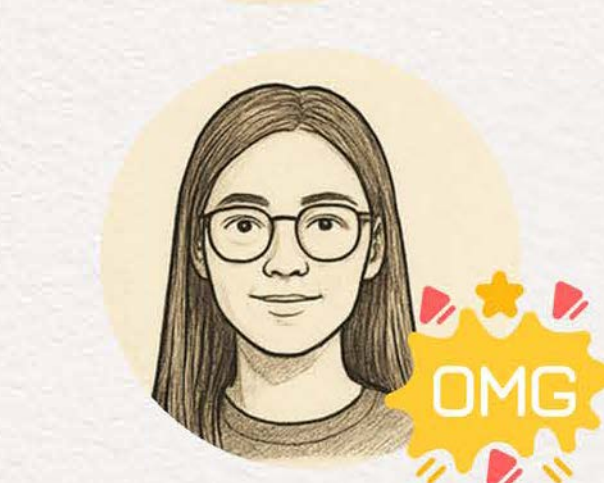


Who's Who?

INFORMATION QUALITY IN THE AI ERA

A DESIGN FICTION



INSTRUCTIONS TO FOLLOW

🎲 **Welcome to the “Who’s Who of Information?” Game!**

In this simulation, you are not just a reader — you're a detective. Your mission? Unmask the true identity of the mysterious media producers infiltrating your information ecosystem.

Each message you will read on the TADAM Community Space has been created by a participant playing a hidden role. Your job is to figure out: **Who is behind the message? What are their intentions?**

But beware: some producers are concerned with information quality... and some are not. Others may even be fictional personas created just to confuse you 🕶️.

INSTRUCTIONS TO FOLLOW

How to Play

1. Read each post carefully as it appears on the Community platform.
2. Like the messages that, in your opinion, display signs of quality information:
 - Credible sources
 - Balanced tone
 - Transparency about AI use
 - Ethical awareness
3. Comment below each post with:
 - A short evaluation of the information ("This seems reliable because...", "I doubt this message because...")
 - And your guess: "I think this was written by a... [type of profile]"
4. Interact with other consumers' comments:
 - Agree, challenge, or build upon their interpretations
 - Use your collective intelligence to unmask the producers!

Example comment:

"This message looks professional and mentions sources – I'd say it was written by someone like a data analyst or journalist."

--> Wait for the final revelation! After the interaction phase, each media producer will reveal their true identity and strategy. Were you right?

INSTRUCTIONS TO FOLLOW

👁️👁️ Some Clues About the Hidden Roles (and a few decoys...)

Among the producers, you might find:

- 📰 A journalist who doesn't trust AI and sticks to verified human sources
- 🐱 A cat-lover who believes AI is the best thing since tuna and posts accordingly
- 📢 A political activist with a strong ideological bias
- 🕊️ A peace activist who rewrites all content to make it sound more harmonious
- 🎓 A young student who thinks AI knows everything and never questions it
- 🧠 A science communicator trying to explain complex things clearly
- 🧘 A wellness guru who uses AI for affirmations and planetary alignment forecasts
- 💰 A click-hungry influencer who will say anything for engagement
- 🧩 A conspiracy theorist connecting unrelated events to reveal "hidden truths"
- 👤 A digital ghost who only posts mysterious fragments of sentences and vanishes
- 📊 A data analyst who relies on stats and visualizations
- li>• 🧑⚖️ A neutral government official (or is that just the mask they wear?)
- 🍳 A cooking blogger who accidentally wandered into the wrong community and is trying to talk about AI using food metaphors
- 🤖 An AI pretending to be human (or... a human pretending to be AI?)
- 🎭 A comedian who just wanted to see what happens when AI gets weird

Not all profiles are real. Some are invented. Can you tell the difference?

INSTRUCTIONS TO FOLLOW

A Few Rules

- **Do not create posts yourself** — your role is to observe, evaluate, and comment.
- **Media producers will not reply to comments during the game** — it's part of the mystery.
- **Stay respectful and constructive** — even when you disagree. This is a collective investigation.

Guiding Questions

- What clues are visible in the style, tone, or structure of the post?
- Are sources named? Are they trustworthy?
- How does the author talk about AI — with caution, excitement, criticism?
- Do you detect bias, exaggeration, or manipulation?

Get ready to play detective. Observe, interpret, comment, and guess.

At the end... we'll find out: **Who's who in the AI information game?**

Good luck! 