



SANT'AMBROGIO

CENTRO MEDICO

di Simona Molaro

DIPENDENZA DA
INTERNET

L'IMPORTANZA
DELL'EDUCAZIONE
DIGITALE



Le Fake News



Fact about online marketing

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objectives will be based on how you gain sales by acquiring and keeping customers.

A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers.

It should be measured regularly and assessed in order for you to know what is not. This will help you set new targets. It will focus resources on the greatest opportunities to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative.

Million reinvested in travel businesses

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Lastly, improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you

Imagine a revenue of hundred million dollars

Global Finance

Resources	Balance Value(\$)
Future Benefits	2,568,790
Jenifer-Social security	978,819
Jonathan-Social security	869,870
CUPT Services co.-hd-annuity	121,000
GT Group - Pension	421,045
TAUQO co.-hd-Bonus	179,984
Future Savings	690,144
Sale of 3 second car	279,991
General savings	98,420
Contribution-Jonathan	244,353
Reward	75,380
Brokerage/Bank Accounts	846,579
Family brokerage Acct	237,689
Jenifer individual savings	563,990
Savings account	45,000
Retirement Account	461,771
Jenifer-bonus	182,790
Jonathan-Contribution	278,981
Total Resources	4,567,284

Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy you to have a major in gaining a large increase in your market competitors. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost product? It's to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materi-

Stock Market Strategy

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31.86%	30.23%	37.91%
LINE ITEMS: 12.5MS SHIPPING: 0.2MS TOTAL: 12.7MS	LINE ITEMS: 12.5MS SHIPPING: 0.5 TOTAL: 13.0MS	LINE ITEMS: 16.15MS SHIPPING: 0.15MS TOTAL: 16.3MS

Learn from the best to ensure success
Reasons we will be successful

THE DAILY

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FAKE NEWS

ECONOMY OF THE EUROPEAN UNION

WORLD BANK'S STOCK AT ALL-TIME HIGH / US RATE RISE CHANCES RECEDE AS JOBS GROWTH SLOW

US RATE RISE CHANCES RECEDE AS JOBS GROWTH SLOWS

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THE WORLD DISMISSED UP BUT BELIEVE WE ARE IN A POSITION NOW TO HELP

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Le Fake News

Usare il proprio spirito critico è la prima regola: non accontentarsi di quello che sembra, porsi domande, leggere attentamente, cercando riscontri di ciò che si legge.

Come riconoscerle:

- accertarsi delle fonti. È importante che chi dà o scrive informazioni riporti le fonti da cui le prende. Se non è riportata la fonte, è utile scoprirla: la notizia è riportata allo stesso modo anche su altri tipi di canali? Ha gli stessi contenuti? Ci sono differenze, e se sì, quali?
- entrare nel merito di chi scrive o dà la notizia. È una persona esperta del campo di cui parla? Perché dà questa informazione?
- prestare attenzione alla data a cui si riferiscono le informazioni. Sul web si possono trovare notizie ormai vecchie. Soprattutto in campo medico e scientifico, le conoscenze possono cambiare nel corso dei mesi, sulla base degli studi fatti e dei dati accumulati, come ha mostrato il Covid-19.
- accertarsi della veridicità delle immagini. Se c'è un'immagine, verificare quale è la fonte, da dove arriva. Potrebbe trattarsi di un fotomontaggio, di una foto vecchia o che ritrae una cosa diversa da quella di cui parla la notizia.
- cogliere l'obiettivo della comunicazione.
- identificare le persone a cui si rivolge.



**ISTITUTO DI RICERCHE
FARMACOLOGICHE
MARIO NEGRI · IRCCS**

Esempi di immagini Fake create dall' Intelligenza Artificiale



Come riconoscere una fake news

Risulta di vitale importanza prestare la massima attenzione ai dettagli. Nello specifico può risultare utile osservare se su un sito o su un post condiviso sono presenti informazioni incongruenti rispetto all'evento descritto, un falso logo di fact-checking, nonché se sono presenti numerosi errori di ortografia.

Per quanto banale come indizio, gli errori ortografici sono, molto spesso, sintomo di fake news di provenienza estera che sono state tradotte o adattate ad un nuovo contesto linguistico; lo stesso identico meccanismo viene infatti impiegato per la redazione delle mail di phishing.

Cos' è il phishing?

- Il phishing inizia con una e-mail o un'altra comunicazione fraudolenta inviata allo scopo di attirare una vittima. Il messaggio sembra provenire da un mittente affidabile.
- Se l'inganno riesce, la vittima viene persuasa a fornire informazioni riservate, spesso su un sito web truffa.
- Qualche volta, nel computer del malcapitato viene anche scaricato un malware.

COME FARE LE RICERCHE IN INTERNET

Cercare potrebbe sembrare banale, ma gli studenti devono sapere che i termini di ricerca usati hanno molta importanza per determinare il tipo di risposta che sarà mostrata.

- usare termini semplici ma significativi.
- eliminare tutti gli articoli, le preposizioni e le congiunzioni.
- se i risultati iniziali non soddisfano, sostituire i termini di ricerca e renderli più descrittivi, provare ad usare sinonimi.
- usare le virgolette per ottenere risultati specifici con l'ordine esatto delle parole citate.
- non preoccuparsi di come è scritto un termine, Google è abbastanza intelligente da indovinare l'ortografia.
- non inserire punteggiatura.
- comprendere che il risultato sarà diverso per ognuno, anche se il termine usato è lo stesso (dipende dal browser, dalla cronologia, dalla località, personalizzazione, data center, test degli algoritmi).

Cosa possono fare i genitori?

- Informare e promuovere lo spirito critico
- Parlate con i vostri figli e spiegate loro che **non tutto** quello che si legge su Internet **è vero**.
- Spiegate loro quanto sia importante assumere un atteggiamento critico nei confronti di notizie, informazioni, foto o video.
- Cercate esempi di notizie false, foto manipolate, ecc. e discutetene con loro.
- Spiegate loro i possibili motivi della diffusione di false notizie e che sono dannose, perché seminano discordia e confondono le idee.
- Sosteneteli nello svolgimento di verifiche complesse come il controllo dell'URL o la ricerca inversa della fonte di un'immagine.
- Mostrate loro come ricercare informazioni attendibili e di qualità su Internet:

La presenza di fonti è un indice di attendibilità dei nostri contenuti: cerca nel testo indizi quali citazioni di esperti, riferimenti a libri e pubblicazioni, link verso altri articoli e siti. Nel caso di una pubblicazione scientifica, troverai alla fine la bibliografia delle fonti consultate.

- Esortate i vostri figli a informare voi o un'altra persona di fiducia se incappano in contenuti falsi o confusi.
- Segnalate le notizie false e i contributi inadeguati presenti sui media sociali (Facebook, Twitter, ecc.) o su altre pagine all'operatore del sito. Esistono anche servizi online che raccolgono fake news e altre manipolazioni (p.es. attivissimo.blogspot.ch, butac.it o bufale.net).
- Se sospettate di essere in presenza di un reato, fate uno screenshot e inviatelo alla polizia.

Come fare la ricerca inversa delle immagini

Vai al sito web contenente l'immagine. Tocca e tieni premuta l'immagine.

Tocca Cerca immagine con Google Lens. Per cercare parte di un'immagine, trascina gli angoli della casella intorno alla selezione

