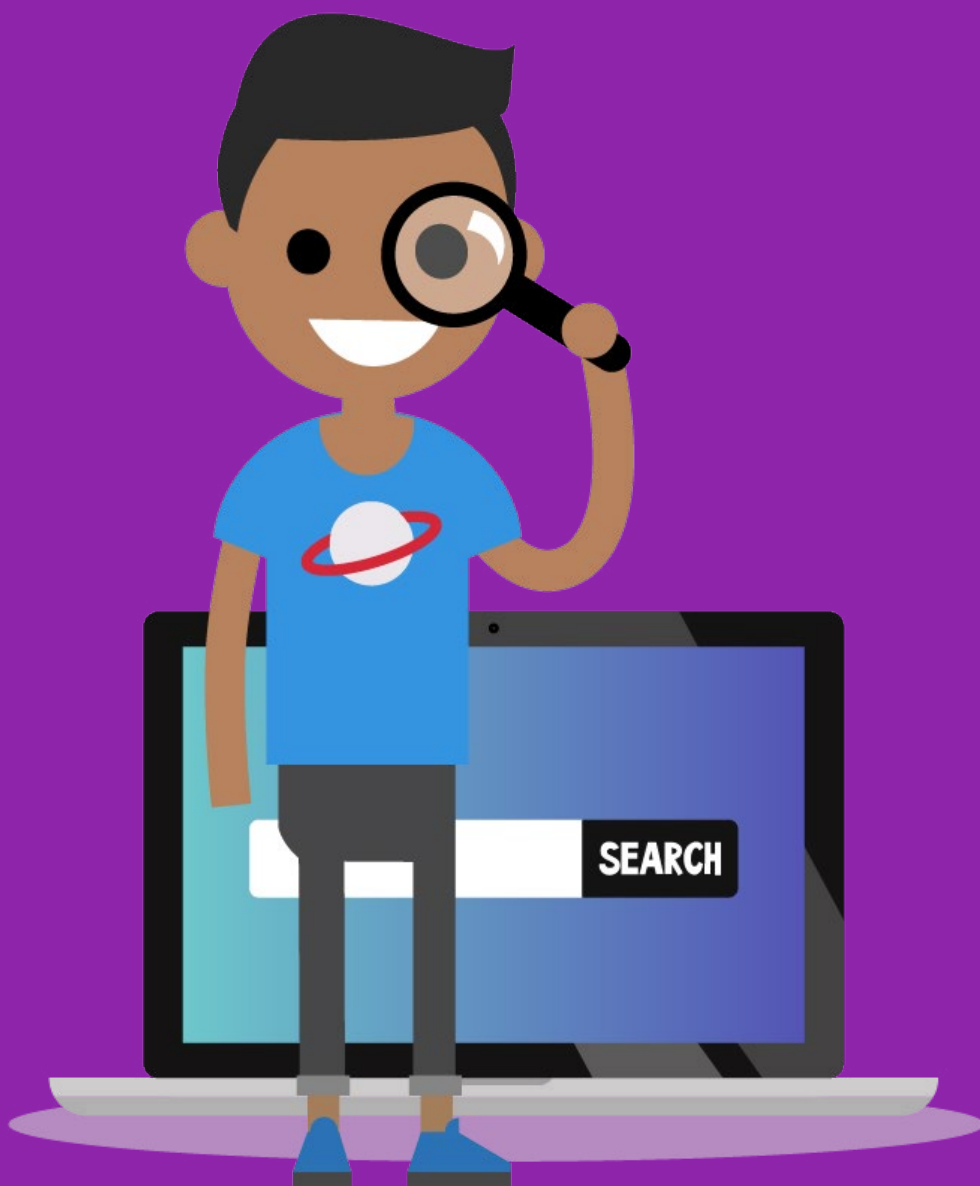


Exploring Reliability in The Online World

Parent and Carer Guide



Welcome

The digital world is vast, exciting and forever evolving at such a pace that parents often find it hard to keep up. It has an amazing range of information and opportunities online and can help us see the world from different points of view.

We have partnered with UK Safer Internet Centre (Coordinator of Safer Internet Day UK) and Amazon Web Services (AWS) to put together this guide to support parents in recognising the reliability of the information that you encounter online and being able to advise your children enabling them to grow into a responsible digital citizen who is able to keep themselves safe while, at the same time, getting the very best from the digital world.

Safer Internet Day (9th February), is celebrated across the globe in over 170 countries, with thousands of young people joining in across the UK to explore how they use the internet responsibly, respectfully, critically and creatively.

