PRESENTATION
ACT 1
SETTING: TROLL FOR US
TOPIC: SELF-IMAGE

A live action roleplay about educating youth about disinformation.

Made by the DIS-PLAY project

TODAY AT THE OFFICE

1. INTRODUCTION TO SELF-IMAGE & SOCIAL MEDIA
2. WHY WE SHOULD USE IT
3. GOAL
4. TARGETS
5. MOTIVATION
6. TODAY'S PLAN
7. INSTRUCTIONS
8. PRESENTATION

1. INTRODUCTION

Social media is great for:

+ Raising doubts about self-worth

+ Decrease in self-esteem among humans

+ Fear of missing out

+ Higher levels of feeling alone & envy

+ Higher levels of anxiety & depression

+ Decreased social skills

2. WHY WE SHOULD MAKE HUMANS FEEL BAD

Young humans have to be persuaded that their body image & personality are far from their Ideal Self.

We will make money if we can make humans feel bad, by:
+ Selling products & services, ranging from skincare to self-help books etc.
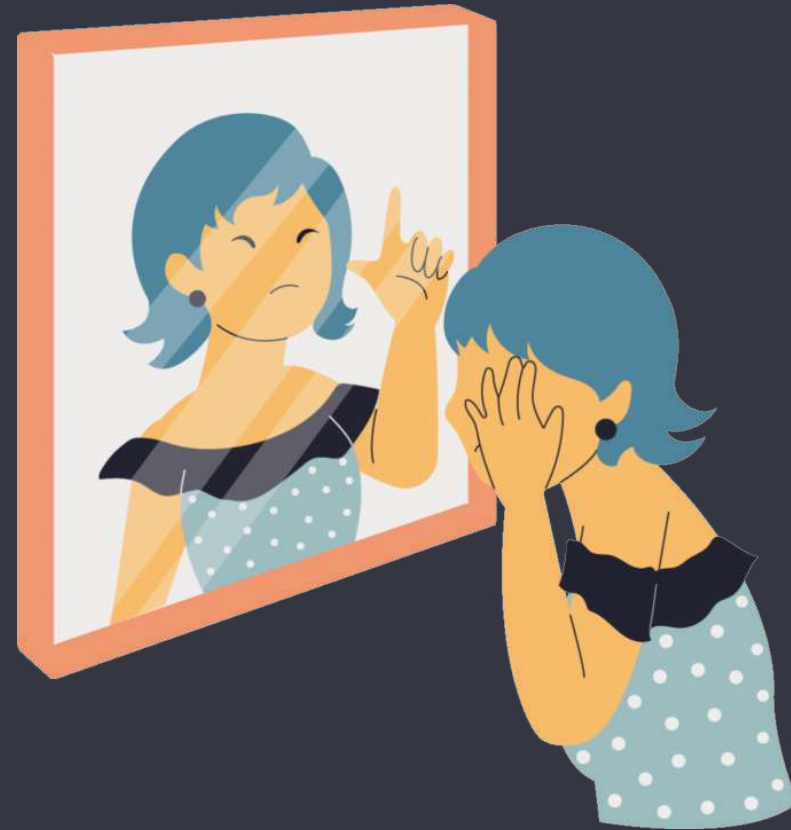+ Make human feel stupid, we sell cheap scam "educations"
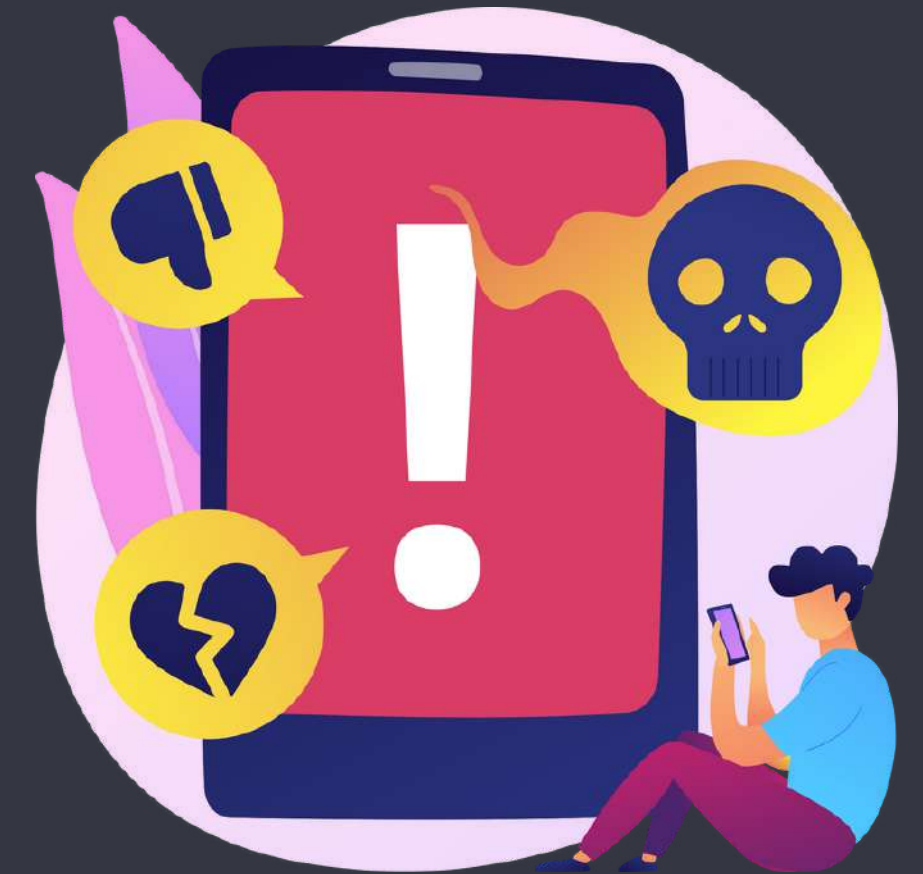
3. GOAL

