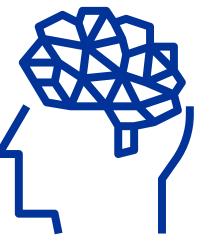


Digital Literacy: tools

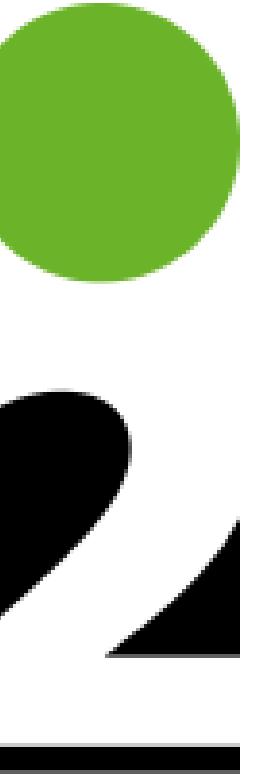
immune2infodemic.eu



DIGITAL LITERACY TOOLS



IMMUNE INFODEMIC



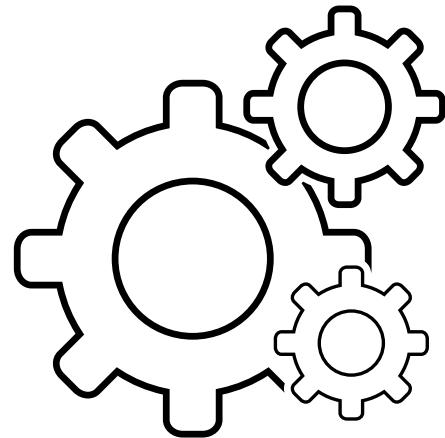
Funded by
the European Union



Information reliability and information disorders



Tools



- 1** SIMPLE SEARCH for terms
- 2** VERIFY with a simple approach
- 3** INVESTIGATE with lateral reading
- 4** CHECK images and videos
- 5** 10 AUTHENTICITY STEPS for search results or social media posts



Simple term search

There's plenty of fact checks going around. Easiest way to verify something is to search whether it has already been fact-checked.

When? Social media, web sites, claims, arguments

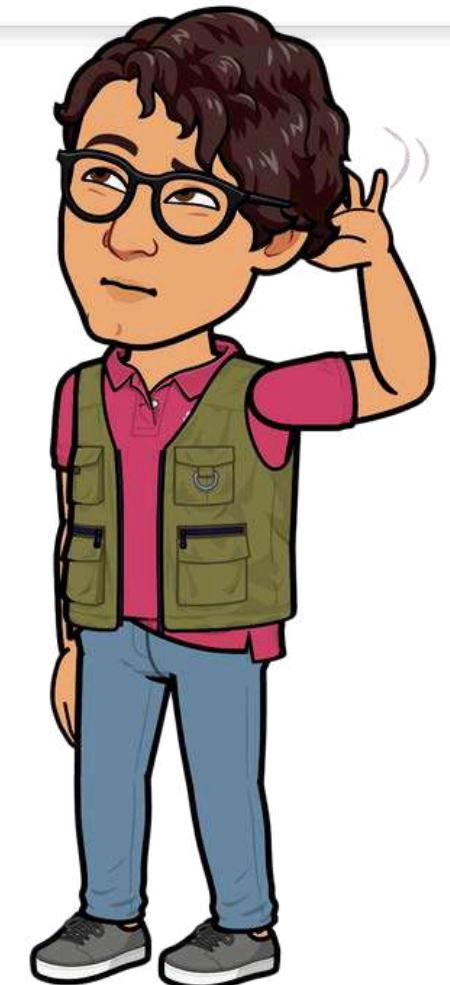
How?

- 1 Open your **search engine** (e.g. Google, DuckDuckGo)
- 2 Type **“fact check”** and **key terms** of the thing you are checking (e.g. “vaccines autism”)
- 3 OR just use **Google Fact Check Explorer**
- 4 To evaluate website reliability, just **search “(website name)” and “reliability” or “bias”** and see how other people have evaluated the site’s reliability. Don’t settle for just one source!

Fact Check Explorer

Search fact checks from the web

Recent fact checks





Verify with simple search

There's a principle to verifying information online: never settle with a single source. Always seek verification by multiple, independent sources.

When? Social media, web sites, claims, arguments

How?

- 1 When you come across **suspicious information**, do a simple search on it
- 2 Many sources cite each other, so be wary of what you rely on – sometimes you have to **browse through multiple result pages** in order to find reliable sources.
- 3 Remember: **not everything is verifiable** – e.g. opinions!

Level: ★★☆



Is the moon made out of cheese



All Regions ▾ Any Time ▾

Why Do People Say the Moon is Made of Cheese? - Mental Floss

MF www.mentalfloss.com/article/53107/why-do-people-say-moon-made-cheese

Though the idea that the **moon is made of cheese** has been around for millennia, it's doubtful that anyone ever actually believed it, at least not academically. The earliest record of this bizarre...

The Moon is made of green cheese - Wikipedia

W en.wikipedia.org/wiki/The_Moon_is_made_of_green_cheese

The **Moon is made of green cheese** Wolf seeing an appetizing reflection of the **Moon** in water. The fable type has a simpleton mistaking this for a round white **cheese**. "The **Moon is made of green cheese**" is a statement referring to a fanciful belief that the **Moon** is composed of **cheese**.