UK Safer Internet Centre: <https://www.saferinternet.org.uk>

AWS: <https://aws.amazon.com>

2Simple: <https://2simple.com>

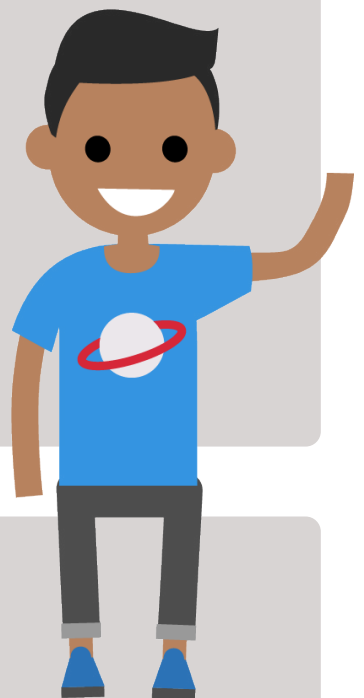


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<https://2simple.com>

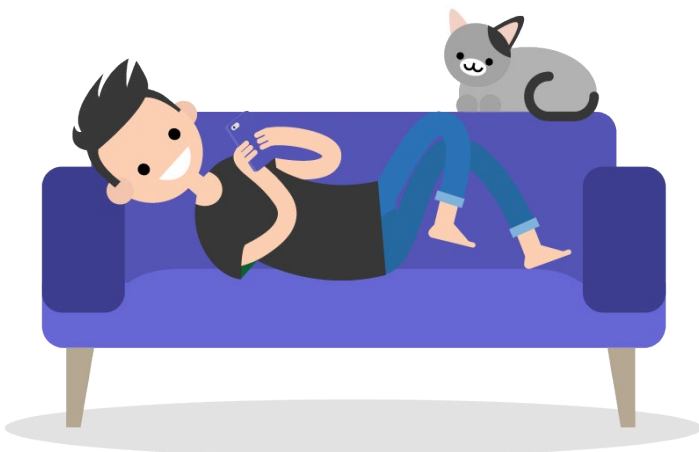
Introduction

The digital world is vast, exciting and forever evolving at such a pace that parents often feel like it is hard to keep up. Our children have never known life before the online world and are getting more and more tech savvy at an earlier age. Online communication has many positive aspects for connecting and informing people. However, it can make us worry because we feel like we are not experts, we have not grown up in the age of online technology and we have not had childhood experience to draw upon when providing guidance for our own children. The digital world can be embraced as a tool for building a better future for us all if we have our eyes open to possible pitfalls for ourselves and our children.



There is growing concern about the influence of the Internet on our views of the world and of other people. Unreliable content online, such as fake news, disinformation, edited images or sponsored content can alter people's views, their opinions and their behaviour. Children can be influenced by this as well: Our children will be under the influence of Internet based views and opinions as they search for information and communicate online.

2Simple have put together this guide to help support you in recognising the reliability of the information that you encounter online and being able to advise your children enabling them to grow into a responsible digital citizen who is able to keep themselves safe while, at the same time, getting the very best from the digital world.

