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Ministry of Education


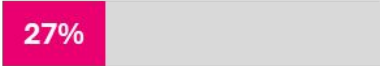

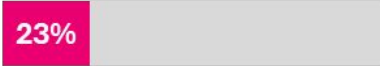

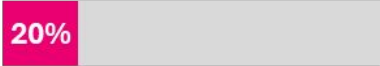
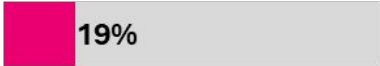
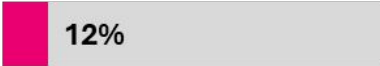

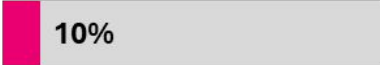
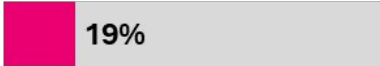
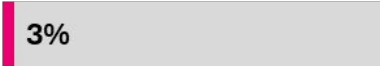
# Responsible use of social media for news

**"Think Twice"**

**Different formats are suited for different types of engagement, so the information or content you see will vary across platforms.**

|   | PURPOSE               | WHAT YOU SEE   | THE BOTTOM LINE  |
|---|-----------------------|--|--|
|  Facebook    | <b>Connect</b>        | Emotion-driven content (fear, outrage, uplifting), like-minded views | Tell me how you feel about what you're doing             |
|  Google      | <b>Learn</b>          | Facts, lists, utilities, instructions                                | Tell me how to do it                                     |
|  Instagram   | <b>Observe</b>        | Trends, lifestyle, desirable   | Show me what my friends want others to see they're doing |
|  Snapchat    | <b>1-to-1 Connect</b> | Candid, intimacy, animation  | Show me what my close friends are really doing           |
|  Twitter     | <b>Monitor</b>        | Live events, news, opinion, ideological warfare                      | Tell me what the world is doing                          |
|  Pinterest | <b>Aspire</b>         | Arrangements, designs, styles, recipes                               | Show what I could do                                     |
|  Reddit    | <b>Crowdsource</b>    | News on specialized topics, niches, primary sources                  | Tell me what a certain community is doing                |

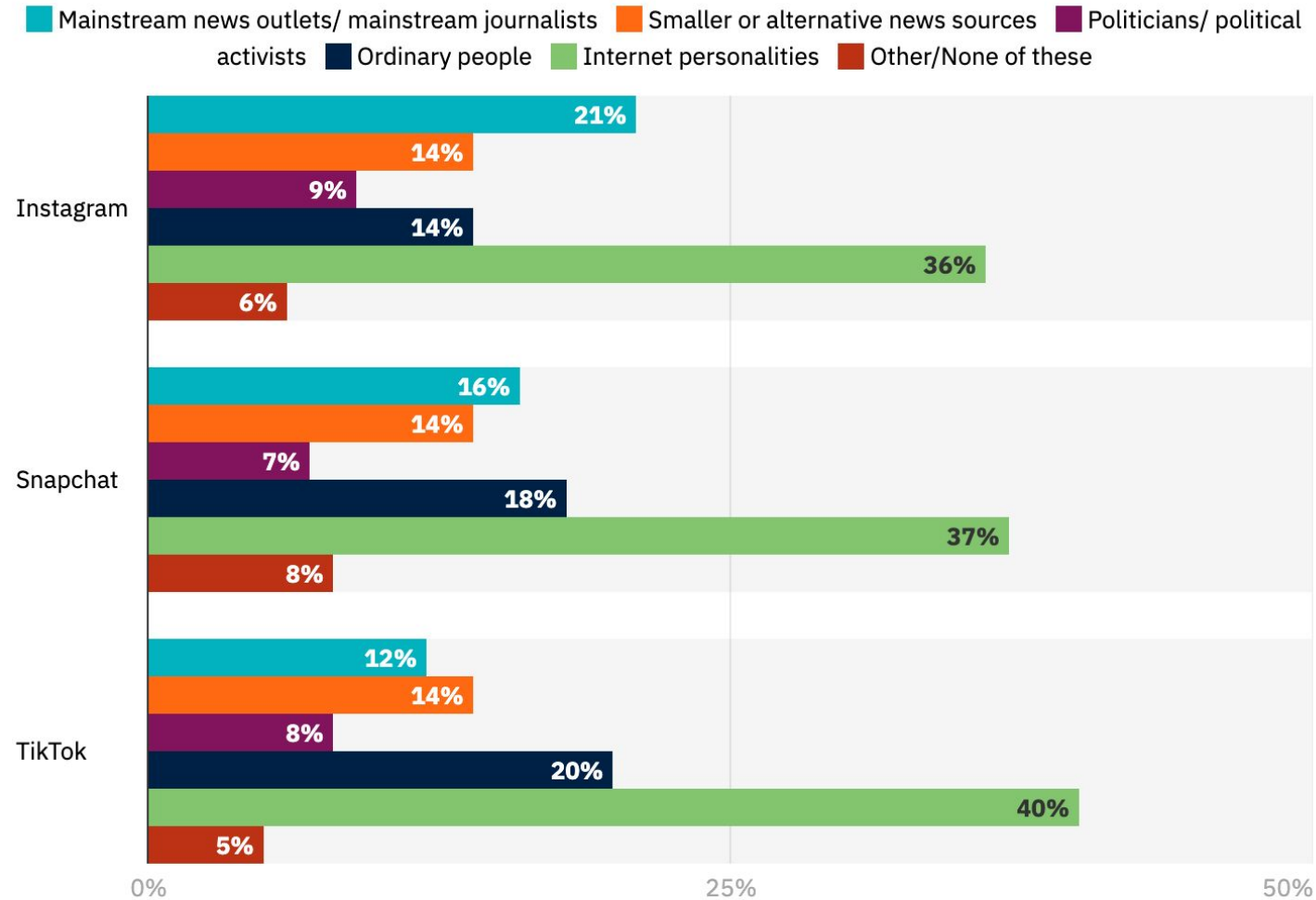
Data: Axios research: Chart: Axios Visuals

|                  | Launched | Weekly Use   | News Use   | Age Distribution    |
|------------------|----------|--|--|---------------------|
| <b>Facebook</b>  | 2004     |  70%   |  27%  | Skews older         |
| <b>YouTube</b>   | 2005     |  63%   |  23%  | Skews younger       |
| <b>Instagram</b> | 2006     |  50%   |  20%  | Skews younger       |
| <b>Twitter</b>   | 2010     |  19%   |  12%  | Skews younger       |
| <b>TikTok</b>    | 2016     |  24%  |  10% | Skews a lot younger |
| <b>Snapchat</b>  | 2011     |  19% |  3% | Skews a lot younger |

