

Advert	Something or someone you can trust
Pop-up	A paid message that tries to get you to buy something, or put forward a certain opinion
Trick	Facts or details about something
Reliable	Messages or pages that suddenly appear on your screen. These are often adverts and can take you to other sites
Information	A joke or prank towards someone to catch them out or mislead them
Sponsored	A person or site pretending to be something official to get someone's personal details
Phishing	The power to cause an effect on someone else
Hoax	Something fake presented as real to trick someone
Influence	A promotion that is paid for by an advertiser and shared by another brand or influencer
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

