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MEDIA AND INFORMATION LITERACY

Heroes and Villains in the age of AI

Storyworld Visual Resources



Storyworld Visual Resources

Introduction

This resource accompanies the Heroes & Villains in the Age of AI supplement and brings together the visual materials developed to support facilitation and learning.

The visuals are intended to help facilitators make Media and Information Literacy (MIL) concepts more accessible, engaging, and discussion-oriented.

They can be used as presentation visuals, workshop posters, Miro boards, gallery walks, reflection prompts, storytelling resources, or discussion starters, and can be adapted to different audiences and learning contexts.

This resource pack contains:

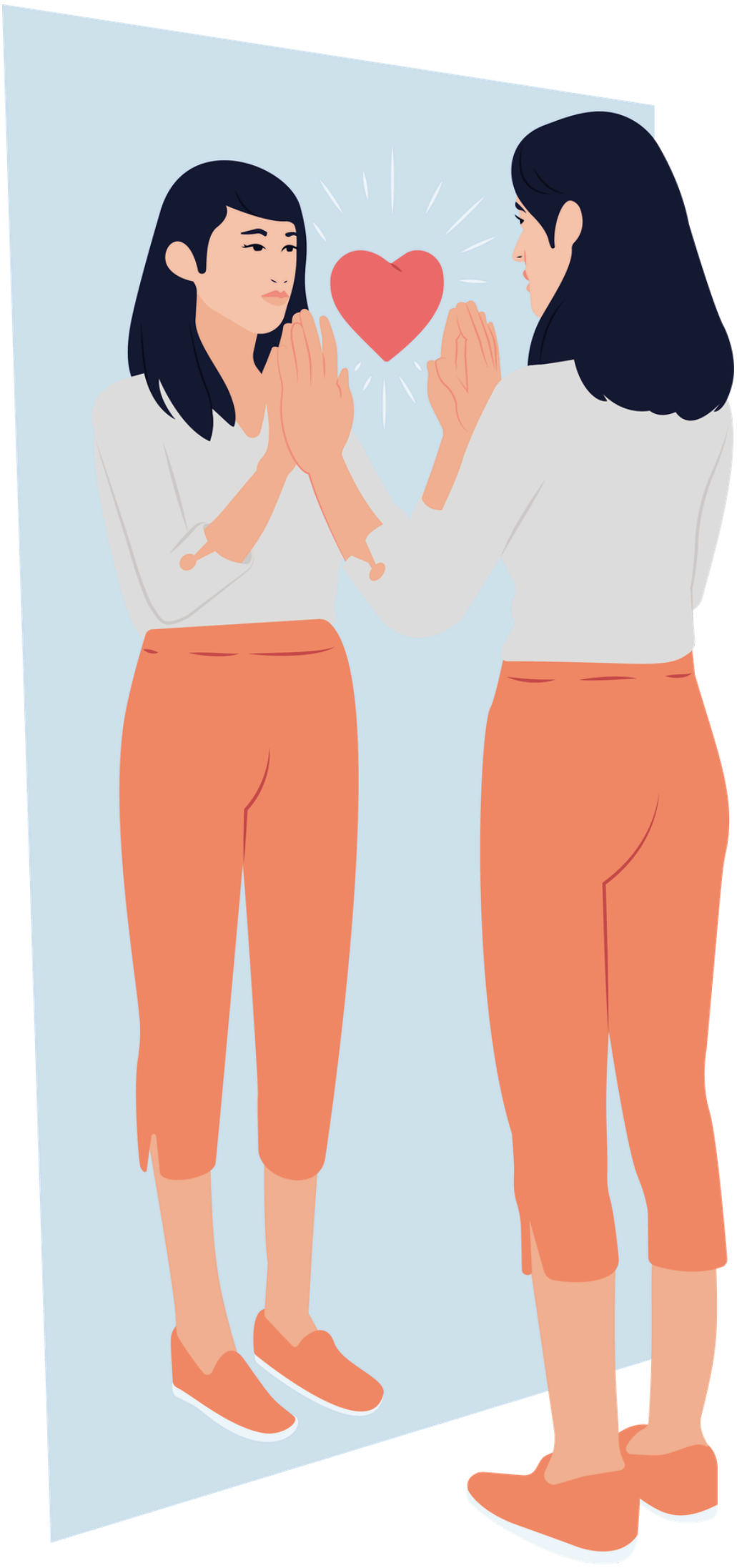
- Official Storyworld visuals developed for the Heroes & Villains in the Age of AI supplement, including the Storyworld map, heroes, villains, and zone posters.
- Alternative Storyworld illustrations, offering a more artistic interpretation of the same concepts. These may be used as complementary resources to stimulate observation, interpretation, dialogue, and reflection.

Facilitators are encouraged to adapt these resources to their own context and combine them with the activities and guidance provided in the supplement.