**Different platforms draw users of different demographics.**

# Who U35s pay most attention to when using each for news

All markets



**Q12\_Social\_sources.** You said that you use <social platform> for news... When it comes to news on <social platform> which of these do you generally pay most attention to? Base: U35 randomly selected Instagram/Snapchat/TikTok news users: 3416/597/786

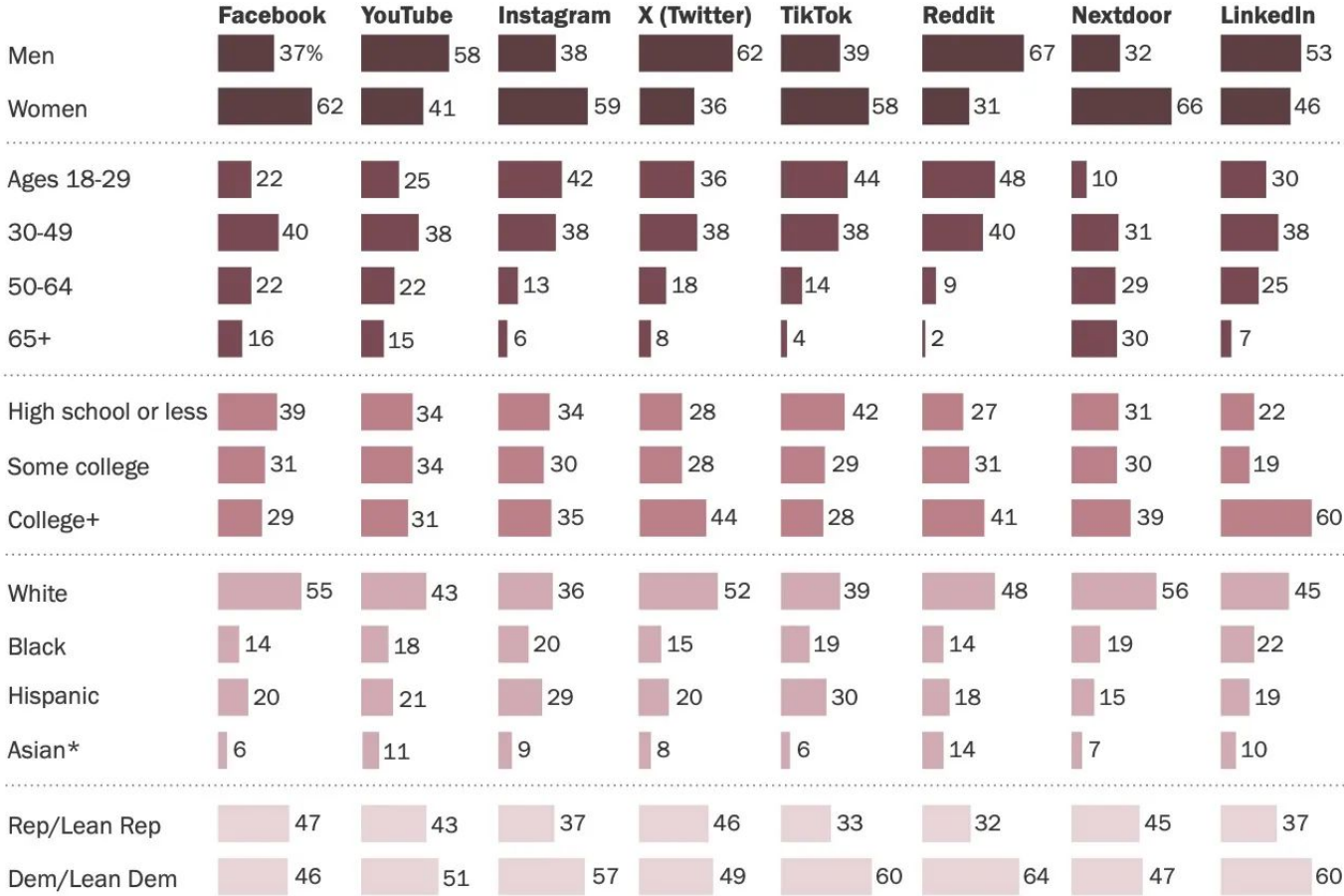


[Get the data](#) • [Embed](#)



# Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's **regular** news consumers who are ...

