Fake News

The Article Creator

SABABA Group

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Value Proposition

"Fake it in the app and be conscious of the outside"

1

Create Fake news

Allows users to create fake news- emphasizing how almost effortless it is

2

Story

Understand the moral of the story through story and character selection

3

Learn

The user will learn to be aware of fake news, and the harmful effects

Story overview

Selection
The user chooses a character and theme

Narrative
The user will experience a branching narrative and will have multiple options to pick from

Article
The user will see the article created by him in order for him to realize how easy it is to fabricate news

Fake news

Personas

"Social media news are convenient"

Age: 25
Work: University Student
Family: Single
Location: Beer Sheva, Israel

Goals

- Staying aware of current global and local events in the most convenient way
- Getting updated only from reliable sources
- Or an experience to be felt.

Frustrations

- Misleading Headlines in news- not related to content.
- Hard to distinguish between a reliable and non reliable source.
- Fake news is everywhere.

Bio

Dana is a student in the Faculty of Psychology in Ben-Gurion university. She doesn't watch the news in television , and prefers to catch up sometimes on news posted online. She usually questions the reliability of sources regarding political issues but she doesn't always take the time to check if a source is reliable.

News Consumption

Browsing — Reading
Intuition — Evaluation
Convenience — comprehensive

Top Sites

face

Pre

Televis
Social
Newsp
Online

"I want to get updated on real news on social platforms"

Age: 15
Work: Student
Family: Single
Location: Tel Aviv, Israel

Goals

- Getting updated while wandering around in social media platforms
- Developing a set of reliable news she can always go to
- Staying aware of current global and local events

Frustrations

- Being mislead by professional sounding fake news
- Knowing when news is "fake"
- Commonality of the fake news phenomenon

Bio

Sarah is a 9th grade student. She sometimes watches the news in television for personal interests , and prefers to catch up sometimes on news posted on social platforms. She has a hard time to spot fake news, and this frustrates her. She wants to learn how to distinguish between fake and real.

News Consumption

Browsing — Reading
Intuition — Evaluation
Convenience — comprehensive

Top Sites

facebook ynet

Preferred Channels

Television
Social Media
Newspaper
Online news sites

"I want to get quick, accurate data"

Age: 45
Work: Financial Analyst
Family: Married
Location: Haifa, Israel

Goals

- Getting reliable updated news from experts in their field
- Following news related to finance in order to bring an extra value to work
- Getting reliable news within minutes

Frustrations

- Feels concerned when non experts give advice on financial behavior and trends in market
- Difficult to quickly check the news for accurate information
- Graphs displayed are not accurate

Bio

Jonathan is a financial analyst for a high-tech company . He usually gets updated from financial online magazines and rarely relies on posts on social media because he finds it hard to distinguish between fake and real news.

News Consumption

Browsing — Reading
Intuition — Evaluation
Convenience — comprehensive

Top Sites

BBC NEWS FT FINANCIAL TIMES

Preferred Channels

Television
Social Media
Newspaper
Online news sites

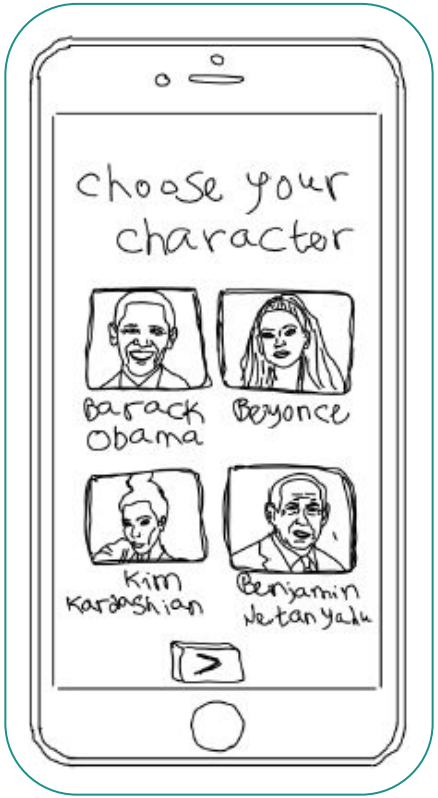
[link to Xtensio]

