



PRESENTATION  
ACT 1  
SETTING: TROLL FOR US  
TOPIC: DISCRIMINATION

A live action roleplay about educating youth about disinformation.  
Made by the DIS-PLAY project



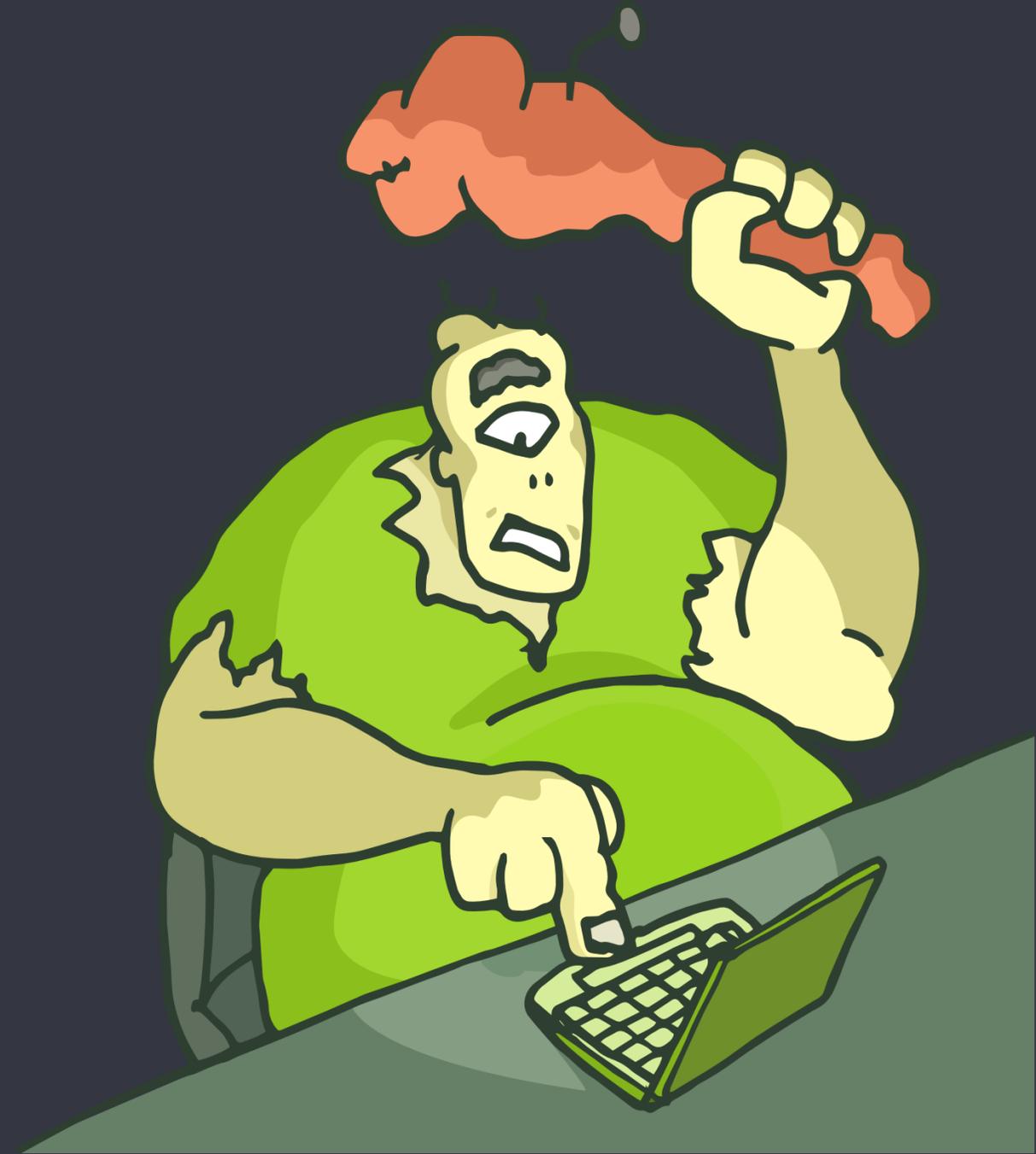
# DISCRIMINATION

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## TODAY AT THE OFFICE

1. INTRODUCTION TO DISCRIMINATION
2. WHY WE SHOULD USE DISCRIMINATION
3. GOAL
4. TARGETS
5. MOTIVATION
6. TODAY'S PLAN
7. INSTRUCTIONS
8. PRESENTATION



# 1. INTRODUCTION

What is discrimination?