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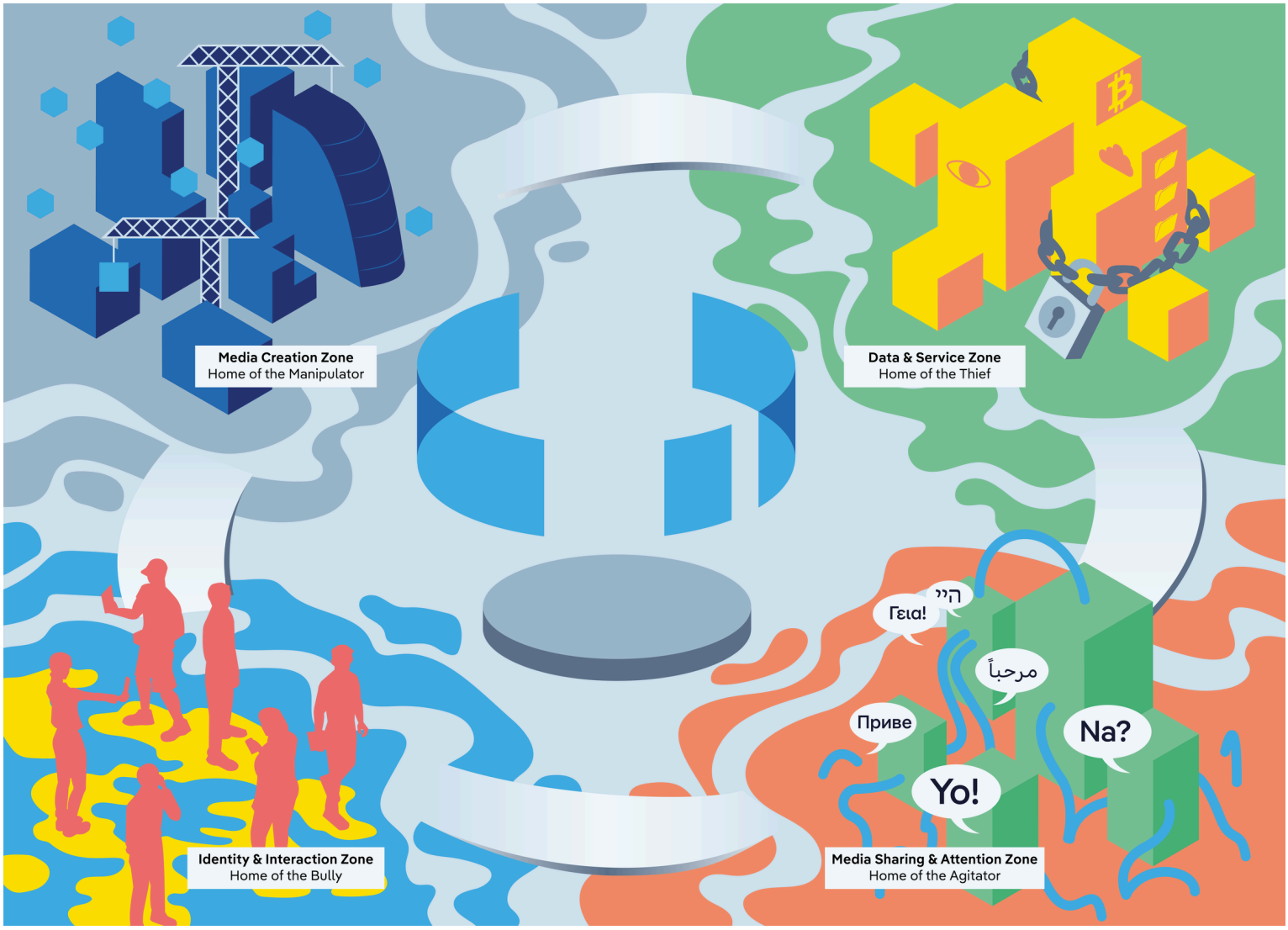
The AI Storyworld Map





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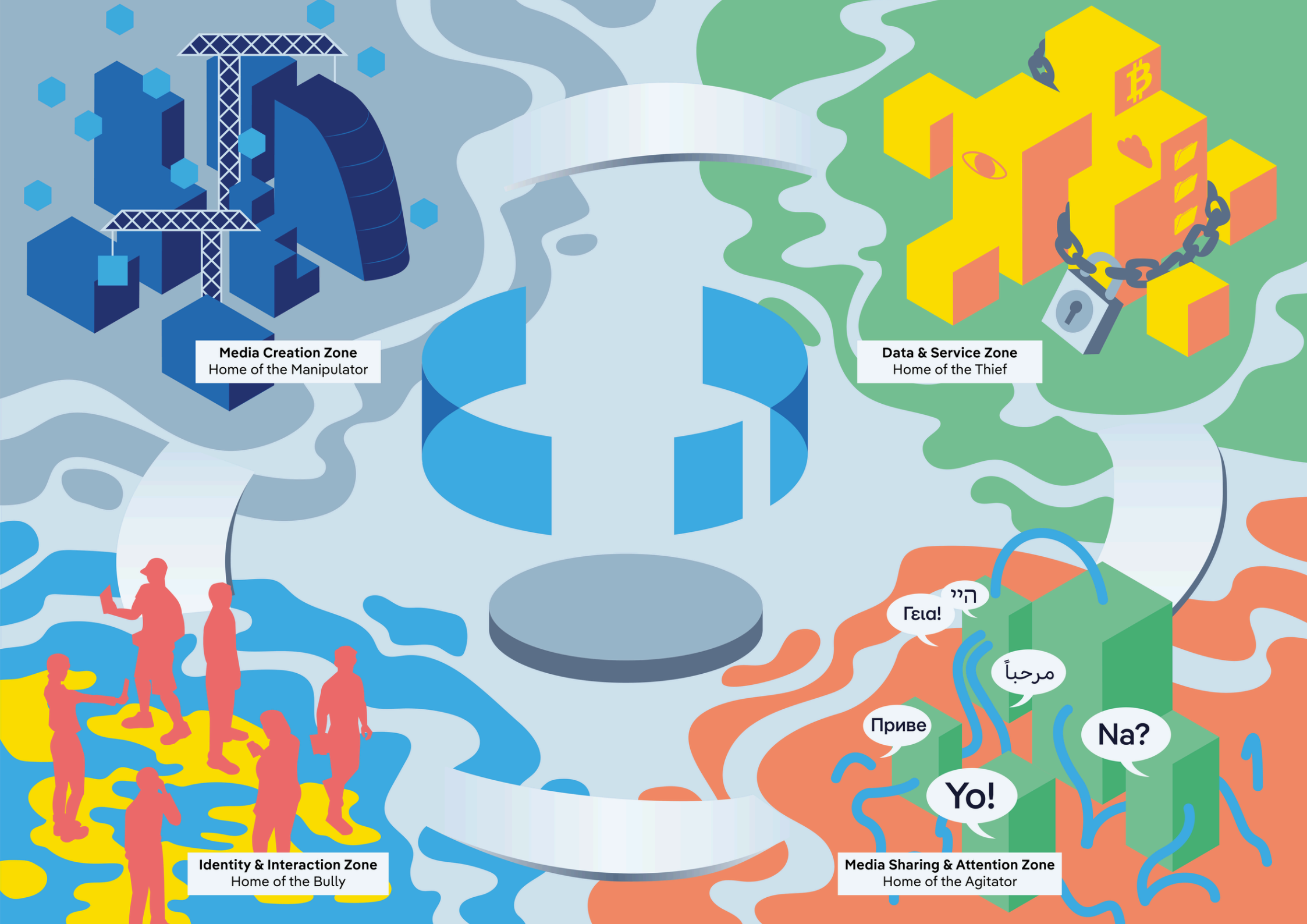
Media Creation Zone
Home of the Manipulator
Data & Service Zone
Home of the Thief
Identity & Interaction Zone
Home of the Bully
Media Sharing & Attention Zone
Home of the Agitator
Γεια!
הייי
مرحباً
Приве
Na?
Yo!

