

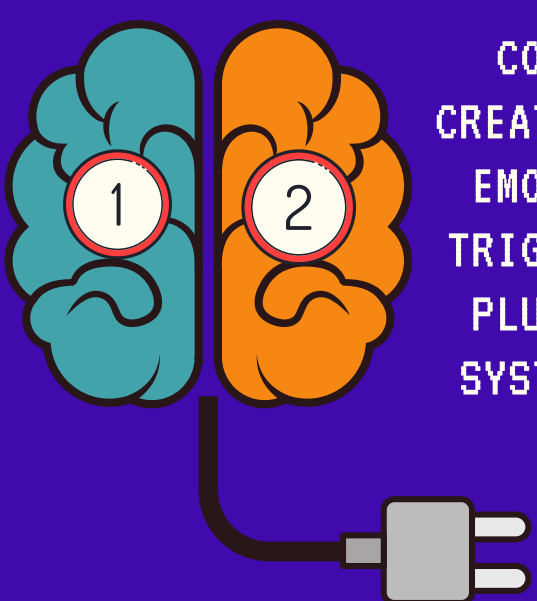
# IT'S YOUR MOVE



HOW DIGITAL DETECTIVES  
RECOGNIZE WHEN  
EMOTIONAL TRIGGERS  
ARE RIGGING THE GAME.

## START GAME ▶

- 1 SYSTEM ONE: INSTINCTUAL THINKING. AUTOMATIC. UNCONSCIOUS. ERROR PRONE. ENGAGED FOR 95% OF DECISION MAKING.
- 2 SYSTEM TWO: RATIONAL THINKING. SLOW. LOGICAL. CONSCIOUS. RELIABLE. ENGAGED FOR 5% OF DECISION MAKING.



CONTENT  
CREATORS USE  
EMOTIONAL  
TRIGGERS TO  
PLUG INTO  
SYSTEM ONE

COMMON TACTICS USED TO TRIGGER AN EMOTIONAL  
RESPONSE TO INFORMATION AND ENGAGE SYSTEM ONE:<sup>3</sup>

CONCISE  
MESSAGING:  
SHORT WORDS,  
SENTENCES  
AND  
PARAGRAPHS.

THE BIG 7:  
CHOOSE WORDS  
THAT TARGET  
SEVEN  
SPECIFIC  
EMOTIONS.

MAKE IT  
PERSONAL:  
MENTION  
FAMILY,  
FRIENDS,  
PETS, ETC.

MAKE IT  
URGENT:  
CREATE A  
TIME  
SENSITIVE  
ELEMENT.

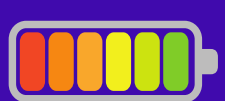
## THE BIG SEVEN<sup>3</sup>

ANGER - ENVY - EXCLUSIVITY - GREED - FLATTERY - GUILT - FEAR

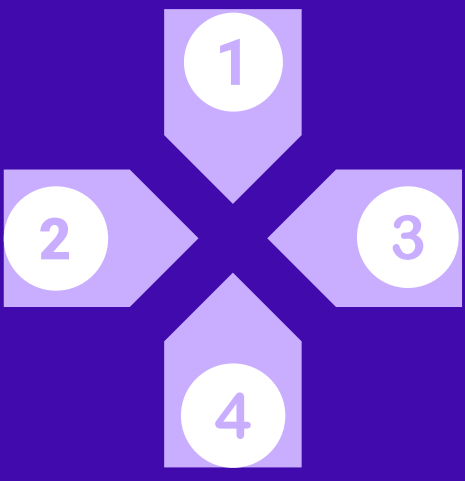
## ▶ IT'S YOUR MOVE ◀

STEPS TO TAKE WHEN YOU FEEL OR SPOT TRIGGERS<sup>1</sup>

PRESS PAUSE: STOP TO  
EVALUATE BEFORE TRUSTING  
OR SHARING.



POWER UP SYSTEM  
2: THINK  
SLOWLY AND  
RATIONALLY ABOUT  
THE INFORMATION.



EVALUATE THE  
RISK VS. REWARD:  
WHAT ARE THE  
POTENTIAL  
CONSEQUENCES FOR  
SHARING FALSE  
INFO?



REBOOT AND REGROUP:  
WHO ARE THE OTHER PLAYERS ON YOUR TEAM?

## ▶ IT'S OUR MOVE: RECRUIT PLAYERS WHO HAVE SKILLS THAT WILL HELP YOU LEVEL UP!

<p>WISDOM+1</p> <p>SOMEONE SMART WHOSE EXPERIENCE IS VALUABLE. SOMEONE YOU CAN GO TO FOR ADVICE AND PROBLEM SOLVING. EX: PARENT OR TEACHER.</p>	<p>TECHNOLOGY+1</p> <p>SOMEONE WHO UNDERSTANDS THE TECHNOLOGY AND WILL HELP YOU THINK THROUGH THE TOOLS BEING USED. EX: FRIEND OR LIBRARIAN.</p>	<p>HEART+1</p> <p>SOMEONE WHO WILL HELP YOU THINK ABOUT HOW YOUR ACTIONS AFFECT OTHERS. EX: A FRIEND, PARENT OR GUIDANCE COUNSELOR.</p>	<p>HONESTY+1</p> <p>SOMEONE WHO IS NOT AFRAID TO TELL YOU WHEN YOU ARE ABOUT TO MAKE A MISTAKE. EX: A FRIEND, SIBLING OR PARENT.</p>	<p>LIKES+1</p> <p>SOMEONE WHO CAN HELP YOU UNDERSTAND HOW SHARING FALSE INFO AFFECTS YOUR OWN CREDIBILITY OR SOCIAL CAPITAL. EX: FRIEND OR TEACHER.</p>	<p>PERSPECTIVE+1</p> <p>SOMEONE WHOSE PERSPECTIVE IS DIFFERENT FROM YOURS. EX: A FRIEND WHO CAN HELP YOU SEE THE SITUATION FROM A DIFFERENT POINT OF VIEW.</p>
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### Works Cited:

1. Hudgins & LaGarde (2018): Fact VS Fiction Teaching Critical Thinking In The Age of Fake News.
2. Kahneman, Daniel (2011): Thinking Fast and Slow. <https://nyti.ms/3hKstqr>
3. Oetting, Jamie (2017): 10 Emotional Triggers That Get People To Buy. [bit.ly/3hLbHaB](http://bit.ly/3hLbHaB)

This resource was created by Jennifer LaGarde and Darren Hudgins