PCS edventures!™

Click or Close?
Cybersecurity Games for Grades 7-12

Ads are all around us. You may even have clicked on an ad to find this freebie! Many ads are meant to sell genuine products and services, or share public service announcements and other helpful information. However, not everyone online has the best of intentions. It's important for kids of all ages to learn how to identify ads and avoid dangerous content online.

PCS

HANDS-ON STEM EDUCATION

For over 30 years, PCS Edventures has inspired students to develop a passion for Science, Technology, Engineering and Mathematics (STEM), focusing our efforts on making learning and discovery a fun and interactive process for grades K-12.

- Classroom
- After-School
- Home School

Educator Prep

Materials:

- Activities on pages 4-9 printed (1 per learner or group)
- Colored pencils, crayons or markers

Prep:

- Read through the game instructions.
- Print out pages 4-9 for each small group of learners. Provide some coloring supplies.
    - Cut out the game cards ahead of time, or provide scissors so your learners can cut them out.
- Print out a copy of the answer sheet for each learner. Or, go over the answers together as a class.

Objective:

Understand that most ads are designed to sell products, but not all ads are legitimate. Learn how to identify common signs of scams.

STEAM Connections:

- Technology: Technology Literacy / Digital Citizenship
- English Language Arts

Key Terms:

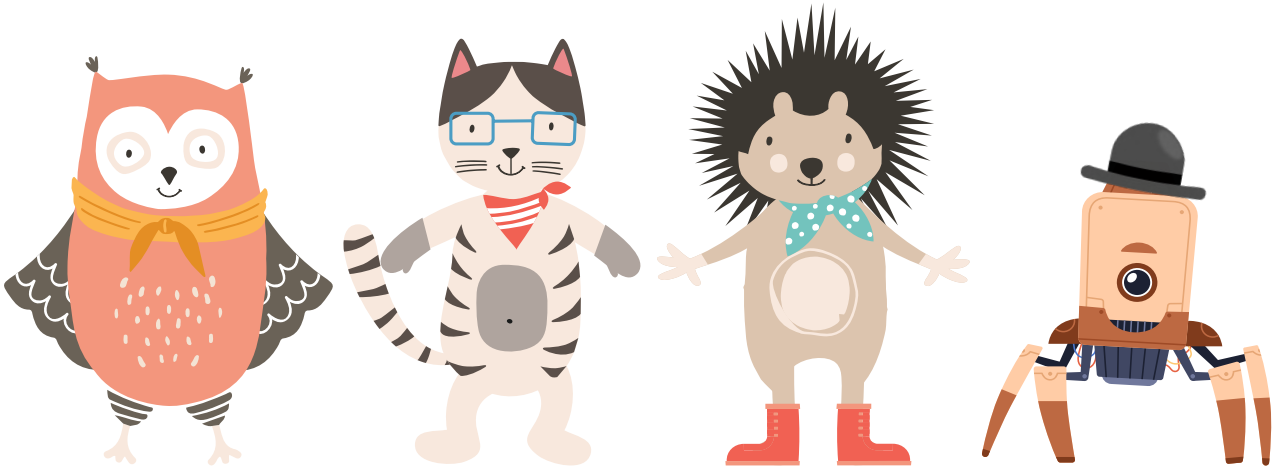
- Authentic: Truthful, trustworthy, genuine.
- Advertisement (Ad): A message that shares products or information. Fake ads may lead to dangerous sites or malware.
- Malware: Software that harms a system, steals money, or collects personal information.
- Scam: A message that tricks people into downloading malware, sharing personal information, or sending money.
- Bad Actor: A person who breaks into systems to install malware, steal money, or collect personal information.

Background Information:

Ads are all around us. Every day, we see billboards on the drive to school, hear ads on the radio, see pop-ups on our phones and watch influencers promote their sponsors. You may even have clicked on an ad to find this freebie.

While most ads are posted by legitimate businesses and organizations, there are many ads out there that lead to dangerous websites or malware. With emerging technology covering more and more of our world with ads, it becomes critical to learn how to spot the fakes.

Read through Ada and Patti's story to set the scene, then practice identifying good and bad ads with this fun game!



Story

Welcome to the ad moderation team! Our company sells ad space on our website to earn money to run the site, pay employees, and cover other business costs. Your job is to approve or deny ads that we have received.