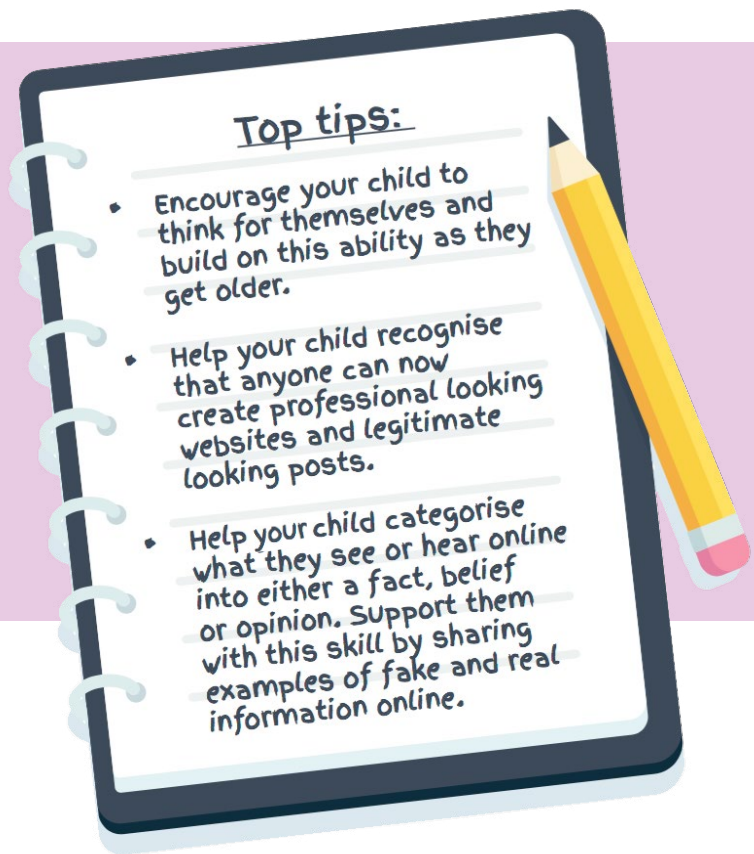


49%

of 8-11 year-olds who
watch YouTube prefer
YouTube content to TV

Reliability

One skill to develop is being able to make a judgement on the reliability of information that you come across or search for. The Internet is brilliant at giving you so much information at the tap of a key, but it is only useful if it is reliable. Encourage children to think for themselves. Does the website seem too good to be true? If children come to you with an improbable tale, talk to them about checking their sources and help them to do this. When children have homework that involves internet research, model a process of looking for reputable websites for information. Here are some tips:



Look at the source

Is it a media company that you recognise and know to be honest and reliable or a news channel that you have never heard of with a name that does not tell you anything about where the information has come from?

Named author

Who has written the information; is there the name of a person and their role which would mean that they are an expert? Can you check that this person is genuine?

Date

Look for a date on the information to see whether it is current or old information that has now been discredited or changed.

Evidence

Do they back up what they say with evidence? For example, saying 'studies show that this is a great product', is NOT evidence. Linking to the actual studies from scientific journals or trusted sources is evidence. You can check the sources yourself to see that they match what is being said.

Fact check

Do other reliable sources agree? Check other sources for the same information, is it backed up? If several reliable sources are saying that something is true, then it is more likely that it can be relied upon.

Guide to Exploring Reliability in The Online World



Identify the motive

2simple

Motives

A motive is why someone does something. When getting information online it is important to consider what the person giving the information is gaining. There is nothing wrong with gaining something by sharing online, but it is important for us and our children to be aware when someone is gaining from this sharing. Consider the following:



Money

Is someone being paid to share something or advertise it online? By law, they must declare that they are being paid to advertise. Look out for things like #ad

Gifts

Does the source of the information receive gifts in return for promoting the information? Many online vloggers receive free products in return for promoting a product. People posting online must tell you if they have been given gifts to promote something, it is illegal not to.

Popularity

Many people share to entertain others. They might get their motivation from likes, follows, or comments. Often, they just want to share something that they find funny or interesting with friends and family. Be aware that there might also be a financial aspect to gaining likes and followers.

Opinion

Many people love to share their opinion. It is important to remember that an opinion is different to a fact. Help children to categorise what they see online or hear from others as a fact (backed up by valid evidence), a belief (something a person believes to be true but doesn't have evidence for) or an opinion (a person's view on something where there may be no right or wrong answer). People online might disguise their opinion information as fact. Look for evidence to back up an opinion. Consider where they got the information from originally. Someone presenting their viewpoint as facts can cause others to worry or make them upset or angry and spread messages of hate.

3 in 10

Children aged 8-11 believe that if a website is listed by a search engine it can be trusted.

Does the Internet provide a balanced view?

Does the Internet provide a balanced view? Internet providers increasingly make use of artificial intelligence methods to give users what they want online. This can be very useful when the search that you perform pops up with exactly what you were looking for straight away, or when an online entertainment system always suggests videos that you are interested in, but it is important to be aware that there can be a negative side to this aspect as well.

Search results and suggestions are often based upon what you have paid attention to online in the past, which means that you may be less likely to be shown things that give a different view. This can result in a 'Filter bubble'. This is a situation in which an Internet user encounters only information and opinions that conform to and reinforce their own beliefs. Some children develop very deep interests in certain areas, it is important to be aware of where their ideas are heading and ensure that they can take a balanced view on things.



Top Tips for finding a balanced view

- Check a variety of sources
- The internet makes it easy for you to find multiple perspectives on something if you look in a variety of places
- Consider listening to a diverse range of people.

Did you know?

Only 23% of 8-11 year-olds correctly identified sponsored links on Google as advertising and understood that this was the only reason the results were displayed.



