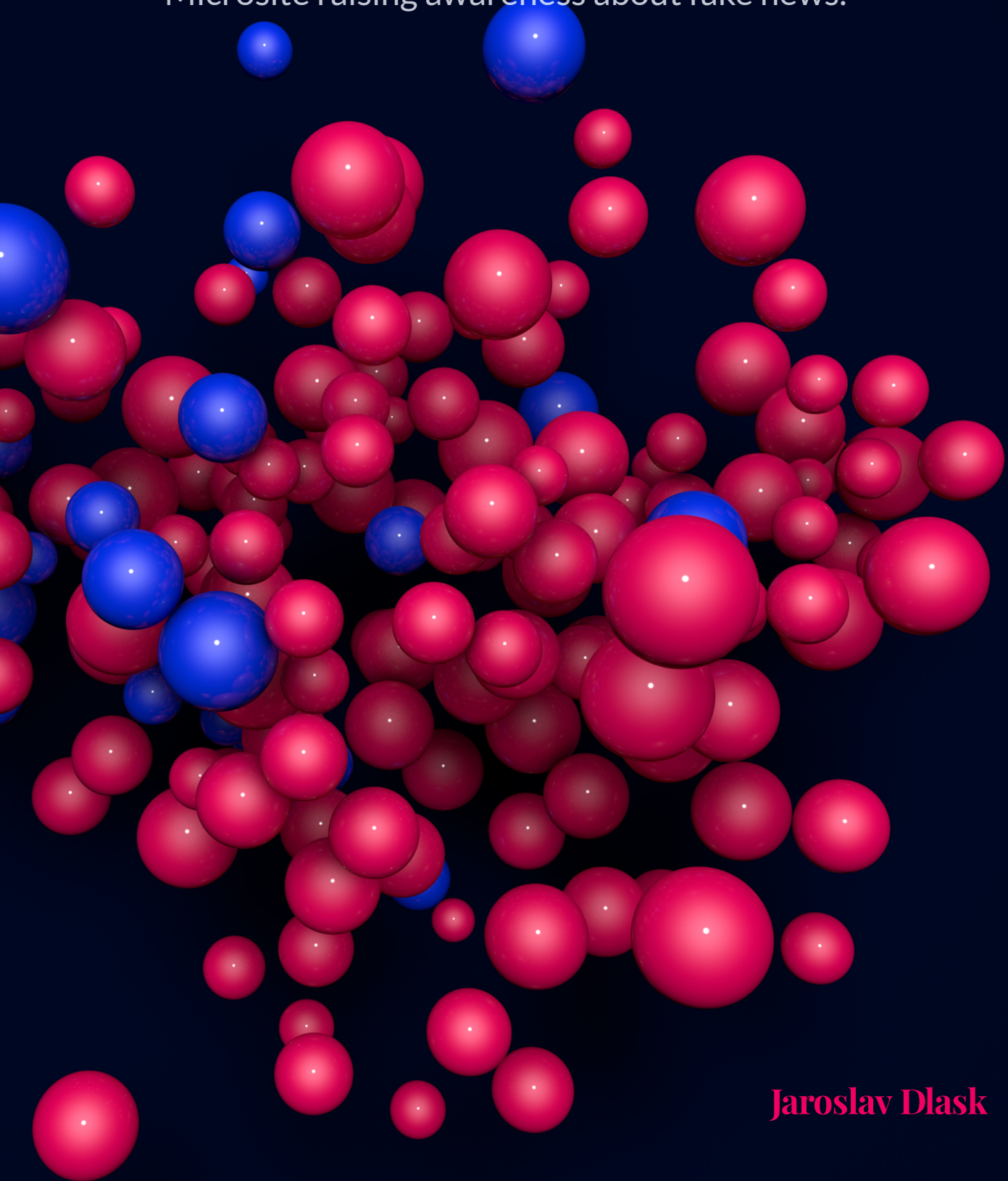


Fake news

Microsite raising awareness about fake news.



Jaroslav Dlask

Introduction

Current situation

Our society is getting more and more polarized and fake news has a significant impact on this issue. In particular, many people don't have an idea of how fake news might be harmful to our society. Therefore I decided to work on this topic.

