DW Akademie

MEDIA AND INFORMATION LITERACY

Heroes and Villains in the age of AI

Demonstrations, exercises & session variations

ANNEX D



Demonstrations, exercises & session variations

Purpose

Annex D is not an activity manual and not a repeat of the core activity sheets.
Its purpose is to help facilitators design, adapt, and extend AI & MIL activities confidently using the Storyworld, AACRA, and their own local examples.

Where the core text shows what a full zone activity looks like, Annex D shows how facilitators can create many variations of such activities themselves.

It turns the supplement from a fixed set of activities into a flexible toolbox.

What Annex D Contains

Annex D is organized around types of exercises, not around zones.

Each section introduces a family of activity formats that can be applied in any zone or journey, for example:

- system simulations (e.g. “be the algorithm”),
- content analysis exercises,
- emotional amplification exercises,
- identity and interaction scenarios,
- data and privacy explorations,
- generative AI demonstrations,
- reflection and comparison formats,
- session variations and extensions.

These are formats facilitators can reuse, not scripts to follow.

How it is written

Each section in Annex D has three light layers:
1. Short description of the exercise type
What kind of learning this format enables.
2. In practice box
Very concrete tips on how to run this (what to prepare, where to get examples, what works well).
3. Find examples box
Pointers to:

- the Activity Sheets at the end of the supplement,
- the posters and world map,
- participants' own media feeds,
- local examples facilitators collect.

This keeps Annex D practical without becoming long and without repeating the activity sheets.

Why Annex D matters

Annex D ensures that facilitators do not see the zone activities as "the only way to do it," but as examples of a wider method they can apply creatively.

It supports:

- flexibility,
- localisation,
- confidence in designing sessions,
- deeper use of the supplement beyond the given examples.

How to use Annex D

Use Annex D when you want to:

- adapt a session to a new audience (age, literacy, context),
- refresh a workshop so it doesn't feel repetitive,
- replace a weak example with a stronger local one,
- add depth to one zone without adding more slides or theory,
- design an activity even when you don't have "perfect materials."

A simple workflow that works almost every time:

1. Choose your purpose

- What do you want participants to notice, practice, or change?

2. Choose the zone and villain pattern

- Manipulator (creation/distortion), Agitator (attention/amplification), Bully (identity/interaction), Thief (data/services).
- The zone stays neutral—your focus is the pattern that can show up there.

3. Choose one exercise activity type from Annex D

- Simulation? Analysis? Scenario? Demo? Reflection?

4. Bring one strong example

- From the posters/world map, your own screenshots, or participant feeds.

5. Run the shared activity pattern

- Orientation → Exploration → Recognition → Reflection → AACRA response.

6. Close with one take-away action

- A small habit, a check, a decision, or a next-step question.



Adapt, don't overbuild

Not every group needs the full Storyworld journey.
Some participants may only need a short activity to recognise a pattern. Others may be ready for deeper simulations, creative production, or reflection exercises.
Choose activities based on:

- available time
- participant age and confidence
- digital access
- facilitator experience
- emotional sensitivity of the topic

A 20-minute activity done well often creates more learning than trying to rush through multiple zones.
Start small, observe how participants respond, and scale complexity only when it adds value.

Example:
A youth group with limited digital access may benefit more from analysing screenshots of manipulated content than from complex AI tool demonstrations.
Example:
A more advanced group may move from recognising deepfakes to creating responsible AI media messages of their

Activity types

Each activity below follows the same 3-layer design:
1. What this format enables (short description)
2. In Practice box (step-by-step guidance + tips)
3. Find Examples box (where to source materials)

In short:

The core text shows what an AI & MIL activity looks like.
Annex D shows facilitators how to create many more.

1) System simulations: "Be the algorithm"

What this format enables

System simulations help participants understand "invisible" AI logic by acting it out. Instead of explaining recommendation systems or profiling in abstract terms, participants experience how systems can reward engagement, amplify emotion, and create feedback loops.

This works well when people say:

- "My feed just shows what's real,"
- "The algorithm is neutral,"
- "It's just what people like."

In practice (how to run it)

1. Set the scene (2 minutes):
   - "We're going to act like a platform that wants attention. Our job is not truth—it's engagement."

2. Assign roles (1 minute):
   - 1–2 participants are "the system" (deciders).
   - The rest are "users" who react.

3. Create a simple content menu (prepared or improvised):
   - Use 6–10 short "posts" on paper/cards: neutral news, emotional headlines, personal story, rumor, meme, outrage post, etc.

