# What are the 10 types of false information?

**Fake news**= The deliberate publishing of untrue information, often disguised as news. Purely created to misinform audiences, the intention is never to report genuine facts. *(Risk rating: high)*

**Manipulation** = The deliberate altering of content to change meaning. Includes reporting quotes out of context, along with cropping images or video to not misrepresent the true story. *(Risk rating: high)*

**Deepfakes and AI accounts** = The use of digital technology to replicate the live facial movements and voice of another person in a video, or the use of artificial intelligence to generate an image or video. *(Risk rating: high)*

**Sockpupper or burner accounts** = Sockpuppet accounts are false accounts created by real people, to create conflict between two (or more) parties *(Risk rating: high)*

**Phishing** = Schemes aimed at unlawfully obtaining personal information from online users. Malicious web links are sent to users via text, email or other online messaging platforms, resembling a genuine message from a real person or company. The personal data entered after clicking through to the malicious web link is then harvested by cyber criminals.*(Risk rating: high)*

**Misinformation**=Typically, a combination of accurate and incorrect content

**Rumour** = Information shared without verification. Often occurs shortly after an incident (e.g. natural disaster or terrorist attack) when little information is known for certain. *(Risk rating: medium)*

**Clickbait** = Sensationalized headlines aimed at attracting attention for readership. Each time the article is read, the author owner of the advertisement receives a payment (also referred to as 'pay-per-click' advertising). *(Risk rating: medium)*

**Satire, parody, and "shitposting"** = Content created for comic and entertainment purposes. Examples include online profiles that mimic an official account or person, and articles featuring dark humour. Their primary intent is to appear funny, or to go viral and gain approval from other users, *not* to harass or create confusion. *(Risk rating: low)*

**Bot** = Some real people use automated bots to alert them when a keyword is shared online. These are used for a range of purposes from advertising, to activism, to online harassment. Some bots are harmless, like accounts that post cat pictures every hour. The most malicious bots are those created to influence opinions (2016 US election, Russian 'bot' interference). *(Risk rating: low)*

**By having the ability to identify the different types of fake information out there, the easiest it is to know whether what you're reading is true or not. Stay alert when approaching online information and look out for the identifiers mentioned above.**