**UK Safer
Internet
Centre**

<https://www.saferinternet.org.uk>

The following resources are taken from the UK Safer Internet Centre Parent and Carers Pack. Produced for Safer Internet Day 2021. You can download the full pack by visiting: <https://www.saferinternet.org.uk/safer-internet-day/safer-internet-day-2021/i-am-parent-or-carer>

What do I need to know about Safer Internet Day?



What is Safer Internet Day?

Safer Internet Day is on 9th February 2021. It's celebrated across the globe in over 170 countries, with thousands of young people joining in across the UK to explore how they can use the internet responsibly, respectfully, critically and creatively.



**Safer
Internet
Day 2021**

Safer Internet Day is a great opportunity to focus on online safety with your child – whether that's trying out some of the learning activities in this pack, asking about what they like to do online or using their favourite app or game with them. You could support the day on social media, tell other friends and family about the day, or ask your child for their best tips for staying safe online. Find out more here: saferinternetday.org.uk.

The theme for Safer Internet Day 2021 is...

An internet we trust

Exploring reliability in the online world



This year in the UK, Safer Internet Day explores reliability online. The campaign will focus on knowing what to trust online and the strategies that young people use to question, challenge and change the online world. The internet has an amazing range of information and opportunities online, and can help us see the world from different points of view. But how do we separate fact from fiction, the genuine from the misleading? How do we decide what to believe online, and what's the impact of dealing with fake content and experiences?

**Join us this
Safer Internet Day
in helping to create
an internet
we can trust.**





How do I use this pack?

This pack for parents and carers includes information and activities to help you support your child in using the internet positively and safely.

This pack contains:

Conversation starters	Helpful questions and phrases to start a conversation with your child about staying safe online.
Family online safety plan	A plan to help your family shape the way you will use the internet and technology safely, responsibly and positively.
Family activities	Fun activities that you can do with children of all ages to explore trust and reliability online.
Show your support	Tips on how you can support Safer Internet Day both online and offline.
Parents' resource sheet	Useful sources of advice and information online, including how to report online problems.
What to trust online? A parents' guide	How to check the reliability of online content, and how to support your child to do the same. Includes a glossary of key words.



Have any questions?

To learn more about Safer Internet Day, what is happening in the build up to the day or the work of the UK Safer Internet Centre:

Find us on social media:

- Instagram: **@UK_SIC**
- Facebook: **saferinternetuk**
- Twitter: **@UK_SIC**
- YouTube: **UKSIC**

Join in the conversation on social media with the hashtags **#SaferInternetDay** and **#AnInternetWeTrust**

Visit our website:
saferinternetday.org.uk

Email us:
SID@saferinternet.org.uk



Sign up to our free monthly newsletter:
bit.ly/UKSICNewsletter





Conversation starters



Safer Internet Day 2021 is a fantastic opportunity to have a conversation with your child around this year's theme, '**A internet we trust: exploring reliability in the online world.**'

Use the questions below to help you get started with discussions around how we can all use the internet safely, responsibly, and positively.

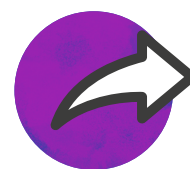
Start the conversation on a positive note:

- ❓ What do you like most about the internet and why? What's your favourite game/app/site?
- ❓ How does going online make you feel?
- ❓ How does the internet/technology make your life better?



Talk about sharing online:

- ❓ What is okay/not okay to share online? Why?
- ❓ What should we do before sharing things online?
- ❓ Can people say/do whatever they want online? Why/why not?
- ❓ What do we do if someone shares something about us that we don't like?
- ❓ How do you feel about your parents/carers sharing things about you online and vice versa?





An internet we trust

Exploring reliability in the online world



Safer
Internet
Day 2021

UK Safer
Internet
Centre

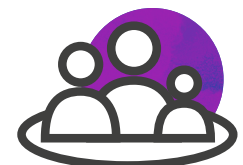
Talk about trust online:



- ? Can we trust everything we see online?
- ? Where do you go online to find trustworthy information?
- ? How do you know if you can trust something you are looking at online or not?
- ? What questions should we ask about things online before we trust them?
- ? What can you do if you see something online that you are not sure if you can trust or not?
- ? How much can you trust people you only know online? What is different about talking online to someone compared to talking face to face?

Talk about looking after yourself and others online:

- ? How do you stay safe online? What tips do you have and where did you learn them?
- ? Do you know where to go for help and where to find the safety tools on your favourite apps and games?
- ? What could you do if being online is making you feel worse rather than better?
- ? What could you do if someone was unkind to you online?
- ? What could you do if you saw a friend online needed some help or support?