Discrimination is the unfair or prejudicial treatment of people and groups based on characteristics such as race, gender, age, or sexual orientation.



# 1. INTRODUCTION

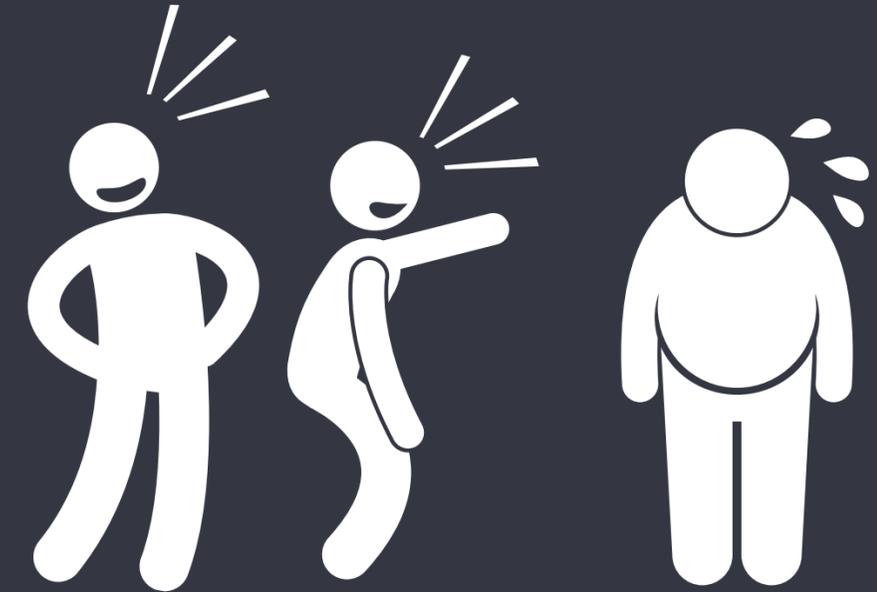
Discrimination effects include:

- + low self-esteem and motivation
- + damaged educational performance
- + damaged reputation
- + decreased social skills
- + altered mental health



## 2. WHY WE SHOULD USE DISCRIMINATION

We will make money if we can make humans feel bad about themselves!



If we convince humans that there are right and wrong kind of humans we will:

- + make humans feel bad about their different body shapes
- + make money from the gyms



### 3. GOAL

Create a new type of discrimination: Dietary discrimination!

Mislead humans into only eating meat and to hate vegans.

- + Make money from the meat selling companies
- + Make young human confused on what is right or wrong
- + Make money from the propaganda we are selling
- + If discrimination is the new trend, imagine how many fake influencers will become our partners!



## 4. TARGETS



### **Racial Discrimination**

Racial/national origin discrimination is any discrimination against any individual on the basis of their skin color, race or ethnic/national origin. Individuals can discriminate by refusing to do business with, socialize with, or share resources with people of a certain group