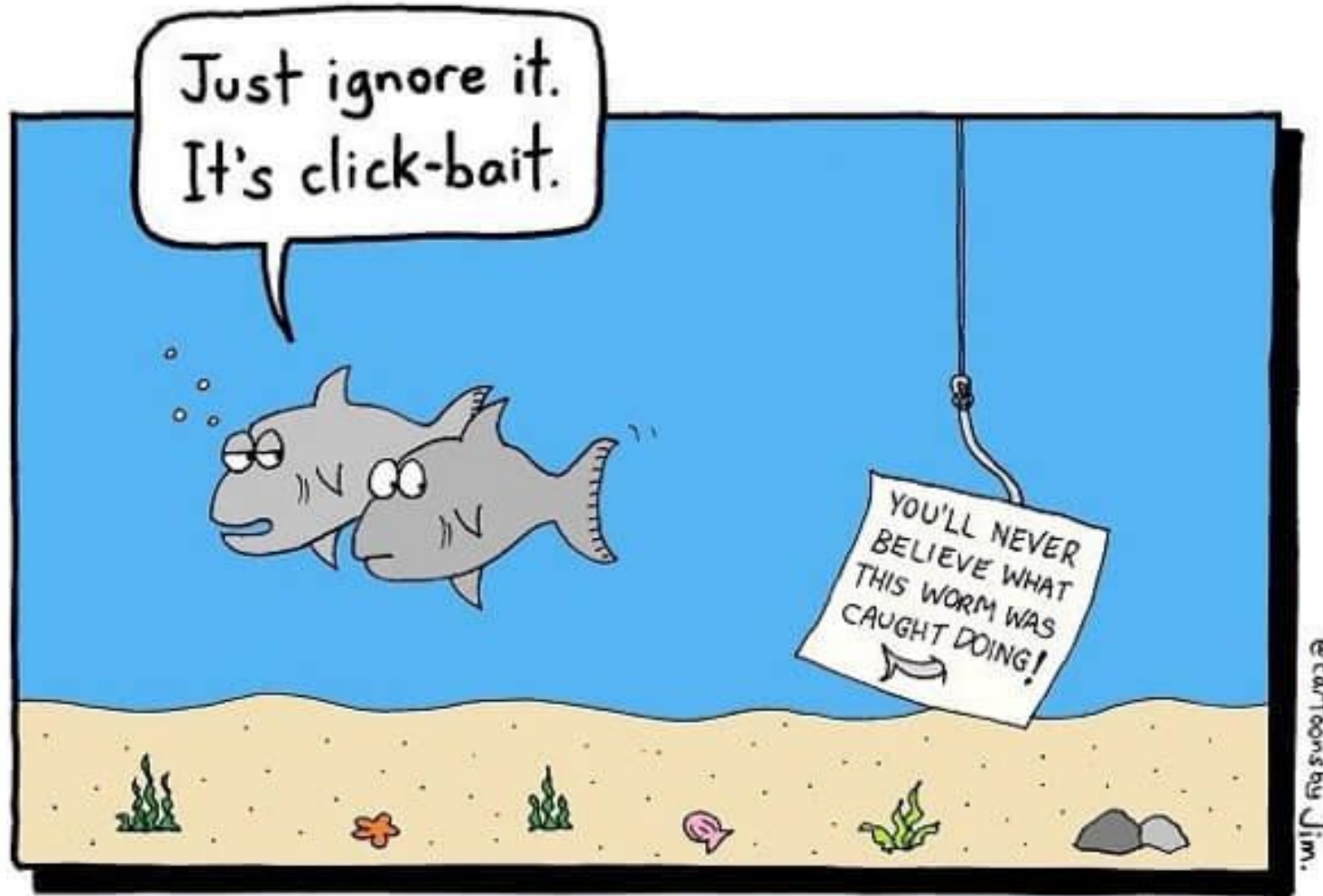


\* Estimates for Asian adults are representative of English speakers only.  
 Note: Snapchat, Twitch and WhatsApp not shown due to small sample sizes. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.  
 Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

**Online content often aims to elicit an emotional response.**

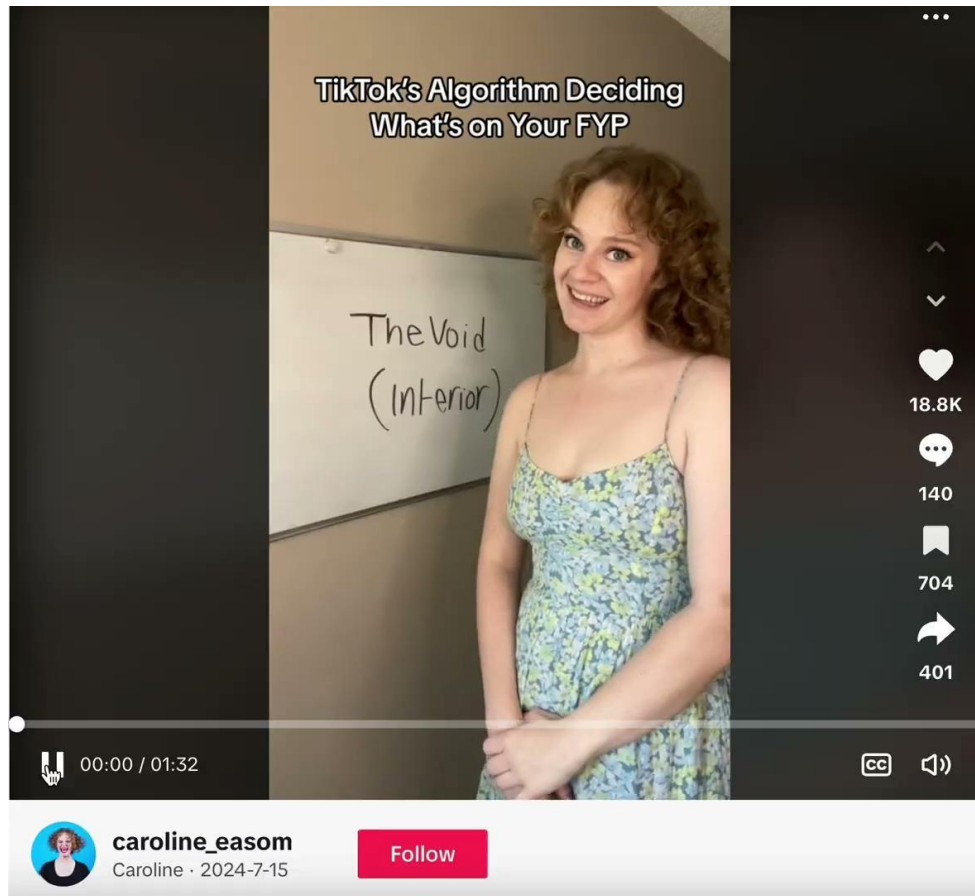


# Clickbait: "surprise"



Mr. Beast (a YouTube influencer)'s video thumbnail

# Satire: "disgust" to give a sense of humour



## Media bias



### Two different versions of a description of Former US President Barack Obama's speech:

If people boo during one of Mr. Obama's speeches, the booing can be described as "remarks greeted by jeers", or the boos can be ignored as "a handful of people who disagree."

