

## **#ForYou: A Game About Algorithms Game Cards**

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### *Printing Instructions*

Here are a few options for making printed cards durable:

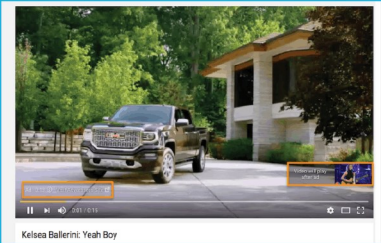
- 1) Print double-sided on cardstock paper.
- 2) Print single-sided on regular paper. Then buy regular playing cards (you can often get them cheaply at dollar stores or thrift stores). Then you can either glue these cards onto them or buy card sleeves (you can buy them at hobby stores or online), put the regular playing cards in the sleeves, then put the card fronts and backs on either side of them.
- 3) Print double-sided on stickers. Then buy regular playing cards and stick the stickers onto them.

Tutorial: <https://www.youtube.com/watch?v=l0t6PBypahI>



AD

## CAR AD



INCOME  
BRAND LOYALTY

AD

## RESTAURANT AD



LOCATION  
INTERESTS

AD

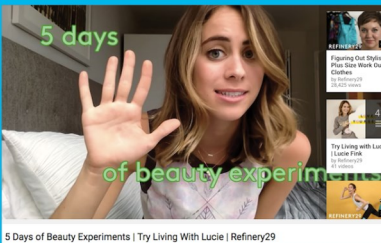
## RESTAURANT AD



INTENT TO BUY  
LOCATION

AD

## BEAUTY AD



PERSONALITY  
INCOME

AD

## VIDEO GAME AD



BRAND LOYALTY  
AGE

AD

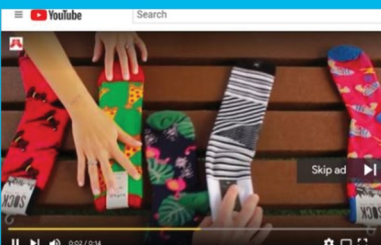
## TV SHOW AD



LOCATION  
BRAND LOYALTY

AD

## CLOTHING AD



LOCATION  
INCOME

AD

## KITCHENWARE AD



INTERESTS  
BRAND LOYALTY

AD

## LESSONS AD



INTERESTS  
PERSONALITY



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## HOUSEWARES AD

LOCATION  
INCOME

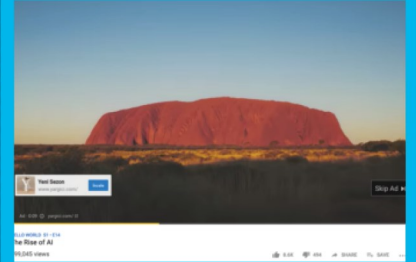
AD

## INSURANCE AD

INTENT TO BUY  
PERSONALITY

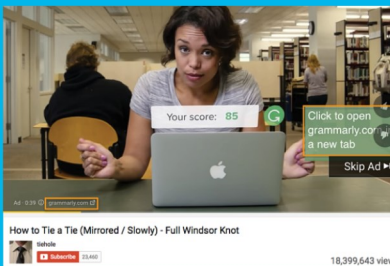
