

Fake news

Hiking sweets

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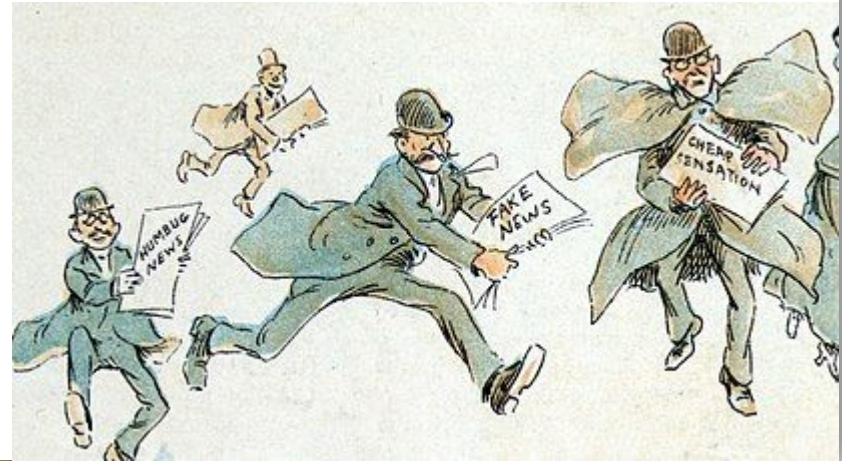


Our motto:

Fake news are false or misleading information presented as news.

we wanted to do a game that educate people about fake news.

a game that will help them understand how to know if what they read is true or false.



Our persona:

Social media users



Forums users

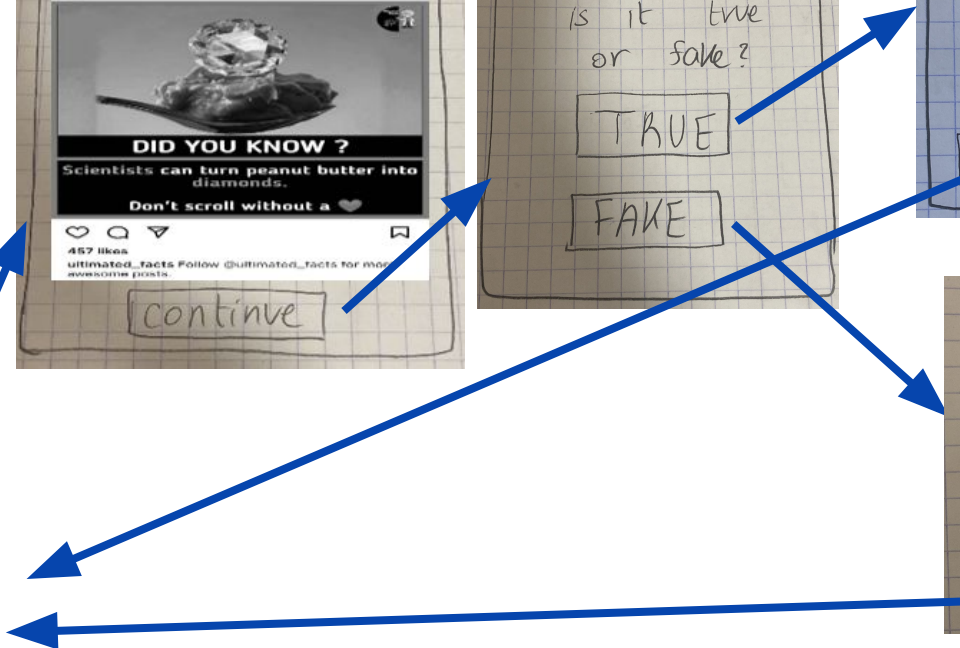
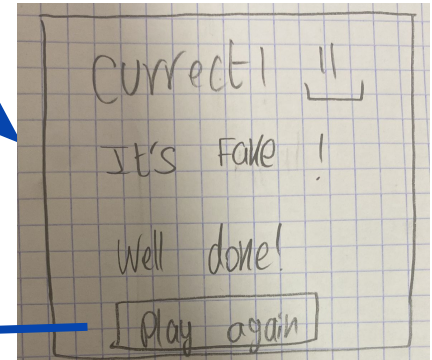
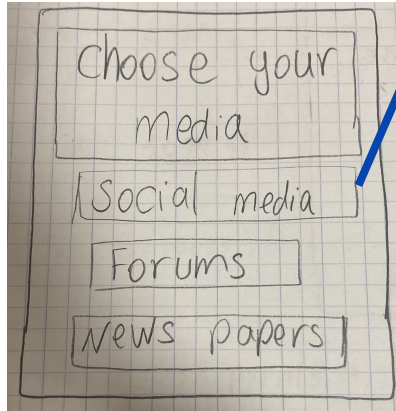
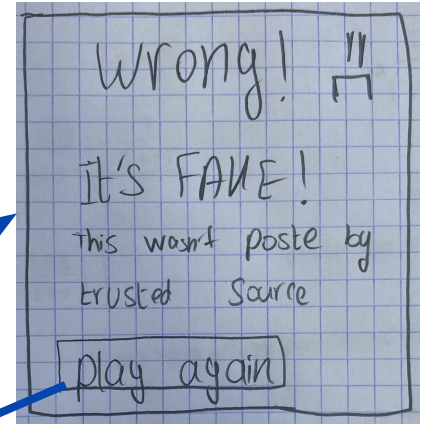
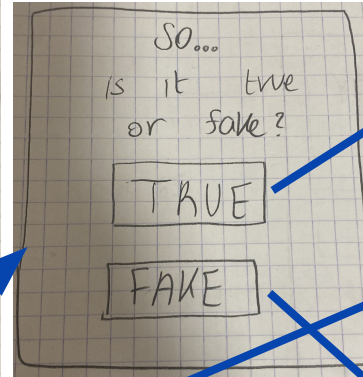