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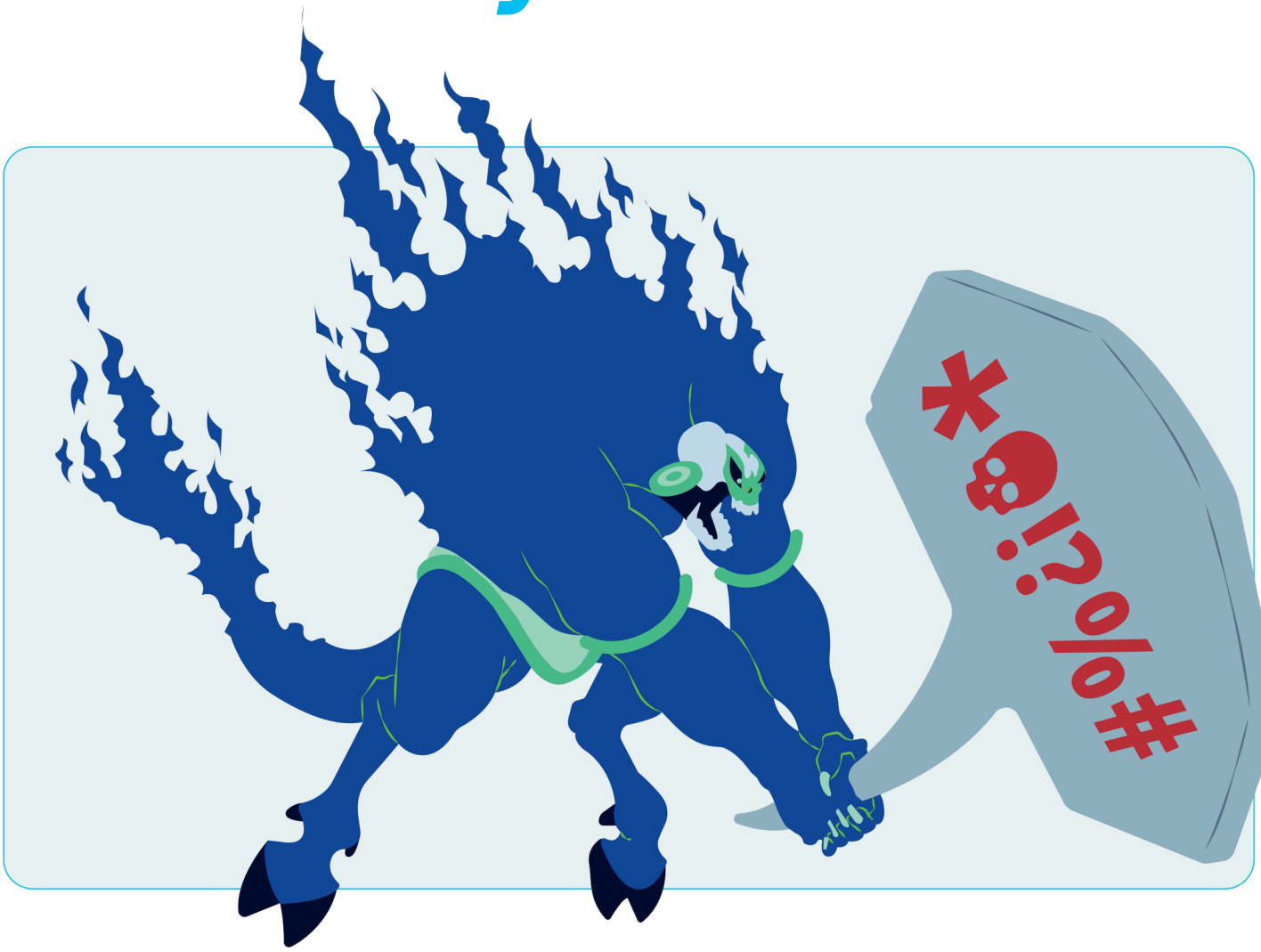
IDENTITY AND INTERACTION ZONE

The Bully



What this Villain is about

The Bully uses AI to intimidate,impersonate and silence others.

