

Always Changing & Growing Up

Spot the Ad Tricks

Name: _____

Date: _____

Instructions:

Online ads, videos, and posts are often edited or created to grab attention, sell something, or influence what we think. This activity helps you learn how to spot the tricks used by these online ads, videos and posts so you can make smart choices online.

Step 1: Look Closely

Your teacher will show you an image, video, or social media post.

Answer these questions:

What do I notice first? _____

• How does this make me feel? _____

• What do I think this is trying to make me do or believe? _____

Step 2: Spot the Ad Tricks

Check all the tricks you think might be used:

- Filters or editing (skin looks extra smooth, colours are very bright)
- AI images or videos (looks real but may be computer-made)
- AI influencer (a person who might not be real)
- Deepfake (someone saying or doing something they didn't really do)
- Fake or misleading information (no source, big promises, strong emotions)
- Before-and-after tricks (lighting, angles, or poses change the result)
- Hidden ad (looks like a regular post but is selling something)

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Step 3: Critical Thinking

Answer at least two questions below:

• Who made this and why? _____

• Is this trying to sell something or get attention? _____

• Could this be edited or created by a computer? _____

• What information might be missing? _____

• How could seeing this again and again affect someone? _____

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Step 4: Decide

Circle one: Probably Edited | Not Sure / Needs Checking

Explain your thinking: _____

Step 5: Reflection

Finish this sentence:

One trick I will watch out for online is _____
because _____

Remember: Not everything online is real or healthy. If something confuses you, feels uncomfortable, or seems misleading, talk to a trusted adult about it.
Be an active thinker, not a passive scroller.

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