AD

## TRAVEL AD

INTERESTS  
INCOME

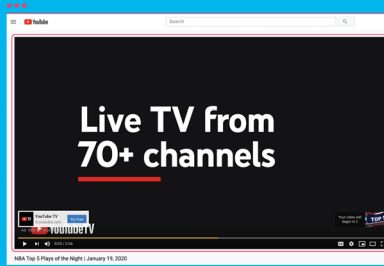
AD

## PRODUCTIVITY AD

PERSONALITY  
INTENT TO BUY

AD

## TECH AD

INCOME  
PERSONALITY

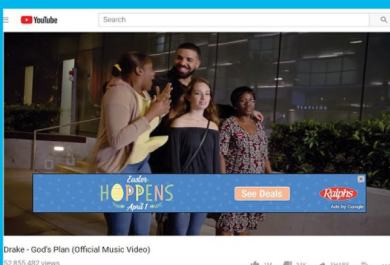
AD

## MEDICINE AD

AGE  
INCOME

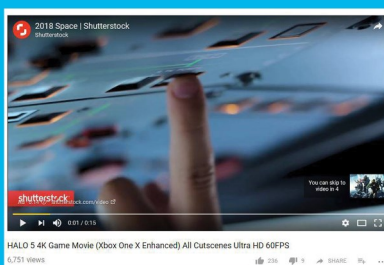
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## RESTAURANT AD

INCOME  
LOCATION

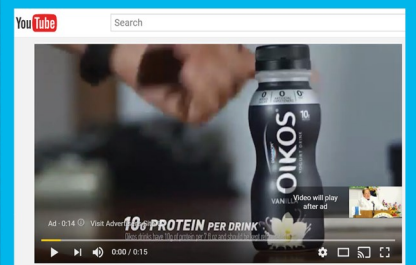
AD

## VIDEO GAME AD

PERSONALITY  
AGE

AD

## YOGURT AD

PERSONALITY  
INTERESTS

AD

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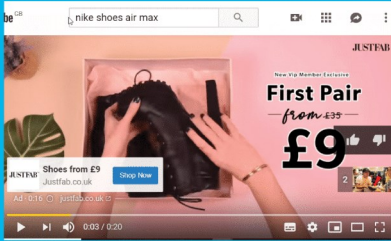
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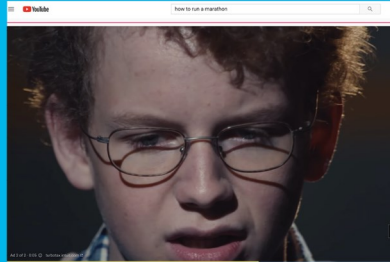
## SHOES AD



INTERESTS  
LOCATION

AD

## TV SHOW AD



LOCATION  
AGE

AD

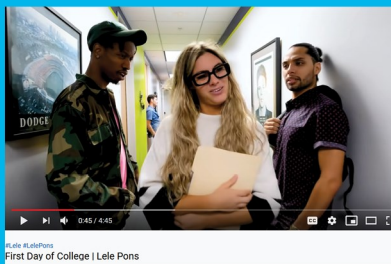
## SHAVING CREAM AD



BRAND LOYALTY  
LOCATION

AD

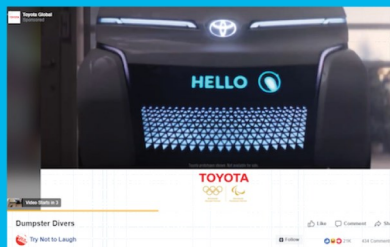
## INFLUENCER AD



INTERESTS  
AGE

AD

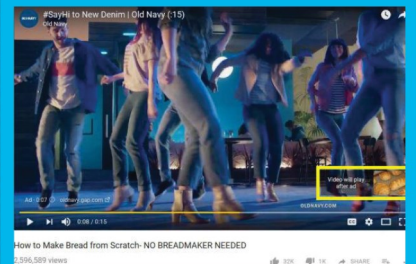
## CAR AD



INTENT TO BUY  
BRAND LOYALTY

AD

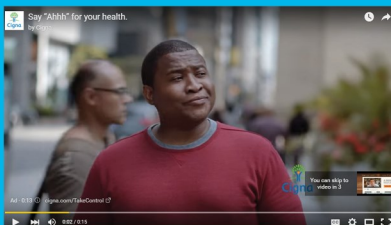
## JEANS AD



PERSONALITY  
AGE

AD

## MEDICATION AD



INTENT TO BUY  
AGE

AD

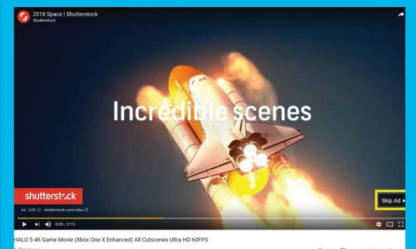
## TECH AD



INTERESTS  
BRAND LOYALTY

AD

## PRODUCTIVITY AD



INTENT TO BUY  
INTERESTS



AD

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ALGORITHM

## VIEWS



Sorts according to how many people have watched the video. It shows how popular a video is overall.

