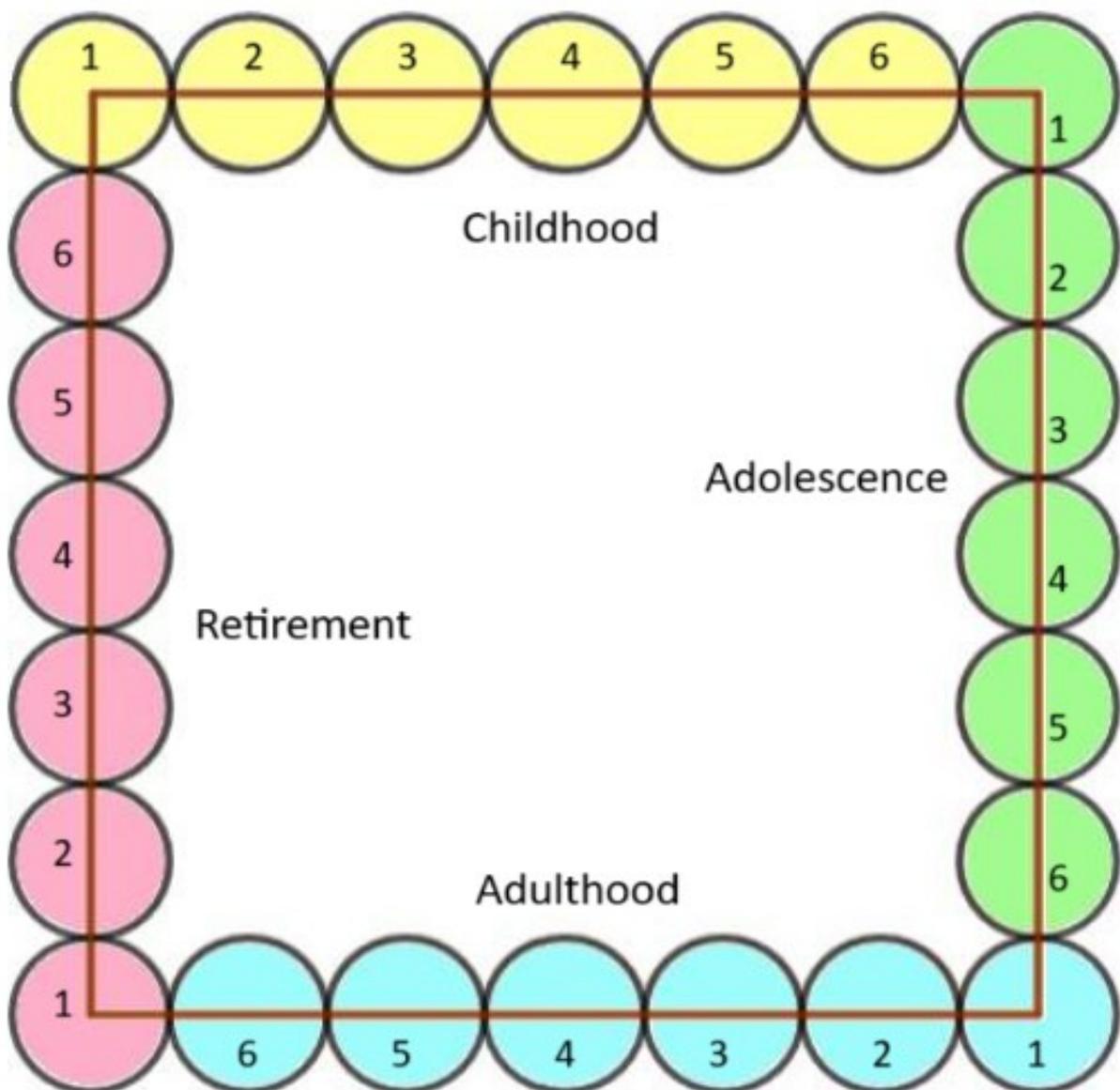


# The Media Game of Life

## What do you need to play the game?

- At least two participants
- Game board – printed or marked out on the ground
- In the case of a printed small board - one pawn for each player
- Dice (the board is small so it is recommended to exclude the highest numbers - 5, 6)



## Easy steps for each turn:

0. At the beginning of the game all players need to roll a dice and move their pawn accordingly.
1. Do the activity indicated by the circle you are standing on.
2. If the activity is completed successfully, move one space
3. If the activity is failed, roll the dice, and move forward accordingly.