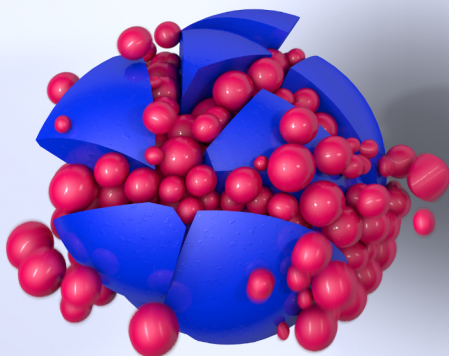
Vision

In order to decrease the polarization, I aim to raise awareness about fake news and its impact through an interactive website.

Factors of success

To succeed, I need to convince users on social media to visit my site, read all information and share. The more shares, the better result. The biggest challenges will be to find a perfect balance between engaging strategy and authentic content.

The realization would need financial and technical resources, strictly speaking: web hosting, custom domain, code, assets and marketing campaign on social media. My project would be successful once it reaches at least 1000 unique visitors.



Jaroslav Dlask

Concept

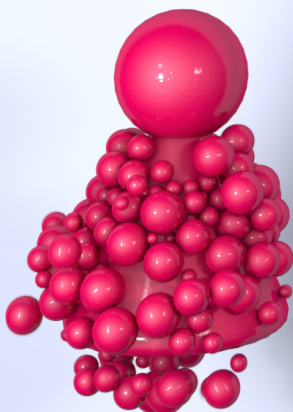
Strategy (what)

In order to fight the polarization, I suggest raising awareness about its significant trigger – fake news.

Intervention (how)

To reach my strategic objective, I would share my website in comment sections on Facebook. I would also optimize the site for search engines. Before development, I visualized and proofed my concept through a low-fidelity prototype.

(images)

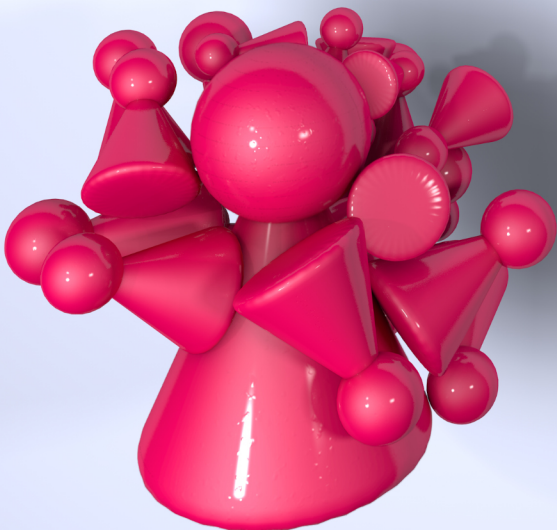


Jaroslav Dlask

Conclusion

Insights (wow)

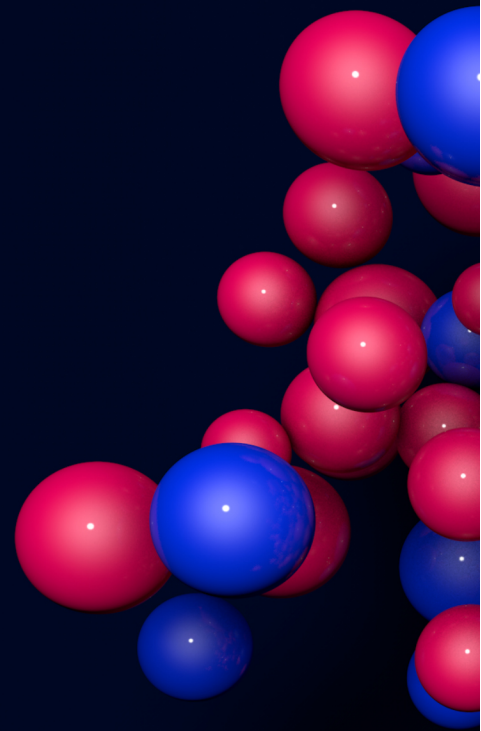
Through my research, I learnt how fake news work, how to spot them and why it is spreading.



Jaroslav Dlask

Website

www.fake-news.jaroslavdlask.com



Jaroslav Dlask