

**Where have you seen adverts before?
What did they look like?**



People can profit from the things they do online...



Get something they didn't have before



Money paid to
advertise or
promote things



Things that
cost money
given for free



New likes, views,
subscribers or
followers

Unboxing



Will the creator profit?

**They
might**



**A video where someone
unpacks a parcel on camera**

Giveaway



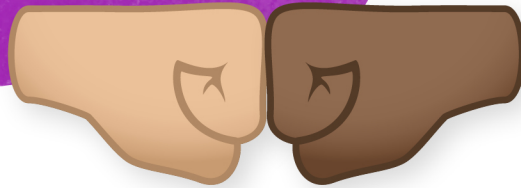
Will the creator profit?

**They
might**



**A competition where a
free prize can be won**

Collab



Will the creator profit?

**They
might**



Collaboration – where two or more people or companies work together

Merch



Will the creator profit?

Yes



Merchandise – products available to buy, connected with a popular person or brand



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Affiliate link



Will the creator profit?

Yes



**A link to another website (often a shop)
where the creator earns money every
time someone clicks on it**



Did you know?



It's the law!



People posting things like videos online must tell you if they've been paid to advertise or promote something.

Ad

Gifted

Sponsored
Content

Advert



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So there could be more to your favourite YouTuber than you thought...

It's always helpful to think about motive



A **motive** is why someone does something.



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Why would someone do this? What is their motive?



To make
people
laugh



Post a video
on YouTube



To advertise
a product



To share their
opinion about
something



To make
money

It could be more than one!

Why would someone do this? What is their motive?



To support an article or some information

Because they want their family or friends to see it



Share a photo online



Because they want to sell something shown in the picture



Because they find it funny

It could be more than one!



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Why would someone do this? What is their motive?



To get more
likes or
subscribers



To celebrate a
big achievement



Run a
giveaway



To reward their
followers



Because they're
being paid to
advertise a
product

It could be more than one!



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When you see something online



Ask...



Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?

This will help you find the **motive**
(The reason why)



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Let's put those skills to the test... what is the motive?



FIRST LOOK: Unboxing my new merch designs!!

MaddieeeeVlogs 1 day ago 85k views

Hey guys! Thanks for watching. Super excited to share my brand new merch designs – totally inspired by you all! Don't forget to preorder. They're gonna sell out fast! www.maddieeeeV.com/merch/preorder



Remember:

Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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Let's put those skills to the test... what is the motive?



Rainbow toys

Welcome to the family!

Thank you for shopping with us!
We would like to give you a
surprise gift from us...

Fill in your email and we will send you a discount
code to use on your next purchase...

Send

No thanks, I want to continue shopping...

Remember:



Where has this come from?



Who created or shared it?



What do they want me to do?



Will they gain anything?



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