Course materials for the teacher

Medienkompetenz Klasse 7: Durchblick im Feed

7 lessons · approx. 90 minutes of teaching · 13 interactive tasks · As of: 23/11/2026

Wer entscheidet, was du siehst? Nachrichten, Falschmeldungen, Algorithmen, Werbung und warum Spiele so fesseln.

How the course works

You lead the course at the board and decide yourself when to cover which lesson. The course does not expire. The class does not sign up: no names, no account, no signing in at the start of the lesson. You unlock interactive tasks one by one: a QR code appears on the board for each, the class answers on their phones, and “Reveal” shows the correct answer on the board and on every phone at the same time. The answer key to all quiz questions is in your cockpit; this open PDF deliberately leaves it out so it does not reach the class in advance. At the end you close the course. Nobody in the class registers; there are no names, accounts or e-mail addresses and therefore no individual certificates. This course has no phishing training, which is only part of the course “Digital self-defence”.

What you need: a projector or display with internet access, and the class with smartphones. Anyone without a phone joins in with their neighbour.

Link to the Baden-Württemberg curriculum

Klasse 7 (etwa 12 bis 13 Jahre) · Scope: zwei Doppelstunden, Lektionen einzeln einsetzbar · As of 03.10.2026

Der Lesehilfe-Schwerpunkt für Klasse 7, „Manipulation durch Medien" und „Gaming": Wer entscheidet, was ich sehe? Nachrichten, Falschmeldungen, Algorithmen, Werbung, Spielmechaniken. Fields of action of the guiding perspective “Living and learning in a digital world”: Medien und Mediengesellschaft analysieren, Informationen sammeln, verstehen, bewerten, Verantwortungsvoll handeln und schützen.

Area	Competence (reading guide for computer science and media education 2026/27 or 2016 curriculum)

Digitalität und Partizipation (Klasse 7: Manipulation durch Medien, Gaming)	Akteure im digitalen Raum und ihre Interessen; Einflussnahme durch Algorithmen, Bewertungen, Werbung; Desinformation und Fake News; psychologische und soziale Aspekte von Gaming, Monetarisierung Lessons: Fake News, Algorithmen, Werbung und Influencer, Gaming
Information und Daten	Akteure und Motive für Veröffentlichungen; Informationen kriterienbasiert prüfen Lessons: Wie eine Nachricht entsteht, Fake News
Leitperspektive Medienbildung	Medienanalyse, Mediengesellschaft, Information und Wissen

This mapping is the provider's professional assessment, not an official approval. For grades 8 to 10, the 2016 curriculum applies until the computer science and media education curriculum takes effect (2027/28).

Overview of the lessons

Lesson		Interactive tasks
1.	**Getting started: how much media is actually in your day?** Grade 7 · Digitalität und Partizipation What we spend our time on every day and who decides what we see while doing it.	Word cloud, Quiz
2.	**How a news story is made and how you recognise quality** Grade 7 · Information und Daten Newsroom, sources, opinion and news: the difference between journalism and a post.	Quiz
3.	**Fake news and disinformation: the fact-check game** Grade 7 · Digitalität und Partizipation How made-up stories are built, why they spread so fast and how you check them.	Game: faktencheck, Quiz
4.	**Why do you see exactly this? Algorithms and filter bubbles** Grade 7 · Digitalität und Partizipation How recommendation systems decide what ends up in your feed and what that does to you.	Word cloud, Quiz
5.	**Advertising, influencers and the money behind them** Grade 7 · Digitalität und Partizipation Who earns money from what, how advertising has to be labelled and how in-app purchases work.	Quiz
6.	**Gaming: Why You Can't Stop** Grade 7 · Digitalität und Partizipation What makes games so gripping (motivation, immersion, story), what they mean socially (team, belonging, pressure, isolation), how they make money, and how to assess your own use honestly.	Word cloud, Quiz, Quiz

7.	**Zusammenfassung: Wer entscheidet, was du siehst?** Supplement · Zusammenfassung Sicherung der Klasse-7-Reihe: Nachrichten, Falschmeldungen, Algorithmen, Werbung, Gaming.	Word cloud, Quiz

The following pages contain each lesson in full, with all quiz questions and answer options. You will find the marked solutions only in your Cockpit.

1. Getting started: how much media is actually in your day?

What we spend our time on every day and who decides what we see while doing it.



Do the maths

Phone in bed in the morning, music on the way to school, videos at break, streaming in the evening. Young people in Germany spend on average **more than three hours a day** on online media, not counting school or homework. That is more time than most of them spend talking to their family.

