



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

Pavol Jozef Safárik
University
in **Košice**

Faculty of Arts

Department of British
and American Studies

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

