**1.4 I can carry out appropriate checks on others' online identities and different types of informati on**

When using the internet as a source of information it is important to be mindful of the potential for misinformation from sources that are deliberately misleading. For example when researching information on a medical condition you may come across websites promoting fake cures to make money as well as misinformation to push a specific agenda. A way to avoid this would be to only use sites set up by an organisation with a good reputation for medical knowledge and which is cross referenced by other sites with good reputations - [Health A to Z - NHS (www.nhs.uk)](https://www.nhs.uk/conditions/) or [Diseases and Conditions - Mayo Clinic](https://www.mayoclinic.org/diseases-conditions). These websites are related to big organisations that do not have monetary interests in promoting cures or agendas such as anti-pharma or veganism. You also cross reference information via multiple sources to verify if it is reliable.

It is not uncommon for people to create false aliases /impersonate organisations online. There are several reasons why someone may do this such as to mine personal information to commit fraud or to use as a tool for abusive behaviour such a trolling. Celebrities using social media can be verified checking for a ‘blue tick’ or a special badge. Other clues to help verify accounts can include checking the follower count, who they interact with, content of the profile, checking images by using reverse search and checking how long the account has been active. When needing to verify an account it would be advisable to make more than one check on the account e.g. you may not be able to find an image in reverse search but that does not mean that the account is automatically legitimate.