4. Run two rounds (5–8 minutes each):
   - Round 1: users choose what they react to (like/share/comment).
   - "System" boosts whatever got the most reaction.
   - Round 2: repeat—watch how the feed becomes more emotional or extreme.

5. Name the pattern (Recognition):
   - Ask: "What kind of content won? Why? What disappeared?"

6. AACRA close (5–10 minutes):
   - Access: What else could balance this?
   - Analyze: What signals show steering?
   - Reflect: What did it do to our mood/judgment?
   - Act: What habit interrupts the loop?

Everyday media examples (use at least one):

Example: A short video with an angry caption gets twice the engagement of a calm explainer, so the platform shows more anger, even if it misleads.

Example: After watching two sensational crime clips, your feed becomes "crime world," even if crime is not rising in your area.

Find examples (where to get material)

- Participants' own feeds ("Show a post you remember seeing repeatedly.")
- Screenshots you collected over time (best for fragile content that disappears)
- Posters: Agitator patterns (amplification), Thief patterns (profiling)
- World map: use it to "locate" where the simulation is happening

2) Content analysis exercises: "Spot what's off"

What this format enables
Content analysis trains participants to slow down and read media as a designed object. It is not fact-checking as a profession—it is pattern recognition: What does this want me to believe, feel, or do?

This format is especially strong in:
- Media Creation Zone (Manipulator),
- Media Sharing & Attention Zone (Agitator),

but it can also work across zones.

In practice (how to run it)

1. Pick one strong artifact:
A single image, short clip, headline, meme, audio note, or message chain. Keep it short enough to inspect carefully.

2. First impression (30 seconds):
"What do you think this is? What do you feel?"

3. Second look (2–4 minutes):
Use a small checklist that doesn't feel technical:

• What is the claim/message?
• What is missing?
• What is exaggerated?
• What detail feels "too perfect" or oddly vague?
• Who benefits if people believe/share this?

4. Name the villain pattern (recognition):
Is this distortion? outrage steering? impersonation? data exploitation?

5. Mini "verification without tools" moment (optional):
Ask: "If you could only do one check, what would it be?"
(Source, context, reverse search later, trusted outlet check, etc.)

6. AACRA close:
Push toward "what I do next," not "I solved the mystery."

Everyday media examples:
Example: A photo is real, but the caption is false—people share the caption, not the context.
Example: A convincing quote image spreads fast, but no one can find the original interview or source.

Find examples
• Participant phones (ask them to bring one "confusing" post)
• Local news screenshots / community WhatsApp forwards
• Posters: Manipulator examples, Agitator examples
• Your screenshot routine (collect "before it disappears" content)

3) Emotional amplification exercises: "What is this trying to trigger?"

What this format enables

These exercises help participants notice how emotion shapes attention—and how platforms can reward emotional reactions. The point is not "don't feel." The point is: emotion is real, but it can also be used.
This format strengthens the Reflect step of AACRA and helps reduce shame and polarization.

In practice (how to run it)

1. Choose content that reliably triggers feeling:
   - A headline, short video, comment thread excerpt, or meme.

2. Emotion labeling (1 minute):
   - Ask participants to name feelings (not opinions): anger, fear, pride, disgust, hope, humiliation, etc.

3. Reaction mapping (3 minutes):
   - "What does this want you to do next?"
   - share? comment? attack? buy? report? panic? mock?