ALGORITHM

## FRESHNESS



Sorts according to how popular the video has been in the recent past. It shows if a video is getting more popular.

ALGORITHM

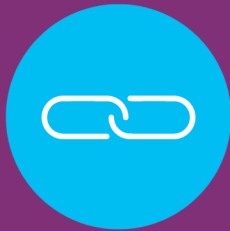
## LIKES



Sorts according to how many Likes, upvotes or replies the video got. It shows how interested people were in the video.

ALGORITHM

## LINKS



Sorts according to how many people linked to the video from other sites. It shows how popular the video was across the internet.

ALGORITHM

## SHARES



Sorts according to how many people shared the video with friends. It shows how strongly people liked the video.

ALGORITHM

## SUBSCRIBERS



Sorts according to how many subscribers the video maker had. It shows how many people will see the video when it's first released.

AUDIENCE

## AGE



Sorts according to the viewer's age. This makes sure ads reach people the right age to be interested in the product.

AUDIENCE

## INTENT TO BUY



Sorts according to how interested the viewer is in buying the product. This helps you target them with either "hard sell" or "brand building" ads.

AUDIENCE

## INTERESTS



Sorts according to what the viewer is interested in. This makes sure the viewer sees ads for things they'll want to buy.

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**AUDIENCE**

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AUDIENCE

## LOCATION



Sorts according to where the viewer is. This makes sure the viewer doesn't see ads for things in other parts of the world.

AUDIENCE

## BRAND LOYALTY



Sorts according to how much the viewer likes the brand.  
This lets you target loyal buyers and redirect ones who won't be interested.

AUDIENCE

## PERSONALITY



Sorts according to what kind of person the algorithm thinks the viewer is. This lets you target people based on fear, curiosity, excitement, etc.

AUDIENCE

## INCOME



Sorts according to how much money the viewer has. This lets you target people according to whether they can afford the product or are budget-conscious.

## BOOST

### HIDDEN POP-UP

Hidden pop-ups open an ad or video in a new window without telling you.  
Doubles the Views score for the video it's played on.

## BOOST

### RETWEET ROOM

Retweet rooms are groups of accounts that all share each other's posts, making them look briefly more popular.  
Doubles the Freshness score for the video it's played on.

## BOOST

### LIKE FARM

Like farms are groups of accounts or devices that are used to fake Likes on a video.  
Doubles the Like score for the video it's played on.

## BOOST

### GOOGLE BOMB

Google bombing is making misleading websites to control what shows up in a Google search for a word.  
Doubles the Links score for the video it's played on.

## BOOST

### SOCK PUPPET

A Sock Puppet is a fake account used to make it look like someone follows or agrees with you. Doubles the Subscribers score for the video it's played on.

**AUDIENCE**

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**AUDIENCE**

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**AUDIENCE**

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**VIDEO**

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**AUDIENCE**

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**VIDEO**

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**BOOST**  
**CONTROVERSY**

Videos and posts that are controversial get a lot more reactions than ones that aren't. Doubles the Shares score for the video it's played on.

DATA  
**VIEWS**

RACE

TARGETS  
**AGE**

What videos you've watched can show how old you are.

GENDER

DATA  
**PROFILE**

GENDER

TARGETS  
**INTENT TO BUY**

Your profile info can suggest how likely you are to buy something.

