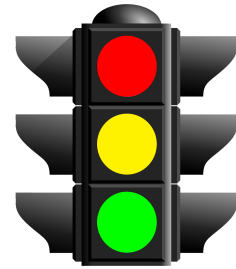


How do I navigate information on social media?

Not all information on social media is what it seems! Use the stoplight method to evaluate a post's intention.



What are some qualities of a **green light post**?

List **at least two examples of green light sources** you see on social media, bonus if one of them is local to you. Need to jog your memory? Take out your phone and scroll through your feeds.

What does the **yellow light** in the stoplight signify?

What are some reasons a **yellow light source** might want to persuade you? List **at least two** from the video and feel free to add your own.

Why is it important to be aware of who is trying to persuade you and why on social media?

Red light posts look like news but are actually advertisements? What words can you look for to spot these posts?

Why do you think it is important for outlets to be **transparent** about keeping their news content, opinion content, and advertisements separate?

Wrap-up: What is the main intention of each type of post?

A green light post is trying to _____

A yellow light post is trying to _____

A red light post is trying to _____

Key definitions

Branded/Sponsored/Partner content: Content that is funded, written, or produced by an advertiser

Transparency: In ethics, the quality of being honest and up-front about your actions and intentions

Further thinking:

1. What is **propaganda** and how might it tie into the stoplight method?

2. Case study: political advertising and free speech:

In 2019, Twitter and Facebook took opposite stances on the issue of allowing political ads on their platforms. Facebook decided that it will allow all political ads, even ones sharing false or misleading information. Twitter, on the other hand, decided to ban all political ads, including ones that are about political issues, not specific candidates.

Facebook says it decided to allow all ads because it values free speech and thinks users can figure out what is true and false on their own. **What are the risks of Facebook taking this stance?**

Twitter says it decided to ban all ads because misinformation is too dangerous and advertisers don't have the same free speech rights as regular users. **What are the risks of Twitter taking this stance?**

If you ran a social media platform, what would you do about political ads? Why?