Scientists Finally Confirm What's Inside The Moon - ScienceAlert

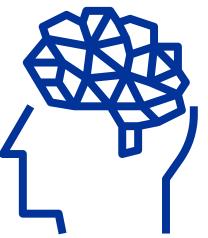
S www.sciencealert.com/scientists-finally-confirm-whats-inside-the-moon

By Michelle Starr Earth's **Moon**. (Thomas Campbell/NASA) Well, the verdict is in. The **Moon is not made of green cheese** after all. A thorough investigation has found that the inner core of the **Moon is**, in fact, a solid ball with a density similar to that of iron.

Is the Moon Really Made of Cheese? | Space

S www.space.com/14741-moon-composition-cheese.html

Solar System The **moon Is the Moon Really Made of Cheese?** News By Space.com Staff (space.com-spacekids_logo_bar-120229b) published 1 March 2012 This NASA **moon** rock was collected by...



Level: ★★☆

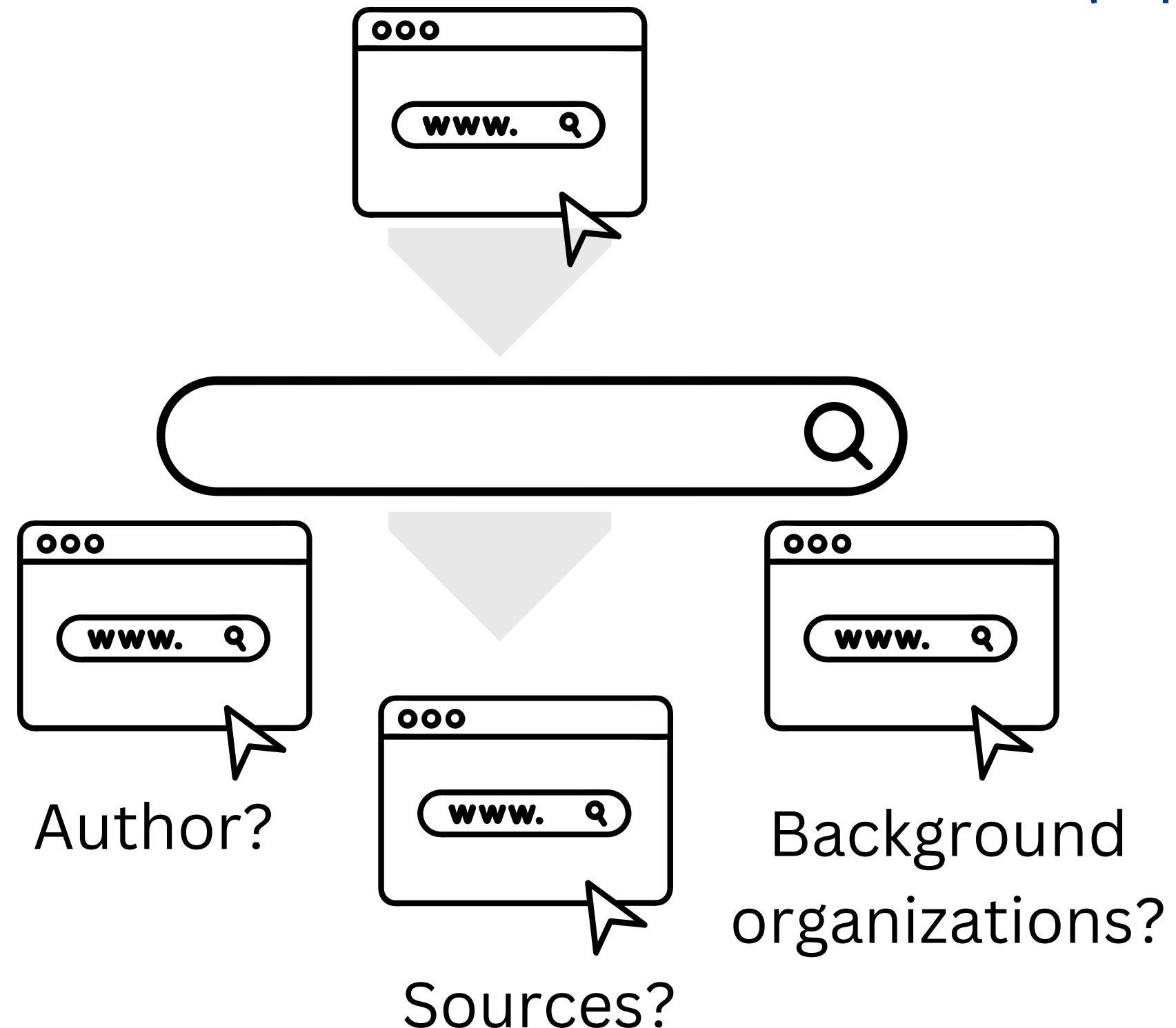
Investigate with lateral reading

Lateral reading is a technique that is used by professional fact checkers to evaluate source reliability

When? Social media, web sites, claims, arguments

How?

- 1 When browsing, keep multiple tabs open to search the **author**, the **sources** or the **organisation** behind a publication
- 2 You can use the **“3 questions” (Tool MIL5)** to check information: who is behind the information, what evidence is presented, and what other sources say.