Anonymity and automation make abuse easier and harder to stop.

What this looks like in real life

– fake or cloned profiles
– deepfake images or voices
– coordinated harassment
– impersonation of real people
– abusive messages at scale

How AI strengthens this

AI enables:
– convincing impersonation
– automated harassment
– hidden responsibility
– rapid escalation

Why this matters

Bullying and impersonation:
– silence voices,
– push people out of public spaces – reduce diversity and participation

How to respond (AACRA)

Access
Use support and reporting tools
Analyze
Spot impersonation and patterns
Create
Protect personal data
Reflect
Acknowledge emotional impact
Act
Document, report, and support safely

Key takeaway

The Bully hides behind AI — collective awareness limits its reach.

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DATA AND SERVICES ZONE

The Thief



What this Villain is about

The Thief collects and uses personal data without people fully realising it.

The aim is influence and control through information.

What this looks like in real life

- apps collecting more data than expected
- tracking across websites and devices
- detailed profiles built from clicks and likes
- "free" services paid for with data
- ads that feel uncomfortably accurate

How AI strengthens this

AI:

- analyses large data sets
- predicts behaviour and preferences
- links data from many sources
- makes profiling more precise

Why this matters

Unchecked data extraction:

- weakens privacy
- reduces personal control
- shifts power away from users

How to respond (AACRA)

Access
Learn how your data is used

Analyze
Question what is collected and why

Create
Share personal information carefully

Reflect
Think about long-term effects

Act
Adjust settings and demand transparency

Key takeaway

The Thief works quietly — AI makes it harder to see and stop.

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MEDIA CREATION ZONE

The Manipulator



What this Villain is about

TheManipulator uses AI to create or alter content that looks real but misleads.

The goal is often confusion and emotional reaction, not proof.

What this looks like in real life

- convincing images or videos that feel "off"
- content taken out of context
- fake quotes, screenshots, or audio
- AI-generated faces, voices, or events
- urgent messages: "Look before it's deleted"

How AI strengthens this

AI makes manipulation:

- faster and cheaper
- more personalised
- harder to spot

Prediction and personalisation target emotions.

Why this matters

Manipulated content:

- weakens trust
- blurs reality
- disrupts public discussion

How to respond (AACRA)

Access
Check original and trusted sources

Analyze
Ask who created this and why

Create
Do not share unverified content

Reflect
Strong emotions are a warning sign

Act
Pause, compare, and respond carefully

Key takeaway

The Manipulator exploits speed and emotion — AI amplifies its reach.

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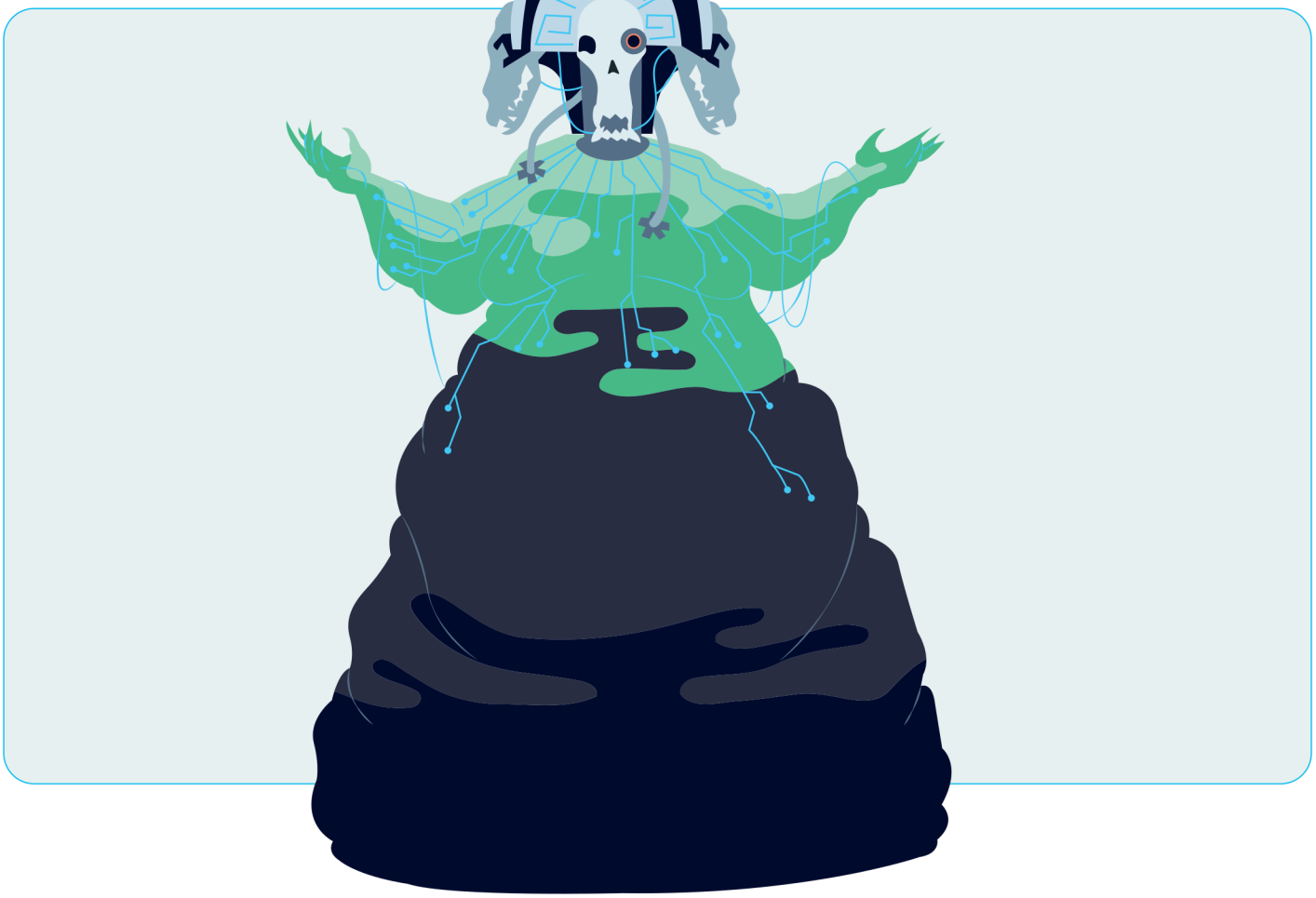
FEED AND SHARING ZONE

