



How the Internet Gets Our Attention

Year 5 Online Safety – Managing Online Information

Autumn Term 2

This half term, we are learning about how the internet can draw us to information for different agendas, and how the information we see online may be targeted based on our interests.



Hello families,

We are learning about how online platforms and websites try to get our attention and how the information we see can be personalised.

This includes things like notifications, pop-ups, targeted adverts and recommendations. We will also be thinking about why this happens, how it can be helpful or unhelpful, and what we can do to have more control over the information that is collected about us.



Key Learning



I can explain why information I see online may be personalised.



I can identify some of the methods used to get my attention online.



I understand that the information I see may be targeted based on my interests.



Questions to ask

- When we search for something, does everyone get the same results?
- Why don't we all see the same results?
- What things may influence what we see?
- Why would online platforms collect information about what we do online?
- Can you think of examples when this might be helpful? When might it be unhelpful?
- What different ways are used online to get our attention?
- Can we limit what information is collected about us? How could we do this?

1 Why don't we all see the same results?

When we search for something online, different people might see different results. This is because websites and search engines can use information about us, such as:



What we search for



Where we are (location)



Our age and device



Our interests and hobbies



Our past online activity



What others like who are similar to us

2 Helpful or unhelpful?

Information about what we do online can be collected and used for different reasons.

It can be helpful...



Shows us things we might like (e.g. new games or books)



Recommends useful content (e.g. learning videos)



Helps make websites easier to use



Helps us find relevant news or information

It can be unhelpful...



Tries to get us to spend money



Keeps us online for longer than we intend



Might show us content that makes us feel worried or unhappy



Uses our information without us realising

3 Ways the internet gets our attention

Websites and apps use different methods to draw us to information. Here are some examples:



Notifications



Pop-ups



E-mails



Targeted content



Recommendations



News feeds



Messages



Clickbait



Advertisements

4 Can we limit what is collected about us?

It can sometimes be difficult to stop companies collecting information, but there are things we can do to help.



We can't stop everything, but we can make choices to have more control!

5 What can we do?



Check and change privacy settings on apps and websites.



Think carefully about what we share online.



Be aware of targeted adverts and think about why we might be seeing them.



Ask a trusted adult for help if we are unsure or want to change our settings.

6 Talk Together

- Have you noticed adverts or content that seem to be just for you?
- What do you think the internet knows about you?
- Do you think it is okay for companies to collect this information? Why/why not?
- How can we make sure we stay in control of what we see online?



Be Safe | Be Kind | Be Aware

Further support and information

- NSPCC
- UK Safer Internet Centre
- Childnet



For more advice and guidance, visit our Online Safety page on the Trinity School website.