Parents and Carers Resource Sheet



This sheet provides parents and carers with useful sources of advice and information, both for general online safety and in particular, for this year's Safer Internet Day theme of '**An internet we trust: exploring reliability in the online world.**' It also includes information on how to report online problems.



The UK Safer Internet Centre partnership:



UK Safer Internet Centre (UKSIC)

The UKSIC co-ordinates Safer Internet Day in the UK. Appointed by the European Commission, the UKSIC is made up of three partners: Childnet International, the South West Grid for Learning and the Internet Watch Foundation. We raise awareness about online safety, develop resources and organise nationwide events such as Safer Internet Day: saferinternet.org.uk/parents.



Childnet

A non-profit organisation working to help make the internet a great and safe place for children. The Childnet website has lots of resources for young people, parents, carers and teachers. The Parents and Carers page contains a family agreement, advice on talking to your child about online issues and further places to go for help: childnet.com.



Internet Watch Foundation (IWF)

The UK's hotline for reporting illegal content found online. The IWF deals specifically with child abuse and criminally obscene images hosted in the UK and internationally. The IWF works in partnership with the online industry, law enforcement, government and international partners. It is a charity and a self-regulatory body with over 100 Members from the online industry: iwf.org.uk.



South West Grid for Learning (SWGfL)

A not for profit, charitable trust dedicated to the advancement of education through information and communication technologies. Provides professionals, parents and children with advice, resources and support to use internet technologies safely to enhance learning and maximise potential: swgfl.org.uk.





Useful information and organisations



UK Safer Internet Centre (UKSIC)

As well as resources and information about Safer Internet Day, the UKSIC produces weekly blogs which offer advice on a range of topics that reflect current and emerging trends as well as questions received during training sessions.



Media Smart – Parents & Guardians

Guides and resources to help parents play a key role in supporting young people to understand the key features of digital advertising: mediasmart.uk.com/parents/.



Common Sense Media – News and Media Literacy

Advice, articles and videos for parents and carers to help their child think critically, resist advertising pressure and become smart consumers: commonsensemedia.org/news-and-media-literacy.



Full Fact

The UK's independent fact checking charity. Provides free tools, information, and advice so that anyone can check the claims made by politicians and the media: fullfact.org/.



Online safety information for parents and carers



Let's talk about life online

Advice for parents and carers on how to talk with their child about staying happy, positive and safe when online: childnet.com/resources/lets-talk-about-life-online.



Critical Thinking key topic

Advice for parents and carers for supporting children of different ages to recognise unreliable information online: childnet.com/parents-and-carers/hot-topics/critical-thinking.



Information and Advice for Foster Carers/Adoptive Parents

Free, printable leaflets with top tips and conversation starters to help foster carers and adoptive parents support their child to use the internet safely: saferinternet.org.uk/fostering-adoption.





Online safety information for parents and carers



Keeping Under Fives Safe Online

Top tips for parents and carers for keeping children aged five and under safe in different online areas, such as videos and games:

childnet.com/resources/keeping-under-fives-safe-online.



Where to report and get help



UK Safer Internet Centre – Need help?

Advice on what to do if a child comes to you for help and how to report online concerns such as cyberbullying, inappropriate content or illegal behaviour: saferinternet.org.uk/need-help.



Report Harmful Content

Provided by the UKSIC. Gives advice on how to report online problems, offers help in removing harmful content from platforms and supports with reports that need to be escalated: reportharmfulcontent.com.



Internet Watch Foundation (IWF)

The UK's reporting hotline for illegal content found on the internet. The IWF specifically deals with child sexual abuse and criminally obscene images hosted in the UK and internationally: iwf.org.uk.



Child Exploitation and Online Protection (CEOP)

A police agency tackling child sexual abuse and grooming online. Parents and young people can make reports of grooming or child sexual abuse online at: ceop.police.uk. CEOP's Think U Know website contains information for children and parents, as well as a link for children to report sexual abuse or grooming online: thinkuknow.co.uk.



Action Fraud

The UK's national reporting centre for fraud and cybercrime. Make a report of fraud if you have been scammed, defrauded or experienced cybercrime: actionfraud.police.uk/.





Where to report and get help



ParentPort

Run by the UK's media regulators. Provides information about media standards and a reporting tool to make a complaint about online advertising, video games, online media and more: parentport.org.uk/



NSPCC helpline

The NSPCC has partnered with O2 to provide an online safety helpline for parents and carers to answer questions and address concerns about a child's online safety: **0808 800 5002** nspcc.org.uk/about-us/contact-us/.

