

Introduction to Lesson:

Wizarding World. *The Sorting Ceremony | Harry Potter and the Philosopher's Stone*, <https://t1p.de/vqof>.

1. Outline the process of sorting students into different Houses in Hogwarts.
2. a. Analyze the Sorting Hat's Songs: "Harry Potter: Sorting Hat Songs", <https://t1p.de/pwpa>.
2. b. Characterize members of the Houses at Hogwarts
 - Gryffindor
 - Hufflepuff
 - Ravenclaw
 - Slytherin
3. Evaluate which House you would belong to.
3. a. Share stereotypes that you have been confronted with and your reactions towards them.

Transition:

"In the UK: Dominic Cummings, campaign director of Vote Leave during the UK's 2016 EU membership referendum (also known as the Brexit referendum), described how the Leave campaign used personal data and experimentation to help them win.

According to Cummings, by surveying voters in the UK, campaign data scientists were able to do things like 'target women between 35 and 45 who live in these particular geographical entities, who don't have a degree or do have a degree [...] We essentially ran a whole series of experiments [...] out in the digital world and filtered what worked'.

The Vote Leave campaign split voters into three groups:

- those firmly voting remain,
- those voting leave, and
- those on the fence.

Vote Leave invested 98% of its marketing budget in digital efforts focused on this third group and tested five narratives on them.

The winning message was 'take back control'. Research suggested that including the word 'back' triggered voters' anger and dislike of losing things they felt they once had—in particular, control."

<https://cdn.ttc.io/s/tacticaltech.org/influence-industry.pdf>, 10-8-2021.

Pre-Class:

Watch: Cambridge Analytica whistleblower: 'We spent \$1m harvesting millions of Facebook profiles' – video. 2018, <https://t1p.de/x3ov>.

Explain

- who Steve Bannon is
- why the company is called Cambridge Analytica
- what the Breitbart Doctrine is
- who Robert Mercer is
- the significance of data harvesting
- micro-targeting

Introduction to Lesson:

The image shows two side-by-side screenshots of Facebook advertisements. Both ads are from 'People's Vote UK' and are sponsored by 'People's Vote'. They feature a photograph of Theresa May in a parliamentary setting. The left ad has the headline 'Austerity has caused so much damage to Oldham. Theresa May's useless Brexit plan would make austerity go on for years to come.' and the sub-headline 'Your MP's vote will be crucial to de...'. The right ad has the headline 'Theresa May's Brexit plan will leave Oldham poorer and harm our NHS.' and the sub-headline 'Your MP's vote will be crucial to defeat this bad Brexit deal in Parliament.' Both ads include a red button that says 'TELL YOUR MP >>' and a black box with the text 'Vote against Tory Brexit!'. At the bottom of each ad, it says 'WRITE TO YOUR MP NOW! The Government's Brexit deal has failed. I've just told my MP the only way forward is' followed by a 'Learn More' button and the URL 'DEMANDPEOPLES.VOTE'.

This screenshot from Facebook's ad archive shows two political advertisements against Brexit used the same image but different text. The ad on the left was shown to users less than 1,000 times, while the ad on the right was shown between 5,000 and 10,000 times. No metrics are available whether one garnered more clicks than the other.³³

Source: https://www.facebook.com/ads/archive/?active_status=all&ad_type=political_and_issue_ads&country=GB&q=brexit%20theresa%20may, accessed 22 February 2019

Screenshot of: <http://cdn.ftc.io/s/tacticaltech.org/influence-industry.pdf>: 'Ad Archive', accessed 22 February 2019, https://www.facebook.com/ads/archive/?active_status=all&ad_type=political_and_issue_ads&country=G-B&q=brexit%20theresa%20may, 9-7-2021.

Tasks

1. Describe these two versions of this political ad.
2. a. Go to the Facebook Ad Library, <https://www.facebook.com/ads/library>. Filter “Brexit“ ads in the “United Kingdom“ from 2018 onwards.
 - Examine the report and analyze who paid for political ads on Facebook.
 - Pick one ad and analyze it.
 - OR -
2. b. Analyze and evaluate the Vote Leave - and Remain EU campaigns online. Go to social media platforms, focus on the following:

| | |
|----------------------------|---|
| who is the target audience | |
| possible reach | number of followers, number of posts, ... |
| activity | number of posts/day, /week, ... |
| performance | average number of reactions: shares, likes, ... |
| contents | topics, focus, different contents on different social media platforms? |
| medium | texts, videos, memes, ... |
| credibility | facts or fiction |
| interaction | constructive or destructive, positive or negative |
| reactions to comments | positive or negative, who is able to comment, blocking, deleting hate speech, ... |

3. a. Comment on: “Instead of standing in the public square and saying what you think and then letting people come and listen to you and have that shared experience as to what your narrative is, you are whispering into the ear of each and every voter and you may be whispering one thing to this voter and another thing to another voter. We risk fragmenting society in a way where we don’t have anymore shared experiences and we don’t have anymore shared understanding. If we don’t have anymore shared understanding how can we be a functioning society? [...] If you fundamentally want to change society, you first have to break it. And it’s only when you break it, that you can remold the pieces into your vision of a new society.“
 (Christopher Wylie, 2018, Guardian, <https://www.theguardian.com/uk-news/2018/mar/31/aggregateiq-canadian-tech-brexit-data-riddle-cambridge-analytics>, 10-8-2021.)
- OR -
3. b. In 2021 the Scottish government has put the following into legislation: “[...] both ‘paid for’ and ‘unpaid’ digital election campaign material must be clearly labelled with information about who is promoting it.“ Discuss how data-driven campaigning should be restricted.
 (<https://www.electoralcommission.org.uk/who-we-are-and-what-we-do/changing-electoral-law/transparent-digital-campaigning>, 10-8-2021.)



Further information:

| contents | title | website |
|--------------------------------------|---|---|
| Political Campaigning online: Brexit | BBC. Vote Leave's targeted Brexit ads released by Facebook. 2018 | https://www.bbc.com/news/uk-politics-44966969 |
| | BBC. Election 2019: What big tech isn't telling us about ads. 2019. | https://www.bbc.com/news/technology-50423836 |
| | The Guardian. AggregateIQ: the obscure Canadian tech firm and the Brexit data riddle. 2018. | https://www.theguardian.com/uk-news/2018/mar/31/aggregateiq-canadian-tech-brexit-data-riddle-cambridge-analytica |
| Facebook Ad Library | | https://www.facebook.com/ads/library |
| | Tactical Tech's Data and Politics team. Political Persuasion. 2019. | https://cdn.ttc.io/s/tacticaltech.org/influence-industry.pdf |
| Companies | Video Gallery of 300 companies | https://tacticaltech.org/news/personal-data-political-persuasion/ |
| | i-360 | https://www.i-360.com/the-database/ |
| | Haystaq DNA | https://haystaqdna.com/ |