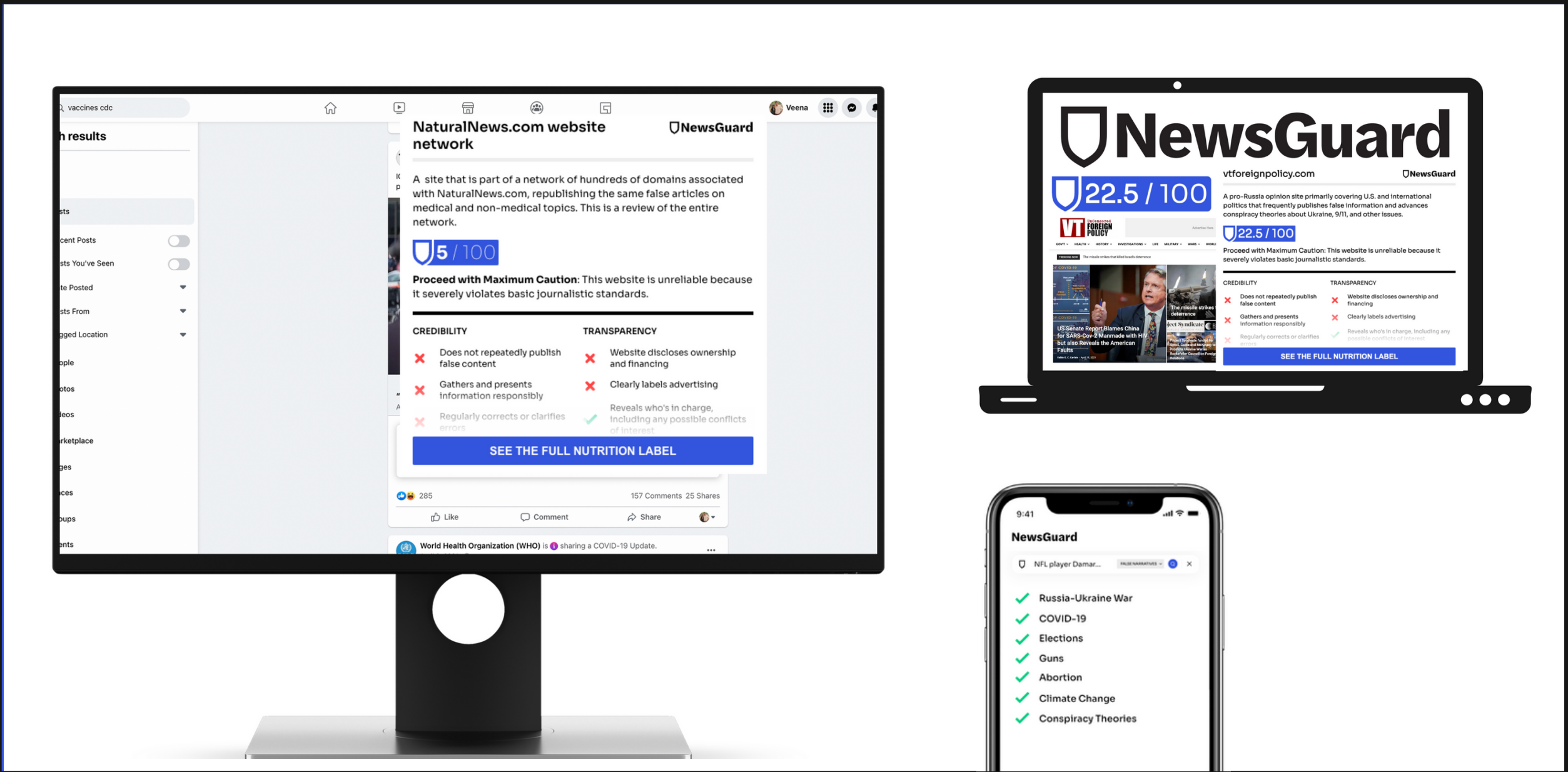


Staying safe from misinformation online:

How to use the NewsGuard browser extension



A GUIDE FOR OLDER POPULATIONS

What is NewsGuard?