The Agitator



What this Villain is about

The Agitator uses AI-driven systems to amplify emotions.

Anger, fear and outrage are pushed because they keep people engaged.

What this looks like in real life

– "Us vs. them" framing
– emotionally charged headlines
– repeated exposure to extreme views
– viral posts designed to provoke
– fast reactions rewarded over reflection

How AI strengthens this

AI systems:
– prioritise emotional content
– personalise feeds
– reinforce existing beliefs
– normalise extreme positions

Why this matters

Constant agitation:
– fuels polarisation
– shuts down dialogue
– disrupts public discussion

How to respond (AACRA)

Access
Seek diverse, reliable sources
Analyze
Notice emotional framing
Create
Do not escalate conflicts
Reflect
Pause when emotions run high
Act
Slow down and support dialogue

Key takeaway

The Agitator turns emotion into fuel — AI keeps the fire burning.

Addtional Storyworld Illustrations

The following illustrations offer an additional visual interpretation of the Heroes & Villains in the Age of AI Storyworld.

Created by Namibian illustrator Karel Swanepoel, they are provided as complementary facilitation resources alongside the Storyworld visuals presented earlier in this document.

Their rich use of symbolism and metaphor can help participants observe, interpret, and discuss the challenges and opportunities of today's media and information environment.

Facilitators can use these illustrations as discussion starters, reflection prompts, gallery walk resources, or visual storytelling tools, and select the visual style that best fits their audience and learning context.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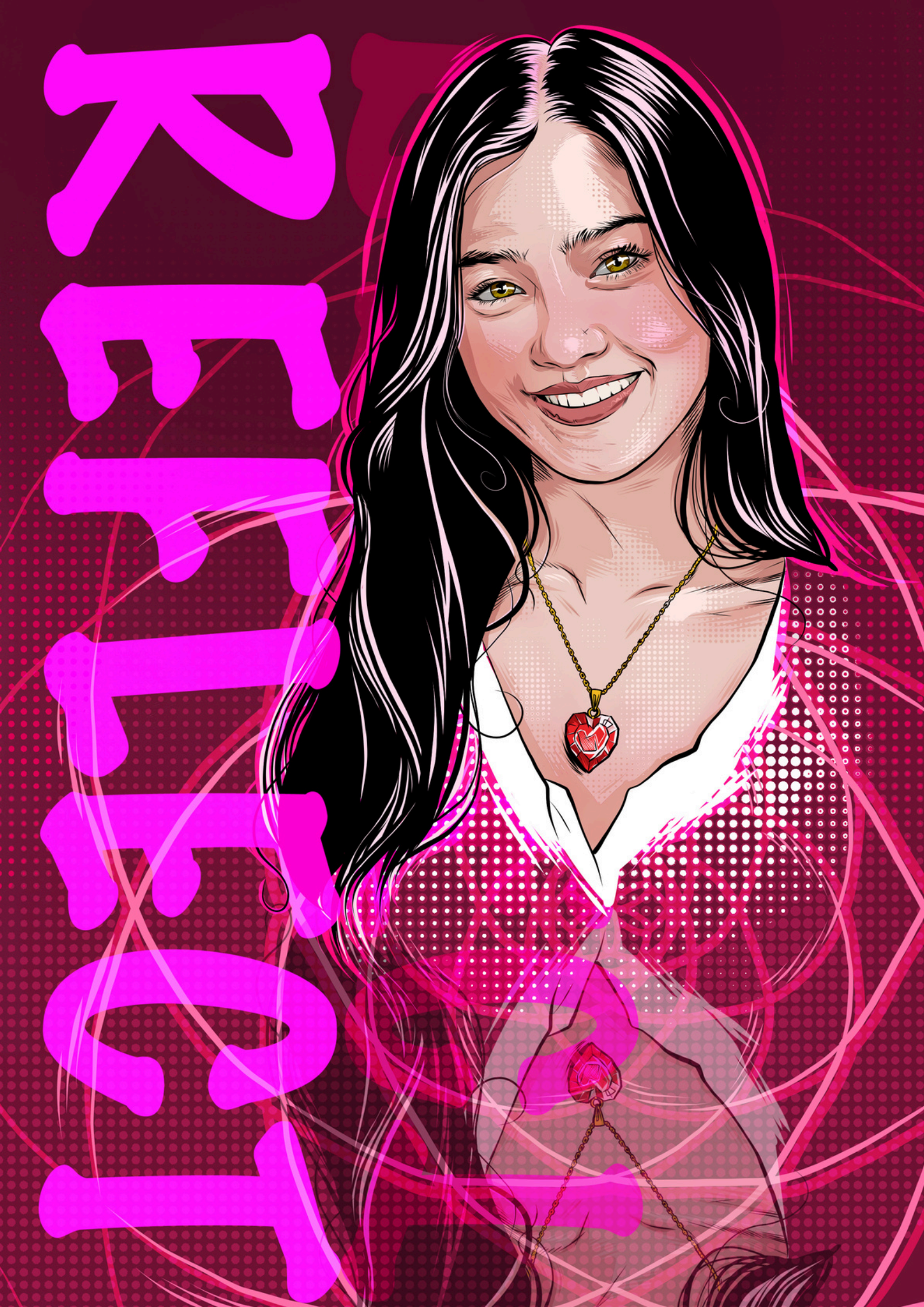
ACCESS