(Source: [University of Washington Libraries](#))

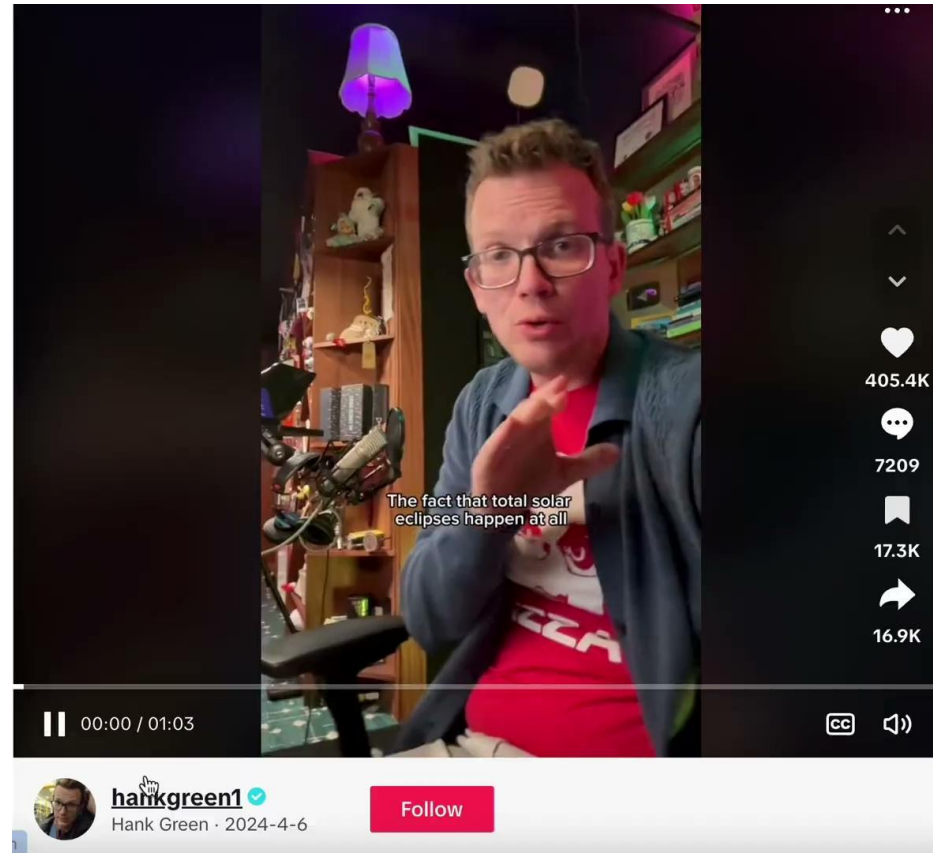
## User bias

The decisions we make online are inherently biased (what we share, consume, etc.) - based on our preferences and opinions.

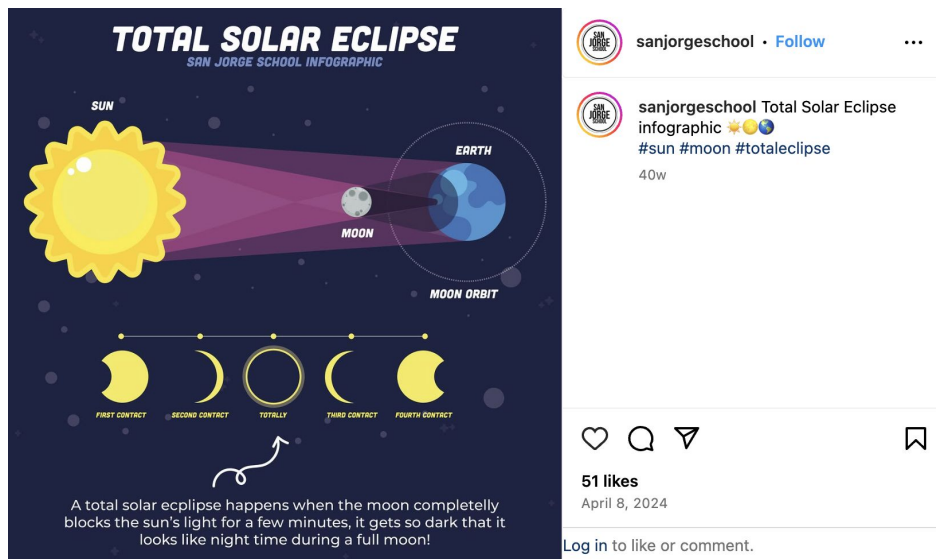
|                              | <b>Solar Eclipse</b>   | <b>Bottled Water</b>  | <b>Social Bias in AI</b>   |
|------------------------------|--|---|--|
| <b>TikTok</b>                | <a href="https://www.tiktok.com/@hankgreen1/video/7354947101371026721?lang=en">https://www.tiktok.com/@hankgreen1/video/7354947101371026721?lang=en</a>  | <a href="https://www.tiktok.com/@ajplus/video/7132940781597527342?lang=en">https://www.tiktok.com/@ajplus/video/7132940781597527342?lang=en</a>   | <a href="https://www.tiktok.com/@vox/video/7223846382241811758">https://www.tiktok.com/@vox/video/7223846382241811758</a>  |
| <b>Instagram Infographic</b> | <a href="https://www.instagram.com/sanjorgeschool/p/C5gqlcHRibY/">https://www.instagram.com/sanjorgeschool/p/C5gqlcHRibY/</a><br><a href="https://www.instagram.com/thinklemonly/p/C5RUIK2AQ7S/?locale=es_US%3FICID%3DBLOG_MBF_ES">https://www.instagram.com/thinklemonly/p/C5RUIK2AQ7S/?locale=es_US%3FICID%3DBLOG_MBF_ES</a> | <a href="https://www.instagram.com/bcppartners/p/C15IW2lyCcm/?img_index=1">https://www.instagram.com/bcppartners/p/C15IW2lyCcm/?img_index=1</a>   | <a href="https://www.instagram.com/p/CwAakuWNmCS/?img_index=1">https://www.instagram.com/p/CwAakuWNmCS/?img_index=1</a>  |
| <b>Youtube Video</b>         | <a href="https://www.youtube.com/watch?v=oNH3akWXaV8">https://www.youtube.com/watch?v=oNH3akWXaV8</a>  | <a href="https://www.youtube.com/watch?v=Se12y9hSOM0">https://www.youtube.com/watch?v=Se12y9hSOM0</a> (8 mins)  | <a href="https://www.youtube.com/watch?v=qV0_raKR2UQ">https://www.youtube.com/watch?v=qV0_raKR2UQ</a>  |
| <b>Podcast</b>               | <a href="https://www.wnycstudios.org/podcasts/takeaway/segments/total-solar-eclipse">https://www.wnycstudios.org/podcasts/takeaway/segments/total-solar-eclipse</a>  | <a href="https://www.npr.org/2010/05/17/126833795/war-on-tap-americas-obsession-with-bottled-water">https://www.npr.org/2010/05/17/126833795/war-on-tap-americas-obsession-with-bottled-water</a> | <a href="https://www.nprillinois.org/2023-12-14/ai-tool-amplifies-perpetuates-racial-and-gender-bias-new-study-shows">https://www.nprillinois.org/2023-12-14/ai-tool-amplifies-perpetuates-racial-and-gender-bias-new-study-shows</a>  |
| <b>Article</b>               | <a href="https://www.cbc.ca/news/science/total-solar-eclipse-2024-photos-canada-1.7164051">https://www.cbc.ca/news/science/total-solar-eclipse-2024-photos-canada-1.7164051</a>  | <a href="https://www.vox.com/the-goods/23433132/best-bottled-water-is-tap-environment-health">https://www.vox.com/the-goods/23433132/best-bottled-water-is-tap-environment-health</a>             | <a href="https://www.scientificamerican.com/article/humans-absorb-bias-from-ai-and-keep-it-after-they-stop-using-the-algorithm/">https://www.scientificamerican.com/article/humans-absorb-bias-from-ai-and-keep-it-after-they-stop-using-the-algorithm/</a><br><a href="https://www.cbc.ca/news/science/artificial-intelligence-racism-bias-1.6027150">https://www.cbc.ca/news/science/artificial-intelligence-racism-bias-1.6027150</a> |