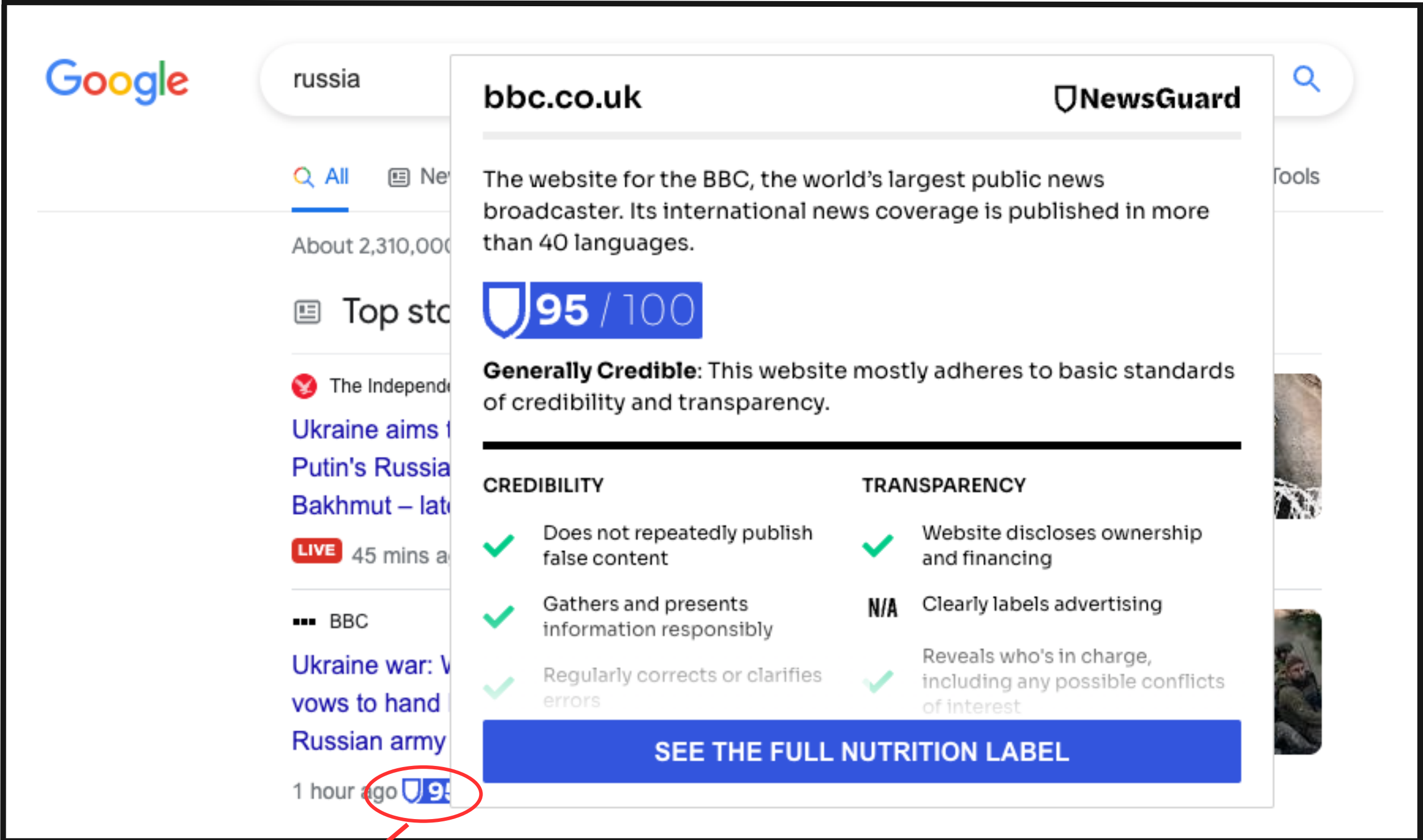
- NewsGuard rates news and information websites to assess the credibility and transparency of the website.
- NewsGuard can be downloaded to your internet browser as a browser extension. A browser extension is like an app on your device, except for your internet browser (whether you're using Google Chrome, Safari, Microsoft Edge, Firefox or Mozilla).
- With NewsGuard downloaded to your browser, you can see its website ratings and reviews of websites called "Nutrition Labels."