4. Platform lens (2 minutes):
   - "If a system rewards engagement, what kind of feeling gets boosted?"

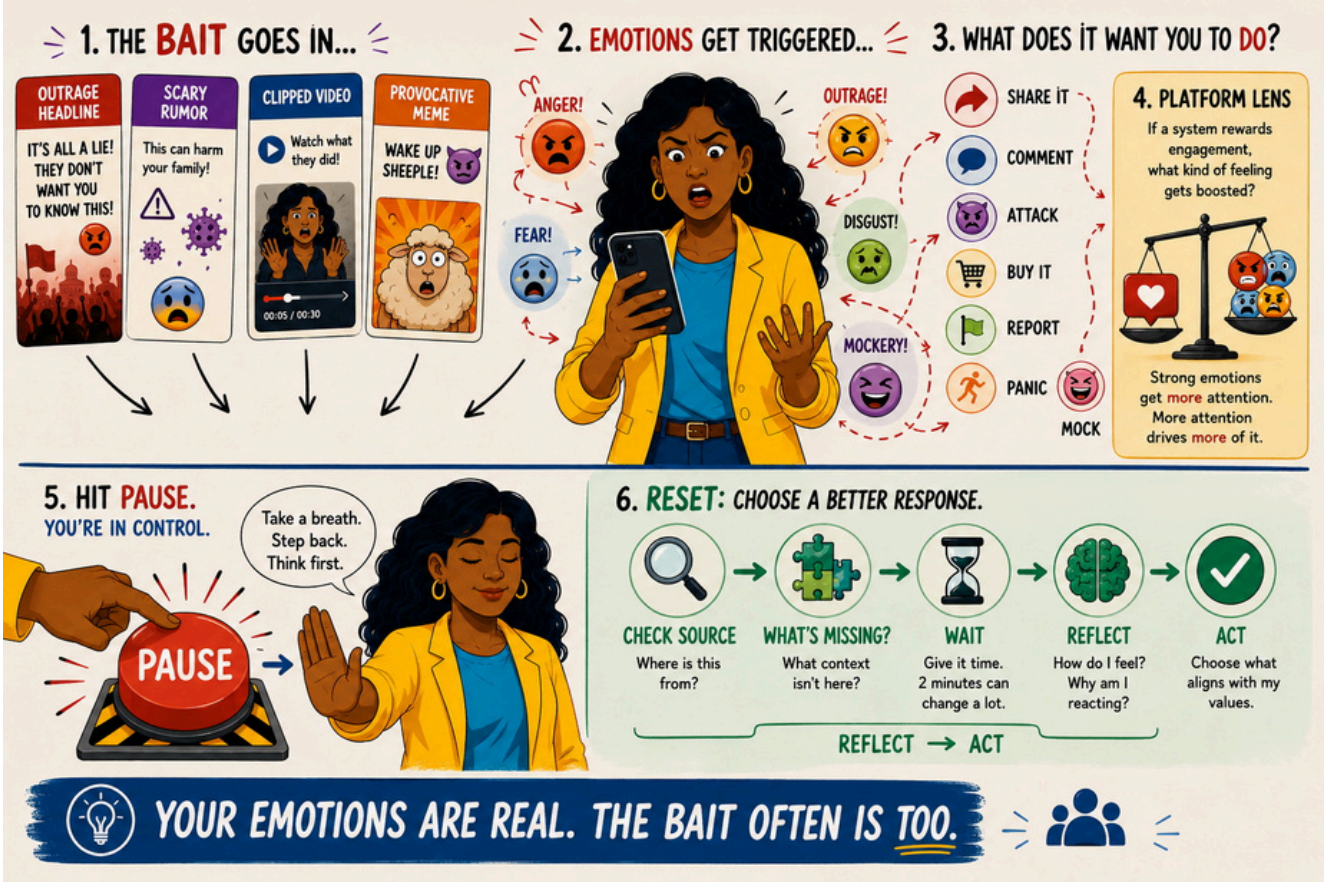
5. Micro-reset practice (2 minutes):
   - Teach one habit: pause, breathe, check source, wait 2 minutes, ask "what's missing?"

6. AACRA close:
   - Focus on "Reflect → Act" as the bridge back to agency.

Everyday media examples:
Example: A short clip removes context, making a person look guilty—people share it in anger before knowing the full story.
Example: A scary health rumor spreads because fear makes people "warn others," even when it's wrong.

Find examples

- High-engagement posts (participants remember them easily)
- Posters: Agitator patterns
- World map: show how "sharing + attention" connects into other zones (Bully/Thief)



*AI Generated with Google Notebook LLM

4) Identity & interaction scenarios: "What would you do here?"

What this format enables

Scenarios allow safe practice for sensitive topics (harassment, impersonation, group targeting). Instead of asking people to share personal trauma, you use realistic situations and practice responses.

This format is essential for the Identity & Interaction Zone (Bully) but also connects to Manipulator (deepfake impersonation) and Thief (doxxing/data extraction).

In practice (how to run it)

1. Use fictional-but-realistic scenarios:
   - Keep it close to real life, but not personal.

2. Three-step discussion structure:
   - What is happening? (observe)
   - What is the harm pattern? (name)
   - What would a smart response be? (AACRA)

3. Give response options, not one "correct" answer:
   - Block/report? screenshot? seek allies? privacy settings? offline support?

4. Safety framing:
   - Remind participants: "No one owes personal stories here."

5. AACRA close:
   - Emphasize Access (support), Reflect (emotional impact), Act (protective habits).

Everyday media examples:

Example: Someone receives a voice note that sounds like a family member asking for urgent money.
Example: A fake profile copies a person's photos and starts messaging others, damaging their reputation.