# Solar Eclipse

# TikTok



# Instagram Infographic



**TOTAL SOLAR ECLIPSE**  
SAN JORGE SCHOOL INFOGRAPHIC

SUN

EARTH

MOON

MOON ORBIT

FIRST CONTACT SECOND CONTACT TOTALLY THIRD CONTACT FOURTH CONTACT

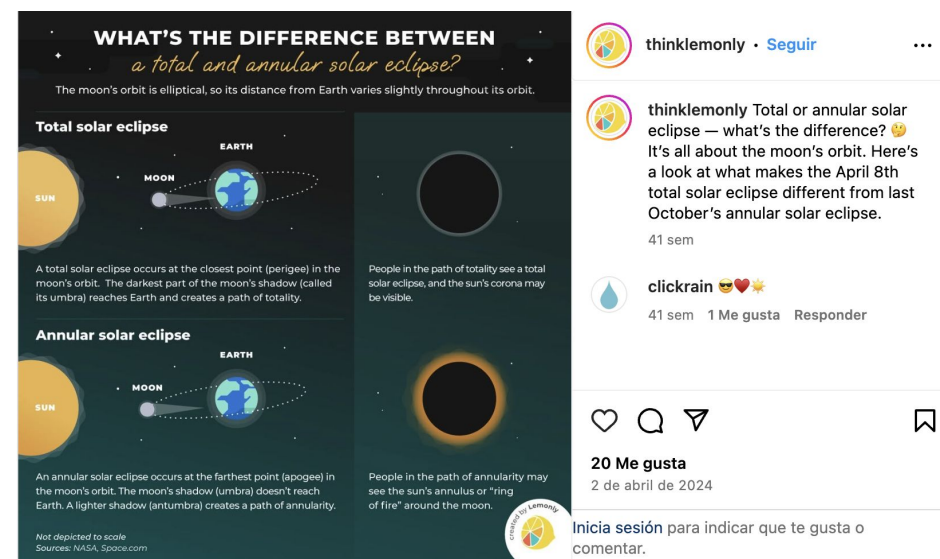
A total solar eclipse happens when the moon completely blocks the sun's light for a few minutes, it gets so dark that it looks like night time during a full moon!

sanjorgeschool · Follow

sanjorgeschool Total Solar Eclipse infographic 🌟🌑🌍  
#sun #moon #totaleclipse  
40w

51 likes  
April 8, 2024

Log in to like or comment.



**WHAT'S THE DIFFERENCE BETWEEN a total and annular solar eclipse?**  
The moon's orbit is elliptical, so its distance from Earth varies slightly throughout its orbit.

**Total solar eclipse**

SUN MOON EARTH

A total solar eclipse occurs at the closest point (perigee) in the moon's orbit. The darkest part of the moon's shadow (called its umbra) reaches Earth and creates a path of totality.

People in the path of totality see a total solar eclipse, and the sun's corona may be visible.

**Annular solar eclipse**

SUN MOON EARTH

An annular solar eclipse occurs at the farthest point (apogee) in the moon's orbit. The moon's shadow (umbra) doesn't reach Earth. A lighter shadow (antumbra) creates a path of annularity.

People in the path of annularity may see the sun's annulus or "ring of fire" around the moon.

thinklemonly · Seguir

thinklemonly Total or annular solar eclipse — what's the difference? 🌑  
It's all about the moon's orbit. Here's a look at what makes the April 8th total solar eclipse different from last October's annular solar eclipse.  
41 sem