The screenshot displays the NewsGuard browser extension interface. It shows four news items arranged in a 2x2 grid. Each item includes a source logo, a headline, a thumbnail image, a timestamp, and a NewsGuard rating (a shield icon with a percentage). The ratings are circled in red. A 'More news' button with a right arrow is at the bottom.

Source	Headline	Timestamp	Rating
The Independent	Ukraine aims to 'encircle' Putin's Russian troops in Bakhmut – latest news	45 mins ago	100%
BBC NEWS	Ukraine war: Satellite images reveal Russian defences before major...	12 hours ago	95%
BBC	Ukraine war: Wagner chief vows to hand Bakhmut to Russian army by June	1 hour ago	95%
The Telegraph	Ukraine war live: Russia deploys 16 types of missiles in attack on Dnipro	1 hour ago	80%

With the NewsGuard browser extension downloaded, NewsGuard ratings for search results on Google, Bing, and other search engines, are displayed next to links to news sites. These indicators can help you decide whether a source is trustworthy or not.

NewsGuard displays the trust rating that a website receives next to the search result link, so that you can immediately discern a trusted news source from one which may be less reliable.



Hovering over the blue rating of a site shows its Nutrition Label, which you can click on to read NewsGuard’s full assessment of a site’s credibility and transparency practices (as below):

bbc.co.uk

The website for the BBC, the world’s largest public news broadcaster. Its international news coverage is published in more than 40 languages.

Ownership and Financing

The BBC is a public entity funded primarily by TV Licence fees required from every UK household and organization with television service. BBC News is a division of the BBC, producing radio, broadcast television, and digital content.

A Royal Charter, a government document that is renewed every 10 years or so, regulates the BBC’s oversight and funding. The most recent charter, established in 2017, appointed a new, 13-member board. In February 2021, former Goldman Sachs banker Richard Sharp was confirmed as the board’s new chairman. Sharp’s appointment drew scrutiny for his relationship to Conservative of the Exchequer Chancellor Rishi Sunak, Sharp’s one-time mentee at Goldman Sachs.

British TV Licence fees account for approximately 71 percent of the BBC’s income, according to a report on the House of Commons Library website. Residents need a TV Licence to watch anything on British television, or to watch or download any BBC program. The remainder of the revenue is from advertising on international television and digital services and programme sales.

Content

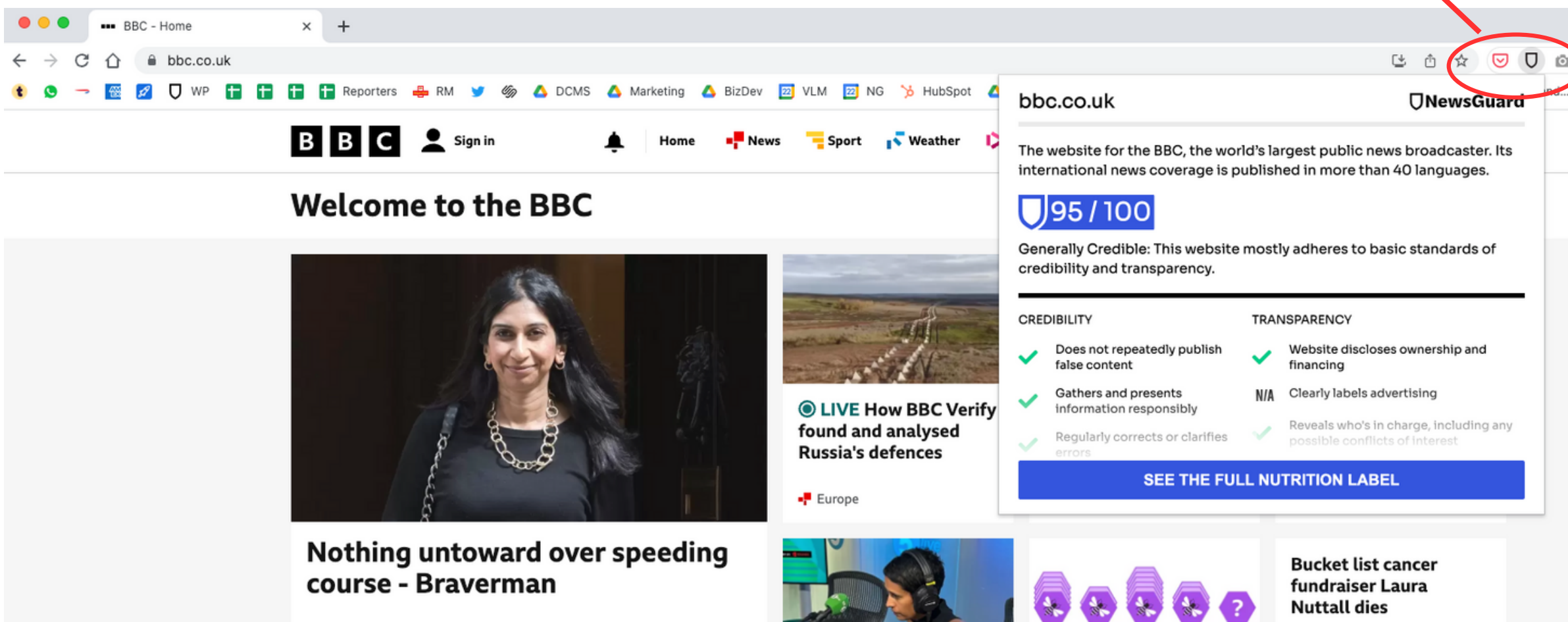
The BBC’s coverage is a mix of breaking news, analysis, features, and originally produced video, audio, and written content. The BBC’s news websites are curated by users’ location. For example, on Aug. 1, 2022, the website’s UK edition prominently featured stories on a grain ship leaving Ukraine for the first time since the Russia-Ukraine war began, and on an Australian

