE TONS OF INFORMATION FROM VARIOUS SOURCES, MUCH OF WHICH IS INCORRECT AND MANIPULATIVE. WHY DO WE EASILY BELIEVE FAKE NEWS AND REJECT FACTS CONTRADICTING OUR BELIEFS? IS IT POSSIBLE TO AVOID THE TRAPS OF MANIPULATION AND MAKE A RATIONAL DECISION?

TO EVALUATE THE TRUTHFULNESS OF INFORMATION, IT IS NECESSARY TO MAKE AN EFFORT TO VERIFY IT IN RELIABLE SOURCES, ANALYZE HOW MUCH IT CONTRADICTS OUR WORLDVIEW, AND ENSURE THAT WE HAVE AVOIDED FALLING INTO THE TRAP OF NUMEROUS COGNITIVE BIASES. LET'S LOOK AT THE CRITICAL BRAIN STRUCTURES IN PROCESSING INFORMATION FROM NEWS FEEDS.

THE DORSOMEDIAL PREFRONTAL CORTEX (DMPFC)
It is part of the prefrontal cortex, which is involved in executive functions such as decision-making, working memory, and attention. It is also involved in emotional regulation and social behavior.

THE ANTERIOR CINGULATE CORTEX
It is involved in emotional regulation, decision-making, and social behavior. It is also involved in the processing of pain and the regulation of the autonomic nervous system.

THE HIPPOCAMPUS
It is a part of the limbic system and is primarily responsible for the formation of new memories. It is also involved in spatial navigation and the regulation of the autonomic nervous system.

THE INSULA
It is a part of the limbic system and is involved in emotional regulation, decision-making, and social behavior. It is also involved in the processing of pain and the regulation of the autonomic nervous system.

THE VENTRAL TERCENTRAL AREA (VTA)
It is a part of the midbrain and is involved in the production and release of dopamine. It is also involved in the regulation of the autonomic nervous system and the reward system.

THE AMYGDALA
It is a part of the limbic system and is primarily responsible for the processing of emotions. It is also involved in the regulation of the autonomic nervous system and the reward system.

THE ORBITOFRONTAL CORTEX
It is a part of the prefrontal cortex and is involved in decision-making, social behavior, and emotional regulation. It is also involved in the regulation of the autonomic nervous system.

COGNITIVE LOAD
Cognitive load refers to the amount of information that is being processed by the brain at any given time. High cognitive load can lead to decreased performance and increased errors.

95 cm

Section

Posters

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ORIGINAL ORNOTT

10cm

MEDIA LITERACY LOTO

SINGLE GAME MULTIPLAYER

Anna

Julie

Mark

Add player

START

START THE GAME

30cm or more

ORIGINAL ORNOTT

10cm

It builds anticipation

Waiting for an answer that is not coming? These design features show somebody is there, even if that might not be the case.

The Tying Handle
Do it first. An animated handle that indicates someone is typing in real time.

The Read Receipt
Send / Did you see? Read. Visual cues to let the status of a message.

The Online Indicator
A small icon to show others you are online or active.

It makes it easy to keep scrolling

There is no dead end on the internet. Frictionless design combined with bottomless content and personalized feeds means that you can stay online for hours without noticing.

The Challenge
Infinite content and open feeds as a single stroke or new thread that continues to scroll.

Autoplay
Automatically scrolls to the next piece of content to you without needing to click.

Infinite Scroll
A level of content that just keeps going.

Pull to Refresh
A pull and release action to refresh and maintain content.

How do you feel when someone reads your message but does not respond?

Did an ad slip through when you were on an unexpected content page?

5 cm

5 cm

view from the top



105 cm

ORIGINAL ORNOTT

FOCUS

MEDIA LITERACY LOTO

START GAME

Section

3 — BOOST



THIRD BOOST

THE WASHINGTON POST PUBLISHES ABOUT 1200 NEWS PIECES PER DAY. THIS IS JUST ONE NEWSROOM IN THE US. IMAGINE HOW MUCH INFORMATION WE READ, HEAR AND WATCH EVERY DAY. IS EVERYTHING WE SEE TRUE? CAN WE IDENTIFY FAKE NEWS IN THE CONSTANT INFORMATION FLOW? THE THIRD BOOST WILL HELP YOU!

