



## Background:

Misinformation is the spread of false or inaccurate information without meaning to do harm. The increase in Artificial Intelligence (AI)-generated stories and videos online means that it can be hard to tell what online information is reliable.

## Kevin's Story:

Kevin shares an article in one of his group chats. The article mentions a video about a well-known TV personality. The article and video make a link between a popular healthy ageing supplement and health risks.

Kevin's friend Susan takes the article at face value. She replies to Kevin's message to say "Thanks for letting me know - I've thrown mine in the bin"

Michelle, who is a retired nurse, isn't so quick to react. She thinks about a recent campaign about knowing what online news we can trust. The campaign advises to take the following three steps:

**STOP      THINK      CHECK**

She does some background checks and she finds that there is no evidence to back up what the article says about the link between the supplements and the health risks.

Further investigation shows that the video is a deep fake (an AI-generated video) and the TV personality knew nothing about it. Michelle wonders why the article and video weren't flagged as problematic.

Michelle shares what she has found with Kevin. Kevin is embarrassed because he shared the article with lots of people. He wonders: What should I do now?