Word cloud

Which app do you open first thing in the morning?

What this course is about

Media literacy does not mean "being good with your phone". It means: **being able to make sense of what you see.** Who made this? Why am I seeing it? Is it even true? And am I allowed to pass it on?

Over the next few lessons we will look at:

- how a real news story is made and how a made-up one is
- how you can spot AI images and deepfakes
- why exactly this video was suggested to you
- who earns money from your attention
- what you may post and what you may not

> **Important**
>
> Everything you are shown was selected by someone. Either a person or an algorithm. It is never chance.

Three questions that always help

1. **Who is saying this?** Is there a name, a legal notice, an editorial team?
2. **Why am I seeing this?** Is it advertising, opinion, news or entertainment?
3. **How do they know?** Is a source given that you can check?

These three questions take ten seconds and save you from most mistakes.

> **Quiz question**
>
> **You see a video that makes you angry. What do you do first?**

Answer options
Share it straight away so everyone sees it
Check who uploaded it
Check whether a serious source reports the same thing
Write in the comments that it is outrageous
Do nothing for a moment and think

> **Tip**
>
> The strongest response to an outrageous post is the thumb that does **not** hit "Share".

2. How a news story is made and how you recognise quality

Newsroom, sources, opinion and news: the difference between journalism and a post.



The path of a news report

At a serious newsroom, this happens before anything is published:

1. **Tip-off**: someone reports something, a news agency, an authority, a person on the spot
2. **Verification**: at least two independent sources confirm the core facts
3. **Counter-check**: the other side is asked
4. **Editing**: someone else reads it through
5. **Publication**: with a name, a date and a responsible person in the legal notice
6. **Correction**: if something turns out to be wrong, it is visibly corrected

With a post, this happens: write it, send it. That is the whole difference and the reason why a post is faster and a news report is more reliable.

> **Addition**

> News agencies such as dpa, Reuters or AFP supply almost every newsroom. If a story does not show up anywhere else even though it would be huge, that is a warning sign.

News, commentary, advertising

Form	Goal	How to recognise it
News	to inform	factual, sources given, author named
Commentary / opinion	to convince	labelled as "commentary", first person, value judgements
Feature / reportage	to bring something to life	scenes, quotes, one person at the centre
Advertising / ad	to sell	"Ad", "Sponsored", "Advertisement", product link
Satire	to entertain, to exaggerate	obvious exaggeration, note in the legal notice

If you mistake one of these forms for another, you have misunderstood the message, even if every word in it is true.

> **Important**
>
> An opinion cannot be "wrong", but a claim of fact can. That is why it pays to separate them while reading: what can be checked here, and what is a judgement?

How to recognise a usable source

- **Legal notice** with an address and a responsible person
- **Date** and **author's name** are given
- **Sources** are named and linked
- **Corrections** are marked, not secretly deleted
- The headline **does not promise more** than the text delivers

Quiz question

Which sentences are claims of fact that can be checked?

Answer options
"From Monday the city has cancelled bus number 12."
"Bus number 12 was the worst bus in the city anyway."
"Last year there were 240 accidents at this junction."
"This junction is a disgrace."
"The manufacturer confirmed the recall on Tuesday."

Tip

With a shared screenshot, always click through to the original source. A screenshot can be faked in thirty seconds, a website cannot.

3. Fake news and disinformation: the fact-check game

How made-up stories are built, why they spread so fast and how you check them.



Why made-up stories are faster

A study by MIT analysed millions of tweets: false news spreads on social media **faster and further** than true news. Not because bots are so powerful, but because people share it. Made-up stories are more exciting, and excitement gets shared.

> **Important**
>
> Disinformation is spread on purpose, misinformation is a mistake. For you, at the moment you share it, it makes no difference: you spread both just as far.

The usual building blocks

- **Real picture, wrong context**: the photo is real, but six years old and from another country

- **Numbers without context**: "500 cases!" without saying of what, where, over what period
- **Quote without a source**: supposedly said, never proven
- **Real source, twisted message**: the study exists but says something different
- **Urgency**: "Share this before it gets deleted!"
- **Missing sender**: no name, no legal notice, no date

Your four-step checking tool

1. **Check the sender**: who is this, does the site really exist?
2. **Check the date**: is the story from today or from 2019?
3. **Cross-check**: do other independent sources report the same thing?
4. **Reverse image search**: upload it to Google Lens or TinEye and see where it appeared before

> **Tip**
>
> Reverse image search is the sharpest tool of all and takes ten seconds. Upload a screenshot and you will see when the picture first appeared.