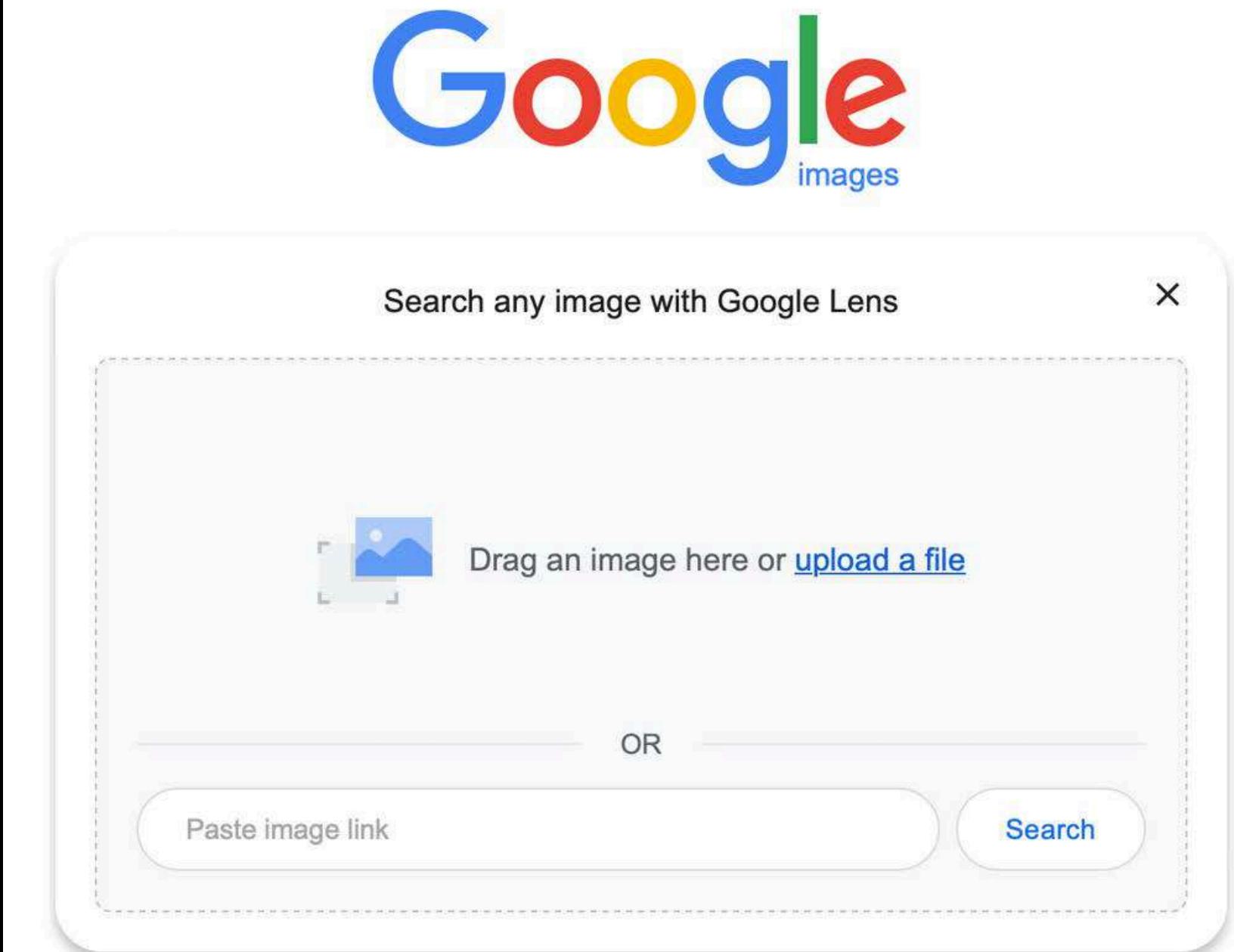
Do a reverse image search

Images can be used to mislead. Use reverse image search tools to verify if the images are real, out of context, or possibly AI generated.

When? Social media, web sites, claims, arguments

How?

- 1 Download or **copy the image link** to clipboard
- 2 Open e.g. **Google** and **click “Search by image”** or open **TinEye** search engine, and paste your link or image
- 3 Search for **AI image detection tools** to help identify AI generated content





10 authenticity steps

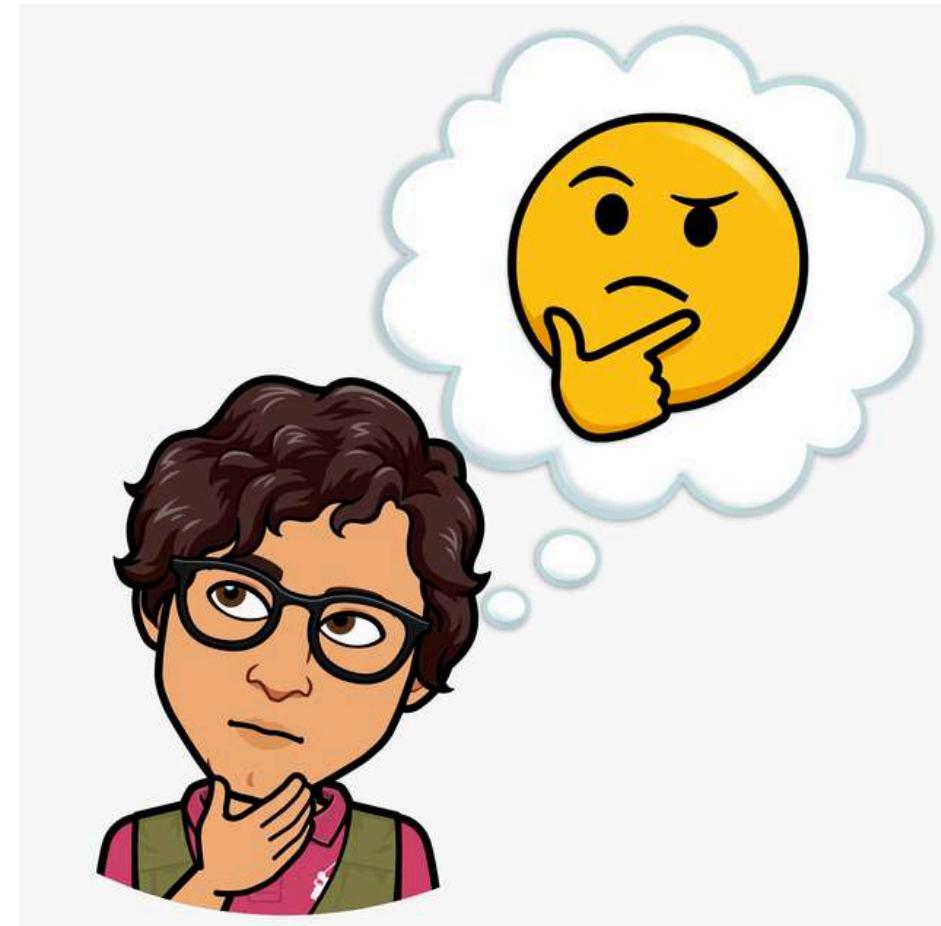
The social media is flooded with disinformation.