95 / 100

Generally Credible: This website mostly adheres to basic standards of credibility and transparency.

✓	Does not repeatedly publish false content	22 points
✓	Gathers and presents information responsibly	18
✓	Regularly corrects or clarifies errors	12.5
✓	Handles the difference between news and opinion responsibly	12.5
✓	Avoids deceptive headlines	10
✓	Website discloses ownership and financing	7.5
N/A	Clearly labels advertising	7.5
✓	Reveals who's in charge, including any possible conflicts of interest	5
✗	The site provides names of content creators, along with either contact or biographical information	5

Alternatively, once you are on a website, NewsGuard will appear at the top right-hand corner of your screen and will show you the rating that the site has received. Clicking on the rating badge will lead you to a more detailed Nutrition Label that provides reasons behind the site’s rating, as well as information about the site’s history and ownership.



NewsGuard is also integrated into the desktop version of social media sites like Twitter and Facebook, meaning that you can learn more about source credibility before reading—or sharing—information that might be false.



Benefits of using NewsGuard:

- NewsGuard's ratings and Nutrition Labels aims to equip users with the confidence and skills to browse the internet safely for news and information. We help you build trust in the news you read by showing you how it is produced.
- With NewsGuard, you can know whether the site you are looking at is reliable simply by glancing at our rating and Nutrition Label. You can also find out about the history, ownership, and financing of the website, all in one place.
- By referring to our ratings while browsing, users can spot websites that may be publishing misinformation, and, when looking for important news, users can be confident that they will be able to click on websites that provide consistently reliable information.
- With so many different websites, it's nearly impossible to remember which news sites are trustworthy and which are not. By looking at the NewsGuard rating, you can immediately see the credibility and transparency of the website.



An example of a generally unreliable website, VTForeignPolicy.com, which has published conspiracy theories about the Russia Ukraine war, COVID-19, and other topics.

Why trust NewsGuard?

- We are a completely apolitical organisation. Analysts and editors sign a strict code of conduct policy to keep personal political beliefs out of their work.

- We rate every site based on the same nine journalistic criteria, regardless of political orientation, area of focus, publication type, or prominence.

- We are totally transparent about how we make all of our decisions. We're not a black-box algorithm, and every Nutrition Label contains the contact information of the analysts who worked on the rating so you can reach out to them directly.

