



Navigating Mis- and
Disinformation at an Older Age

LEARNING KIT

MEDIA LITERACY

GLOSSARY



No devices
needed, offline
activity



Vanhustyön keskusliitto
CENTRALFÖRBUNDET FÖR DE GAMLAS VÄL RY



How to use this material

This glossary supports participants in understanding common terms related to misinformation, disinformation, digital literacy, and artificial intelligence. Each term includes a short, simple explanation suitable for adult learners.

You can use this glossary:

- before a workshop to become familiar with key terms
- during discussions or activities to check unfamiliar words
- after sessions to review and strengthen understanding
- independently or together with friends, family members, or peer groups
- when reading news or using social media to better understand online content.

There is no need to memorize every term. The glossary is meant to be a practical support tool that helps participants feel more confident when navigating digital information and online environments.

You may also encourage participants to:

- highlight new or important terms
- discuss examples from everyday life
- return to the glossary whenever they encounter unfamiliar concepts online.

Term	Definition
Misinformation	False or incorrect information shared without the intent to mislead.
Disinformation	False information shared on purpose to deceive or manipulate.
Malinformation	Information that is based on truth but shared to harm someone, such as leaking private details.
Media literacy	The ability to understand, analyze, and evaluate media messages.
Digital literacy	The skills needed to find, use, and understand information safely and effectively online.
Confirmation bias	The tendency to believe information that supports what we already think, even if it's not true.
Deepfake	A fake video or image created using AI to look or sound real.
Fact-checking	Looking up information in trusted sources to see if it's true.
Bot	A computer program that can post, share or comment automatically, sometimes used to spread disinformation.
Algorithm	A set of rules used by platforms like Facebook, Instagram, YouTube or Netflix to decide what posts or videos you see.
Echo chamber	An online space where people only see opinions that match their own, or when people mostly interact with those who think like them, reinforcing their beliefs.
Clickbait	A misleading or shocking headline or image that gets people to click, even if the story isn't true or important.

Scam / Hoax	A trick or false claim meant to steal money or spread lies.
Critical thinking	Carefully thinking about whether something makes sense before believing or sharing it.
Source	The origin of a piece of information (for example, a news website, expert, or person).
AI (Artificial Intelligence)	A technology that allows machines to do tasks that usually need human thinking, like writing text, recognizing faces, or creating images.
Trustworthy source	A source that is known for being accurate, fair, and responsible.
Filter bubble	A situation where algorithms show you only the information and opinions you already agree with.
Troll	A person who intentionally posts upsetting or offensive messages online to cause conflict or anger.
Fake news	A completely made-up story or article presented as real news to mislead people.
Manipulated image or video	A picture or video that has been changed or edited to give a false impression.
Meme	A funny or relatable image, text, or video shared widely online, which can sometimes be used to spread false information.
Satire / Parody	Content made for humor or criticism that can be mistaken for real news if people don't recognize the joke.
Influencer	A person with many followers on social media who can shape others' opinions, sometimes paid to promote products or ideas.

Viral content	Content that spreads very quickly online because many people share it.
Phishing	A scam where someone tries to trick you into giving personal information, like passwords or bank details.
Cyber hygiene	Safe online habits like using strong passwords and not clicking suspicious links.
Filter	A setting or tool that changes what you see online, such as hiding certain words, topics, or people.
Disinformation campaign	A coordinated effort to spread false information for political, financial, or social goals.
Emotional manipulation	Using strong feelings (like fear, anger, or pride) to make people believe or share something without checking the facts.
Echoing	Repeating false information because many others are saying it, making it seem true.
Shadow banning	When a platform secretly limits how many people see a user's posts without them knowing.
Astroturfing	When an organization hides behind fake online accounts to make their ideas look like they come from ordinary people. For example, creating fake reviews on Google.
Hashtag activism	Using social media hashtags to support or spread awareness about a cause, which can sometimes be misused for disinformation.
Context	The background or situation in which information appears. Understanding context helps determine if something is reliable or misleading.

Bias	A one-sided point of view that influences how information is presented or understood.
Media bias	When news outlets or social media pages favor certain opinions, parties, or groups, shaping how stories are told.
Sponsored content	Articles or posts that look like real news but are paid for by a company or organization to promote a product or viewpoint.
Misinformation fatigue	Feeling tired or overwhelmed by trying to keep up with so much false or confusing information online.
Reputable organization	A group or institution that is trusted for accuracy and accountability, such as a well-known public broadcaster or academic body.
Propaganda	Information (often emotional or one-sided) spread to promote a political or social cause.
Synthetic media	Any content (image, video, or sound) created or altered by AI, such as deepfakes or AI-generated voices.
Generative AI	AI that can create new content, like text, images, or music, instead of just analyzing existing data.
Prompt	The text or question a person gives to an AI tool (like ChatGPT) to get a response or result.
Digital footprint	The record of what you do online. Such as posts, comments, and websites you visit, which can affect privacy and reputation.
Terms of service	The rules users agree to when using a digital platform, often explaining what data is collected and how it's used.

Information
overload

The feeling of being overwhelmed by too much information,
making it harder to tell what's true.

Is something missing?

Digital media and online environments change quickly, and new words and concepts appear all the time. If you notice a term, example, or topic that is missing from this glossary, you are encouraged to add it here.

You can also write down:

- new online trends or technologies you hear about
- unfamiliar words from news or social media
- questions you would like to discuss later
- examples of misinformation or scams you encounter.

This glossary is meant to grow and evolve together with its users.