Here's 10 steps to verify posts

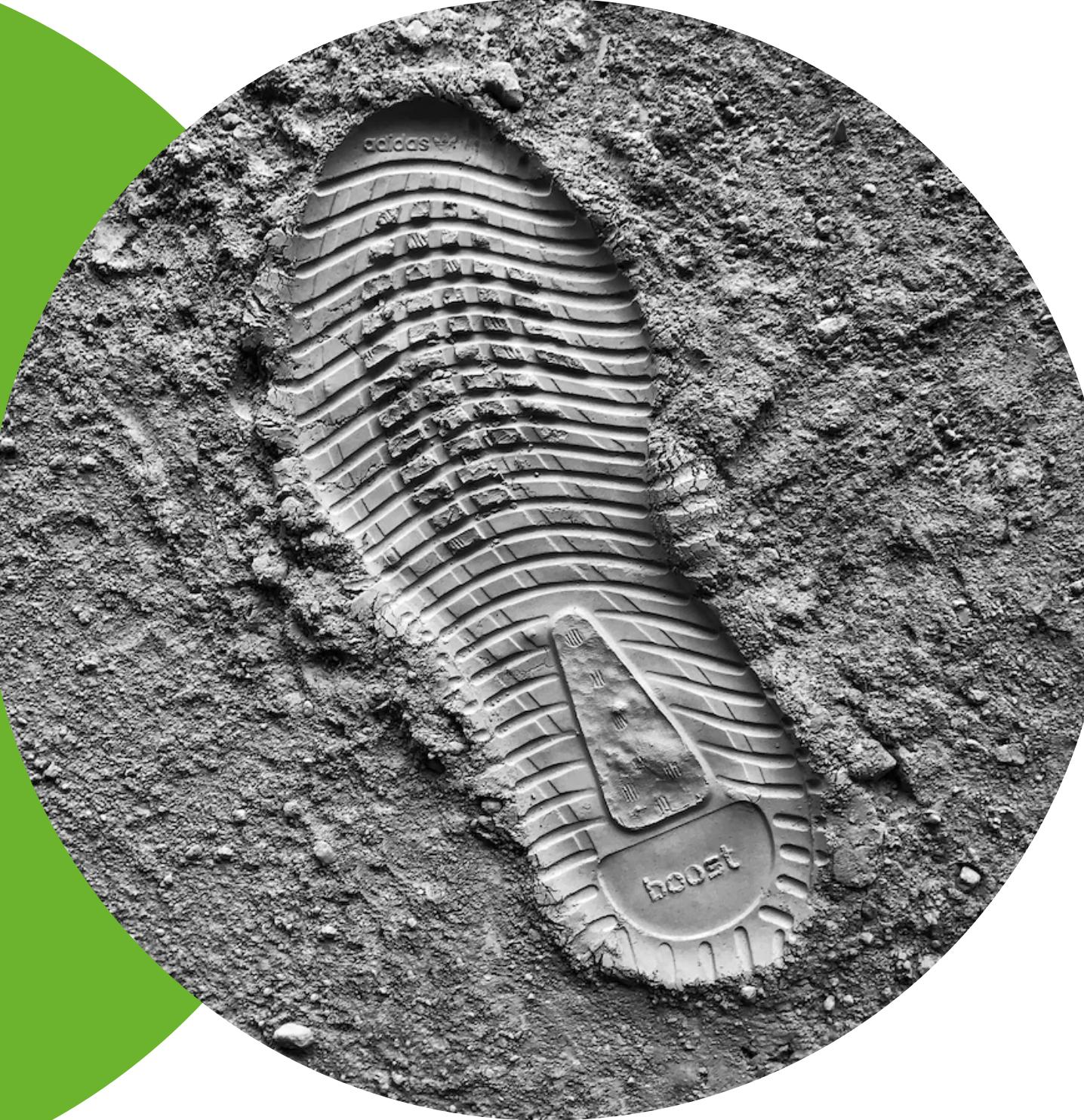
When? social media

How?

- 1 **Headline:** is it neutral or click-bait?
- 2 **Author:** are they real & accountable or not?
- 3 **Publisher:** are they a reliable person or not?
- 4 **Sources:** are there any? Are they reliable?
- 5 **Date:** still relevant, or old news?
- 6 **Links:** are they real & relevant, or not?
- 7 **Motive:** what the publisher wants to accomplish?
- 8 **Preconceptions:** is your own attitude biased?
- 9 **Presentation:** is it neutral and normal, or e.g. in CAPS and full of grammatical errors?
- 10 **Algorithms:** why are you seeing this?



