

IG NEWS

Secret Society Controls The World:

ts Warn:

RTH LEFT IN 10 YEARS

THE TRUTH THEY DON'T  
WANT YOU TO KNOW!

# CONTEVT PLEASE GUNTCAI

Redefining Visibility in the Age of  
Misinformation

FACT:

CONFIRMED:

CHINA PLANS

TOTAL INVASION OF US

BREAKING NEWS:

U.S. STATE TO BAN  
AMERICAN FLAG!

PATRIOTISM IS

UNDER ATTACK!

THEY LIED TO US FOR YEAR

NEW STUDY  
REVEALS

CANCER  
TREATMENT  
COVER-UP!

NEW REPORT:

THE RICH  
ARE SECRETLY  
TAKING YOUR  
TAX MONEY!

BCM 206 | Digital Artefact

Sakina, Meher, Sheikha & Meral

# CAMPAIGN OVERVIEW

## CONTEXT, PLEASE

The Context, Please campaign was designed to reveal how social media feeds influence what users see and believe. Rather than fact-checking specific claims, the campaign encourages users to question why certain content appears in their feed and how platform structures amplify particular posts.

Then show campaign overview diagram:

- Post thought provoking image on story
- Ask audience a question
- Encourage critical reflection
- Reveal engagement logic

INSTAGRAM PAGE



The campaign uses a minimal palette of black, white, and red.

The logo represents the idea that information online is often incomplete.



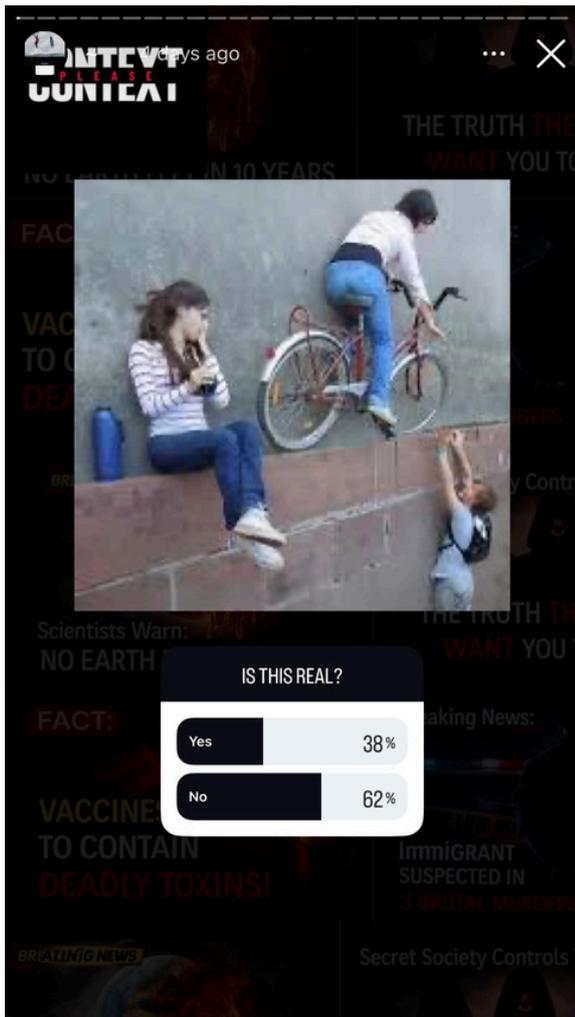
**CONTEXT  
PLEASE  
UNLEASH**

**“You’re only seeing half the story.”**  
The campaign encourages users to question the context behind what appears in their social media feeds.

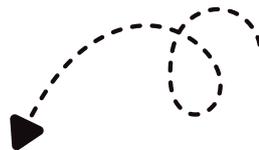
**CAMPAIGN GOAL:**  
Rather than fact-checking individual posts, the campaign reveals how platform structures influence what users see and believe.

