

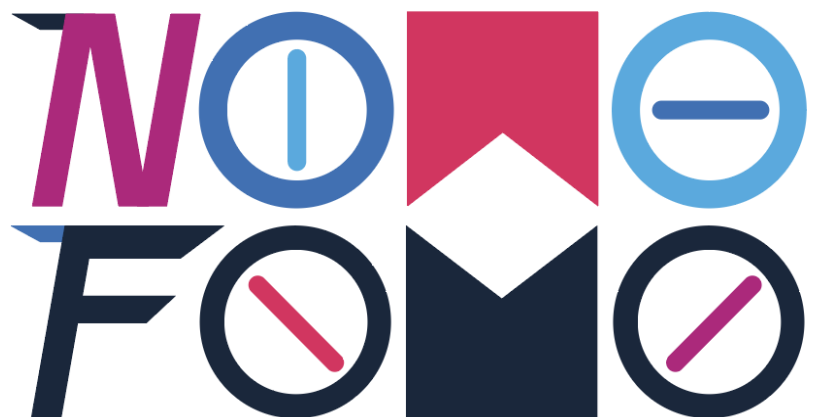


# NOMO FOMO

Interactive Infographic 4

FOMO & Impact of Celebrities and Influencers  
Online

Tutor Handbook



Positive mental health for GEN Z  
NO MOre Fear Of Missing Out



## Introduction to the Tutor Handbook

The aim of this brief handbook is to support you as a youth worker / trainer / volunteer to use the NOMO FOMO Toolkit of interactive Infographic Resources with young people. The Toolkit of Interactive Infographic Resources will provide you with learning content that addresses key issues that comprise the underlying causes of FOMO among Generation Z. These are the issues or factors that young people often experience, causing them anxiety, stress and discomfort leading to negative mental health and a wide range of different resulting conditions. In this short handbook, you will be introduced to what an interactive infographic is, a summary of the topic that is being addressed, an insight into the activities embedded in the infographic, and some guidance on how they can be used best among young people.

## Toolkit of Interactive Infographic Resources

The Toolkit of Interactive Infographic Resources comprises 12 topics associated with the topic of FOMO. Each topic is presented as an interactive poster, in which users can scan a QR code from their phone, that will bring them to an online 'resource bank'. When scanned, users will be able to access the interactive infographic resources – An Explainer Video, a Quiz, a Digital Breakout, and a Call to Action Activity. With this, a simple poster can be brought to life and be transformed into educational learning materials that you can use with young people in your youth setting. These digital resources are engaging for young people as they are feature embedded, inquiry-based, and challenge-based learning.

To effectively use the Interactive Infographic poster, we would suggest that you print them out and display them in your youth centre, at other information points in the community or at places where young people hang-out.



## Interactive Infographic Topic

### Interactive infographic 9: FOMO & the Impact of Celebrities and Influencers Online

The expansion of the internet has brought with it a new form of social interaction. Celebrities and influencers attracted millions of followers, exposing their personal routine, clothes and cosmetics they use, and several other products and services that become objects of desire and “need”. This exposure is actually a form of covert advertising, which needs to be better understood and regulated.

#### What will young people achieve?

By completing the resources in this Interactive Infographics, young people will achieve the following learning outcomes:

Theme	Knowledge	Skills	Attitude
<b>FOMO &amp; the Impact of Celebrities and Influencers Online</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of how FOMO is fostered when social media influencers / celebrities post on social media</li> <li>• Practical knowledge of how celebrity / influencers online further FOMO by posting unrealistic body images, exotic holidays, and expensive purchases</li> <li>• Factual knowledge of how celebrity and social media influencers posts can further online vulnerability among young people</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss how celebrities and social media influencers often make posts about their so called ‘perfect’ life</li> <li>• Examine how celebrity and social media influencers can drive young people into thinking that whatever they have is not enough</li> <li>• Recognise how celebrity and social media influencers posts can make young people feel vulnerable</li> <li>• Identify how celebrity and influencers’ posts can channel increased feelings of loneliness, depression, and FOMO in young people</li> <li>• Analyse the negative impact of celebrity and social media influencers lack of adherence to the</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of the problematic influence of luxurious posts uploaded by celebrities and social media influencers</li> <li>• Willingness to reduce comparing oneself to celebrities and social media influencers</li> <li>• Openness to critically think about celebrity and social media influencers posts and the reality behind them</li> </ul>



		Covid-19 restrictions can impact young people	
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## Understanding the Resources

In this section, you will gain a brief introduction to the interactive infographic resources; alongside some hints and tips for how these can be used in your group with young people.

