Name _____ Navigating The World Of Online (Mis)Information

Lesson 4: Tactics That Make Information Feel True

Knowing Your Audience: Targeted Digital Media

Today, we're constantly surrounded by a sea of digital content. Digital media refers to any content—like videos, articles, or ads—that's shared and accessed through electronic devices like phones, tablets, and computers. Whether you check the weather on an app, scroll through news stories, watch a funny video shared by a friend, or even do homework on an online platform, you're interacting with a world of information created in the digital age and these interactions shape our perceptions, decisions, and even our feelings.

Jot down three different types of digital content you've encountered today.

1.	2.	3.

Digital Media and Targeted Advertising

Ads are a way for businesses and organisations to promote their products, services, or causes by capturing our attention, evoking emotions, and guiding us towards making a decision (like purchasing a product or supporting a cause). Increasingly, advertising isn't limited to traditional forms like commercials and banner ads. Ads may take forms that blend in with other types of content, like articles.

But why do you see certain content, like articles and advertisements, and not others? As our lives blend with the online world, understanding how and why specific content reaches us online becomes essential.

Have you ever noticed how after you search for something specific online, you start seeing ads for it everywhere? This isn't a coincidence. When you browse online, click on links, or even stay on a page for a while, you leave digital footprints. Companies use data analytics to study these patterns and understand more about your interests, age, gender, location, and much more.

By analysing the content you interact with, your searches, and the products you buy, digital platforms can make educated guesses about your preferences, habits, and needs. They then use this information to display content tailored to you and people like you.

Think of an ad you recently saw online that seemed tailor-made for you.

What made you feel it was personalised?	

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Do you tend to get the same types of content or ads multiple times?	

Content creators – including advertisers, marketing firms, social media influencers, and newspaper publishers – use FR-TAP to create content that resonates with their **target audience** (the specific audience they want to reach with their content).

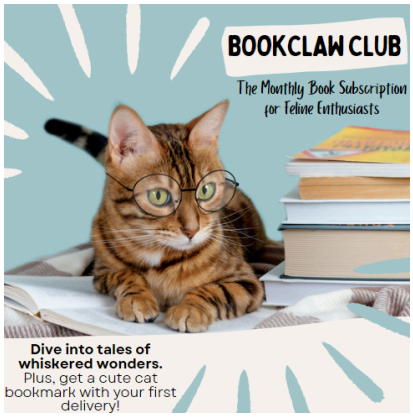
When narrowing in on their target audience, content creators consider:

- **Demographics**: age, gender, income, marital status, occupation
- **Personality**: values, goals, desires, lifestyle
- **Behaviour**: shopping preferences, online usage, events attended
- **Interests**: hobbies, reading, subscriptions, friendships

Take a look at these ads. Think about who might be the target audience of each ad.



Targeted **demographic**:	Targeted **personality**:
Targeted **interests**:	Targeted **behaviour**:



Targeted **demographic**:	Targeted **personality**:
Targeted **interests**:	Targeted **behaviour**:

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Targeted **demographic**:	Targeted **personality**:
Targeted **interests**:	Targeted **behaviour**:

From tweets to TikToks, LinkedIn articles to long-form blogs, the variety of forms online is seemingly endless! Behind each piece of content, there's a specific audience in mind.

When they're making content to be shared with a target audience online, content creators are thinking about:

Form: Should we make a TikTok or an article to reach our target audience?	**Register**: Would our target audience respond best to casual and trendy language or more formal language?	**Tone**: Is our product or idea best shown through humour or should we be serious and professional?
Audience: Who do we want to interact with our content? Should we target kids, teenagers, adults, professionals, etc.?	**Purpose**: Why do we want people to interact with our content? Should we sell something to them or convince them of something (persuade), let them know about an event (inform), or perhaps get them laughing (entertain)?	

Try It Out!

Scenario: "Daily Insight News", a reputable newspaper with a strong local following, wants to expand its reach online. They want to appeal to a variety of digital audiences without compromising their journalistic integrity.

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Below are some target audiences that "Daily Insight News" is keen on attracting. For each audience, **recommend the most suitable register, tone, and digital platform** where their content should be posted, ensuring that the content reaches the target audience in the most impactful way. The first one is done for you as an example!	
Target Audience: Entrepreneurs looking for the latest business trends and opportunities.	
Digital platform (Form) I recommend: **LinkedIn Articles**	Why I recommend this platform: **LinkedIn is a social media platform specifically designed for professionals. Many entrepreneurs and business professionals use LinkedIn not just for networking but also for content about business trends.**
Register I recommend: **Consultative**	Why I recommend this register: **When discussing business trends, strategies, and opportunities, there's a certain level of professionalism expected, but because it's less formal than a speech, the consultative register would suit best.**
Tone I recommend: **Professional**	Why I recommend this tone: **Entrepreneurs prioritise content that is presented in a credible and authoritative manner and a professional tone will make the articles seem trustworthy.**
Target Audience 1: Teenagers (ages 13-19) interested in global pop culture.	
Digital platform (form) I recommend:	Why I recommend this platform:
Register I recommend:	Why I recommend this register:
Tone I recommend:	Why I recommend this tone:
Target Audience 2: Retirees who want to stay updated on health and wellness news.	

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Digital platform (form) I recommend:	Why I recommend this platform:
Register I recommend:	Why I recommend this register:
Tone I recommend:	Why I recommend this tone:
Target Audience 3: Working professionals age 25-35 seeking time-efficient news summaries.	
Digital platform (form) I recommend:	Why I recommend this platform:
Register I recommend:	Why I recommend this register:
Tone I recommend:	Why I recommend this tone:

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