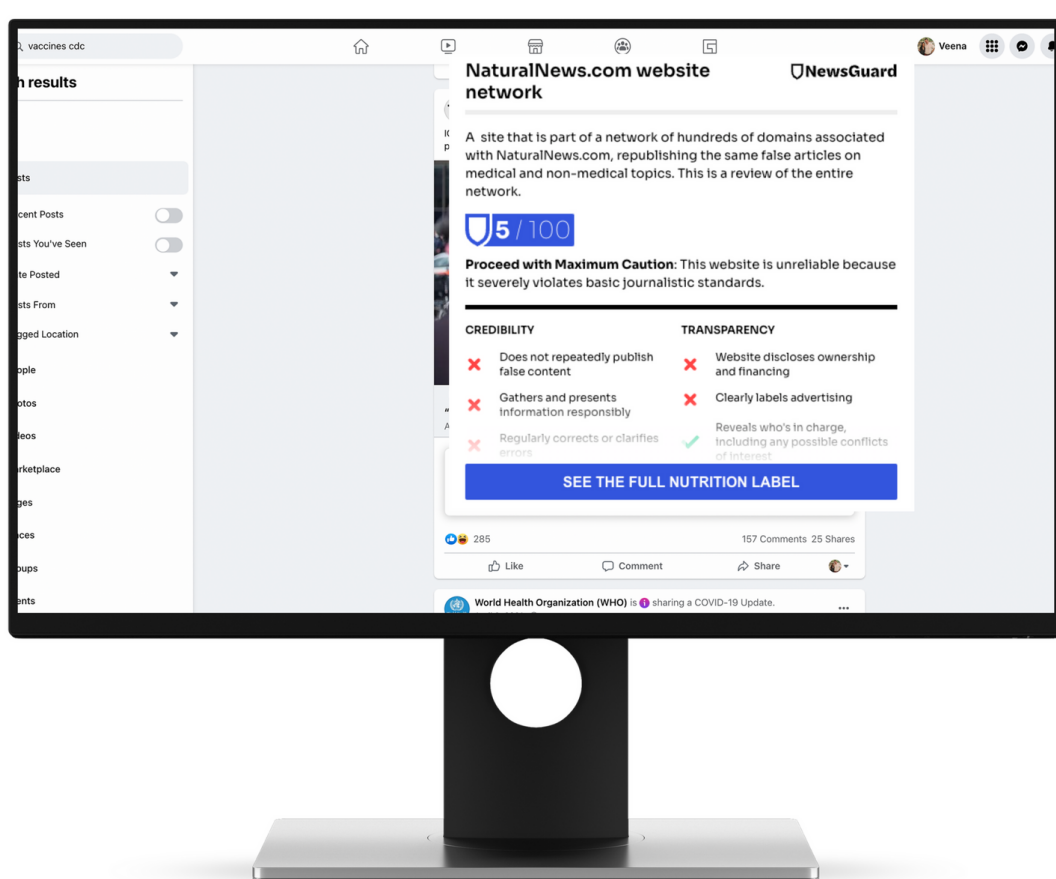
- We call websites for comment when we rate them and give them a chance to respond before publishing their ratings.
- We accept no fees from the news websites we rate.
- We cannot and do not collect any of the search results or browsing data of our browser extension users.

✓	Does not repeatedly publish false content	22 points
✓	Gathers and presents information responsibly	18
✓	Regularly corrects or clarifies errors	12.5
✓	Handles the difference between news and opinion responsibly	12.5
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NewsGuard's nine apolitical criteria.

How to install NewsGuard:

- Go to newsguardtech.com/get-newsguard, click the “Get NewsGuard” button, and follow the prompts.
- Visit newsguardtech.com/code, where you will see a prompt to enter an access code for NewsGuard.
- When the download is complete, sign-up using the access code provided to your organisation as part of NewsGuard's media literacy project with DCMS.
- If you would like to request an access code for your organisation serving the elderly and older populations, contact partnerships@newsguardtech.com.
- This will let you activate the browser extension for free for one year. Your card details won't be taken, so after the year, you have the option to continue your subscription for £4.95/month.
- Alternatively, if you use the Microsoft Edge browser to access the internet, NewsGuard's browser extension is free.



If you have any further questions, please contact our team at partnerships@newsguardtech.com and we would be delighted to help.