Ethan


RETRO


ACTION



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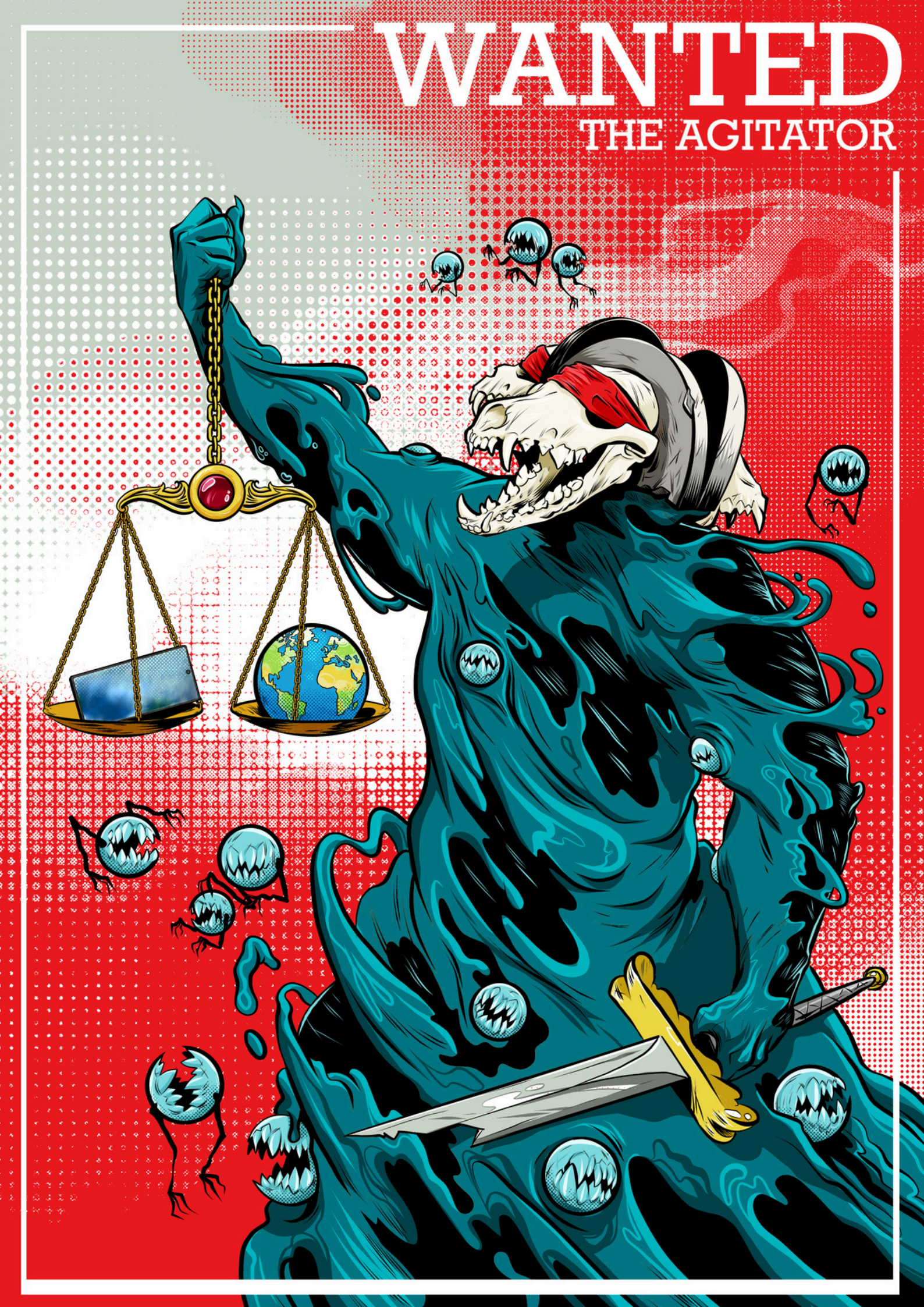
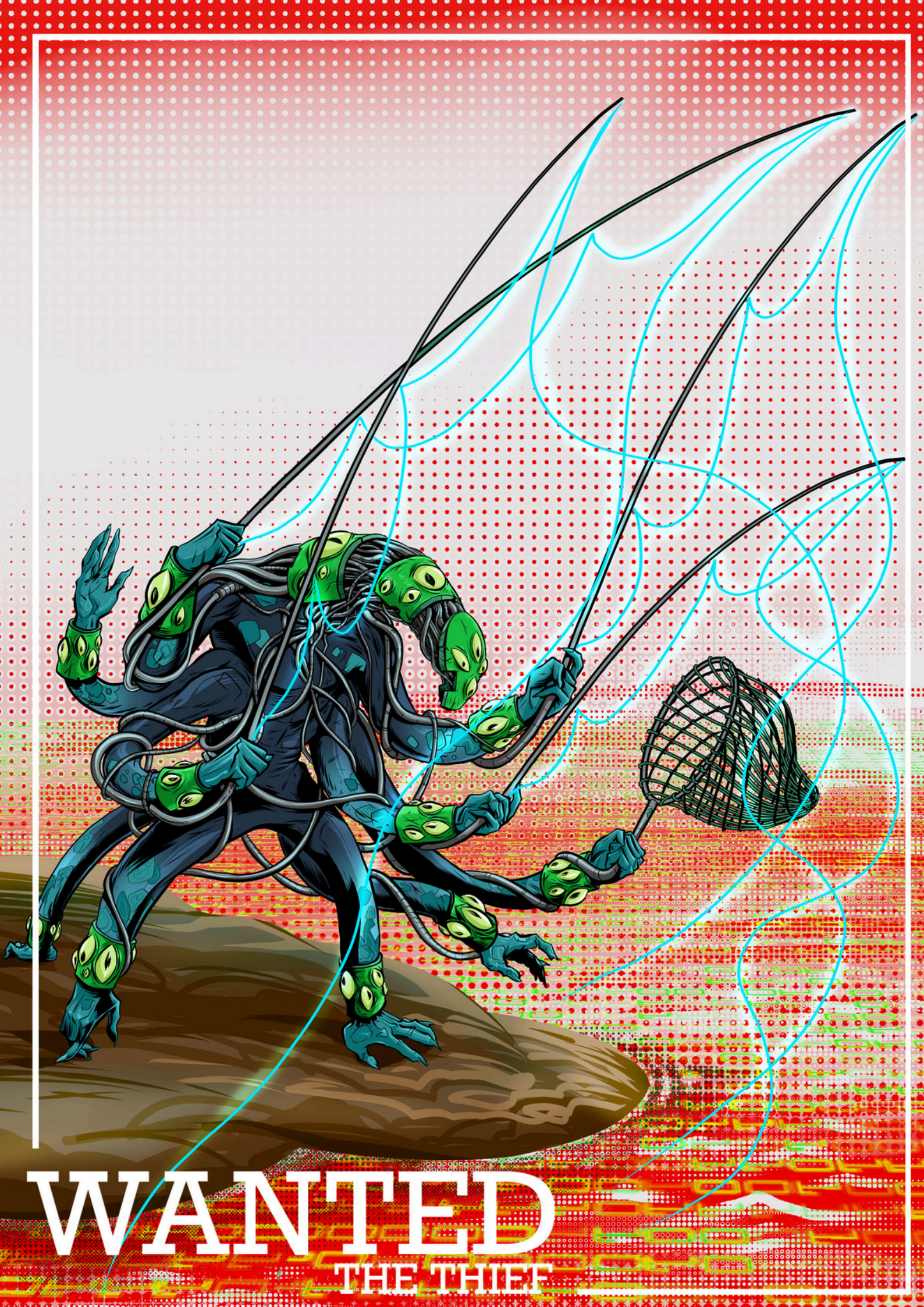