## Rules:

- At the beginning, all players stand on space "1" on the childhood side of the board. The first space is an empty space. Each player rolls the dice and then moves forward the number of fields rolled.
- The board is in the shape of a square. Each side of the square corresponds to one of the stages of life: childhood, adolescence, adulthood, and retirement.
- There are six spaces per stage. Each space can be an open task, a question, or an empty space. A player standing on a space gets the activity corresponding to that space.
  - Open task means you have to fulfil a given task and the other players determine whether you were successful. The correct response to a task is related to the topic and reasonable, with no substantive limitations.
  - Questions have only one correct answer.
  - An empty space means a dice roll.
- If a player answers the question correctly or completes the task, they move forward one space. If they answer incorrectly, they roll the dice.
- The activity fulfilled successfully by one player becomes an empty space for the next ones.
- The first player to complete the game (reaches stage "6" of "retirement") loses.
- If the group cannot decide if the player succeeded during the activity, they can ask the third-party judge or roll a dice (higher roll wins).
- If any task is unclear, players should focus on the main topic, discuss it and clarify the task.

# Childhood

1. **Empty space:** Roll the dice.
2. **Question:** At what age do most children develop an understanding of the "selling intent" of television food advertising?
3. **Question:** Up to what age (according to the American Academy of Pediatrics) should children not be exposed to advertisements in apps?
4. **Question:** What was the main purpose of early children's television in the US? (Do you think that much has changed since then?)
5. **Task:** In the children's gaming application titled "Doctor Kids," children get to play doctor in a children's hospital. However, the game encounters an interruption wherein a notification bubble emerges, presenting a new mini-game idea. Upon clicking the bubble, children are invited to purchase it for \$1.99, or unlock all new games for \$3.99. There's a red X button to dismiss the pop-up. But if the child opts for this option, the on-screen character displays signs of disappointment, shakes its head, and even begins to cry. What is the purpose of this? Have you encountered similar strategies in other games?
6. **Task:** Imagine you are a spokesperson for the company that produces Milch-Schnitte, a sweet snack advertised as "Tastes Light. Doesn't weigh you down. Ideal for in between." Despite its high fat and sugar content (around 60 %), the advertising campaign features images of athletes such as Susi Kentikian, a women's boxing world champion, and extreme climbers Alexander and Thomas Huberbaum. The company claims that by using sports personalities in their ads, they aim to convey the message that nutrition and movement are interconnected. However, critics argue that this advertising strategy is misleading, promoting an unhealthy snack as compatible with a balanced, sporty lifestyle.
  - Can you justify the company's decision to use sports personalities in their advertising campaign, despite the nutritional content of Milch-Schnitte.
  - Explain how you would defend this approach, considering both the company's perspective and the concerns raised by critics.
  - [<https://www.thelocal.de/20110430/34723>]

# Adolescence

1. **Task:** How much information do you need about someone to know what their Instagram feed looks like? Try to recreate another player's Instagram feed. (Hint - try to draw Instagram posts or write keywords and topics by asking the least amount of questions).
2. **Task:** What problems does Instagram create for users? How can they be reduced? (Hint - opponents can help with finding problems but you need to find solutions and debate/defend them from opponents)
3. **Question:** Did pizza boxes contribute to the arrest of Andrew Tate? If you think so, where did you get this information? Do you know what the Romanian authorities said about this?
4. **Empty space:** Roll the dice
5. **Question:** Is TikTok a good source of information? How many 20 TikTok videos returned as a search result contained clearly false or misleading information when asked about...
  - Is global warming real
  - mRNA vaccine
  - How did covid start?
  - Was the 2020 election stolen?
  - January 6 FBI
6. **Question:** What's the message of the post? Is the information provided in this post true? Are sources provided?  
[fakeoff.eu/toolbox/contents/Deutsch/BEISPIELE FÜR FAKE NEWS - Druckversion.pdf](https://fakeoff.eu/toolbox/contents/Deutsch/BEISPIELE_FÜR_FAKE_NEWS_-_Druckversion.pdf)