### Explainer Video

An explainer video is a descriptive video that introduces the addressed thematic area, and investigates the concepts associated with it. *The FOMO & the Impact of Celebrities and Influencers Online* interactive infographic explains how celebrities and influencers expose their personal life in order to create trends and promote products and services.

To use this explainer video with young people in your group, you can decide to use it as an introduction to the activity, before you introduce the other resources. Using the video as such will give young people a short but detailed overview of the topic where they will begin to learn vital information about what FOMO is, and where it appears, before they complete the other activities. Alternatively, you can also upload the video to your group's YouTube Channel if you would like to share it with young people and other groups who are not directly engaged in your service.

### Digital Breakout

A Digital Breakout is the same escape room-type experience but uses Google Forms and digital clues instead of physical locks and clues. These are online adventure games in which participants solve a series of puzzles and riddles to progress to the next level. Learners, or teams of learners, follow a single storyline or scenario throughout the breakout, finding clues, cracking codes, solving puzzles, and answering questions. The purpose of a digital breakout is to teach learners about a specific topic or issue, in a fun and engaging manner.

In this digital breakout, learners will go through the scenario of social interaction with a celebrity. There will be different thoughts and mental barriers on how to interact in such a case as the whole scenario develops in an elevator. The close space forces the mind to process information faster and reflect in real life situations.



Digital breakouts can work both as an individual or group activity. You can choose to deliver the digital breakout in a group-work setting by having individual or small groups of young people completing the challenges and developing their own awareness about the topic of FOMO. If using these resources in a group-work setting, ensure that you set a time limit to complete the challenges – this will add an air of competition to the breakout sessions! The breakouts will work best in a facilitated session, in case the young people have any questions or issues they would like to raise.

### Call to Action Activity

The Call to Action Activity is a practical activity that works to engage learners in the process of ‘learning by doing.’ This learning resource will motivate young people to demonstrate what they can personally do to tackle the specific theme of FOMO addressed.

In this Call to Action Activity, learners will understand that celebrities and influencers are normal people, with weaknesses and qualities, they need to stop putting them on a pedestal. Seeing that their life is not perfect as they show in social life. This Call to Action Activity has the goal to create the common acceptance that is against mental health to feed the comparison between people, mainly between, let’s say, “common” people and celebrities.

When using this resource in your youth work setting, you can ask young people to complete the activity in groups. This can encourage learners to work together and complete the challenge. Alternatively, this activity can be completed as an individual task. You can ask learners to complete it in their spare time at home and reveal their results after one week. Once young people in your group have completed the Call to Action Activity, you can pose the following questions to them in an informal group discussion, so that you can gauge what they have learned through this experience:

- How did you find the *Not so different* activity? Could you find fears and weaknesses in common with celebrities and influencers?
- Did you find yourself comparing with famous celebrities and looking for a way to achieve the same results?
- What would be the disadvantages of being famous?

### Quiz

This quiz consists of 10 questions that alternate between multiple choice and true or false. It guides young people to test their knowledge on the FOMO & the Impact of Celebrities and Influencers



Online and can encourage learners to summarise the learning content covered in the interactive infographic. To use this quiz with young people in your group, ask them to complete the quiz once they have completed the other challenges and activities included in the Interactive Infographic. Alternatively, it can work as an activity to engage learners in the topic before beginning the other activities.

## De-Briefing Questions

Once young people in your group have completed the FOMO & the Impact of Celebrities and Influencers Online Interactive Infographic resources, you can pose the following questions to them in an informal group discussion so that you can gauge what they have learned through this learning experience:

- Is FOMO nowadays surrounding us? And is it progressively affecting our life choices for the future?
- How would you define FOMO as a marketing strategy in ethical terms?
- How would you rate the amount of influence you receive when choosing to buy products?
- Is it always guaranteed that a more expensive and luxurious product has more value?

# NO MORE FOMO

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