DO YOU ALWAYS GET YOUR NEWS FROM THE PROFESSIONAL NEWS OUTLETS?

95 cm

Section

30cm or more

ORIGINAL OR NOT?

ATTORNEY GENERAL
THE CASE

Washington Post v. United States
The Washington Post published a story about the CIA's secret program to collect and analyze the private communications of its enemies. The CIA sued the Post for breach of contract and for disclosing confidential information.

10cm

Your selfie, your data

Your face has a unique set of data measurements called a faceprint:

- 1 The distance between your eyes
- 2 The width of your nose
- 3 The depth of your eye sockets
- 4 The shape of your cheekbones
- 5 The length of your jaw line

YOUR FACE PRINTS
What if somebody could recognise you in a space where you would rather be anonymous?

5 cm

You are not the only author of your faceprint

A faceprint can be generated from your face on social media, in real time by a CCTV camera or using technologies that are invisible to the human eye, like infrared or thermal imaging.

Once somebody has your faceprint, they can turn it into a 3D model of your face that includes other measurements, such as the shape of your eye sockets or the curves of your nose and chin.

YOUR FACE PRINTS
Where has your face been captured in the past week and who owns or has access to that data?

5 cm

Your body, your data

Some companies claim that they can infer many things from your faceprint such as your emotions, sexual orientation, gender or age. In reality it is hard to make these assumptions because everybody is different. However, they may use your faceprint alongside other methods to get a deeper understanding of who you are and what you like:

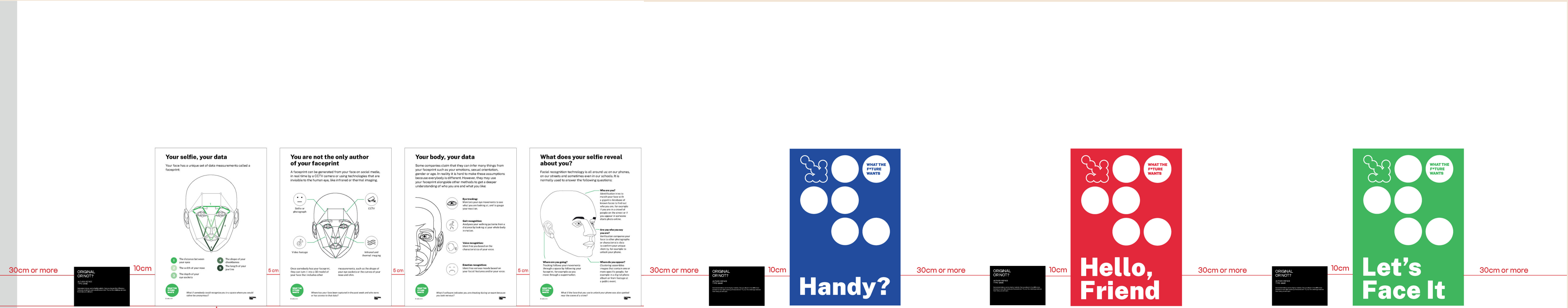
- Eye-tracking:** Monitors your eye movements to see what you are looking at, and to gauge your reaction.
- Gait recognition:** Analyzes your walking patterns from a distance by looking at your whole body in motion.
- Voice recognition:** Identifies you based on the characteristics of your voice.
- Emotion recognition:** Identifies various moods based on your facial features and/or your voice.

YOUR FACE PRINTS
What if someone indicates you are cheating during an exam because your look strays?