# Adulthood

1. **Task:** This is one of the referendum questions held in Poland on 15 October 2023: *Do you support the admission of thousands of illegal immigrants from the Middle East and Africa, in accordance with the forced relocation mechanism imposed by the European bureaucracy?* Can you list the elements that make this question suggest the expected answer? (Hint - there are many techniques used to manipulate the reader's emotions and perception. Can you spot them?)  
[<https://www.europeanmovement.ie/poland-general-election-october-2023/>]
2. **Empty space:** Roll the dice.
3. **Question:** This is an example of a logical fallacy: *Animal experimentation reduces our respect for life. If we don't respect life, we are likely to be more and more tolerant of violent acts like war and murder. Soon our society will become a battlefield in which everyone constantly fears for their lives. It will be the end of civilization. To prevent this terrible consequence, we should make animal experimentation illegal right now.* Can you name it?  
[<https://guides.lib.uiowa.edu/c.php?g=849536&p=6077643>]
4. **Task:** This is a translated excerpt from an article "TYLKO U NAS! Ideologia LGBT nie istnieje? Bzdura! Oto fakty" published on 1 October 2020 on the website fronda.pl: *The current dispute over the LGBTQ ideology, which allegedly does not exist, prompts us to specify and define this concept. Let us immediately clarify that the denial of its existence by its followers and promoters is not an obstacle to this. Isolating, examining and describing a phenomenon does not require consultation with the phenomenon itself or with any of its representatives, especially if we know that they are trying to hide the truth. If researchers of the Gulag had such scruples, we would never have seen descriptions of it and would have to rely on the assurances of its creators and supporters that it did not exist.* What does the author suggest about LGBTQ? What non-substantive means does he use to convince the reader of his point of view? (Hint - it is a complex question. You can use the "call a friend" option and ask someone for help. Even the opponent if they are kind enough)  
[[https://www.fronda.pl/a/tylko-u-nas-ideologia-lgbt-nie-istnieje-bzdura-oto-dowody.151\\_322.html](https://www.fronda.pl/a/tylko-u-nas-ideologia-lgbt-nie-istnieje-bzdura-oto-dowody.151_322.html)]

5. **Question:** This is an example of a logical fallacy: *Caldwell Hall is in bad shape. Either we tear it down and put up a new building, or we continue to risk students' safety. Obviously we shouldn't risk anyone's safety, so we must tear the building down.* **Can you name it?** [<https://guides.lib.uiowa.edu/c.php?g=849536&p=6077643>]
6. **Question:** We make six consecutive tosses of distinguishable coins. Which outcome is more likely: head, tail, tail, head, tail, head or head, head, head, head, head, head?

## Retirement

1. **Task:** Holocaust deniers often mimic the forms and practices of scholars in order to deceive the public about the nature of their views. They generally footnote their writings by citing the publications of other Holocaust deniers and hold pseudo-scholarly conventions. What advantage does this give to Holocaust deniers? How does this affect people who come into contact with their materials? (Hint - People - noisufnoC noitazilamroN, Deniers - ytilibiderC noitadilaV) [<https://encyclopedia.ushmm.org/content/en/article/holocaust-deniers-and-public-misinformation>]
2. **Task:** This is the translated broadcast announcement published on 12 November 2022 on auf1.tv: *This special broadcast by Stefan Magnet will probably completely change your view of current politics. +++ The globalists now openly admit it. They want to overcome humans and call this endeavor "transhumanism". After months of research, Stefan Magnet reveals the hitherto secret plan: Europe will be barren in 2045! The ready-made solution of the transhumanists: human production in the gene lab! And unfortunately, this is not a conspiracy theory. From this point of view, all the artificially inflated topics such as climate panic, gender homo propaganda and mRNA injections suddenly make a terrible sense.* What emotions does this text evoke in the reader? What is the purpose of grouping so many complex topics into one theory? What benefits does accepting this theory give a person? (Hint - You can begin by analyzing the persuasive techniques employed and investigate the rationale behind combining diverse topics within the narrative. Try to find one by one about emotions, purposes and benefits.) [<https://auf1.tv/stefan-magnet-auf1/toedliche-agenda-der-plan-ist-durchschaut>]