Sketches

NEWS
Now this article looks real! I will send it to all my friends

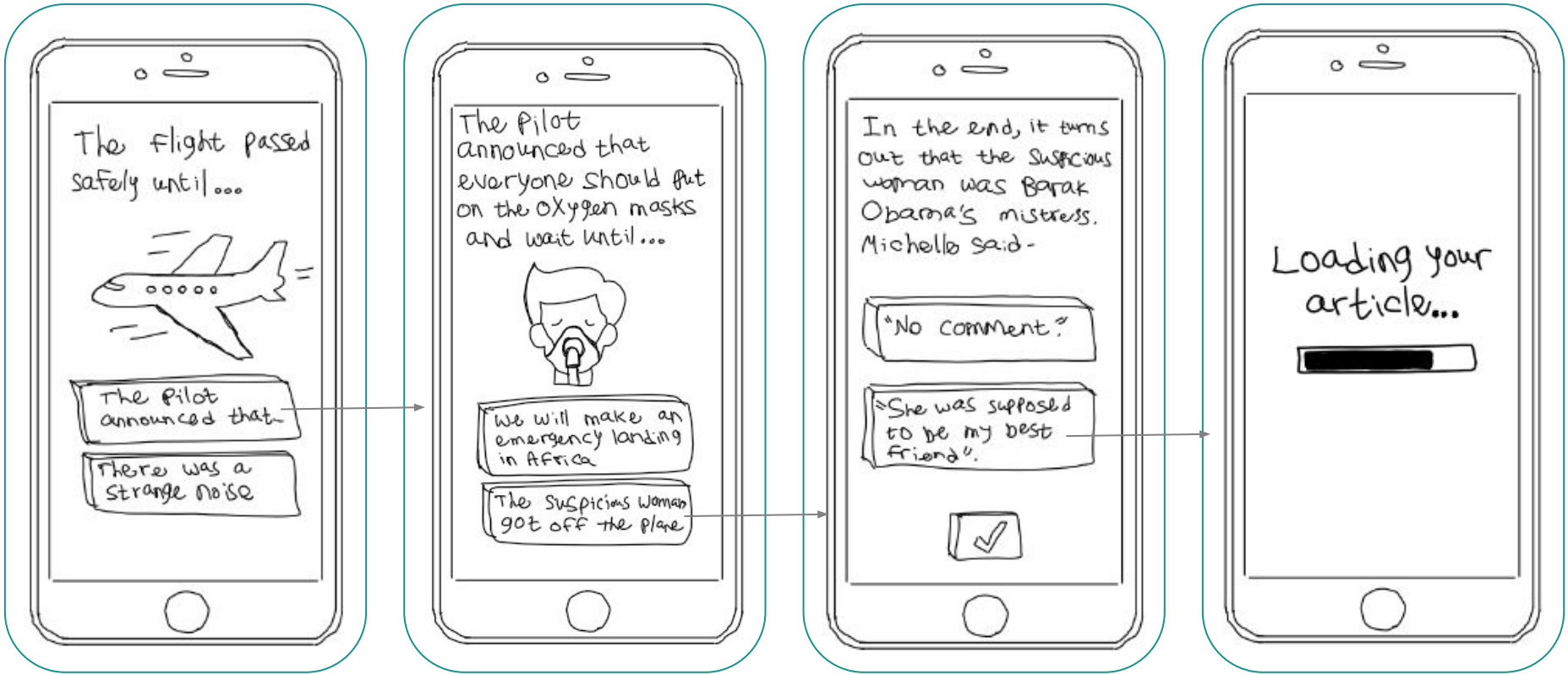
Sketches

The Articles Creator
Create your next article
Start


choose your character
Barack Obama
Beyonce
Kim Kardashian
Benjamin Netanyahu
>

choose your theme
office
Hotel
Flight
University
Party
restaurant
>

Sketches

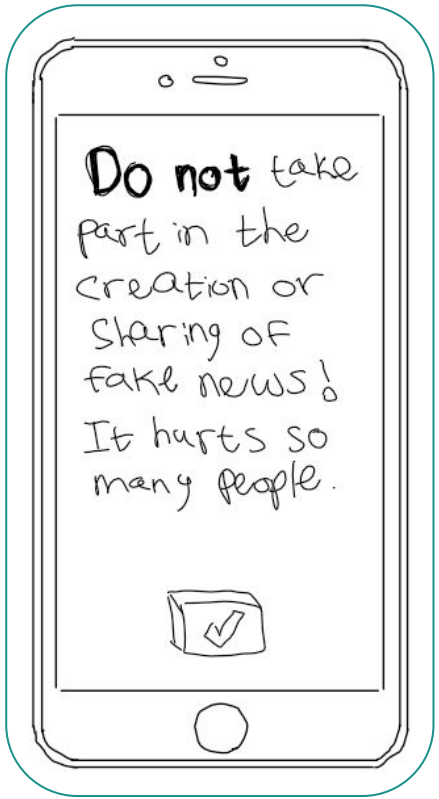

The flight passed safely until...
The Pilot announced that...
There was a strange noise