The NSPCC also provides the Childline helpline. Children can talk to someone for advice and support at any time by contacting **0800 1111** or chatting to a counsellor online at childline.org.uk.



Young Minds

A UK charity committed to improving the wellbeing and mental health of children and young people. They offer a free confidential helpline for parents on **0808 802 5544**. Information and advice for young people and parents/carers can be found at: youngminds.org.uk.





An internet we trust

Exploring reliability in the online world



Safer
Internet
Day 2021

UK Safer
Internet
Centre

Show your support

#SaferInternetDay #AnInternetWeTrust



Safer Internet Day provides a fantastic opportunity to keep up to date with young people's online lives and be part of a bigger conversation about staying safe online. Here, you'll find ways you can support this year's theme, '**An internet we trust: exploring reliability in the online world.**'

Last year's Safer Internet Day was the biggest yet, reaching more young people, parents, carers, and teachers than ever before! Help the UK Safer Internet Centre reach even more this year.

There are lots of ways that you and your family can get involved in the day and spread the word in making the internet a safe and positive place to be.



Get involved

Safer Internet Day is celebrated in over 170 countries worldwide. Be a part of this global conversation by using your social media to help promote the amazing things that are happening.



Use these hashtags to help spread the message online:

#SaferInternetDay
#AnInternetWeTrust



The UK Safer Internet Centre will be posting lots online safety advice in the run-up to the day and on the day itself. We will reshare lots of messages and advice from others celebrating the day across the UK.

Follow us, or let us know how you are celebrating the day, using our social media accounts:

Instagram: @UK_SIC

Twitter: @UK_SIC

Facebook: saferinternetuk

YouTube: UKSIC

#SaferInternetDay

www.saferinternetday.org.uk

Parents and Carers Pack

Show your support





An internet we trust

Exploring reliability in the online world



Safer
Internet
Day 2021

UK Safer
Internet
Centre



Examples of tweets and posts you can share:



I'm supporting Safer Internet Day 2021 organised by @UK_SIC who have lots of helpful advice for parents about keeping their children safe online. Find out more at: www.saferinternetday.org.uk #SaferInternetDay @UK_SIC #AnInternetWeTrust



I'm celebrating #SaferInternetDay on Tuesday 9th February! Find out more about how to explore staying safe online with your child at: www.saferinternetday.org.uk @UK_SIC #AnInternetWeTrust



#SaferInternetDay is a great way to start having those conversations about being online with your child! That's why I'm joining this campaign! www.saferinternetday.org.uk @UK_SIC #AnInternetWeTrust



Involve others



Encourage your child's school to register as a Safer Internet Day supporter at saferinternetday.org.uk and to download our Education Packs too.



Register your workplace or community group as a Safer Internet Day supporter at saferinternetday.org.uk and access promotional materials to help share what you are doing to support the day.



Speak to the people close to you. Grandparents, uncles, aunts, and friends are all welcome to get involved and share ideas on making the internet a safer place!



Have any questions?

More information about Safer Internet Day and activities taking place across the UK to mark the day can be found at saferinternetday.org.uk

Email us: SID@saferinternet.org.uk

Sign up to our free monthly newsletter: bit.ly/UKSICNewsletter

#SaferInternetDay

www.saferinternetday.org.uk

Parents and Carers Pack

Show your support





What to trust online? A Parents and Carers Guide



This sheet aims to give you the confidence and understanding to discuss this year's Safer Internet Day theme, '**An internet we trust: exploring reliability in an online world**' with your child.

Some young people will know false and misleading content exists online but some may be new to the idea that you can't trust everything you see on the internet. Regular discussion can help them to develop the habit of questioning and evaluating what they see online.



How are children and young people experiencing false or misleading content online?

Some examples are below, but the best expert on this is your child themselves! Ask your child what they like to do online and where they go to find things out to help start this conversation.





What are the risks of false or misleading online content?








These vary depending on the motive and the context. Risks posed by false or misleading content online might include:

- Creating fear/anger/panic
- Spending money on products sold under false pretences
- Public opinion affected by inaccurate information
- Personal harm or injury e.g. fake weight loss claims
- Physical damage e.g. inaccurate instructions to fix a broken phone screen
- Negative impact on well-being e.g. feeling targeted or powerless



How do you fact-check online content?

If you see something confusing, suspicious, alarming, or even too good to be true online, the tips below can help you decide whether you can trust it or not.