Persuade humans they aren't worthy!

+ Confuse young humans on their values and not-fitting roles.

+ Help malicious sects and political actors spreading hate.

+ Help illegal economy with drugs, trafficking, and more scams!

+ Sleezy influencers will pay us to make them more famous!

4. TARGETS

SELF-IMAGE
"How you see yourself"

The view one has of oneself

SELF-ESTEEM
"How much you value yourself"

How much value one places on oneself (=self-worth)

IDEAL-SELF
"What you wish to be"

What one wishes one were really like

Self-image

Results from:
- how an individual sees oneself
- how others see the individual

Humans feel happy when these are the same

Self-esteem dimensions

- Physical: their appearance
- Psychological: their personality
- Intellectual: their intelligence
- Skills: their social and technical skills
- Moral: their values and principles
- Gender: how hey fit into society's masculine and feminine norms

Ideal-self

Influencing factors:

- The ways others react to us

- How one think we compare to others

- Our social roles

- The extent to which one identify with other people

5. MOTIVATION

The most active and involved trolls contributing with the best ideas will get:
⭐ a promotion!
⭐ an employee of the month title (and a party to celebrate it)!
⭐ a salary bonus!
⭐ a dinner with the boss (hihihihi)!

Which one of these caught your attention?

Don't forget that **everyone** should work hard!

Humans are becoming more tolerant and they actually like each other!

These are bad news for the troll's community.

We must fight back – NOW!

6. TODAY'S PLAN

Target group: Young humans 15 – 25 y.o.

Our mission: To make humans hate themselves!

Make money!