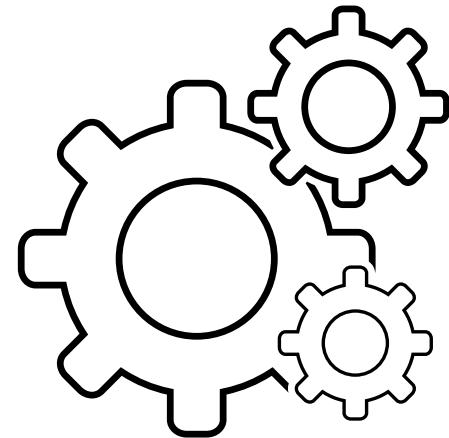
Take the **10 steps** to check
the authenticity of social media posts



Data footprints and online privacy



Tools



- 6** SET passwords safely
- 7** MANAGE privacy settings
- 8** NOTICE micro-targeting
- 9** RECOGNIZE safe applications



Set passwords safely

Passwords shorter than 12 digits can be hacked relatively easily. Keep safe by being complex!

When? Social media, apps, accounts

How?

- 1 **Decide a sentence** that is easy to remember, e.g. "I have two cats, black and white, and a dog named Jesper that barks at two A.M.!"
- 2 Make an **acronym** from it:
"lh2cb&w&dnJtb@2AM!"
- 3 You can also use "133t speak" where some **letters are replaced by numbers** that resemble the resembling letters, e.g. "I have two cats Black & White!" in 133t speak:
"1h4v3tw0c4t2Bl4ck&wh1t3!"





Manage privacy settings

Tighten up your privacy settings by denying your data being used for data mining and targeting. There's really no good reason to allow it.

When? Social media, apps

How?

- 1 **Install add-ons** or applications **to block tracking cookies** and force HTTPS everywhere.
- 2 Use **ad-blocker** apps or add-ons.
- 3 Consider a **VPN** software.
- 4 **Reject cookies**—really! You have no reason to accept any but the necessary!
- 5 Get familiar with **privacy and security sites** like Have I Been Pwned.
- 6 Recognize your **right** under the GDPR **to be forgotten**, and practice it if you need to!





Notice microtargeting

Algorithms are everywhere, utilizing the data gathered from our web use. They make personalized advertisement – so called microtargeting – possible. Be on the lookout how specific the ads are in relation to you personally.

When? Social media, web pages, ads, search

How?

- 1 Always **ask yourself**: “Why am I seeing this ad?”
- 2 Try **browsing in another browser**, in safe mode or with a VPN. Does it affect your search results?
- 3 Especially under political elections **be wary of advertisements**, as they may be targeted specifically to persuade you, based on what data the advertisers have gathered on you and your values.





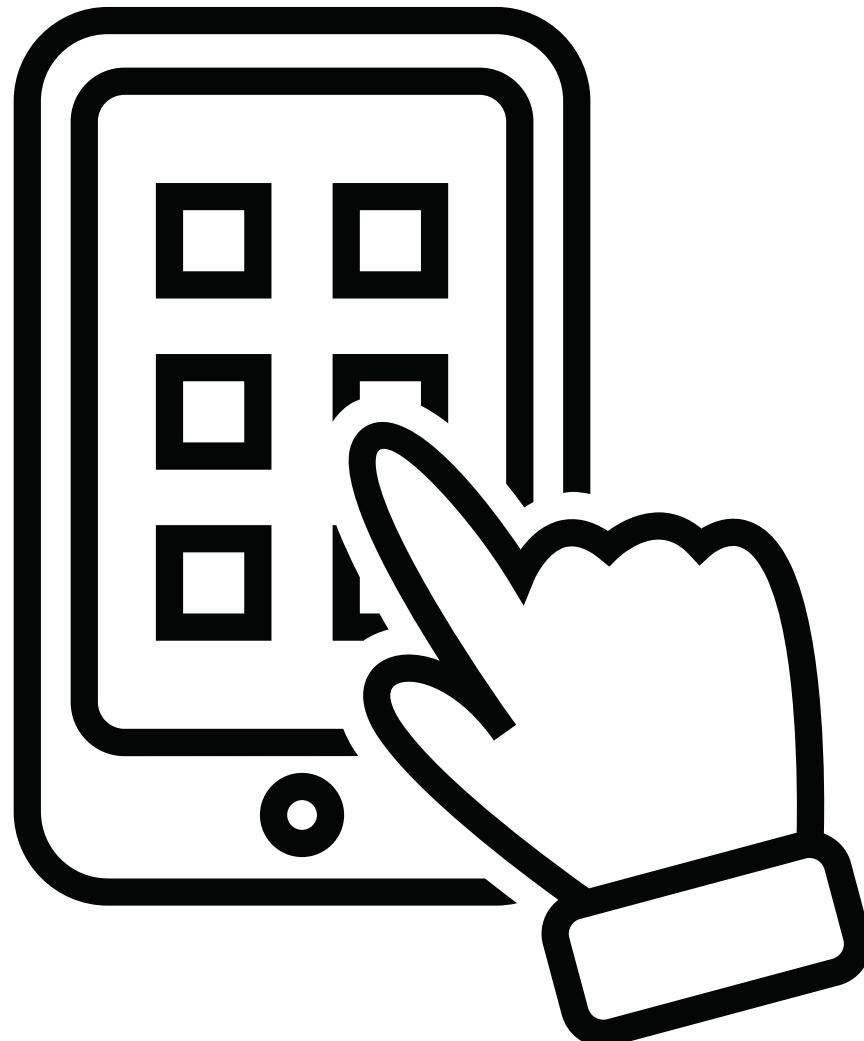
Recognize safe applications

Applications can be used for scamming, clandestine data collection, information influencing, spying and malware. Be on the lookout for suspicious apps.