WANTED
THE AGITATOR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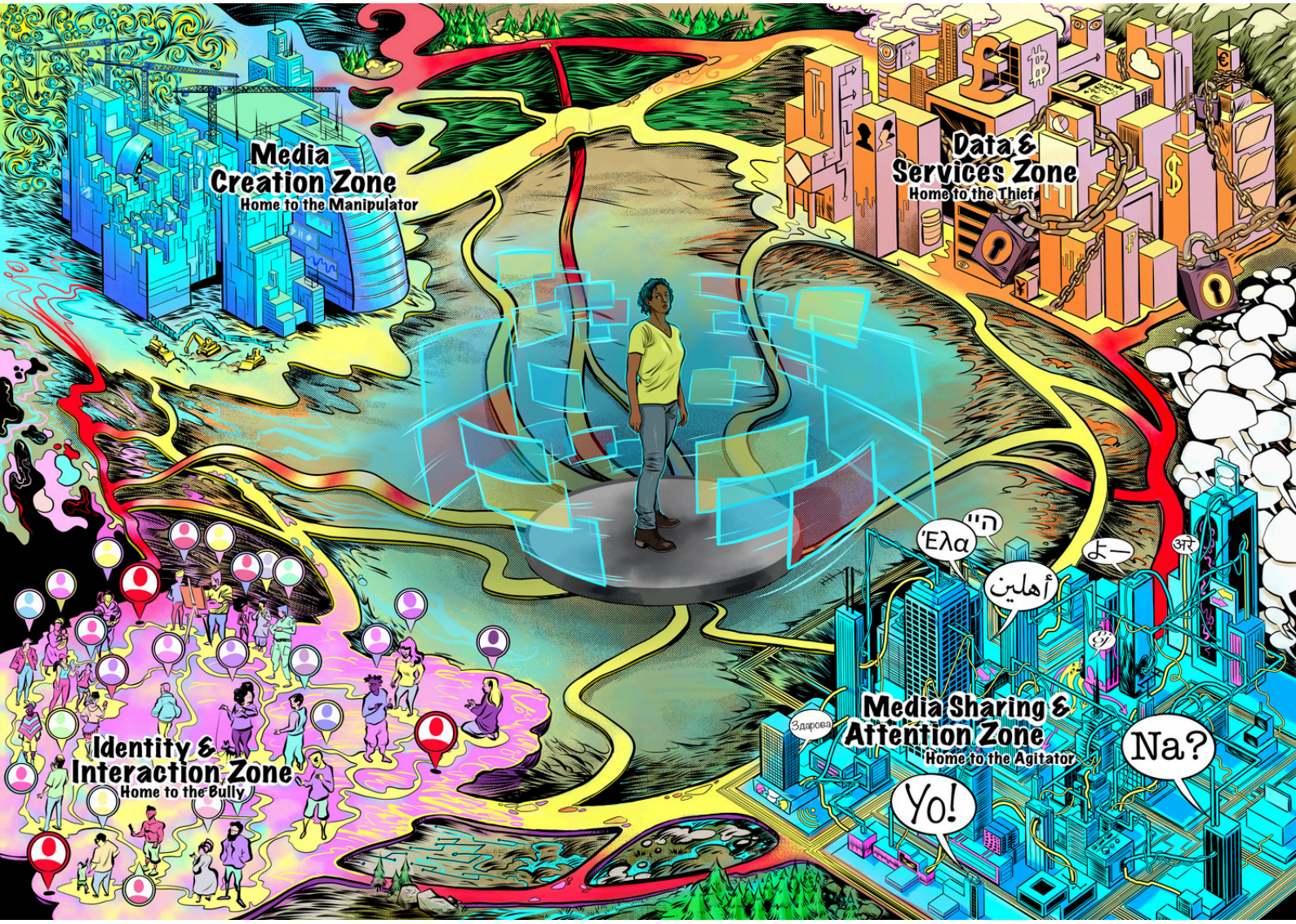
THE THIEF


