

Knowledge Organiser

PSHE including RSE

Year 4 Spring Living in the wider world - Media literacy and Digital resilience



Vocabulary

Digital footprint	The information about a particular person that exists on the internet as a result of going online.
advert	A notice that tells people about a product.
factual	Is true.

- Everything that is shared online has a digital footprint.
- Organisations can use personal information to encourage people to buy things.
- Recognise what online adverts look like.
- Compare content shared for factual purposes and for advertising.
- People might choose to buy or not buy something online e.g. from seeing an advert.
- Search results are altered based on the popularity of the website and that this can affect what information people access.