**1.4**

**Online identities**

Online identities are a social identity that portrays a person’s persona, has they established themselves over the internet, to enable them to introduce themselves to people on social media platforms and build relationships, to help encourage co-operation between groups of like-minded people. Forming groups or teams to share information on interested topics.

1. **Usernames and passwords**,
   1. Usernames allow internet users, to establish a recognisable identity to members of a team or group who are interested in an agreeable topic. The username allows members to access open forums with out exposing their real name, therefore protecting themselves from unscrupulous hackers or criminals, who wish to access your privacy.
   2. Passwords are a private code, which allows users to access more delicate areas of the internet where more private details of your online activities and personal information, hackers may be able to trespass on your privacy and use the information to gain access to your bank accounts, personal details, valuable data such as D.O.B, social security number, National insurance number
2. **Purchasing behaviour or history, online activities, including electronic transactions**

By tracking your online activity, a hacker can record your web site visits and establish your persona regarding your intentions, they may be able to access what you buy and gain access to financial information, *gaining access to your bank account*

**Sources of information**

By researching your web sites that you visit, you can establish the writer of the content and where they have researched to realise their point of view. Famous celebrities will usually have their web sites managed by professional web page developers and the content, liaised between the celebrity and a professional researcher, the content vocabulary can be written to endorse the celebrity’s point of view and not strictly the truth. Leading to intentional misinformation that suits their political and spiritual beliefs.

The reader should make themselves aware of this and try to get information regarding a subject from multiple sources, to establish different viewpoints and then interpret your own vision of the truth.

1. **Politicians**
   1. Tend to communicate their political parties outlook and viewpoint, when passing on comments regarding topics, this may not be necessary their true beliefs.
   2. A politician is usually targeting voters support in elections, so will have a tendency to promote dialect that people will want to hear, readers and listeners should keep an open mind and cross research other politician’s views to establish a fair viewpoint for themselves.
2. **Facebook/twitter etc**
   1. Users of these social media sites should be aware of who is writing the content and whether they are truly representive of democratic and experienced journalism.

The writer could be absolutely inexperienced in the views they are expressing and social media is not the place to gain knowledge, until established by law abiding regulation, and decreed the writer to be trustworthy, this however is very difficult to ensure, because a lot of the social media traffic is created across the globe and put on the international platform. Also, the platforms themselves, when they set up the social media outlets, had a policy of free speech, which can be interpreted differently, meaning it allows writers to issue misinformation.

* 1. Wikipedia, when it first opened its pages, never properly regulated its sources, this led to universities to tell their students not to base there theories solely on Wikipedia and that they should cross search the subject.