

## The Shed – Activity #2 (reference sheet)

*'Header' themes to be used when classifying quotes:*

**Our digital lives powerfully impact our real lives, with online influences sometimes overpowering our own sensory experiences.**

**A compelling narrative, even a fabricated one, has the power to shape human behaviour and beliefs.**

**The use of deception represents a moral dividing line between satire and fake news.**

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*Hand out the following few quotes on cards to **Groups 1 and 3** (presented below in randomised order):*

“...diners ate spruced up mac 'n' cheese, used paper napkins, and sipped wine from mugs...Despite the freezing-cold temperatures ... and microwaved food, guests loved it. "It's different, a great concept, totally mystical, and we would definitely come back," commented one couple. But did they love what they actually experienced, or what they believed the evening to be?”

– Katherine McGrath, *Architectural Digest*

“People trust online hype more than what they put in their mouth.”

– Oobah Butler

“Satire has to be transparent... the key to distinguishing fake news from satire is deception... The managing editor of The Onion [a satirical news publication]... says... “while we absolutely intend for our publication to be considered a joke and to be recognised as such, there are countless [media] outlets that [are] outright attempting to deceive their audiences with entirely fabricated stories.”

– Amanda Meade, *The Guardian*

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*Hand out the following few quotes on cards to **Groups 2 and 4** (presented below in randomised order):*

“[The Shed at Dulwich] served as another reminder of the ease with which pranksters and other dishonest actors are able to manipulate online platforms to sometimes unthinkable results.”

– Eli Rosenberg, *Washington Post*.

“The stunning hoax of The Shed at Dulwich deceived millions and showed how willing we are to consume an appetizing story.”

– Julia Creet, *The Conversation*.

“If satire dupes its audience, then it misses its target by a mile. Fake news, on the other hand, is intended to deceive, swapping the high-minded morals of satire for ideological manipulations, lies, propaganda and profit.”

– Julia Creet, *The Conversation*

“You can quite literally build a very real, high-performing restaurant and potential franchise on an absolute fiction.”

– Oobah Butler, quoted by Amber Hurwitz, *Monrowe Magazine*.