- | | |
|--|--|
|  Consider the source | Where/who has this information come from and do we have reason to trust it? (E.g. An advert will always want to make the product being sold sound good to convince us to buy it!) |
|  Consider the motive | Why is this information online? Is someone getting paid to post it, or trying to influence public opinion? (E.g. A political campaign will always want to make it sound like their candidate is the best choice!) |
|  Consider your own knowledge | What do you know about this already? Does what you see online say the same or something different? Do you know enough to decide whether to trust it? If not, then more research is needed. |
|  Check several sources | Check another website, watch another video or read a different article. The more sources that say the same thing, and the more reliable those sources, the more likely it is that the information can be trusted. |
|  What are other people saying? | Reach out to friends or family members to get a second opinion. What are others are saying online in comments, reviews, or ratings? Remember, there is a chance these could be influenced by financial or personal gain too. |
|  Use a fact-check website | There are independent organisations out there who find, uncover and counter any false or misleading claims going around online. In the UK, this is fullfact.org . |
|  Take action | The last thing we want to do is spread inaccurate information further. Consider reporting it, or letting friends and family know it can't be trusted. Maybe leave a comment, but don't share it on! |





How can I support my child in recognising false or misleading content?



Talk together

Talk regularly with your child about how they use technology and where they go for information online. Discuss who they follow, what types of adverts they see and what stories they find surprising or suspicious. Listening to your child will give you the best possible idea of how you can support them. Not sure where to begin? Have a look at our suggested 'Conversation starters' for parents and carers.



Set an example

If you come across a fake news story, or get sent a phishing email, discuss with your child how you spotted it and what you did. Why not ask them for a second opinion? Your child may have already heard about it or seen something similar, and if not, it's a learning opportunity for both of you. Seeing a parent actively question and evaluate online content teaches young people the importance of doing the same.



Think before you share

It can be tempting to share surprising or attention-grabbing online content with your child or your family group chats, but make sure to fact-check these links before you do. As it's come from a parent, some children may believe it without questioning it, and older children may find it difficult or awkward to point out if it is false or misleading. This is another chance to set a good example in how to share information responsibly online.



Check in with your child

False and misleading content online can be upsetting and confusing, e.g. harmful claims that target specific groups, or unhealthy lifestyle tips. Young people may feel powerless when faced with the amount of unreliable content they see. Regularly check-in with your child about their online life and ask them how what they see makes them feel. This is an issue that affects all of us. Reassure your child that you are there to talk about things that upset them and to support them with how they feel.



Seek help and support

Just as we ask young people to talk about what they are unsure of, make sure you do too! Chances are that you'll find other parents or carers who are trying to figure out how to help their family avoid false information and get the most out of the internet.

Find out how to get more support by visiting Childnet's 'Need Help?' page. You can take steps to support your child online by using features such as making a report on a range of apps, games and services, and using privacy settings on social media.

For more advice, visit Childnet's key advice for parents and carers here:
childnet.com/parents-and-carers/hot-topics/critical-thinking



2simple



<https://aws.amazon.com>

AWS and a safer internet

Amazon Web Services (AWS) is the world's most widely used cloud platform. Security is our top priority, both in the safe delivery of our service to customers, and through the security practices, tools, and guidance we provide. As such, AWS supports initiatives like Safer Internet Day, the UK National Cyber Security Centre's Cyber First programme and the Amazon Future Engineers programme.

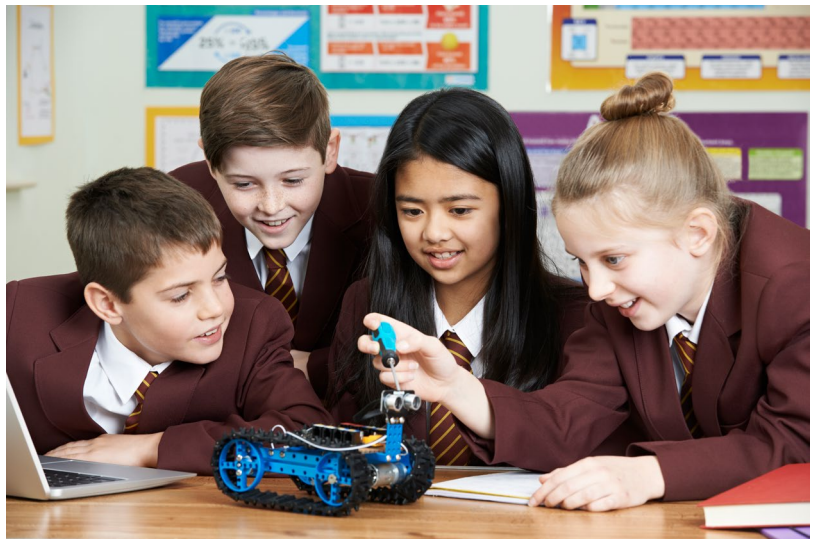
Is the AWS Cloud secure?