clickrain 🌧️🌟🌟  
41 sem 1 Me gusta Responder

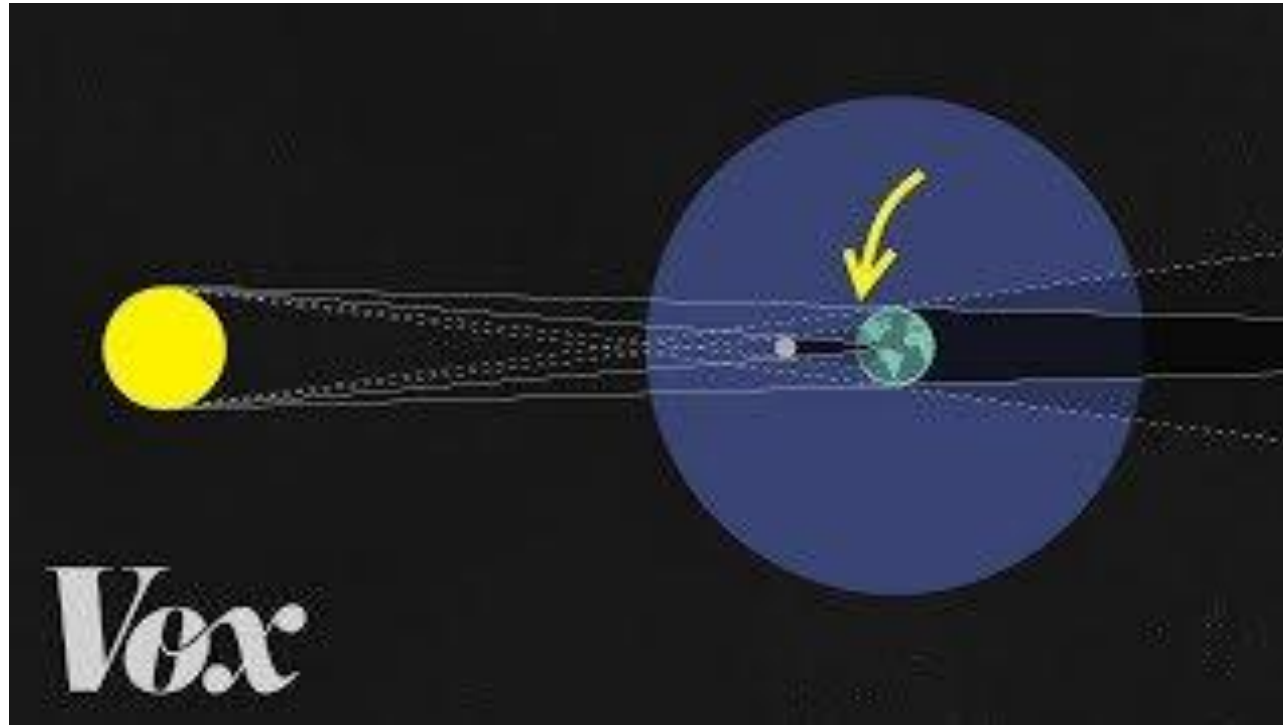
20 Me gusta  
2 de abril de 2024

Inicia sesión para indicar que te gusta o comentar.

<https://www.instagram.com/sanjorgeshool/p/C5gqlcHRjbY/>

[https://www.instagram.com/thinklemonly/p/C5RUIK2AQ7S/?locale=es\\_US%3FCID%3DBLOG\\_MBF\\_ES](https://www.instagram.com/thinklemonly/p/C5RUIK2AQ7S/?locale=es_US%3FCID%3DBLOG_MBF_ES)

# Youtube Video



"Why people get so excited about a total solar eclipse" (Vox)



# Podcast

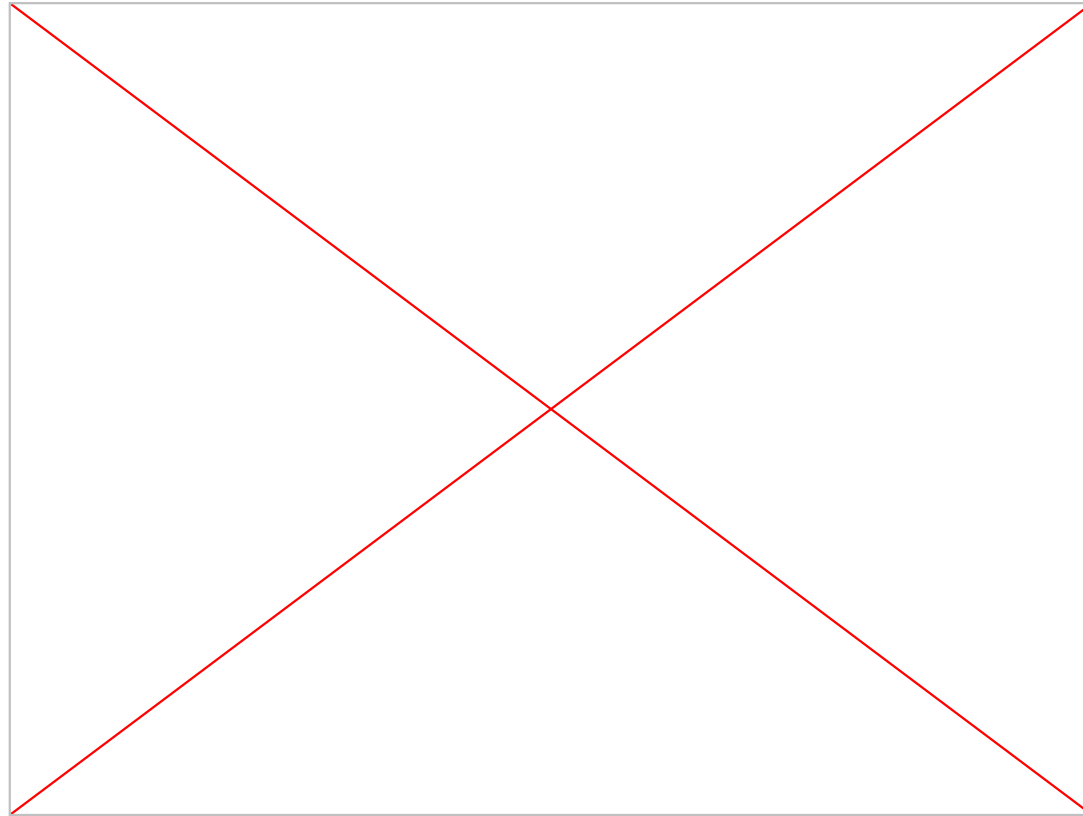
<https://www.wnycstudios.org/podcasts/takeaway/segments/tal-solar-eclipse>

# Article

<https://www.cbc.ca/news/science/total-solar-eclipse-2024-photos-canada-1.7164051>

# Bottled Water

# TikTok



# Instagram Infographic

The image shows a screenshot of an Instagram post. On the left, there is a blue background with a white rounded rectangle containing text and a photo. The text reads: 'New research on plastic water bottles published' with a 'NEWS' icon, 'CLIMATE & ENVIRONMENT', and 'Researchers discover thousands of nanoplasmic bits in bottles of drinking water'. Below this is a photo of several plastic water bottles in a vending machine. On the right, the Instagram interface shows the profile 'bcppartners', a 'Follow' button, and a post caption. The caption reads: 'bcppartners "It seems anywhere scientists look for plastic, they find it: from the ice in Antarctica, to the first bowel movement produced by newborn babies. Now, researchers are finding that the amount of microscopic plastics floating in bottled drinking water is far greater than initially believed. The research, which was published in the journal Proceedings of the National Academy of Sciences, raises new concerns about the potentially harmful health effects — and prevalence — of nanoplastics. The researchers found that the quantity of such particles was 10 to 100 times greater than previously estimated!"'. At the bottom of the post, it shows '100 likes', the date 'January 9, 2024', and a 'Log in to like or comment.' prompt.