News paper users



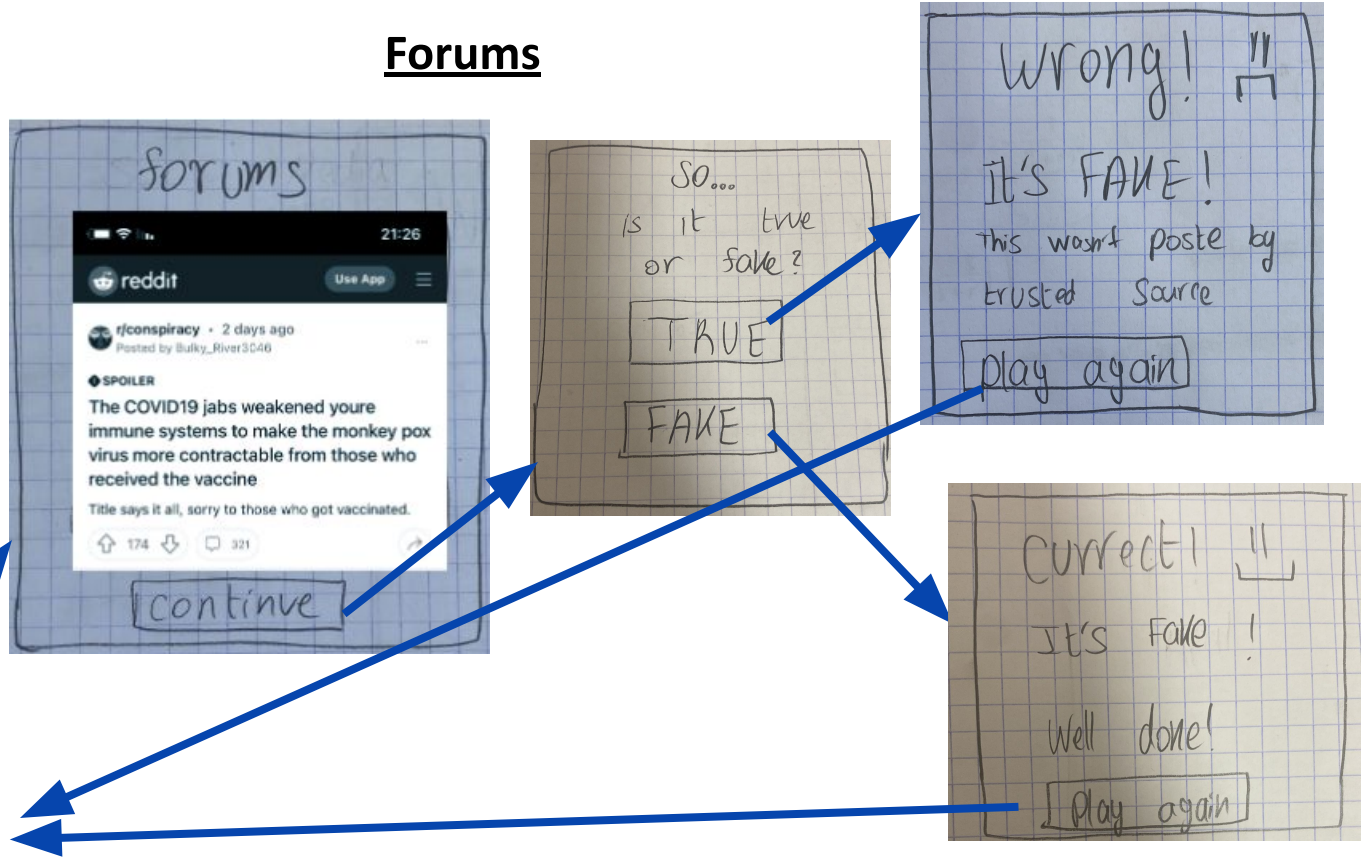
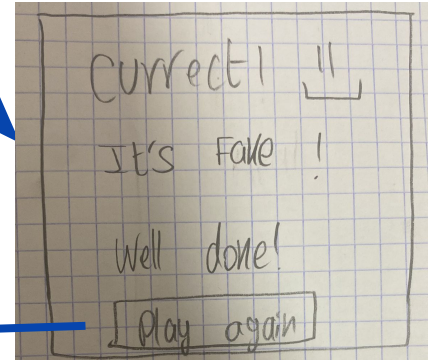
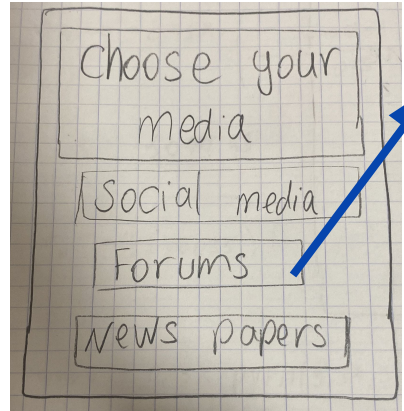
