



Worcestershire
Health Libraries

Misinformation & Disinformation

...some tips, tools, and advice.



By the end of this session, we will have covered:

- **What is misinformation and disinformation - with examples**
- **Why is it harmful?**
- **How to identify misinformation and disinformation**
- **How to identify verified and trusted information sources**
- **How to get further help and resources**



Misinformation & disinformation

What is it?

Misinformation is false information shared without intent to deceive, while disinformation is deliberately false information spread to mislead or cause harm.



(definition from Freedom Forum, 2025)

<https://www.freedomforum.org/misinformation-vs-disinformation/>

Some examples

What are the different types of misinformation and disinformation?

- **Fabricated Content:** content that is completely false. Ex. AI images of the Hollywood sign on fire
- **Manipulated Content:** real content that has been edited or distorted in some way. Ex. This picture of a lion and zebra drinking water peacefully side by side
- **Imposter Content:** content that is impersonating real, often trusted sources. Ex. False election videos
- **Misleading Content:** content that presents misleading information. Ex. Fake images from Hurricane Sandy

...continued

- **(Stolen) Satire and Parody:** humorous but false stories passed off as genuine. There is no intention to harm, but readers may be fooled. Ex. This article by The Onion
- **False Connections:** when headlines, photos and captions do not align with the written content. Ex. This article about an asteroid that was supposed to hit Earth
- **Sponsored Content:** when advertising is disguised as regular content, it is most relevant when the sponsorship is not shared with viewers. Ex. Ties between Hollywood and the military
- **False Context:** when accurate content is paired with inaccurate contextual information. Ex. Inaccurate Trump T.V. Ad
- **Propaganda:** information of a biased or misleading nature, used to promote or publicize a particular political cause or point of view. Ex. Rosie the Riveter

Why is it a concern?



Think about mis and disinformation...

In healthcare, this could lead to serious or even deadly consequences, getting the wrong advice around health.

What can be done?

Spotting mis and disinformation is the key, critically thinking and analysing any given information.

1

Where has the information come from?

Is the website or platform reliable/suitable?

2

Can you verify it?

Check citations and references

3

Is the 'expert' or author credible?

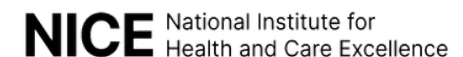
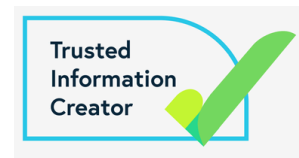
Are they a subject expert or a credible reporter on this topic?

Trusted sources

Finding trusted sources of information can help save you time, however, it's important to remember, it's critical to vet any information you receive.

Some trusted sources in UK Healthcare:

- **NHS** (www.nhs.uk)
- **NICE** (www.nice.org.uk)
- **PIF Tick** (<https://piftick.org.uk/>)
- **Leading UK Health charities**
- (e.g. Macmillian, BHF, Mind, etc.)
- **Academic & Research sources**
- (e.g. The BMJ, Lancet, Cochrane Library)



Any sources should be vetted, check information thoroughly and be critical of any sources that don't cite and reference in their work.