The Pilot announced that everyone should put on the oxygen masks and wait until...
We will make an emergency landing in Africa
The suspicious woman got off the plane
In the end, it turns out that the suspicious woman was Barak Obama's mistress. Michelle said -
"No comment."
"She was supposed to be my best friend".
Loading your article...

Sketches

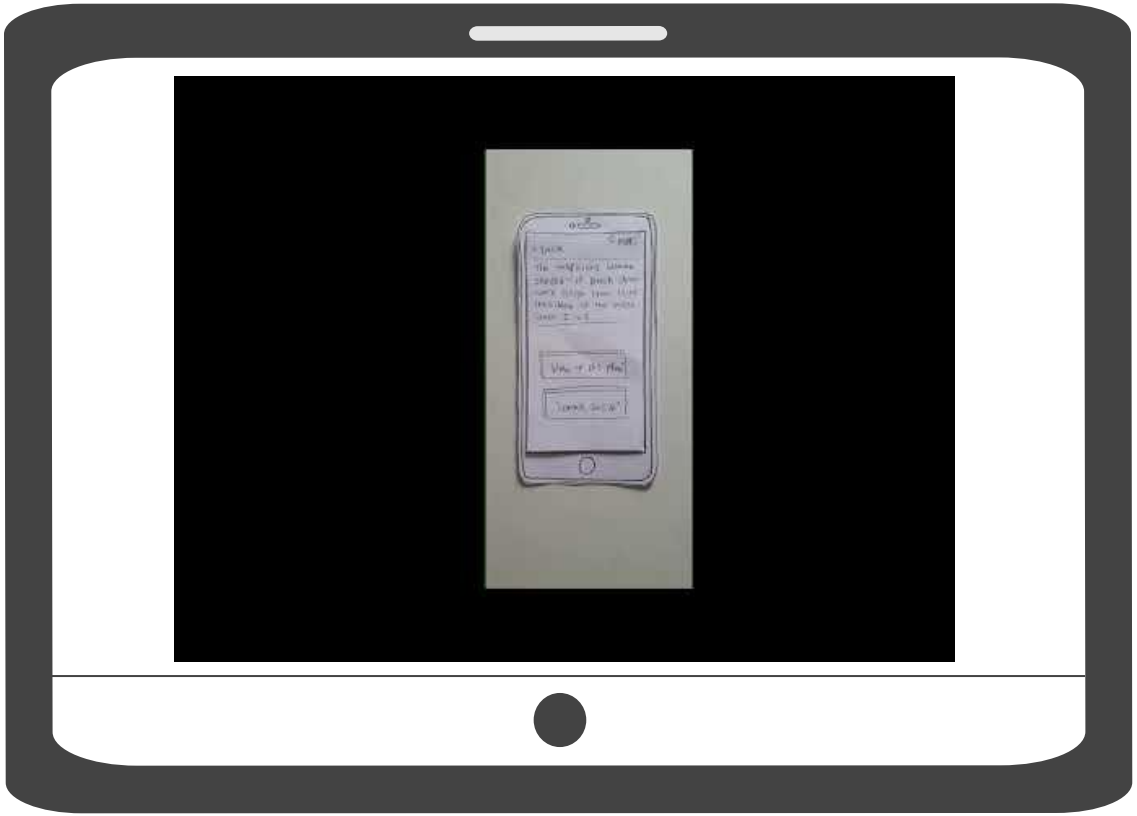
NEWS
Barak Obama's
Mistress
was discovered on
an international flight