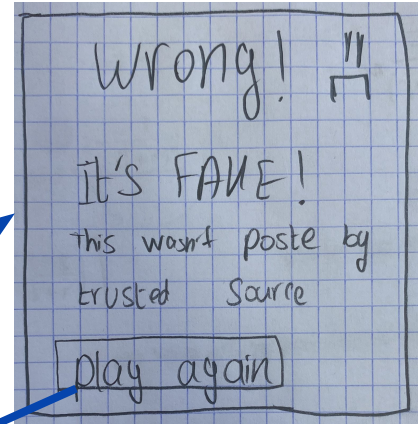
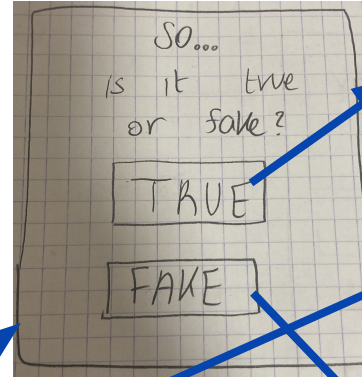
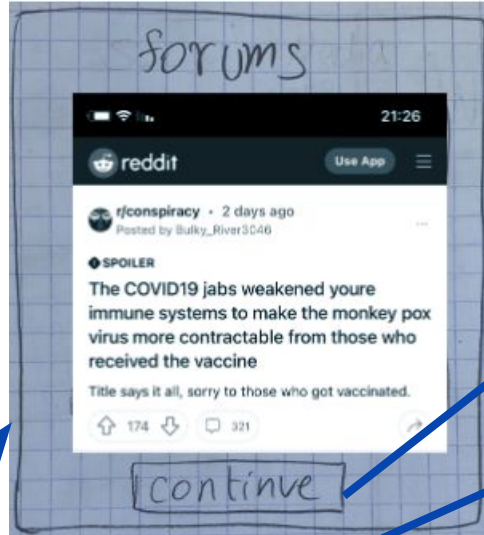
Paper prototype

