



## Strategies & Tactics

The aim: to boost critical thinking regarding social media and online media texts

To show our target audience the real origin of hoaxes

Social media campaign

#IThinkForMyself  
#MyslimZaSeba  
#ChallengeExtremism

Survey research both online and at schools

Interactive presentations at local high schools

Propagation material



## Highlights

#IThinkForMyself hashtag campaign

Support from local media

Involvement of an influential artist with personal experience with countering extremism

Overwhelming public response to initial media campaign creating a necessary dialogue

Meeting with high school students to discuss hoaxes and extremism and to learn about their personal experience



#IThinkForMyself  
#MyslimZaSeba

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Do not blindly believe  
everything you see on  
the internet  
**TH!NK**

## hoax.

(n.) - vedome vymyslená falošná poplašná správa, ktorá má pôsobiť ako skutočnosť, šírená najmä prostredníctvom internetu.



## Campaign Overview

### Campaign Description

THINK is a reaction to the growing extremist tendencies and thinking not only in Slovakia but also in the whole world.

We have decided to focus on the younger generation which represents the future voters in our country. Our target audience is one of the most easily influenced groups actively participating on social media. We want to help them understand that they cannot believe everything they see, hear, or read on the Internet or in other media.

Our goal is to show them that checking the facts and seeing through biased emotions can aid them in their personal growth as well as make them less vulnerable to extremist propaganda.

### Target Audience

- High school students (14-20)

### Rationale

Hoaxes have become a tool of spreading extremist ideas, lies, and hatred. The Internet is flooded with information making it difficult to check the reliability of sources. We will visit high schools in order to directly address our target group via interactive presentations and discussions on media bias and critical thinking to help them recognize the common patterns.

### Opportunities to scale

- Enhance collaboration with high schools in Slovakia
- Continue to spread information on an international level
- Continue to challenge hoaxes leading to extremist behavior through social media

## Measures of Effectiveness

### Target audience feedback

- Online survey
- In-school survey
- Comparison of survey results after our campaign in high schools and on social media

### Promoting #IThinkForMyself

- Several newspaper articles
- Social media boost from the artist we chose as a role model
- Facebook ads

### Social media success

- 1400 Facebook likes
- over 120 000 people reached
- More than 15 000 post engagements on Facebook
- 2000+ Facebook page views