WANTED
THE MANIPULATOR


WANTED
THE BULLY



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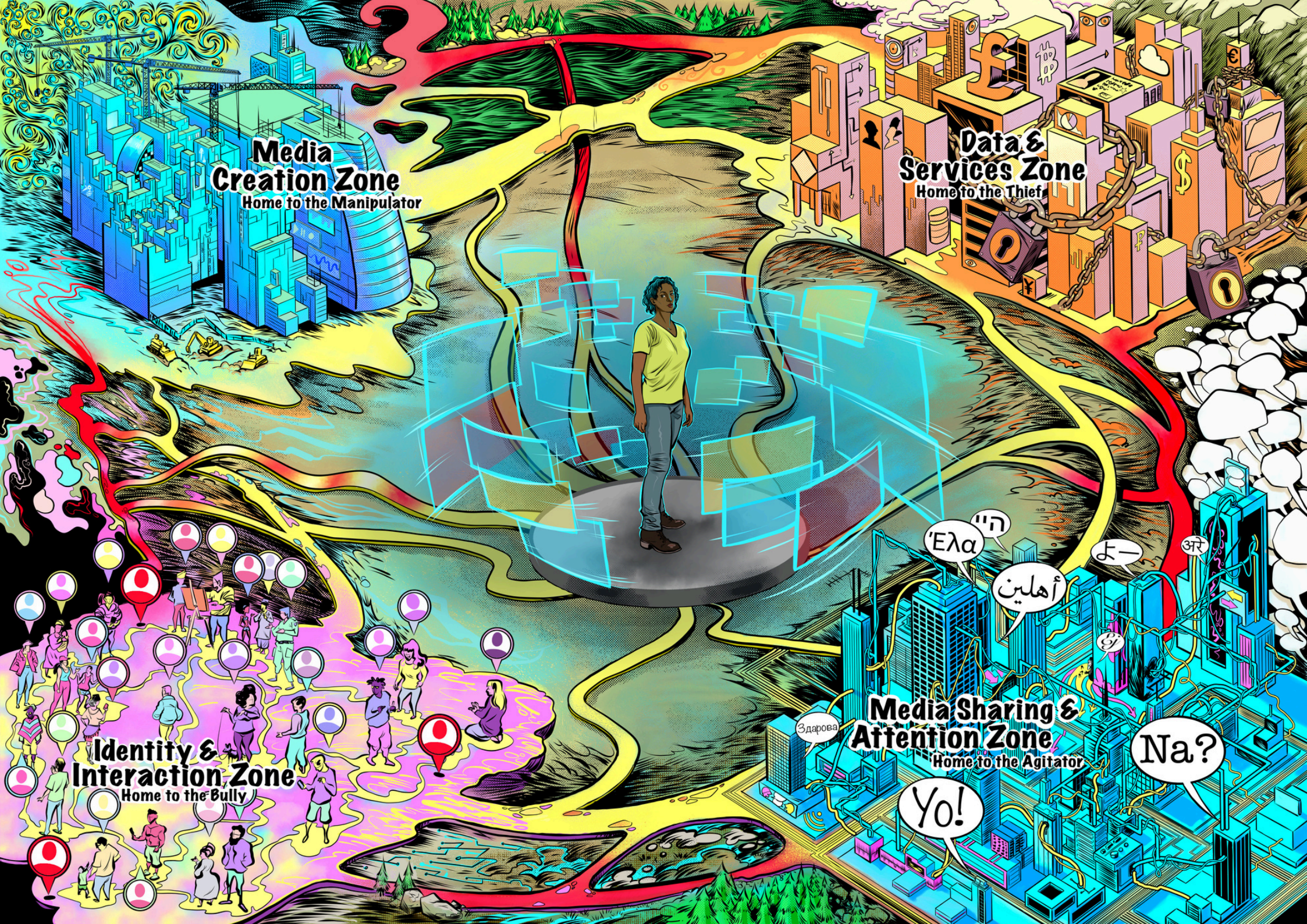
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