FAKE NEWS

Have you
noticed
how easy it
is to create
FAKE NEWS
?


Do not take
part in the
creation or
sharing of
fake news!
It hurts so
many people.

Paper Prototype



Paper Prototype Testing- Methodology

Target group of people ranged from 15-60. Recruited five participants to experience our story: ages- 15,26,32,51,59.The participants background varied.

Presented a short brief of the story and explained the aim of the testing.

Presented the pre-questionnaire to the participants:

-What is fake news and why do people create it?

- Do you think it's easy to create fake news? Why or why not?

- When reading news, do you think about the trustworthiness of the source?

Paper Prototype Testing- Methodology

Players navigated through the story.

Wrote informal notes during the story about the engagement.

Handed out second questionnaire:

- What is fake news and why do people create it?
- Did you learn new ways to spot fake news? What are they?
- What are your views now on fake news?
- Has the story made you more critical about news read online? How?
- What is your main learning from the story?

Paper Prototype Testing- Findings

Learned	Improved
Some participants went through the story under two minutes	Made the story more complex, added additional branches
People don't realize how effortless it is to create fake news	Made the article creation as simple as possible to emphasize how easy it is
Lack of major behavioral change after going through story	Added additional branches and explanations at the end

Mid-fi prototype

09:52 AM

The Article Creator

Create your next article

Start

09:52 AM

< back

Choose your character

Barack Obama

Benjamin Netanyahu

kim kardashian

Justin Bieber

Gal Gadot

Messi

Prince Harry

Ellen Degeneres

Rihanna

09:52 AM

< back

Choose your theme

Office

Hotel

Flight

Cinema

Party

Restaurant

09:52 AM

< back

The flight was quite until...

The pilot announced that..

There was a strange noise

Mid-fi prototype

09:52 AM

< back

The pilot announced that everyone should put on the oxgen masks and wait until..

We will make an emergency landing in Africa

The suspicious woman got off the plane

09:52 AM

< back

The flight attendant approached the suspicious woman which held a large bag and asked her to open it. The woman refused and said:

I will not open the bag, their are personal items inside

If you want me to open the bag, tell the pilot to land in Japan

09:52 AM

< back

A few passengers tried to help the flight attendant with the suspicious woman. One of the passengers stole the bag and found out..

