

Misinformation UnMASKED

A guide to checking the reliability of health information

Misinformation



UN

UNsure

Do you feel uncertain about the information?
Do you know where it came from or how recent it is?

M

Manipulated

Does an article switch from sounding like an essay to sounding like your mate?
Do the images look as though they may have been changed?

A

Agenda

What is the agenda of the person or company who created this information?
Why did they create it? Can you trust them?

S

Sidekick

Who do you trust to help you to check the information? Ask a librarian or a friend. Everyone needs a sidekick to unmask misinformation.

K

Knowledge

Who wrote the information? Are they a reliable authority on the topic?
Do they quote their qualifications or the institution where they work?

E

Evidence

Are there links to the papers or evidence the information is based on?
Does the information tell you where to find the evidence?

D

Date

How old is the information? Is there a date on it? Health information goes out of date quickly, so should be less than 3 years old.



It's time for misinformation to be UnMASKED.

Find out more: library.nhs.uk/health-information