Learning game

Five headlines, real or made up. Unlock the game, let the students tap their answers individually, and then go through the reasoning on the board, especially the cases where the class got it wrong.

Who helps with checking

- **Correctiv**, **dpa fact check**, **AFP fact check**: German-language fact checks
- **Mimikama**: mainly checks viral content from social media
- **Google Lens / TinEye**: reverse image search

Quiz question

How do you recognise a story that is probably made up?

Answer options

No author, no date, no legal notice
"Share this before it gets deleted!"
The text contains numbers
The headline promises far more than the text delivers
No other outlet reports on it
The post has lots of likes

4. Why do you see exactly this? Algorithms and filter bubbles

How recommendation systems decide what ends up in your feed and what that does to you.



Your feed is not a window, it is a selection

No platform shows you everything. It shows you whatever is likely to keep you there the longest. This is measured by your behaviour: how long you watch, what you like, where you scroll on, when you open the app again.

> **Important**
>
> The algorithm's goal is not for you to be well informed. The goal is for you to stay.

What pushes content to the top

- **Watch time**: videos you watch to the end
- **Reactions**: comments count more than likes, and arguments create comments
- **Similarity**: people with similar behaviour watched it too

- **Newness**: freshly uploaded content is shown as a test

That is why outrageous and extreme posts end up higher than calm ones. Not because anyone wants it that way, but because they hold attention longer.

Filter bubble and echo chamber

When for weeks you are only shown similar things, you get the impression: "Everyone sees it this way." This is called a **filter bubble**. If on top of that everyone in your groups says the same thing and disagreement disappears, it is an **echo chamber**.

> **Addition**
>
> You cannot notice the bubble from the inside. The only test: ask someone who uses their apps differently what is in their feed. It is usually a different world.

What you can control yourself

- Actively use **"Not interested"**, it works better than scrolling past
- **Unfollow** accounts that regularly make you angry
- Deliberately follow **two sources** that do not share your opinion
- Choose a **chronological feed** where the app offers one
- Look at your **screen time**, not as a punishment but as a measurement

Word cloud

How do you feel after 30 minutes of scrolling, in one word?

Quiz question

What pushes you to the top of the algorithm?

Answer options
People watching for a long time
Lots of comments and arguments
The content being true

Similar users having watched it too
The source being reputable

5. Advertising, influencers and the money behind them

Who earns money from what, how advertising has to be labelled and how in-app purchases work.



If you are not paying, you are not the customer

Most apps cost nothing. They still make money, with advertising that is tailored to you. For that, they measure what you like, where you are and how long you stay. This is allowed and disclosed, it is just rare for anyone to stand next to you and explain it.

What advertising looks like today

- **Ad in the feed**: looks like a normal post, marked "Sponsored"
- **Product placement**: the product is simply in the picture
- **Affiliate link**: there is money per click or purchase
- **Discount code**: the personal code is how the payment is tracked
- **Giveaway**: you pay with your address details and reach

Important

> In Germany, paid advertising must be clearly labelled, with "Werbung" (advertising) or "Anzeige" (ad). "#ad" at the very bottom among thirty hashtags is not enough legally.

Why this matters to you

An influencer who is paid by a company will not say the product is bad. That is not malice, that is the contract. So a recommendation is only a real recommendation if nobody paid for it.

> **Tip**
>
> Before you buy something a person in a video recommended: search for the product name plus "review" or "experiences". Two minutes that regularly save money.

In-app purchases and loot boxes

Games make money from small amounts. The mechanism is the same everywhere: first it is free, then it gets tedious, then there is a shortcut for €2.99. Loot boxes add to this: you pay for a random chance, not for an item.

- **From age 7, purchases need parental consent** (in Germany: § 107 BGB, the Civil Code; the "pocket money rule" has tight limits)
- **Subscriptions** renew automatically. Check the notice period
- Do not store **payment details** permanently on your device

Quiz question

What counts as advertising that must be labelled?

Answer options
A video the company paid for
A post with the manufacturer's personal discount code
A product that was sent for free and is shown

A favourite product someone bought themselves and shows without getting anything in return
An affiliate link in the description

6. Gaming: Why You Can’t Stop

What makes games so gripping (motivation, immersion, story), what they mean socially (team, belonging, pressure, isolation), how they make money, and how to assess your own use honestly.



Games aren't evil. But they are built.