Moderators often work with automated systems to find ads or user posts that do not follow the site's terms of use. These systems take user reports, search for keywords, check links, and use other methods to find posts that may break the rules. Today, your role is to check the ads that have been flagged for moderation.

Many of the ads you'll see are authentic. They come from trusted sources, like businesses or organizations with good reputations. Authentic ads are honest and promote products, services, or other messages that are useful and safe.

However, not everyone is honest online. Bad actors try to steal from their viewers by running scams that trick people into downloading malware, sending money, or sharing personal information.

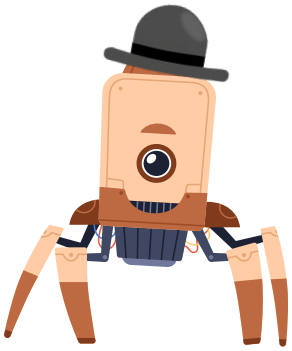
It's your job to sort through the ads and keep our viewers safe!

Looking for red flags will help you spot scams. Let's learn some common red flags and practice finding them.

Red Flags:

Scams often have at least one of these red flags.

<table>
<tr>
<td>
Emergency
Scams may scare you into acting fast, so you have no time to think.</td>
<td>
Free Money
Scams may offer free money or items. These could be real or in-game items.</td>
<td>
Personal Info
Scams may ask for details you shouldn't share without help from an adult.</td>
<td>
Misspelled
Scams may spell words wrong, use numbers in words, or use weird phrases.</td>
</tr>
<tr>
<td>
Fake Account
Scams may be posted from an empty or brand-new profile.</td>
<td>
Close, but Not Quite
Scams may use similar logos and colors to real businesses.</td>
<td>
Let's Talk in Private
Bad actors may ask to talk with you on a "more private" app.</td>
<td>
Gift Cards & Crypto
Scams often insist that you pay in gift cards or cryptocurrency.</td>
</tr>
</table>



Let's practice! Some of these ads are good, while others contain one or more red flags. Color in the red flags. Can you find all six?

@LocalGrocer

President's Day SALE!

Apparel and Home Goods at our store this weekend

SHOP

@MacFee.official

Your computer has a VIRUS!

DO NOT restart

Click Here RIGHT NOW to download anti-virus before it spreads!

@cool_girlz_xX

Want to see something cool?

Submit your credit card number to prove you're an adult.

GO NOW

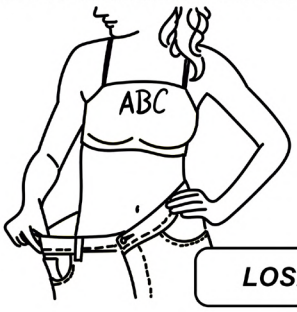
@Town_Library

Enter the Kid Library Card Art Contest

Submit a drawing for a chance to be picked for the next library card design!

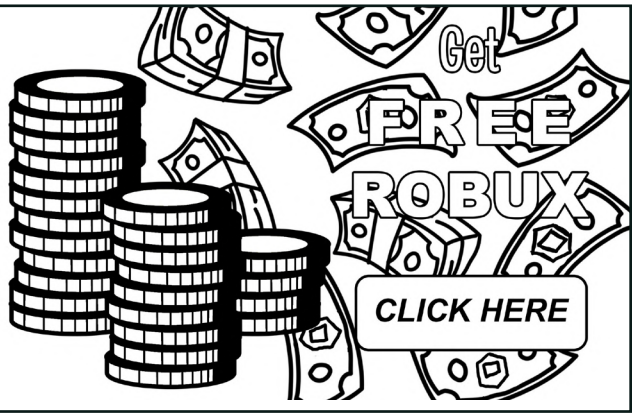
Ask a parent for help and visit our website to enter: https://library.org/contest

Doctors HATE HER!



learn his CR@ZY weightlost trick

LOSE WEIGHT NOW



Ads & Flags Game:

Help Ada and Patti approve or deny ads.

Steps:

1. Split into pairs or small groups.
2. Cut out the Ad Cards.
3. Turn the Ad Cards face-down and shuffle them into a pile.
4. Take turns drawing 1 card.
5. Does the card have a red flag? If so, set it in the Scam pile. If not, set it in the Authentic pile.
6. Repeat until you run out of cards.
7. Check your work using the answer key.

Authentic

Place approved ads in this section.

