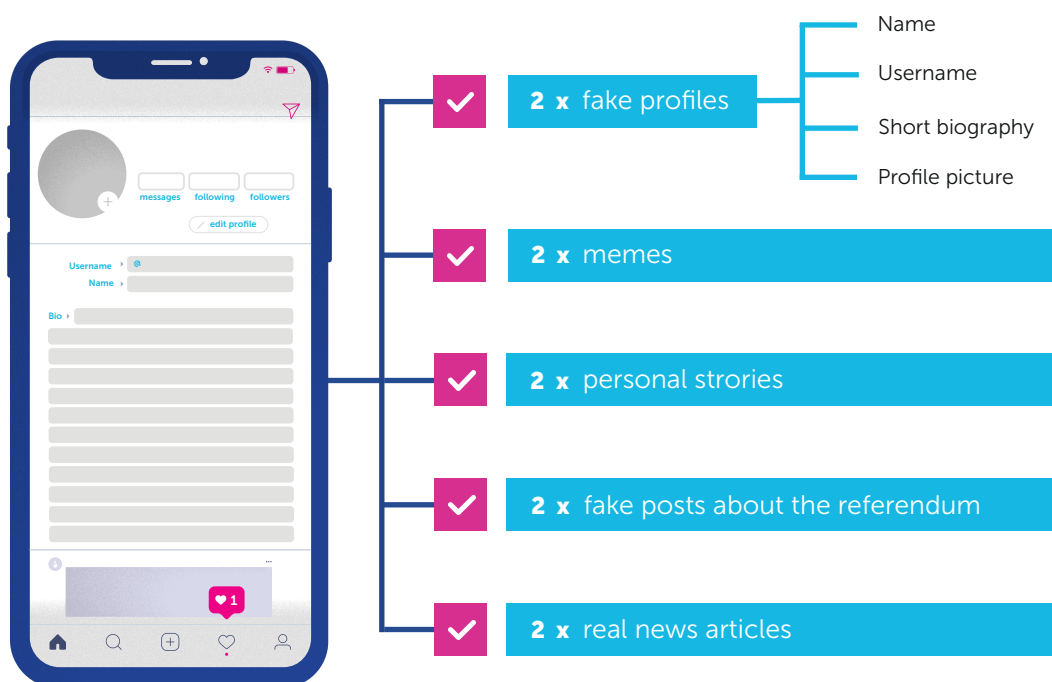


YOUR GOAL!

There is a plan to build a new amusement park in a place where there are still many trees and you can take a nice walk. Our residents will soon be able to vote for a referendum: for or against the construction of the amusement park on this site. With your disinformation campaign (as a troll) you want to influence and disrupt the public opinion. The main goal of your disinformation campaign is to convince people from your home-town that the referendum about the new theme park is corrupt and fraudulent; the 'for' camp is set to win no matter the votes.

TO DO!

In order to reach this goal, you have to create 2 fake accounts (not in real life, but in this portfolio) made up of different kinds of content: one account with regular content to gain followers, trust and credibility, and one account with content that helps you reach your goal. Using the templates, you are going to create the following content:



REMEMBER THE TECHNIQUES YOU CAN USE:

Emotion

Impersonation

Polarisation

Conspiracy

Discredit

Trolling