NAME

DATA  
**VIEWS**

SEXUAL ORIENTATION

TARGETS  
**INTERESTS**

What videos you've watched show what you're interested in.

DATA  
**COOKIES**

NAME

TARGETS  
**BRAND LOYALTY**

Visiting brand websites can show that you like those brands.

LANGUAGE

DATA  
**OTHER SITES**

SEXUAL ORIENTATION

TARGETS  
**INTERESTS**

Which videos you've liked or shared shows what you're interested in.

LANGUAGE

DATA  
**SEARCH HISTORY**

GENDER

TARGETS  
**BRAND LOYALTY**

Searching for a brand can show you like it.

SEXUAL ORIENTATION

DATA  
**GPS**

FRIENDS

TARGETS  
**LOCATION**

Your GPS signal shows exactly where you are.

DATA  
**PROFILE**

FRIENDS

TARGETS  
**AGE**

Your profile info usually includes your age.

NAME



**DATA**

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**DATA**

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**VIDEO**

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**DATA**

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**DATA**

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DATA

## SHOPPING HISTORY

TARGETS  
AGE

What you buy can show how old you are.

HEALTH

GENDER

DATA

## INTERACTIONS

TARGETS  
INTERESTS

Which videos you've liked or shared shows what you're interested in.

FRIENDS

RACE

DATA

## IP ADDRESS

TARGETS  
LOCATION

Your IP address shows exactly where you are.

LANGUAGE

FRIENDS

DATA

## INTERACTIONS

TARGETS  
PERSONALITY

Which videos you've liked or shared says something about who you are.

HEALTH

SEXUAL ORIENTATION

DATA

## LOYALTY PROGRAM

TARGETS  
BRAND LOYALTY

Signing up for a points program shows you like the brand.

GENDER

DATA

## SHOPPING HISTORY

TARGETS  
INTENT TO BUY

What you've bought before is a clue to what you'll buy next.

RACE

HEALTH

DATA

## LOYALTY PROGRAM

TARGETS  
AGE

Points programs track what you buy. That's a clue to how old you are.

NAME

RACE

DATA

## OTHER SITES

TARGETS  
INCOME

What you do on other sites can be a clue to how much money you make.

GENDER

HEALTH

DATA

## COOKIES

TARGETS  
INTERESTS

What you do on different websites shows what you're interested in.

LANGUAGE

GENDER

**DATA**

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DATA

## COOKIES

TARGETS  
INTERESTS

What you do on different websites shows what you're interested in.

LANGUAGE

GENDER

OPTIMIZATION

## WATCH TIME



Use your algorithm to try to make users watch as much of each video as possible.

OPTIMIZATION

## STICKINESS



Use your algorithm to make sure that users keep watching videos instead of leaving the platform.

OPTIMIZATION

## VIRALITY



Use your algorithm to make sure that users share the videos they watch with as many people as possible.

OPTIMIZATION

## ENGAGEMENT



Use your algorithm to get your users to Like, comment on and reply to as many videos as possible.

OPTIMIZATION

## DAILY USE



Use your algorithm to make sure that your users come back to your site often.

