

WHO'S FEEDING YOU THE NEWS?



OR



- | | |
|---|---|
| ✓ Does not repeatedly publish false content | ✗ |
| ✓ Gathers and presents information responsibly | ✗ |
| ✓ Regularly corrects or clarifies errors | ✗ |
| ✓ Handles the difference between news and opinion responsibly | ✗ |
| ✓ Avoids deceptive headlines | ✗ |
| ✓ Website discloses ownership and financing | ✗ |
| ✓ Clearly labels advertising | ✗ |
| ✓ Reveals who's in charge, including any possible conflicts of interest | ✗ |
| ✓ Provides information about content creators | ✗ |

When you see a headline in a search result or social media feed, do you know who's behind the article or whether they have an agenda?

NewsGuard is a tool to help you figure that out. NewsGuard fights misinformation with its experienced journalists who research and review news and information websites using basic, apolitical journalistic standards.

HOW DOES NEWSGUARD PRODUCE ITS REVIEWS?

- NewsGuard analysts assess the credibility and transparency of news and information websites and write Nutrition Label reviews that explain the methodology for how each website is rated.
- NewsGuard Nutrition Labels provide context for online news sources, including information about their owners, funding, editorial practices, and record of publishing factual (or false) information.
- Nutrition Labels explain why a website passed or failed each criterion, how a website responded to NewsGuard's questions about any criterion it failed, and the contact information for everyone involved with writing and editing the review.

HOW DO YOU ACCESS NEWSGUARD'S REVIEWS?

- NewsGuard's ratings and Nutrition Labels for more than 2,000 websites can be accessed via a browser extension.
- NewsGuard never collects or stores personal information about its users. On some browsers, the NewsGuard extension will ask users for "permission to read and modify web page contents." This permission is required so that NewsGuard can display its icons next to links. It is not used for any other purpose.
- Go to [NewsGuardTech.com](https://www.newsguardtech.com) for instructions on how to download the NewsGuard browser extension onto your personal computer for Chrome, Safari, Edge, and Firefox browsers.
- The extension is free for users at libraries and schools (NewsGuard's revenue comes from technology companies paying to license its Nutrition Label reviews).
- To view NewsGuard on your mobile phone, download the Microsoft Edge mobile browser and enable news ratings in settings.
- For information about NewsGuard's rating process, and its transparency standards, visit [NewsGuardTech.com](https://www.newsguardtech.com).

HOW DO YOU USE NEWSGUARD'S BROWSER EXTENSION?

What you will see

- Icons appear in the upper-right-hand corner of websites rated by NewsGuard
- Icons also appear in search results and social media feeds, next to links for websites rated by NewsGuard
- **Hover** over each icon to see how the site is rated, then **click** to read the full Nutrition Label

NewsGuard's Icons

- ✓ A news website that generally maintains basic standards of credibility and transparency
- ⚠ A news website that generally fails to maintain basic standards of credibility and transparency
- i A platform publishing unvetted content from users
- 😄 A satire website
- ⚪ A website yet to be rated

This free news literacy browser extension is made possible in part by support from Microsoft Corp.



www.newsguardtech.com