3. **Question:** What prejudice most often lies behind conspiracy theories about globalists?
4. **Empty space:** Roll the dice,
5. **Question:** *In 1919, a parliamentary committee of inquiry interrogated the commander-in-chief of the German army, General Paul von Hindenburg, on the reasons why Germany had lost the First World War. According to Von Hindenburg, Germany had lost because the new German government had not supported him and had started peace negotiations. Moreover, the German army had been weakened by the revolutionary atmosphere in the army and in at home. He quoted an English general, who had allegedly said: 'The German army has been stabbed in the back.' [...] According to this conspiracy theory, the German army had not been defeated on the battlefield, but because social democratic politicians had signed the truce in order to take control. [...] Right-wing extremist, nationalist, and antisemitic groups believed that this 'stab in the back' was the work of an international Jewish conspiracy. **What effects did the spread of this theory lead to?***  
<https://www.annefrank.org/en/timeline/193/the-stab-in-the-back-legend/>
6. **Task:** Come up with three reasons why conspiracy theories are so popular.

# Answer Key

Childhood 2: *One study published in 2011 found that "most children's understanding of the "selling intent" of television food advertising didn't emerge until around 7–8 years, reaching 90% by 11–12 years.* Source:

[https://fairplayforkids.org/wp-content/uploads/archive/develop/generate/piw/apps\\_FTC\\_letter.pdf](https://fairplayforkids.org/wp-content/uploads/archive/develop/generate/piw/apps_FTC_letter.pdf)

Childhood 3: *The American Academy of Pediatrics holds that apps for children 5 and younger should have zero advertising.* Source:

<https://www.vox.com/the-goods/2018/10/30/18044678/kids-apps-gaming-manipulative-ads-ftc>

Childhood 4: *In the United States, early children's television was often a marketing branch of a larger corporate product and it rarely contained any educational elements* Source:

<https://encyclopedia.pub/entry/36893>

Adolescence 3: *There is no publicly-available evidence that the pizza boxes in a video published by Andrew Tate revealed his location to the Romanian police. Romanian authorities have denied the allegation and have said that the brothers have been under criminal investigation since April 2022, which is supported by previous public statements from Romania's Directorate for Investigating Organized Crime and Terrorism (DIICOT) and by media reports.* Source:

<https://www.reuters.com/article/factcheck-pizza-tate-idUSL1N33O1FH/>

Adolescence 5: *Is global warming real (3); mRNA vaccine (5); How did covid start? (1); Was the 2020 election stolen? (6); January 6 FBI (8)* Source:

<https://www.newsguardtech.com/misinformation-monitor/september-2022/>

Adolescence 6: The post suggests that marijuana is illegal due to corruption by companies producing other drugs. *The "facts" in this post suggest that marijuana is healthy because there has never been a death due to marijuana use. No proof of this or source is cited in the comments.*

Source:

<https://www.fake-off.eu/toolbox/contents/Deutsch/BEISPIELE%20F%C3%9CR%20FAKE%20NEWS%20-%20Druckversion.pdf>

Despite the low overall chances of dying from a weed overdose, some fatalities do occur. Accidental ingestion of cannabis by young children can result in respiratory failure and coma, as noted by several case reports. The consumption of cannabis edibles has been identified as a contributing factor in the accidental death of at least one adolescent.

Source: <https://www.ncbi.nlm.nih.gov/books/NBK425742/>

Adulthood 3: A slippery slope fallacy is when someone argues that a small initial action can lead to a series of connected events that ultimately result in a significant (usually negative) impact.

Adulthood 6: They are equally likely because each toss is a separate event in which the probability of getting heads and tails is the same, equal to 50%.

Retirement 3: Antisemitism. *Globalist* is used to promote the antisemitic conspiracy that Jewish people do not have allegiance to their countries of origin, like the United States, but to some worldwide order—like a global economy or international political system—that will enhance their control over the world's banks, governments, and media. Source: <https://www.ajc.org/translatehate/globalist>

Retirement 5: *Slandorous propaganda such as the Stab-in-the-back myth contributed to antisemitism and hatred of the social democratic government. [...] Several Jewish and social democratic politicians were to fall victim to right-wing extremist assassinations in the years that followed.* Source:

<https://www.annefrank.org/en/timeline/193/the-stab-in-the-back-legend/>