VIDEO



## LIKES LINKS

GAMES

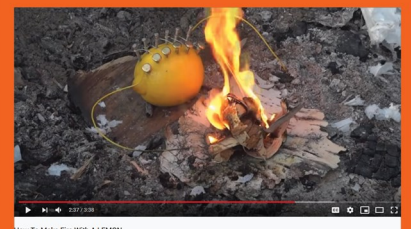
VIDEO



## VIEWS SUBSCRIBERS

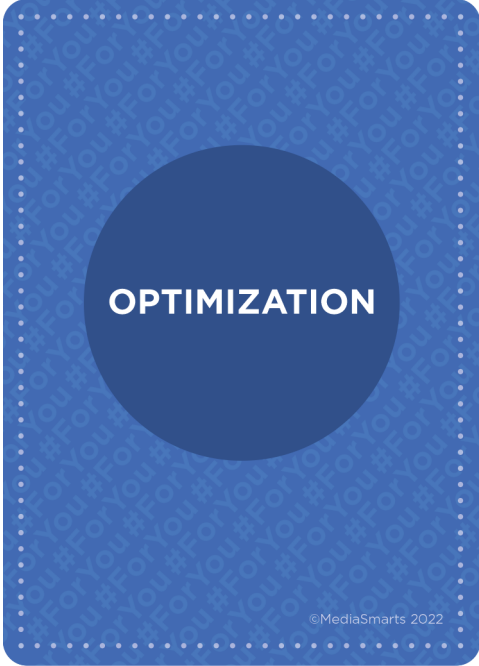
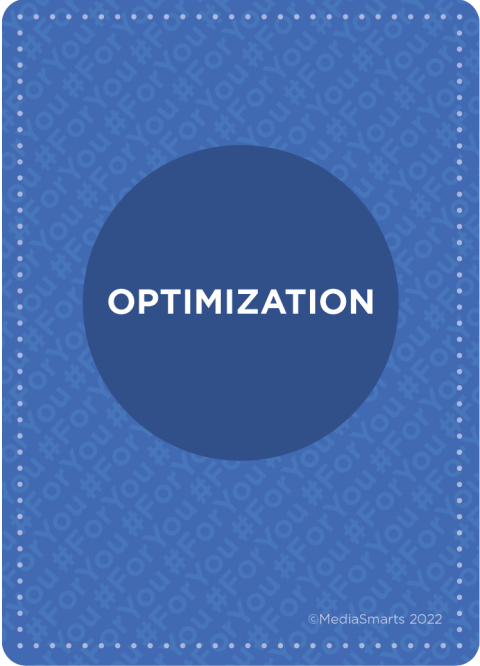
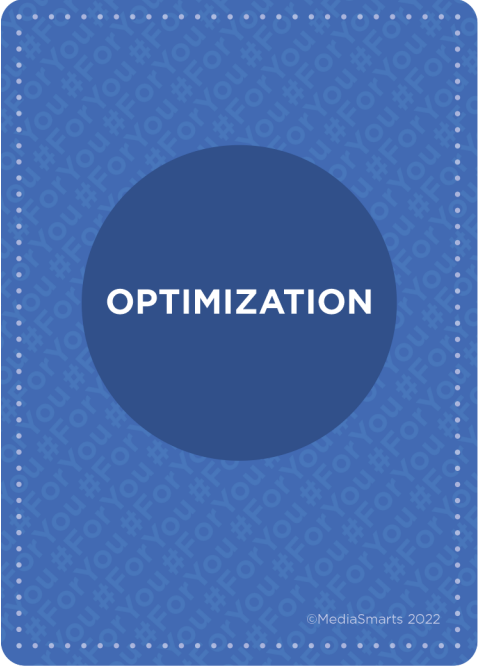
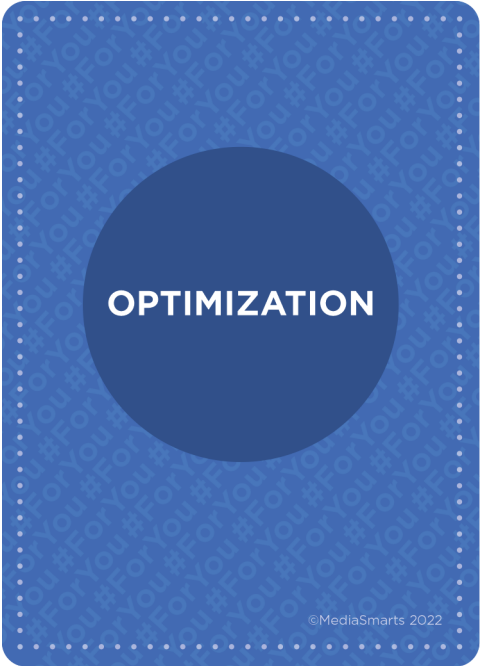
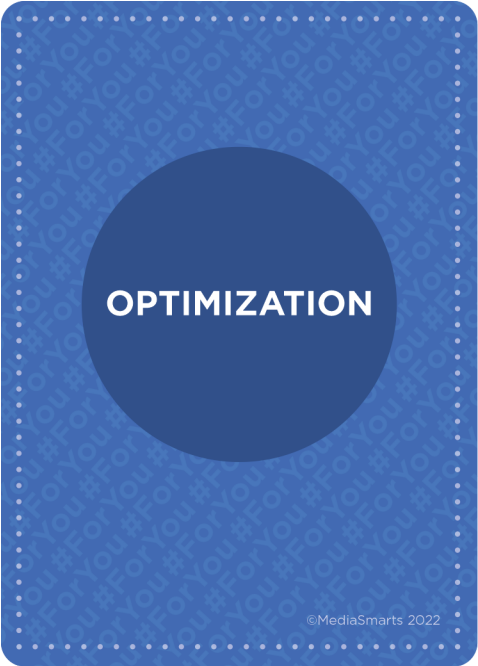
SPORTS