Channels: Social media, News articles, ads
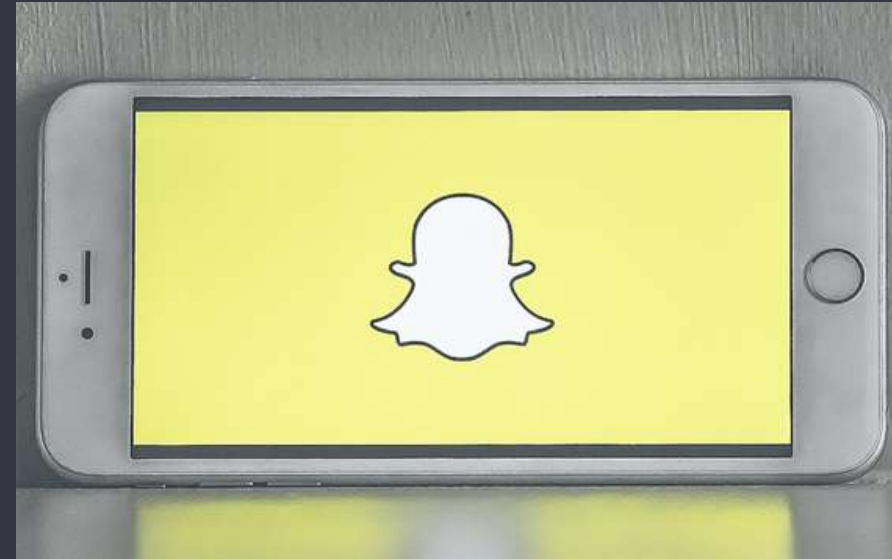
Tools: Canva, Wikipedia, Chat GPT, Open AI

Common task: Create their feed & social experience

EXAMPLE TASKS FOR TODAY

Create viral TikToks/Reals
Self-esteem target: Intellectual

Create a story
Self-esteem target: Moral

Create an ad
Self-esteem target: Gender
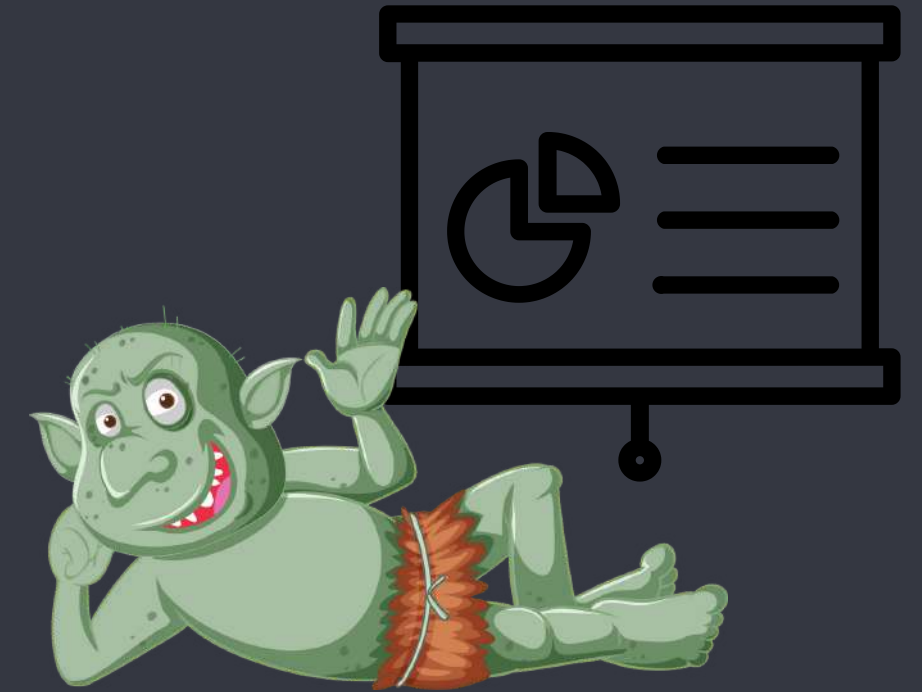
Create a sponsored post
Self-esteem target: Physical

Create a guide
Self-esteem target: Skills

Create a news story
Self-esteem target: Psysiological

7. INSTRUCTIONS

FAKE NEWS
№123456789

05.10.2020

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STEP ONE

- In your groups choose a task
- Aim to cause harm. Make young humans judge each other!

STEP TWO

- Choose your media
- Choose your self-esteem dimensions
- Research or make up disinformation for the topic and use it as facts
- Plan the content ad hashtags.
- Prepare your presentation

STEP THREE

- Present your idea on for all the Troll for us members.
- Explain what discrimination group you aim to discriminate against.

THE END FOR TODAY

Each team will present the results of their work one after the other at the end of the workday. The presence of all trolls is mandatory! Good luck!

LET'S GET MALEFICENT NOW!