Jargon Buster (Answers)

Advert	A paid message that tries to get you to buy something, or puts forward a certain opinion
Pop-up	Messages or pages that suddenly appear on your screen. These are often adverts and can take you to other sites
Trick	A joke or prank towards someone to catch them out or mislead them
Reliable	Something or someone you can trust
Information	Facts or details about something

Sponsored	A promotion that is paid for by an advertiser and shared by another brand or influencer
Phishing	A person or site pretending to be something official to get someone's personal details
Hoax	Something fake presented as real to trick someone
Influence	The power to cause an effect on someone else

Sceptical	Not being sure if something is true/reliable
Misinformation	Incorrect information shared on purpose to deliberately mislead
Disinformation	Incorrect or misleading information shared by accident

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UK Safer Internet Centre