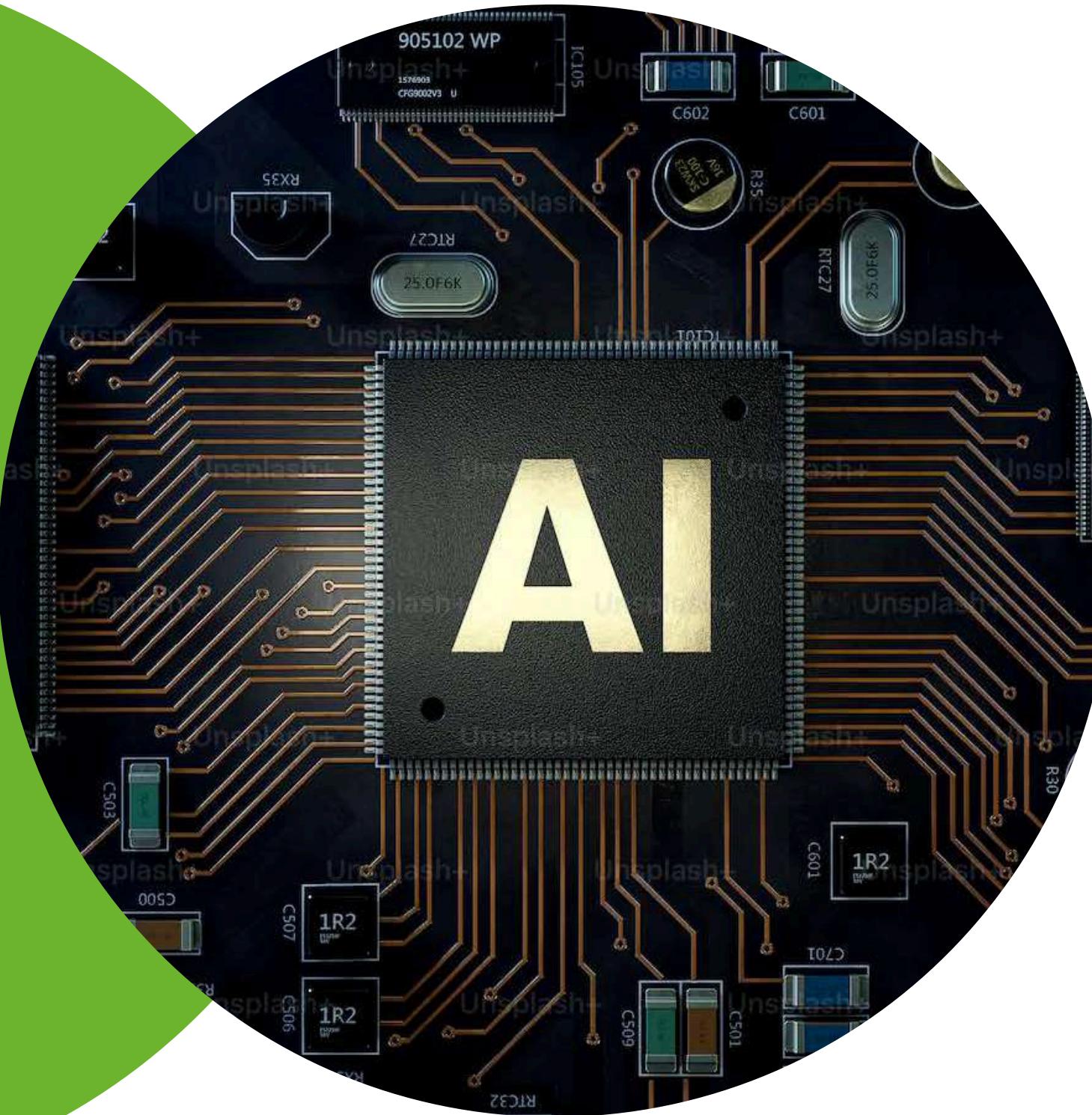
When? Social media, apps

How? Before installing an app, ask:

- 1 Who has made the app?** Is it someone respectable and accountable, or are they somehow obscured?
- 2 What do the critics say?** Google and see, if there are any legitimate concerns about it.
- 3 What access rights does the app require?** If it wants access to nearly everything you do, best not to install it (unless absolutely necessary)