We built the AWS infrastructure to be one of the most flexible and secure cloud computing environments available today. The security of personally identifiable information (PII) is important for everyone, and education is no exception. More than 5,000 educational institutions use AWS to manage and secure their educational records and student data.

Amazon Future Engineer

Amazon Future Engineer is a comprehensive childhood-to-career program aimed at increasing access to computer science education for children and young adults from underserved and underrepresented communities.

Amazon supports students, teachers, and parents with complimentary computer science programmes during COVID-19. Learn more on the [website](#).



Cyber Robotics Challenge

Primary (aged 8+ years) and secondary-aged content (11+years):

Can you code an Amazon Hercules robot to deliver your friend's birthday present on time? Bring real-world industry to your classroom! In this no-cost, three-hour virtual learning experience, students learn the basics of computer science while uncovering the different ways goods are delivered at Amazon. Along the way, students will hear two Amazon Future Engineer Apprentices share a bit about their own personal journeys into computer science. Keep students connected to virtual robotics and each other with CoderZ's highly flexible, engaging, and entirely web-based curriculum.



Hour of Code: Dance Party

Primary-aged content. We collaborated with nonprofit Code.org to create Hour of Code: Dance Party, an interactive dance-themed online coding tutorial that gives students the opportunity to build their computer science skills. They get to have some fun coding characters to dance to songs from leading artists.

Amazon Longitude Explorer Prize

Amazon is working in partnership with Nesta Challenges to deliver the Amazon Longitude Explorer Prize, which challenges 11-16 year olds to develop technology to tackle the world's greatest issues while developing their confidence and STEM capabilities. Schools have the chance to win £20,000 by taking part. Find complimentary curriculum-aligned resources to support an application and further detail on the [website](#).



AWS Educate

[AWS Educate](#) is a global programme that gives students and educators access to cloud resources. We offer resources off and online in 200 countries and territories across 11 languages. This includes classroom facilitator guides for teachers and hands-on activities involving AWS services such as Amazon Lex (essentially, speech recognition) and Amazon Polly, which turns text into life-like speech.

Through AWS Educate, students and educators have access to content and programs developed to upskill for cloud careers in growing fields. AWS Educate also connects companies hiring for cloud skills to qualified student job seekers with the AWS Educate job board.

This programme is only available to students 16 years of age and older in the UK.

We also encourage our staff to volunteer for cybersecurity and science, technology, engineering, and math (STEM) programs such as [Amazon Future Engineers program](#) and [STEM Ambassadors](#), as well as industry body programs such as [the Center for Cyber Safety and Education](#).

Glossary

Clickbait	Text or images designed to catch the attention of the viewer and encourage them to click it. Owners of pages with clickbait get paid from advertisers based on the number of clicks/views
Conspiracy Theories	Often spread unofficially through social media channels or online discussion forums, popular conspiracy theories often suggest powerful people and organisations are involved in secret plots supposedly behind real world events
Disinformation	Inaccurate information shared on purpose to confuse, mislead or influence
Edited images and videos	When photos and videos are changed using online software (e.g. to make them look more 'impressive', to create a more finished product, or even to change their meaning).
Fake News	A form of news involving inaccurate information that might be shared on purpose or by mistake. This term is now used by many people in lots of different ways, for anything online thought to be false, misleading, or inaccurate.
Influencer	Someone who recommends or promotes items or services on their social media accounts to their (usually) large number of followers
Misinformation	Inaccurate information shared by accident that could confuse, mislead or influence.
'Perfect' profiles and lifestyles	When online users present their lives online in a way that could be highly desirable. This may or may not be an accurate representation of their true lives.
Scams and phishing	Attempts to steal login or bank details using fake emails or messages that appear official, e.g. an email that looks as if it is from your bank asking you to submit your account details for verification.
Sponsored content	Online content which an advertiser has paid to appear. Often designed to look 'natural' or 'real'. usually associated with social media influencers.
Targeted advertising	Advertising that is aimed at you based on both your online activity and your identity (e.g. gender, age, location, ethnicity, etc)