VIDEO



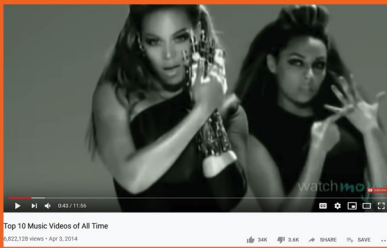
## FRESHNESS SHARES

HOW-TO





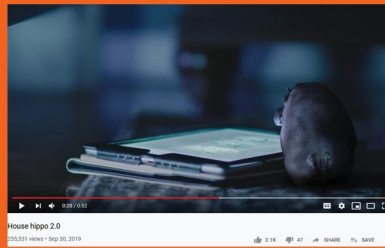
VIDEO



FRESHNESS  
LIKES

MUSIC

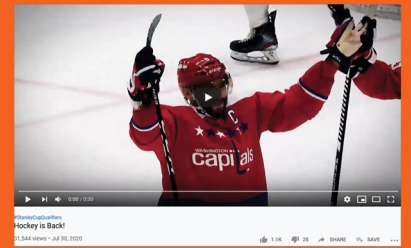
VIDEO



VIEWS  
SUBSCRIBERS

ANIMALS

VIDEO



SHARES  
LINKS

SPORTS

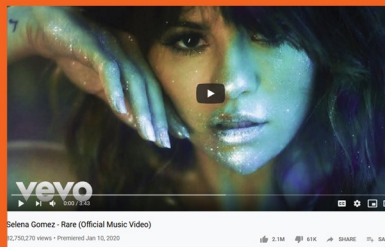
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VIEWS  
FRESHNESS

MUSIC

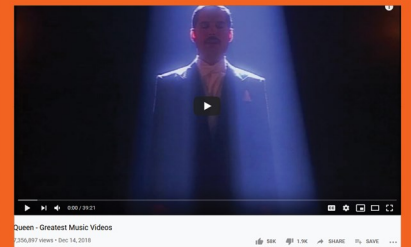
VIDEO



SHARES  
SUBSCRIBERS

MUSIC

VIDEO



LIKES  
LINKS

MUSIC

VIDEO



SHARES  
FRESHNESS

MUSIC

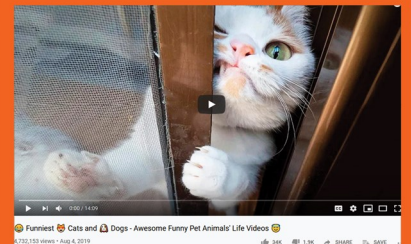
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VIEWS  
LINKS