**bcppartners** · Follow

**bcppartners** "It seems anywhere scientists look for plastic, they find it: from the ice in Antarctica, to the first bowel movement produced by newborn babies.

Now, researchers are finding that the amount of microscopic plastics floating in bottled drinking water is far greater than initially believed.

The research, which was published in the journal Proceedings of the National Academy of Sciences, raises new concerns about the potentially harmful health effects — and prevalence — of nanoplastics. The researchers found that the quantity of such particles was 10 to 100 times greater than previously estimated!"

100 likes  
January 9, 2024

Log in to like or comment.

# THE PROBLEM WITH BOTTLED WATER

Toxic chemicals used to make plastic leach into bottled water



## TAP WATER IS GENERALLY CLEANER THAN BOTTLED WATER

Think bottled water is cleaner than tap? Think again! A recent UC Davis study found that the majority of toxic compounds in water came exclusively from bottled water, compared to tap water.



## PLASTIC BOTTLES RELEASE TOXIC CHEMICALS INTO BOTTLED WATER

Plastic water bottles release toxic chemicals like phthalates that interfere with hormones.



bcppartners · Follow



bcppartners "It seems anywhere scientists look for plastic, they find it: from the ice in Antarctica, to the first bowel movement produced by newborn babies.

Now, researchers are finding that the amount of microscopic plastics floating in bottled drinking water is far greater than initially believed.

The research, which was published in the journal Proceedings of the National Academy of Sciences, raises new concerns about the potentially harmful health effects — and prevalence — of nanoplastics. The researchers found that the quantity of such particles was 10 to 100 times greater than previously estimated!"



100 likes

January 9, 2024

Log in to like or comment.

## HEALTH EFFECTS OF PLASTIC CHEMICALS

UC Davis researchers found that phthalates are commonly found in bottled water. Phthalates are plastic softening chemicals that are associated with an increased risk of breast cancer.



## LEARN MORE ABOUT WATER FILTRATION



Still concerned about water contaminants? An activated carbon filter effectively removes many water contaminants from tap water. Be sure to change the filter regularly to prevent bacterial contamination.



Learn more at:  
[bcpp.org/our-work/water](https://bcpp.org/our-work/water)



bcpppartners • [Follow](#)



bcpppartners "It seems anywhere scientists look for plastic, they find it: from the ice in Antarctica, to the first bowel movement produced by newborn babies.

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100 likes

January 9, 2024

Log in to like or comment.

# Youtube Video



THE STORY OF  
BOTTLED  
WATER

The text is presented in a playful, bubbly font. The words 'BOTTLED' and 'WATER' are significantly larger and more prominent than 'THE STORY OF'. The letters are blue with a white outline and small white dots scattered around them, giving the impression of water droplets or bubbles. The background is a light, textured grey.

"The Story of Bottled Water" (The Story of Stuff Project)



# Podcast

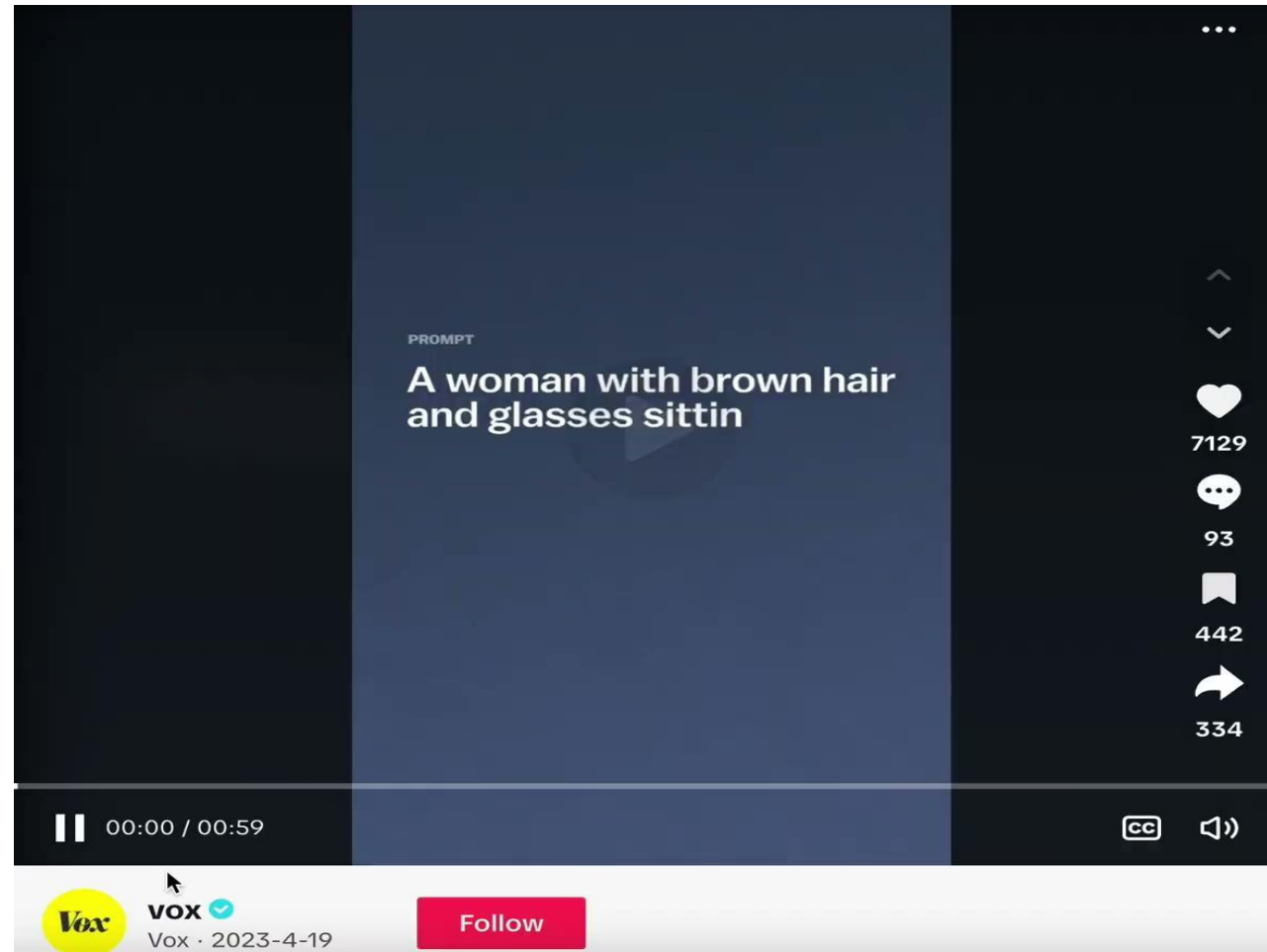
<https://www.npr.org/2010/05/17/126833795/war-on-tap-america-obsession-with-bottled-water>