A good game is a good game: story, skill, friends, fun. At the same time, game companies employ psychologists whose job is to make sure you **keep playing**. Both are true. If you know the mechanics, you still play, but **more consciously**.

Why it grips you so much

- **Rewards in small doses.** Level-up, chest, new skin, progress bar. Your brain gets small wins all the time; in real life they come less often.
- **Immersion.** You're not at the screen, you're *in it*. The world, the sound, the character: after an hour, stopping feels like being torn out of a film.
- **Storytelling.** "Just this one mission." Games deliberately end with loose threads.
- **Artificial scarcity.** "Today only", daily quests, login bonuses. Skip a day and you lose something.

Word cloud

What keeps you hooked most in your favourite game? One word.

What it means socially

For many people, gaming is where friendships happen: team, voice chat, winning together. That's real and valuable. But it also has downsides:

- **Belonging** can turn into **peer pressure**: "Come online, or we'll lose."
- **Teamplay** is great until the tone in voice chat turns: insults, exclusion, hate.
- **Isolation** is possible even though you're talking to people all the time, when your online friends become your only friends.

Important

The question isn't "How many hours?" but: **What are you dropping for it?** Sleep, school, sport, friends in real life, family. If one of these regularly loses out, it's too much.

How games make money

Most games are free. The money comes from **monetisation**:

- **Loot boxes**: you pay without knowing what you'll get. At its core that's gambling, which is why it's banned in some countries.
- **Battle pass**: pay, then you *have to* play so it's "worth it".
- **Skins and currencies**: with a fantasy currency you don't notice that 2,800 V-Bucks are real money.
- **Pay-to-win**: whoever pays wins. Whoever doesn't pay is cannon fodder.

Quiz question

Which mechanics are meant to make you keep playing or pay?

Answer options
Daily login bonuses that are lost if you skip a day

Loot boxes with unknown contents
A fantasy currency instead of amounts in euros
A good story with a proper ending

An honest check

Answer for yourself (not out loud):

1. Do I get **irritable** when I have to stop?
2. Do I play to **avoid something** (homework, arguments, boredom, sadness)?
3. Have I **cancelled** something in the last few weeks so I could play?
4. Do I sometimes **lie** about how long I play?

Two or more yeses: no reason to panic, but a reason to talk to someone and make rules for yourself.

Quiz question

How can you tell that gaming is taking up too much space?

Answer options
I cancel plans with people so I can play
I play so I don't have to feel arguments or sadness
I play for three hours with friends at the weekend
I'm looking forward to the new update

> **Tip**
>
> Make your playing time visible (your console or phone shows it), set **an end before you start** ("until 7 pm", not "one more round"), and have at least one thing a week that has nothing to do with screens and belongs only to you.

7. Zusammenfassung: Wer entscheidet, was du siehst?

Sicherung der Klasse-7-Reihe: Nachrichten, Falschmeldungen, Algorithmen, Werbung, Gaming.



Fünf Dinge, die bleiben sollen

- **Nachrichten haben einen Weg.** Wer nachgefragt hat, ist verlässlicher als wer nur schnell war.
- **Falsches verbreitet sich schneller als Richtiges.** Dein Daumen entscheidet, ob die Kette weitergeht.
- **Der Feed ist eine Auswahl, kein Fenster.** Er zeigt, was dich hält, nicht was dich klug macht.
- **Wer nichts bezahlt, ist nicht der Kunde.** Werbung versteckt sich in Codes, Links und Lieblingsprodukten.
- **Spiele sind gebaut, damit du bleibst.** Lootbox-Chancen werden nicht besser, egal wie oft du ziehst.

> **Important**
>
> Drei Fragen für alles, was auf dem Schirm landet: Wer hat das gemacht? Warum

> sehe ich das? Was passiert, wenn ich es weitergebe?

Wie es weitergeht

In Klasse 8 und 9 geht es um KI-Werkzeuge, erzeugte Bilder, Cybermobbing und das Recht am eigenen Bild. Was du hier gelernt hast, brauchst du dort wieder.

Word cloud

Welchen Satz aus dieser Reihe nimmst du mit?

Quiz question

Welche Aussage stimmt?

Answer options
Wenn ein Video viele Likes hat, ist es wahrscheinlich wahr.
Der Feed zeigt bevorzugt, was dich lange hält, nicht was wichtig ist.
Eine Lootbox-Chance wird besser, je öfter man zieht.
Werbung muss immer mit „Anzeige" gekennzeichnet sein, deshalb erkennt man sie sofort.