REVIEW

VIDEO



LIKES  
SUBSCRIBERS

ANIMALS

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VIDEO



Uncle Roger Review GORDON RAMSAY Fried Rice  
10,000,000 views · Oct 20, 2020

VIEWS  
SUBSCRIBERS

REVIEW

VIDEO



The Odds of Any NFL Team Being Moved, Quick Look  
241,750 views · Jul 25, 2017

SHARES  
FRESHNESS

SPORTS

VIDEO



Kris Jenner & Kourtney Kardashian Cry Over Last Season's Fight | KUNTK | E!  
10,000,000 views · Oct 5, 2020

VIEWS  
LINKS

CELEBRITY

VIDEO



How To Fall Asleep in 2 Minutes  
10,000,000 views · May 25, 2019

VIEWS  
FRESHNESS

HOW-TO

VIDEO



15 Weirdest Cat Breeds in The World  
10,000,000 views · Jan 20, 2020

SHARES  
SUBSCRIBERS

ANIMALS

VIDEO



Meghan Markle & Prince Harry Double Date w/ Katharine McPhee & David Foster  
1,000,000 views · Oct 5, 2020

LIKES  
LINKS

CELEBRITY

VIDEO

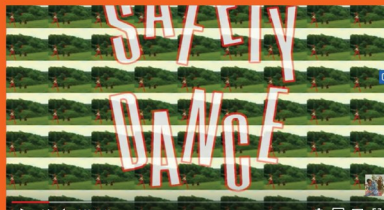


Meryl Streep and Nicole Kidman reveal their REAL birth names - The Graham Norton Show | BBC  
10,000,000 views · Oct 5, 2015

VIEWS  
LINKS

CELEBRITY

VIDEO



MEN WITHOUT HATS - The safety dance (Long 12' Version Video Clip)  
10,000,000 views · Oct 18, 2016

LIKES  
SHARES

MUSIC

VIDEO



Marc Maron: 'More Later 2015' Special Show - BEST Comedy Funny Show  
10,000,000 views · Oct 18, 2016

FRESHNESS  
SUBSCRIBERS

COMEDY

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VIDEO



Brandon's Cult Movie Reviews: THE LAST DRAGON  
173,648 views · Sep 22, 2020

VIEWS  
LIKES

REVIEWS

VIDEO



Samantha Bee's Work as a Waitress Prepared Her for Donald Trump  
24,440 views · Sep 22, 2020

FRESHNESS  
LINKS

COMEDY

VIDEO



MLB Worst Throws in Baseball History Compilation  
51,294 views · Sep 7, 2020

SHARES  
SUBSCRIBERS

SPORTS

VIDEO



How to Make Stop Motion Videos  
1,475,219 views · Jan 19, 2018

SHARES  
LINKS

HOW-TO

VIDEO

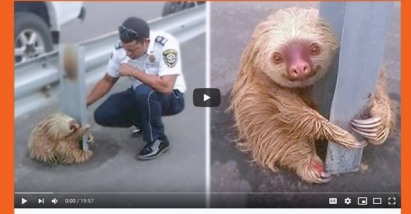


Apple Pillow Review: A 10-Pound \$100 Pillow?  
22,565 views · Aug 23, 2020

VIEWS  
SUBSCRIBERS

REVIEW

VIDEO

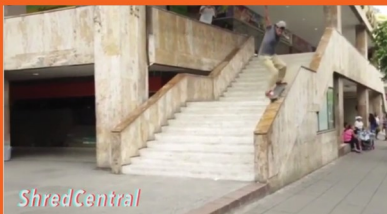


5 Times Humans Rescued Animals, And Got Thanked In The Cutest Way  
252,219 views · Aug 9, 2020

VIEWS  
FRESHNESS

ANIMALS

VIDEO



ShredCentral  
MOST DANGEROUS SKATEBOARDING TRICKS 2016! (mirrored)

SHARES  
LINKS

SPORTS

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