social media



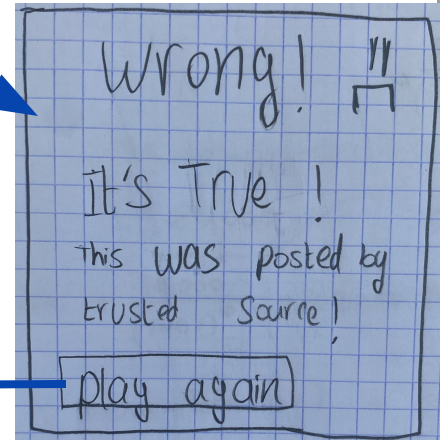
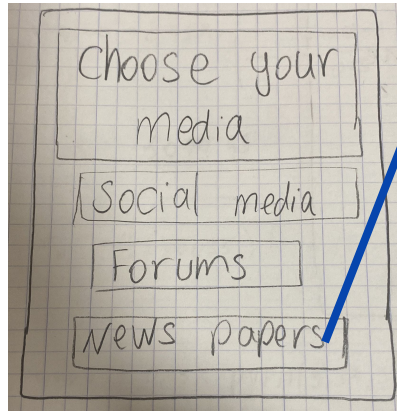
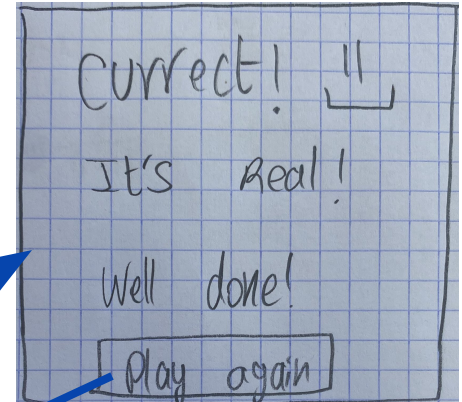
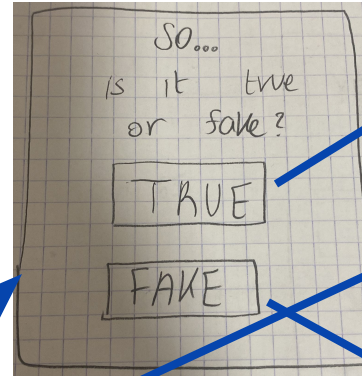
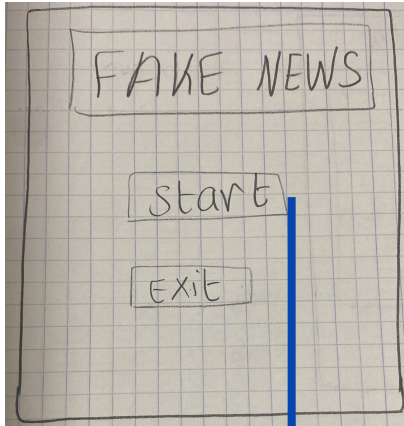
Paper prototype