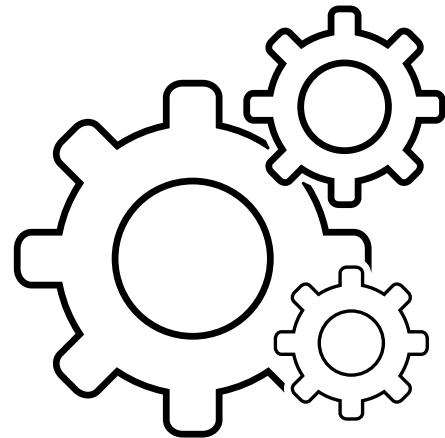


Algorithms and Artificial Intelligence





Tools



10

TOP questions to ask from AI

11

TRY feeding algorithms differently

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EXPERIMENT with AI tools

13

EXPERIMENT with AI detector tools



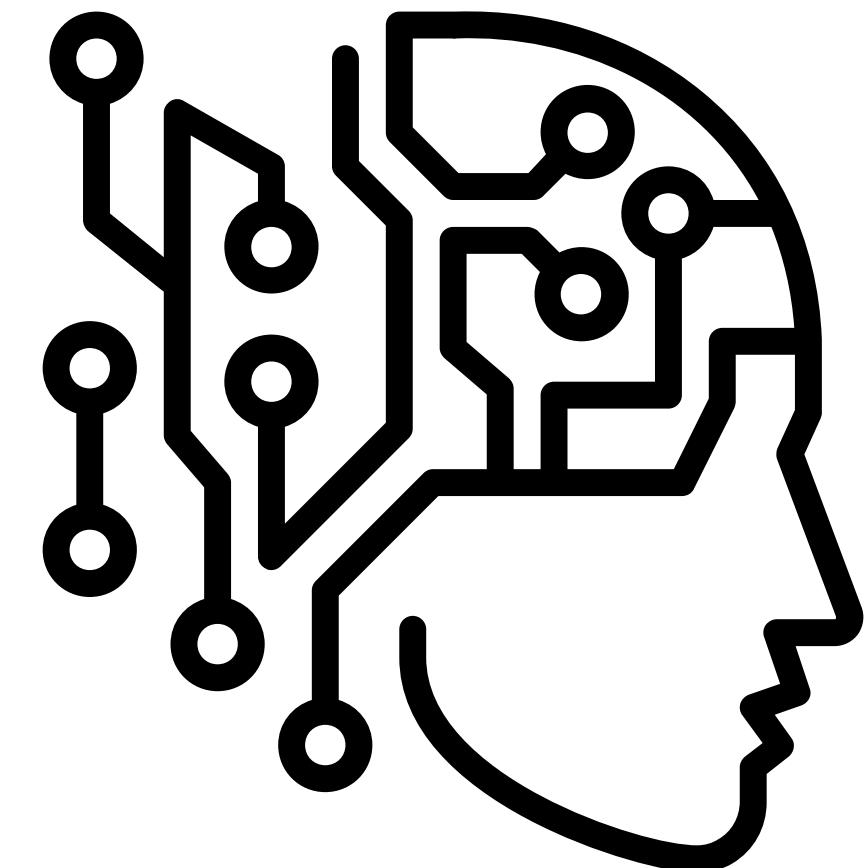
Top questions for AI

Generative AI is a powerful tool, including for clandestine purposes. To recognize AI generated content is a crucial skill.

When? Social media, web, apps

How?

- 1 As the **AI cannot distinguish between fact and fiction**, be on the lookout for “hallucinated” content. **Do a fact check!**
- 2 **Be careful** asking AI for advice on **any important issues**. The answer it gives may be nonsensical or even dangerous.
- 3 If you suspect that you’re chatting with an AI bot and not a person, ask them to **write a poem for you**. If they comply, it’s likely an AI. If they get confused or irritated, they’re likely real!