Find examples

• Scenario cards you write based on local patterns
• Posters: Bully patterns
• Participant experiences (only if volunteered, and keep it general)

5) Data & privacy explorations: "What are you paying with?"

What this format enables

These exercises make data flows visible. Participants learn that "free" services often involve hidden exchange: permissions, tracking, profiling, targeting, and inference.

The goal is not paranoia. The goal is practical awareness: where control is possible, where it's limited, and what choices exist.

In practice (how to run it)

1. Start with one familiar service:
   - Messaging app, shopping app, navigation, video platform.

2. Permission audit (simple):
   - Ask: "What does it ask for?" camera, mic, contacts, location.

3. Data flow mapping (on flipchart):
   - "What goes in? What comes out? Who benefits?"
   - Keep it rough—this is not a technical diagram.

4. Profiling moment:
   - Explain: profiles are predictions, not truth—but they still shape what you see.

5. Practical habit close:
   - Pick one doable action: review permissions, turn off ad personalization, use privacy settings, limit sharing.

Everyday media examples:

Example: You search for one item once, and ads follow you across multiple apps for days.
Example: A "free" photo app requests contacts and location—more than it needs to function.

Find examples:

• Participants' phones (permission screens)
• Posters: Thief patterns
• World map: connect data → targeting → amplification

6) Generative AI demonstrations: "See the limits in real time"

What this format enables

Demos create fast "aha moments" about how generative tools work—and where they fail. The aim is not to impress people with AI, but to reveal the mechanism: pattern prediction, confident errors, bias, and the illusion of understanding.

In practice (how to run it)

1. Choose one safe demo goal:
   - show hallucination,
   - show bias/stereotype tendency,
   - show how prompts shape output,
   - show how images can be convincingly fabricated.

2. Frame the demo properly:
   - "We are not testing whether AI is smart. We are testing how it behaves."

3. Run in two rounds:
   - Round 1: simple prompt → observe output
   - Round 2: adjust prompt → observe what changes

4. Name the pattern:
   - "What did it assume? What did it invent? What did it copy from stereotypes?"

5. AACRA close:
   - Make it practical: "When would you use this? When should you not trust it?"

Everyday media examples:

Example: Ask for a "fact" with a date or quote - AI produces a confident answer that cannot be verified.
Example: Ask for "a professional person" in an image description - notice which genders/ethnicities the tool defaults to.

Find Examples

- Simple public tools (if connectivity allows)
- Pre-prepared screenshots of outputs (best when live tools are unreliable)
- Posters: Manipulator patterns (synthetic media)

HOW AN AI & MIL ACTIVITY IS BUILT

A simple journey from purpose to action

1 CHOOSE YOUR PURPOSE



What do you want participants to notice, practice, or change?

Examples:

- Notice hidden AI patterns in their feed
- Practice spotting manipulated content
- Make safer choices with data

Start with a clear intention. Everything flows from it.

2 CHOOSE THE ZONE & VILLAIN PATTERN



The zone stays neutral—your focus is the pattern that can show up there.

Use the Storyworld map and posters to spark ideas and examples.

3 CHOOSE ONE EXERCISE TYPE



Pick the exercise type that best fits your purpose and participants.

Exercise types include:

- Simulations
- Analysis exercises
- Scenarios
- Demonstrations
- Reflection formats
- Variations & extensions

Annex D is your toolbox—choose what fits best.

4 BRING ONE STRONG EXAMPLE



Use a real, relevant example that will spark recognition and discussion.

Sources:

- Posters & world map
- Activity Sheets
- Participants' own feeds
- Local examples you collect

The stronger the example, the deeper the learning.

5 RUN THE SHARED ACTIVITY PATTERN



Guide participants through the five learning steps.

1. **Orientation**
2. **Exploration**
3. **Recognition**
4. **Reflection**
5. **AACRA Response**

Keep it participatory, curious and learner-centred.

6 CLOSE WITH ONE TAKE-AWAY ACTION



Help participants leave with something practical they can do.

Examples:

- A small habit
- A check or question
- A decision
- A next step

Small actions today build safer choices tomorrow.

Remember: Strong learning matters more than perfect materials.

Your facilitation, your examples, and the AACRA skills are what bring the journey to life.

ACCESS Gain entry · **ANALYZE** Make sense · **CREATE** Craft meaning · **REFLECT** Think deeper · **ACT** Take action

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