# CAMPAIGN CONTENT

## INTERACTIVE POLL (SAMPLE)



The Viral hook with interactive tool



The reveal of engagement mechanics

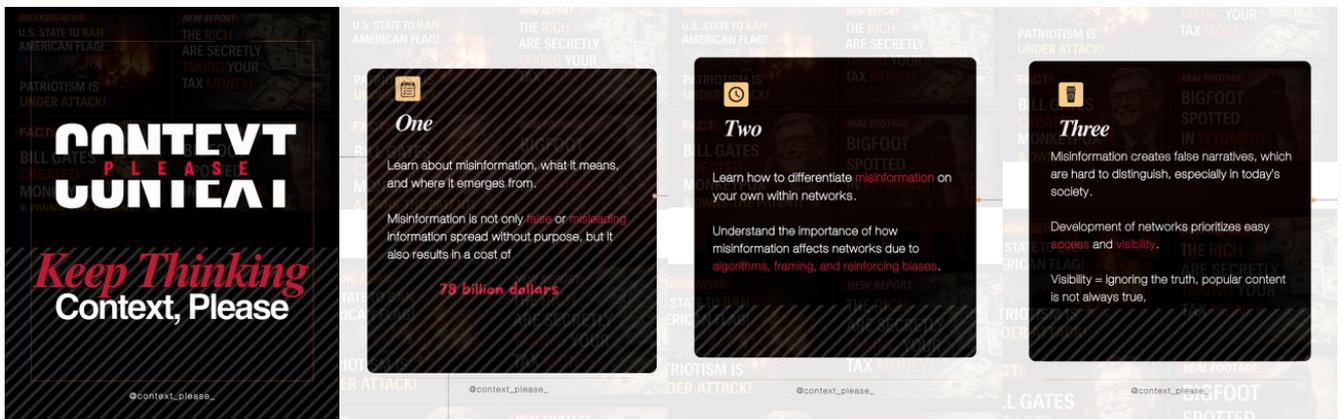
# CAMPAIGN CONTENT POSTERS & CAROUSELS

These posts encourage users to pause and question the context behind the content they encounter online.

## CAROUSEL 1



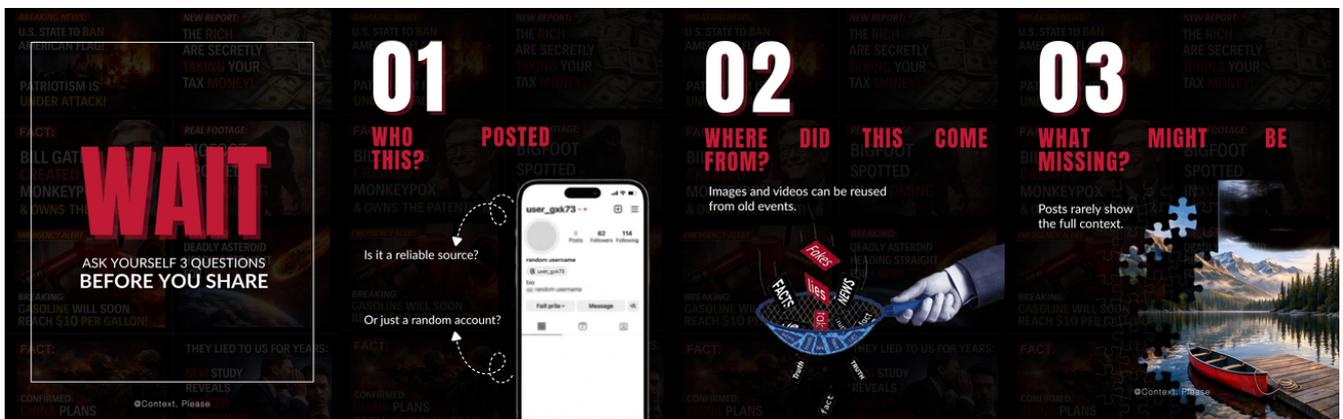
## CAROUSEL 2



# CAMPAIGN CONTENT

## POSTERS & CAROUSELS

### CAROUSEL 3



# POSTER 1

**FAKE NEWS  
BUT REAL DAMAGE**



**CONTEXT MATTERS**

## POSTER 2

**SOUNDBITES CREATE  
TOXIC MISERY**



**CONTEXT DISINFECTS  
THE LIES**

## POSTER 3

**ENDLESS MISINFORMATION  
SHATTERS THE MIND**



**CONTEXT PROTECTS  
CRITICAL THOUGHT**

# PROJECT LIMITATIONS & REFLECTION

Through this project we learned that misinformation is not solely a matter of false information, but also a result of how network systems prioritise and amplify certain content.

Limitations:

- Campaign was not tested with a large audience
- Instagram algorithms cannot be directly altered
- Audience interpretation may vary

**CONTEXT DOESN'T REMOVE MISINFORMATION.  
IT **DISRUPTS** HOW IT BECOMES **BELIEVABLE****