# Article


<https://www.vox.com/the-goods/23433132/best-bottled-water-is-tap-environment-health>

# **Social Bias in AI**

# TikTok



# Instagram Infographic



**WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE**

ACLU

SWIPE →

aclu\_nationwide • Follow

aclu\_nationwide Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio. 74w

lilaj220 64w Reply

unvaxxedinbostonma We must get rid of commie artificial intelligence 73w 2 likes Reply

mars.lee.h Who's responsible for the Ai? 73w Reply

1,473 likes August 16, 2023

Log in to like or comment.

# WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE



The use of artificial intelligence affects a lot of Americans across public and private sectors — from housing, employment, and credit to the legal system and national security.

◀ But the consequences of racially discriminatory, biased AI technology have already been devastating. ▶

**ACLU**




 **aclu\_nationwide**  • [Follow](#) 

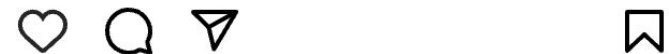
 **aclu\_nationwide**  Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.  
74w



 **lilaj220** 🙏  
64w Reply

 **unvaxxedinbostonma** We must get rid of commie artificial intelligence  
73w 2 likes Reply

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73w Reply



**1,473 likes**  
August 16, 2023

Log in to like or comment.

# WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE


In January 2020, Robert Williams was arrested and held for 30 hours by Detroit police because – in their own words – “the computer got it wrong.”

When law enforcement get their hands on this flawed, dangerous technology, people are wrongfully arrested and robbed of their freedom.

**ACLU**




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74w



 **lilaj220** 🙌  
64w Reply

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73w 2 likes Reply

 **mars.lee.h** Who's responsible for the Ai?  
73w Reply




**1,473 likes**  
August 16, 2023



Log in to like or comment.

“ I GET ANGRY WHEN I HEAR COMPANIES, POLITICIANS, AND POLICE TALK ABOUT HOW THIS TECHNOLOGY ISN'T DANGEROUS OR FLAWED ... IF ANY OF THAT WAS TRUE, I WOULDN'T HAVE BEEN ARRESTED.”  
— ROBERT WILLIAMS

ACLU




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 aclu\_nationwide  Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.  
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73w Reply



1,473 likes  
August 16, 2023

Log in to like or comment.



# WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE

Biased, harmful AI technology is not confined to the criminal legal system.

A 2019 study revealed a widely-used clinical algorithm showed racial bias by requiring Black patients to be much sicker than white patients to be recommended for the same care.

The inequality in medical treatment for Black people will only worsen as racist technology becomes further embedded in health care.

**ACLU**



The screenshot shows an Instagram post from the account 'aclu\_nationwide'. The post text reads: 'Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.' The post has 1,473 likes and was posted on August 16, 2023. There are three comments: 'lilaj220' with a 🙏 emoji, 'unvaxxedinbostonma' saying 'We must get rid of commie artificial intelligence', and 'mars.lee.h' asking 'Who's responsible for the Ai?'. The interface includes a follow button, a plus sign for more options, and icons for likes, comments, shares, and bookmarks.

# WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE



AI is increasingly used by banks and other lenders to determine who's eligible for a mortgage or student loans, and housing providers use AI to screen potential tenants.

◀ With the emergence of new programs like Chat GPT, employers are relying now more than ever on AI technology for hiring processes. ▶

**ACLU**




 aclu\_nationwide  · [Follow](#) 

 aclu\_nationwide  Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.  
74w



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64w Reply

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73w Reply



**1,473 likes**  
August 16, 2023

Log in to like or comment.

# WE MUST GET RID OF RACIST ARTIFICIAL INTELLIGENCE

As this technology becomes more entrenched in all aspects of life, bias in AI has the potential to worsen the existing discrimination in housing, education, and employment opportunities for Black communities.

**ACLU**



The screenshot shows an Instagram post from the account 'aclu\_nationwide'. The post text reads: 'Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.' The post has 1,473 likes and was posted on August 16, 2023. There are three comments visible: 'lilaj220' with a 🙄 emoji, 'unvaxxedinbostonma' saying 'We must get rid of commie artificial intelligence', and 'mars.lee.h' asking 'Who's responsible for the Ai?'. The interface includes a 'Follow' button, a '+' icon for more options, and icons for likes, comments, shares, and bookmarks.



**We must promote a more equitable approach to AI policy and work to expose and stop the use of biased, discriminatory technologies that perpetuate discrimination.**

◀ **As an increasingly technological nation, this is an imperative for our civil liberties.**

**ACLU**




 aclu\_nationwide  · [Follow](#) 

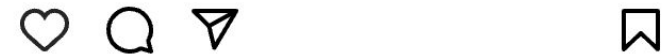
 aclu\_nationwide  Rooting out racism in AI technology is an imperative for our civil liberties. Read more at the link in our bio.  
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73w Reply



**1,473 likes**  
August 16, 2023

Log in to like or comment.

# Youtube Video



"Algorithmic Bias and Fairness" (CrashCourse)

# Podcast

<https://www.nprillinois.org/2023-12-14/ai-tool-amplifies-perpetuates-racial-and-gender-bias-new-study-shows>

# Articles

<https://www.scientificamerican.com/article/humans-absorb-bias-from-ai-and-keep-it-after-they-stop-using-the-algorithm/>

<https://www.cbc.ca/news/science/artificial-intelligence-racism-bias-1.6027150>