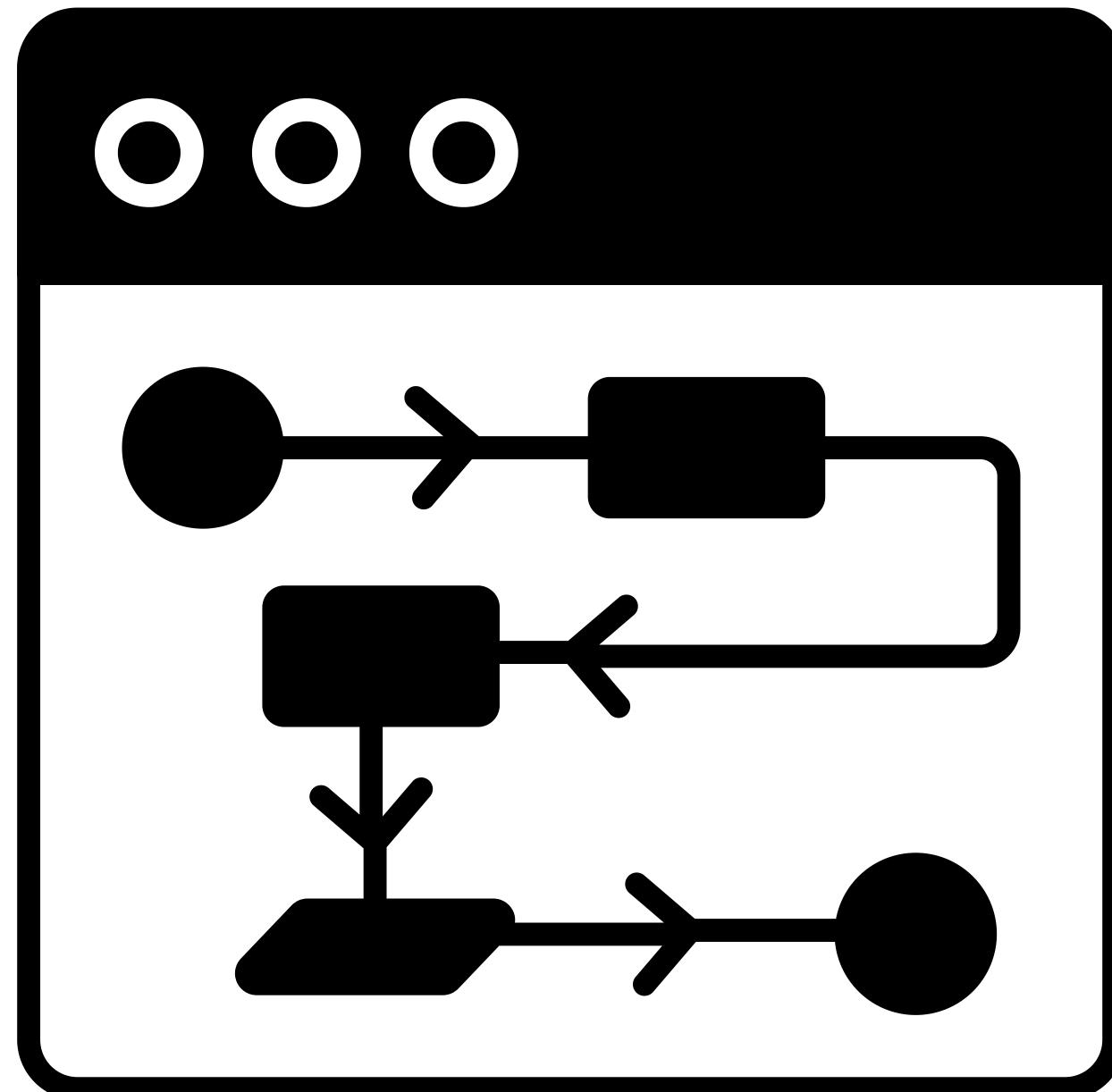
Try feeding algorithms

Suggestion algorithms can be very useful, if you know how to “feed” them. Try to prompt them purposefully.

When? Social media, web, apps

How?

- 1 Suggestion algorithms in services and apps work on the basis of your behaviour patterns. Try to **change your behaviour** (e.g. start or stop “liking” things) and see how the algorithms respond.
- 2 Start **clicking or interacting with random songs, videos etc.** to see, what the algorithm can come up with. You may end up with surprising new suggestions!





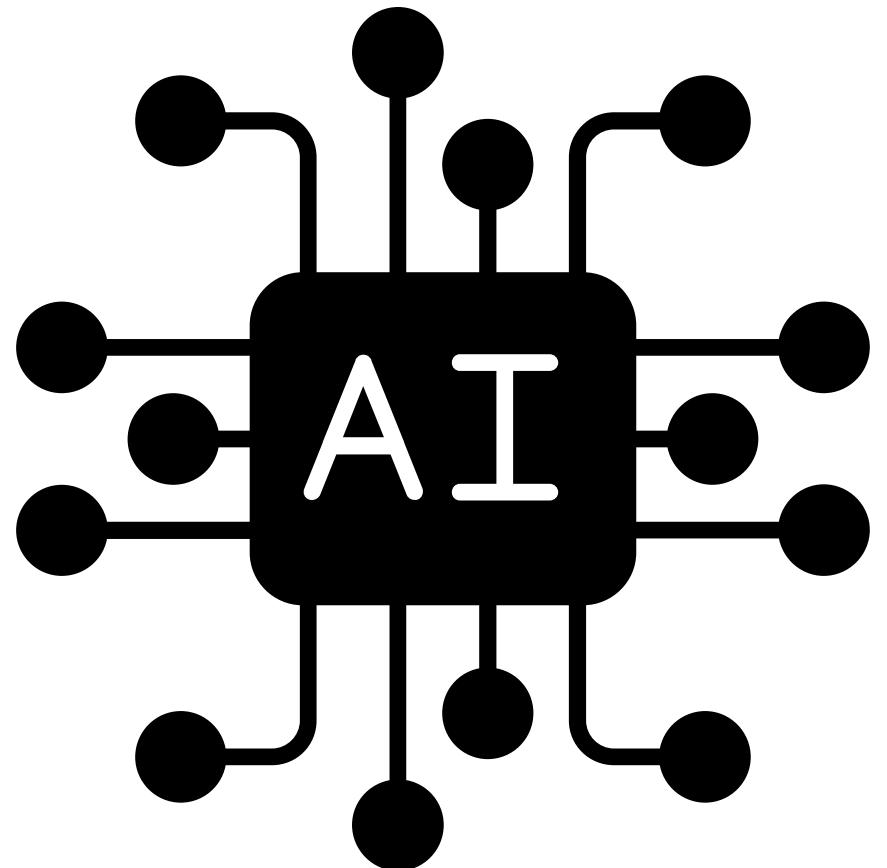
Try experimenting with GenAI

One best way to learn to identify GenAI generated content is to simply experiment and play with them, to get an idea what they can do and how.

When? Artificial intelligence

How?

- 1 There are **plenty of generative AI tools** going around for free or a nominal price.
- 2 Test the same prompt or question **many times** to see how it answers.
- 3 Test them with your friends to see how **results may vary**.
- 4 **Test various myths, memes** (like “Finland is not a real country”), or **common sense claims** and see how they respond. Is the answer hallucination? Is it biased somehow? Is it correct?





Experiment with AI detectors

There are a number of apps for detecting AI generated content – text, images, deepfakes and cloned voices. While they are not 100% accurate, they can give some assurance whether the content is real.

When? Social media, internet

How?

- 1 Do a search on “**AI detection tools**” and see what you find. Use additional search terms like “**text**,” “**images**,” or “**video**” for more specific needs.
- 2 Do some experiments with both **AI- and human-generated content**, and see how accurate they are. Do they give false positives/negatives?
- 3 Make some of these tools permanent tabs on your browser. When you come across **suspicious content** on social media or websites, do a check if they are AI-generated.