Dozens of intimate photos with Barack Obama

A bomb that could explode any minute

1

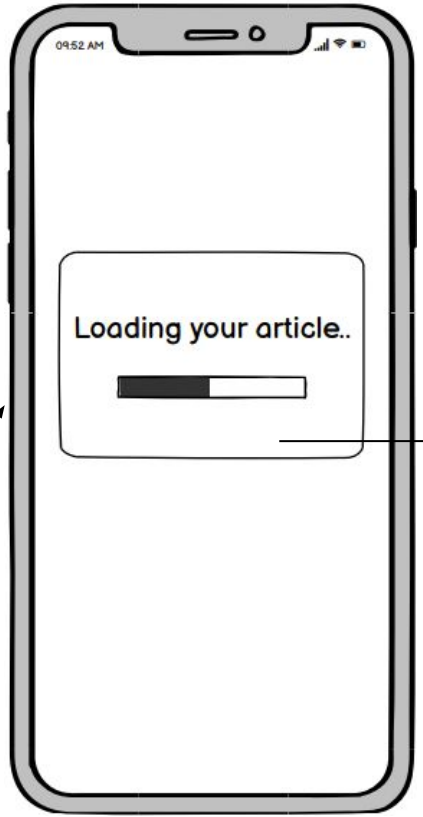
2

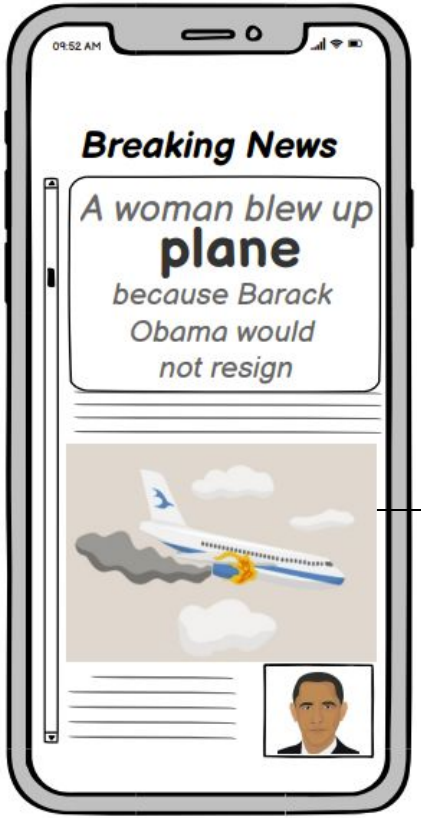
Mid-fi prototype

7

Mid-fi prototype

2

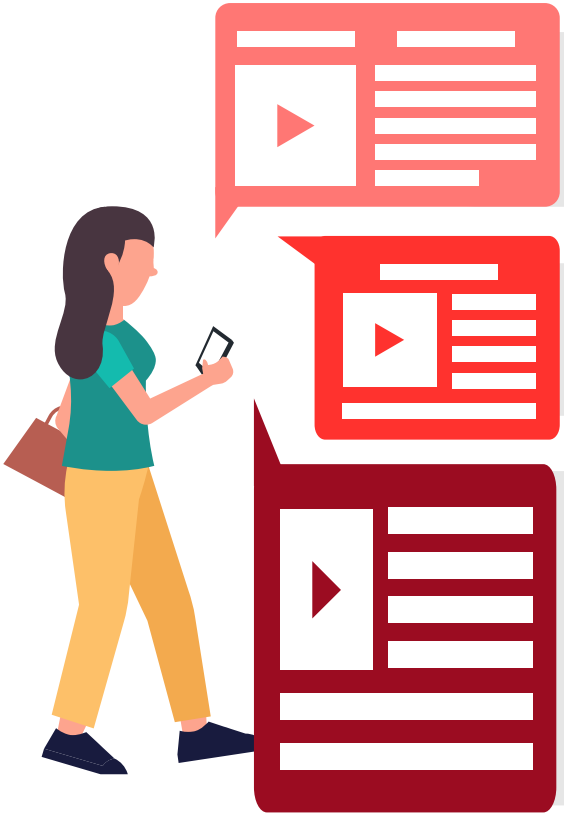




Mid-fi prototype

link to balsamiq

Mid-fi prototype overview



Limitations

Not able to display all story outcomes, situations and characters due to lack of time

1

Wizard of Oz

Created some scenarios and not all

2

Hard coded features

- Explanations displayed after going through the story regardless of story flow

- Number of components the user chooses, the user picks only one character and one theme

3

Thanks!

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