### **Sex-based discrimination**

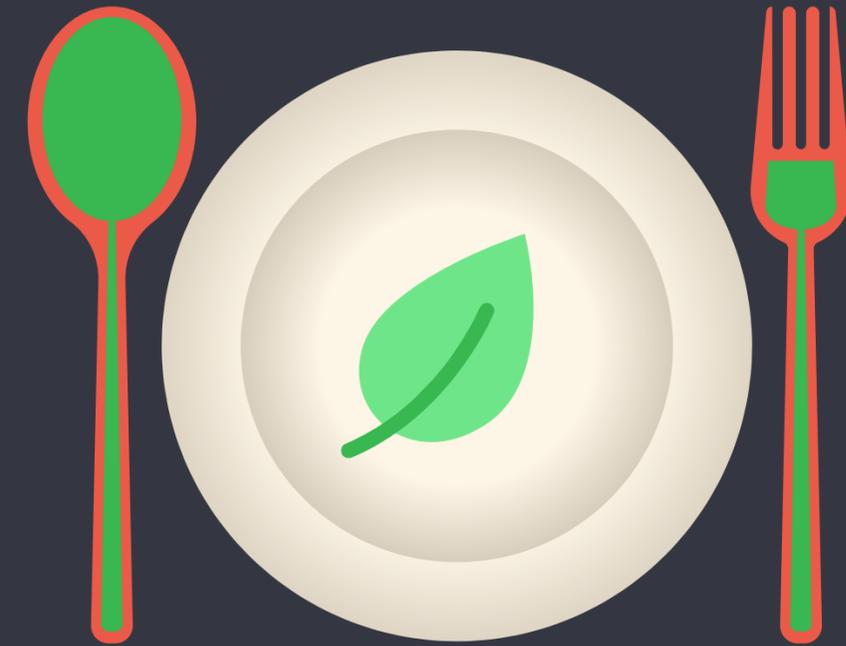
Sex discrimination occurs when a person is treated less favorably because of that person's sex, which includes sexual orientation, gender identity or expression, pregnancy or pregnancy-related condition (including lactation), or a sex stereotype.

## 4. TARGETS



### Religious Discrimination

Religious discrimination is treating individuals differently because of their religious beliefs and practices (or the lack of them), and/or their request for accommodations of their religious beliefs and practices.



### Dietary Discrimination

Dietary discrimination means treating individuals differently because of their dietary choices or practices. Vegans/vegetarians will judge and bully the meat-eaters and vice versa.

## 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. (Gen Z) and companies

**Our mission:** To make humans hate and exclude each other! No exceptions! Make money!

**Channels:** Social media, News articles, ads

**Tools:** Canva, Wikipedia, Chat GPT

**Common task:** Create their feed & social experience



## 7. INSTRUCTIONS



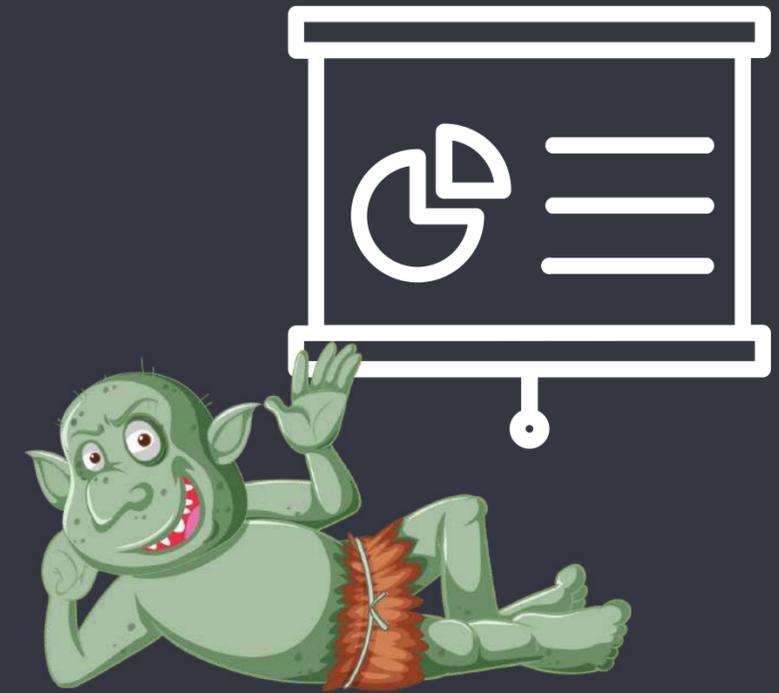
### STEP ONE

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



### STEP TWO

- Choose your target group!
- Decide on a strategy together with your team members. Plan the content, hashtags and trends.
- Prepare your presentation for all the Troll for us members.



### 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!**