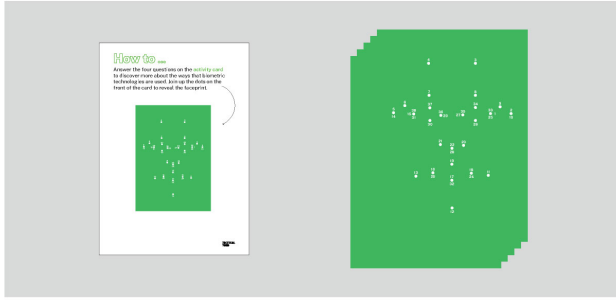
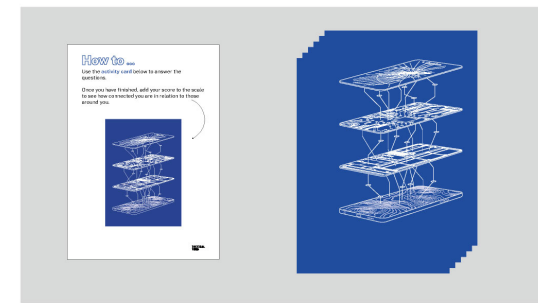
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view from the top



Section

95 cm

105 cm

30cm or more

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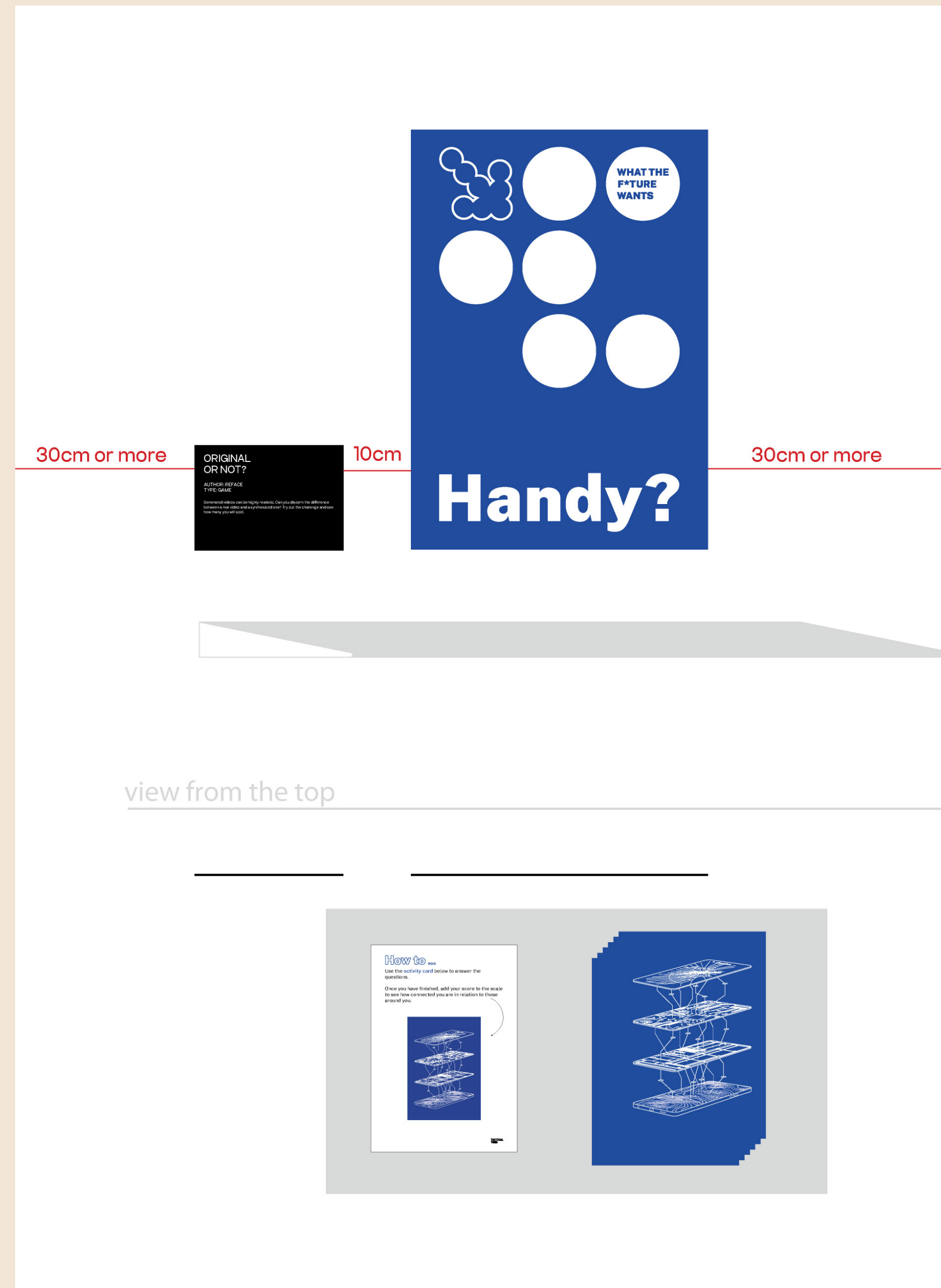
10cm