Forums



Paper prototype

News papers



Paper prototype testing video



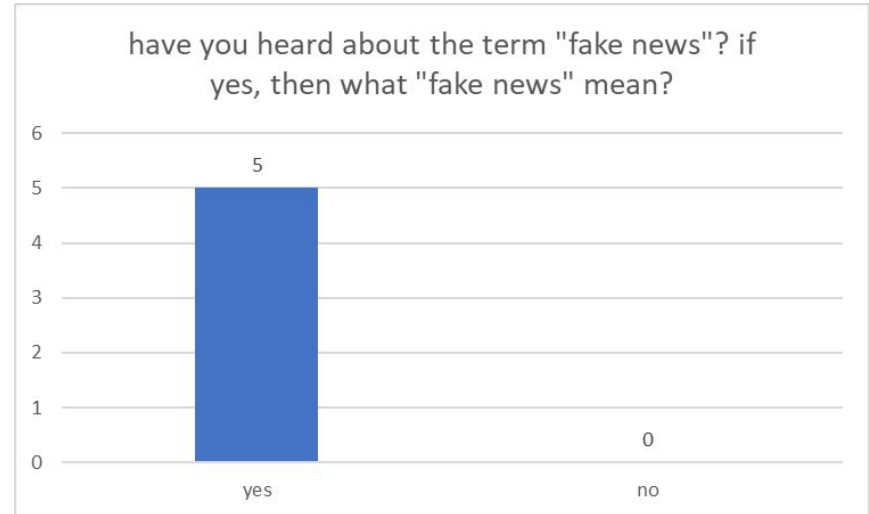
Paper prototype testing methodology

Participants no.	Age	Occupation	Gender	Recruitment Method	testing Method
1	26	university student	F	Friend	each participant was ask 3 question before and after testing the prototype
2	57	working adult	F	Family	
3	60	working adult	M	Family	
4	29	working adult	M	Family	
5	22	university student	F	Friend	

Before testing: Question 1

have you heard about the term “fake news”? if yes, then what “fake news” mean?

- yes, false news.
- yes, made up news.
- yes, it's news that not true.
- yes, news that are fake.
- yes, news that seem real but are not true.



Before testing: Question 2

how do you know what is fake news and what is true?

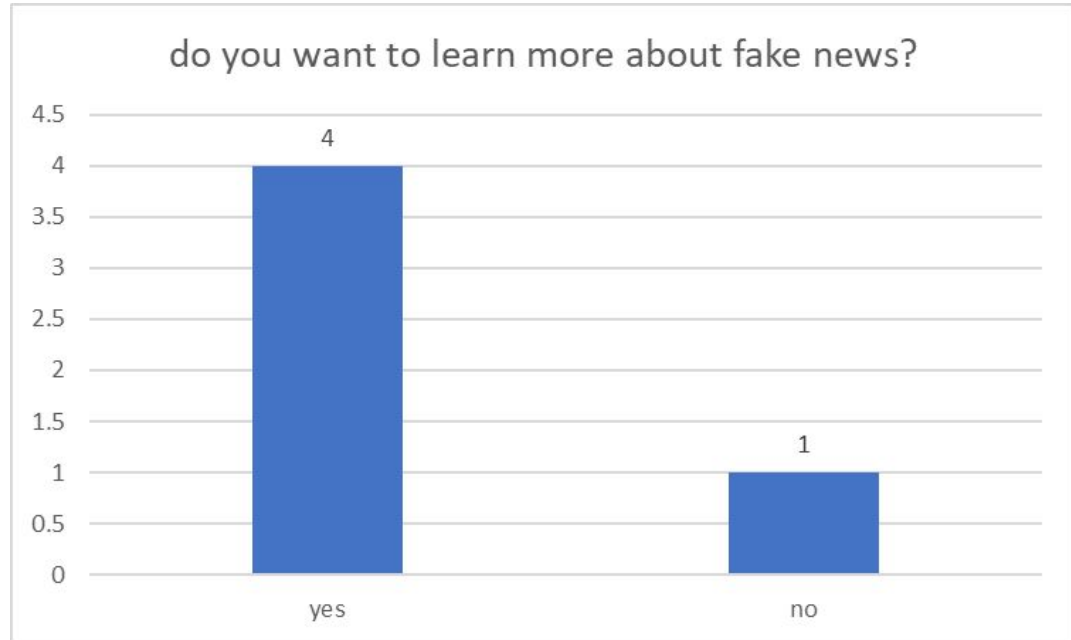
- check different sources.
- if it seem fake.
- it doesn't make sense.
- i don't know.
- look it up.