Further help

Misinformation UnMASKED

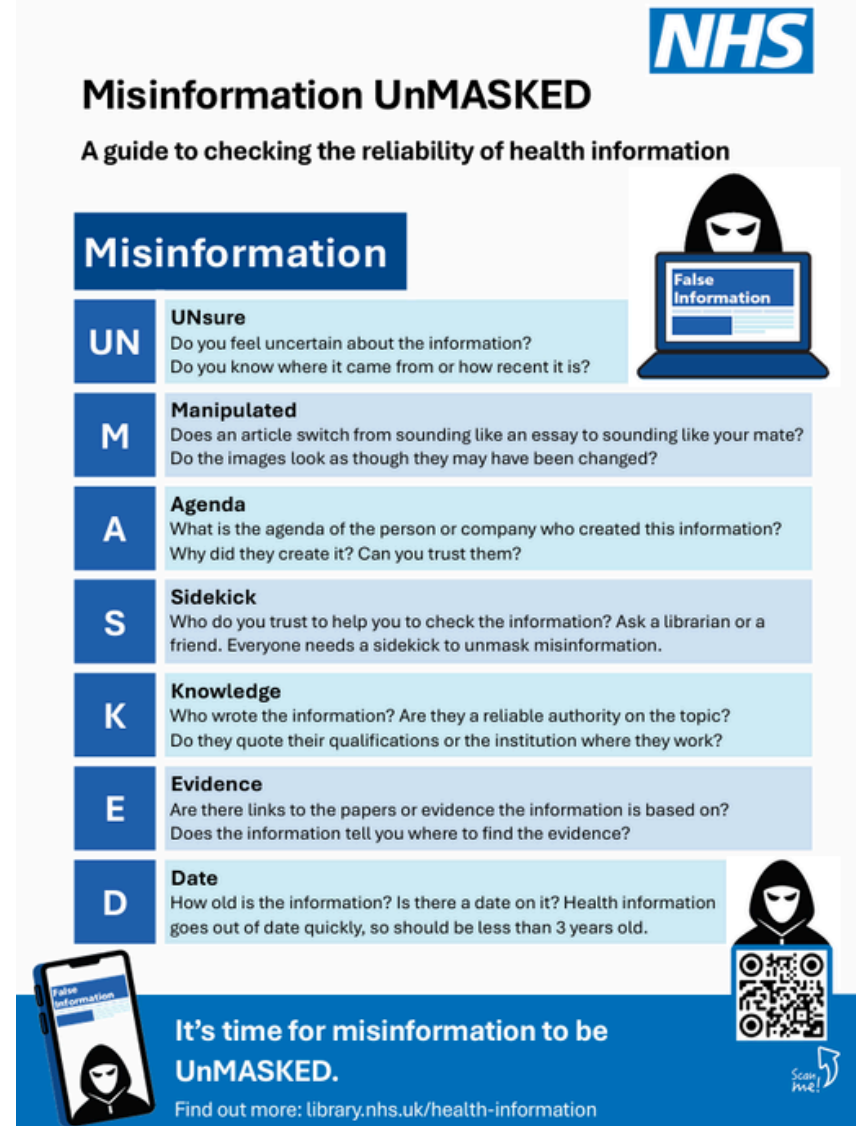
The NHS England Knowledge and Library Services Team have worked with South Tyneside and Sunderland NHS Foundation Trust to create a set of tools to help the public to unmask misinformation.

Resources were designed based on views of the public, NHS and public library staff.

The poster on the right is an example as well as other resources such as videos, posters, and shareable information on their website.

See more and access the full toolkit here:

<https://library.nhs.uk/health-information>



The poster is titled "NHS Misinformation UnMASKED" and is subtitled "A guide to checking the reliability of health information". It features a list of seven criteria for checking misinformation, each with a letter and a brief description. The criteria are: UN (UNsure), M (Manipulated), A (Agenda), S (Sidekick), K (Knowledge), E (Evidence), and D (Date). The poster also includes a QR code and a call to action to visit the NHS library website for more information.

NHS

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

Remember...



We're here to help you.

You can check our website for information, guides, or to get in touch - you could book a session with a librarian.



www.worcsacute.nhs.uk/libraries

References

Anon, (n.d.). Health Information. [online] Available at: <https://library.nhs.uk/health-information/> [Accessed 8 July 2026].

Human Rights Research (2025). Misinformation and Disinformation 101. [online] HRRC. Available at: <https://www.humanrightsresearch.org/post/misinformation-and-disinformation-what-s-the-difference> [Accessed 8 July 2026].

Matulli, A. (2025). Misinformation vs. Disinformation: What's the Difference, and Are They Protected Speech? [online] Freedom Forum. Available at: <https://www.freedomforum.org/misinformation-vs-disinformation/> [Accessed 8 July 2026].