30cm or more

In this section, three activities by Tactical Tech require a surface to write and draw on, such as a table or a cabinet.

Placing the intro poster and explanation on the wall would be best. On the table, we add instructions for the activity and the activity itself, printed in sufficient quantity for the exhibition visitors. The print is double-sided for the interactive part.

The same approach applies to all three interactive posters. Please provide pencils and colorful markers for participants to write on the activities.



IMMUNE



IMMUNE

IN 1960, RICHARD NIXON AND J.F. KENNEDY HELD FAMOUS ELECTION DEBATES, ONE OF THE FIRST POLITICAL DISCUSSIONS SHOWN ON TV. KENNEDY WAS YOUNG AND ACTIVE, UNLIKE GRIM NIXON, WHO FELT UNCOMFORTABLE IN FRONT OF THE CAMERAS. THAT WAS A HUGE POLITICAL BOOST FOR KENNEDY AND ONE OF THE FACTORS IN HIS WIN. YOU WON'T HAVE A CAMERA TODAY, BUT YOU WILL TRY TO PROVE AN OPPONENT WRONG AND REMEMBER THE MEANING OF MEDIA CONCEPTS. MAKE YOURSELF TOTALLY IMMUNE!



DO YOU FEEL MORE EMPOWERED IN THE MEDIA WORLD AFTER THIS EXHIBITION?

30cm or more

95 cm

ORIGINAL OR NOT?

10cm

Section

THE 10 CHARACTERS OF DISINFORMATION



DISINFORMATION HAS MANY FORMATS: WEBSITES, SCREENSHOTS, AUDIOS, VIDEOS, ETC.

AND BEHIND THEM THERE ARE ALWAYS PEOPLE WHO CREATE THEM, ALL WHO HAVE DIFFERENT INTENTIONS.

1. HATE GENERATORS

They create false messages to attack specific groups such as women, the LGBT+ community, migrants or minority groups. Their goal is to make hate go viral.



2. CONSPIRACISTS

They create theories with no scientific evidence or backed data. They are consumed and shared as real during situations of crisis or unrest.



3. IMITATORS

They imitate real news outlets or pretend to be journalists. They want you to visit their website, which is often full of adverts that provide them with money. Sometimes they also want their political message to go viral.



4. SCAMMER

They create false content by impersonating brands or taking advantage of a situation of crisis in order to obtain data or money with their scam.



5. THE POLITICIAN

Power comes with credibility, and some politicians take advantage of the trust they have gained to spread lies and try to reshape the public debate.

6. FAMILY

People usually trust their families and close friends, which makes them vulnerable to disinformation and contents with no evidence that are shared by these family members or friends.

7. THE FAKE INFILTRATOR

They claim to have real information on where somebody lives or works and ask you to trust them as they've got "insight" on the matter. They do so without evidence.

8. THE PRANKSTER

They create jokes, but some people don't get them and they share them as if they were real. The joke becomes a hoax.

9. THE CELEBRITY

Their notoriety gives them credibility, but they share disinformation or content with no evidence.

10. BOT

Someone who has been hired to manage false social media accounts to spread disinformation, as an attempt to influence the public discourse.