Scams

Place denied ads in this section.

Ads & Flags Game

@LocalShop

Year-End Clearance

20% off our entire shop!

December 1st-31st

SHOP NOW

20% OFF

Focus better at school!

Get fr33 pillz now

GET IT NOW

Wallet: 3,000,000,000

FREE V-BUCKS GLITCH

6,200

12,600

CLICK HERE to find out more!

FREE Concert at the Park

Join us at Local Park for this community event.

Bring friends and family for fun music and games!

Local Credit Union *HACKED!*

We can help if you call RIGHT NOW

HURRY before the hackers take your money!

CALL NOW: X-XXX-XXX-XXXX

Buy One Get One FREE

Candy • Soda • Chips

Special saving at our store this weekend!

Make it a movie night!

@FDA

SAY NO TO DRUGS

Drugs, tobacco, and vaping cause serious health problems.

Learn how to stay healthy at: *https://www.fda.gov*

@HELPKIDSN0W

Donate to help children in need

Send Gift Cards

Ads & Flags Game

Ads & Flags Game

Answer Key

@LocalGrocer
10% OFF
President's Day SALE!
Apparel and Home Goods at our store this weekend
SHOP
@MacFee.official
Your computer has a VIRUS!
DO NOT restart
Click Here RIGHT NOW to download anti-virus before it spreads!
@cool_girlz_xX
Want to see something cool?
Submit your credit card number to prove you're an adult.
GO NOW
@Town_Library
Enter the Kid Library Card Art Contest
Submit a drawing for a chance to be picked for the next library card design!
Ask a parent for help and visit our website to enter: https://library.org/contest
Doctors HATE HER!
ABC
learn his CR@ZY weightlost trick
LOSE WEIGHT NOW
Get FREE ROBUX
CLICK HERE

Answer Key

@LocalShop

Year-End Clearance

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SHOP NOW

Focus better at school!

Get fr33 pillz now

GET IT NOW

CLICK HERE to find out more!

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Local Credit Union *HACKED!*

We can help if you call RIGHT NOW

HURRY before the hackers take your money!

CALL NOW: X-XXX-XXX-XXXX

Buy One Get One FREE

Candy • Soda • Chips

Special saving at our store this weekend!

Make it a movie night!

@FDA

Drugs, tobacco, and vaping cause serious health problems.

Learn how to stay healthy at: *https://www.fda.gov*

@HELPKIDSN0W

Donate to help children in need

Send Gift Cards

Answer Key

INVEST in CRYPTO
Just pay $100 to get $200 back in cryptocurrency!
CLAIM OFFER
@coolgamestudio
Explore a vast world, craft items, and build your house in the woods in our new game!
Enter the Fantasy World
Download in the App Store
@modeling.biz
Start your modeling career today!
Send us your name, address, and a picture of yourself to get started
APPLY NOW
@town_library
Visit https://library.org/book-club for this month's book.
Teen Book Club
At the Library
@Amazon
You "are" eligible! Claim your Frée Gift Todāy
CLAIM GIFT
Cute Girls in Your Area Want To Be Friends Today
Enter your name, phone, and address to chat in private
CONNECT NOW
Free Comic Book Day
Visit our comic book store on May 5th.
Wear a costume to spin the prize wheel!
@dance.school
Learn more at https://danceschool.com!
Learn To Dance
ballet • hip-hop • jazz
Summer Break Discounts for New Students!

Answer Key

THE END IS NEAR HERE
ORDER your survival kit
before it's TOO LATE
ORDER NOW
PREORDER
the new iPhone before anyone else!
Order in the next 5 minutes before they're ALL GONE!
Pet Adoption Event
this Saturday at the humane society
Learn More
Look & Feel Your Best
Back-to-School Sale on Skincare!
Shop Now
@sephoria_real
This beauty hack will
BLOW YOUR MIND
Click to find out!!

A Year of STE(A)M Enrichment

Tasked with planning a full year of STEM or STEAM instruction but not sure where to start? **PCS Edventures' Enrichment Program Bundles take the mystery out of organizing relevant, year-long instruction.**

Complete with professional development for educators and out-of-school time coordinators, our *All-Inclusive STEAM Enrichment Bundles* strategically link our most popular programs. From classic favorites to brand-new experiences, this list makes implementing hands-on learning simple in any environment.

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Experts in Hands-On STEM Education

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