Before testing: Question 3

do you want to learn more about fake news?

- yes.
- yes.
- yes.
- no.
- yes.



After testing: Question 1

did you learn something from the game? if yes, then what have you learn?

- no. not enough information.
- yes, that it's difficult to know what is true and what not.
- no.
- yes, that you can't make diamond from peanut butter.
- yes, that i shouldn't trust every information online.



After testing: Question 2

will you now beware more of fake news?

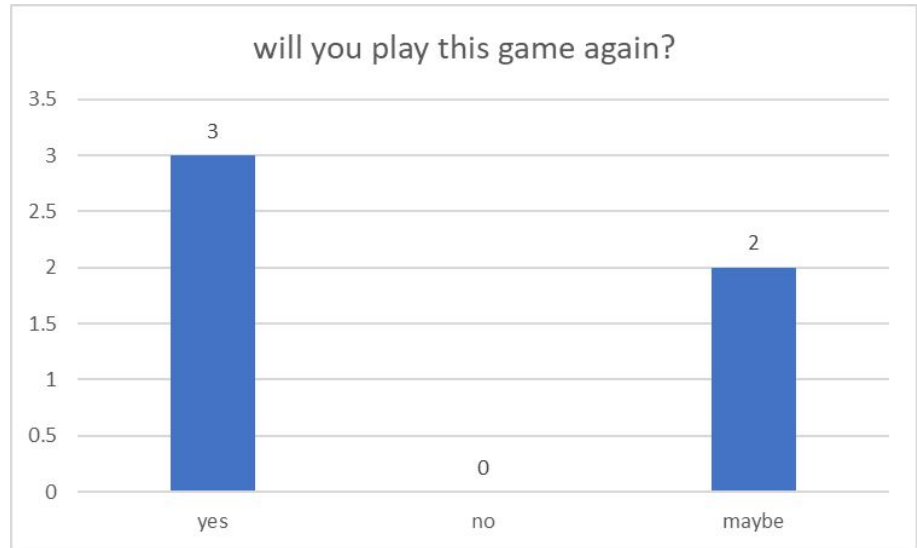
- yes.
- yes.
- no.
- no.
- yes.



After testing: Question 3

will you play this game again? why?

- maybe, if you add more information about how to find what fake and what not.
- yes, i love to learn new things.
- maybe, if you add more stories.
- yes, if it will be more engaging
- yes, if there was more plot.



Paper prototype testing -findings

Finding	improvement
need to be more engaging	add more story elements
need to be more educational	add more information about how to find what fake and what not.
need more stories	add more stories of fake news



prototype

Can you recognize

Fake News

Start

What is your main source for news?

Social media

Forums

Newspapers

Home icon

You are bored and you start scrolling through Instagram...

Soon this post attracts your attention...



What is your first thought?

Woow, that's so cool!

Nah, that can't be real!

Be careful!

This fact is actually fake and it was posted by untrusted source.

Such news are commonly used to attract people's attention.

You shouldn't believe everything you see on the internet.

continue

You have a good sense for fake news!

As you guessed this is fake and it is only used to attract people's attention.

continue

Internet is full of interesting facts.

You scroll further and find this post.



What do you think about this one?

Sounds legit

That must be fake

You are right!

This time the post was posted by trusted source and you can probably believe it.

play again

Not really...

This time the post was posted by trusted source and you can probably believe it.

Remember to always check the source of the news you see.

play again

prototype video



Prototype overview

Limitation and tradeoffs

none



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wizard of oz techniques

none



hard-coded features

none





Thank you for listening :)