Source: Open Knowledge

95 cm

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- 2. CONSPIRACISTS**
They create theories with no scientific evidence or factual data. They are consumed and shared as real during situations of crisis or unrest.
- 3. IMITATORS**
They imitate business leaders or pretend to be journalists. They want you to visit their website, check out their social adverts that provide them with false information, they also want their political message to go viral.
- 4. SCANNER**
They create fake content by engineering brands or taking advantage of a situation of crisis to increase the sales of their scam.
- 5. THE POLITICIAN**
Power comes with credibility, and some politicians take advantage of the trust they have gained to spread false entries to reshape the public debate.
- 6. FAMILY**
People usually trust their families and close friends, which makes them vulnerable to disinformation and contents with no evidence that are shared by these family members.
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They claim to have real information on where somebody lives or works and ask you to trust them as they've got "insight" on the matter. They do so without evidence.
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They create posts, but someone can't get them and they abuse them as if they were real. The post becomes a hoax.
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Their notoriety gives them credibility, but they share disinformation or content without evidence.
- 10. BOT**
Someone who has been hired to manage fake accounts in order to spread disinformation, as an attempt to influence the public discourse.

30cm or more

ORIGINAL OR NOT?

PROVE ME WRONG

Hi everyone! Have you seen new research? We get even more evidence!

bestfloats.fish
SCIENTISTS HAVE PROVED WITH CERTAINTY THAT VACCINES CAUSE AUTISM!

I have some doubts whether this really is good evidence...

You aren't too serious about it, right?

30cm or more

ORIGINAL OR NOT?

CONVEYER BELT

ABCNews @ABC
A first-generation iPhone has been sold at an auction for \$190,373, roughly 380 times its original price of \$499 when it went for sale in 2007.

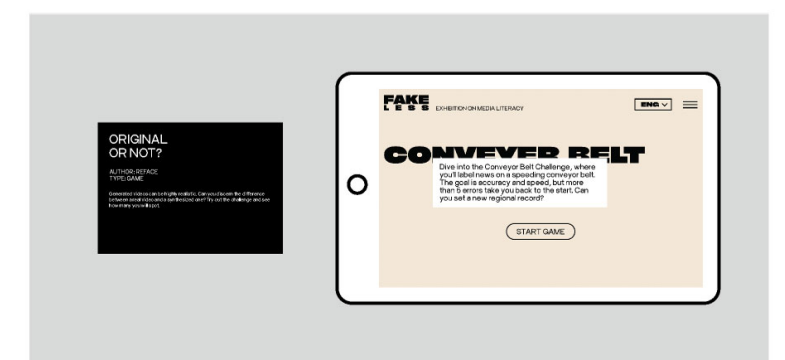
TRUST DON'T

10cm

95 cm

view from the top

Section



How to lock an app on the tablet



In order for the guests not to close the games on the tablets, we have to lock them.

Please see instructions how to do that on the next slide

How to lock an app on the tablet

1. Connect tablet to WIFI

2. Download Kiosk App on the tablet (if it is already installed, ignore this step)

Link to download: <https://play.google.com/store/apps/details?id=com.procoit.kioskbrowser&hl=ru&gl=US>

3. Follow this demonstration to install the Kiosk App: <https://www.youtube.com/watch?v=2deyX2p1kB0&feature=youtu.be>

4. Necessary steps to do: create a new password (that only the supervisors of exhibition will know)

5. Add link of a game to the app

Settings > General > Kiosk URL > paste here URL of the Game

The link should be to the start page of the game.

Example: <https://fakeless.org/game/news-tinder>

How to lock an app on the tablet

1. 8. Add the same link to Whitelist
2. Settings > Whitelist > Whitelist URL (comma separated) > paste here URL of the App – it is the SAME URL as the previous step
4. Exit KIOSK Settings and you are ready to go – now visitors can only access the game
6. IMPORTANT! In order to go back to Settings, tap multiple times anywhere on the tablet (but do it quickly) – the window with password will pop up. You can add password, which you have created before and you can access KIOSK Settings and make changes, or delete the app, or change the page, etc.