|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **English** | **Greek** | **Lithuanian** | **Norweign** | **Polish** | **Portuguese** | **Roman** |
| **Advertising:** the act or practice of calling public attention to one's product, service, need, etc. | Διαφήμιση |  |  |  |  |  |
| **Anecdotal evidence**: Evidence based on theory, opinion, or informal observation rather than systematic research. Whereas *empirical* evidence is evidence based on facts obtained through scientific observation, investigation, or experimentation. | Ανεπίσημα στοιχεία |  |  |  |  |  |
| **Bias:** a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned: unreasonably hostile feelings or opinions about a social group; prejudice:  Statistics.  A systematic as opposed to a random distortion of a statistic as a result of sampling procedure. | Προκατάληψη |  |  |  |  |  |
| **Black hat SEO (search engine optimization):** describes aggressive and illicit strategies used to artificially increase a website’s position within a search engine’s results, for example changing the content of a website after it has been ranked. These practices generally violate the given search engine’s terms of service as they drive traffic to a website at the expense of the user’s experience. | Παράνομη βελτίωση της κατάταξης ενός ιστότοπου |  |  |  |  |  |
| **Bot/Bots:** are social media accounts that are operated entirely by computer programs and are designed to generate posts and/or engage with content on a particular platform. In disinformation campaigns, bots can be used to draw attention to misleading narratives, to hijack platforms’ trending lists and to create the illusion of public discussion and support. Researchers and technologists take different approaches to identifying bots, using algorithms or simpler rules based on number of posts per day. | Παραπλανητικοί λογαριασμοί |  |  |  |  |  |
| **Botnet:** is a collection or network of bots that act in coordination and are typically operated by one person or group. Commercial botnets can include as many as tens of thousands of bots. | Διαδικτυακά ρομπότ |  |  |  |  |  |
| **Click bait:** Internet content whose main purpose is to encourage users to follow a link to a web page, esp. where that web page is considered to be of low quality or value. | Παραπλανητικοί τίτλοι |  |  |  |  |  |
| **Commentary:** An expression of opinions or offering of explanations about an event or situation. | Σχόλιο |  |  |  |  |  |
| **Confirmation bias:** The tendency to Interpret information that confirms one's preexisting beliefs or hypotheses. | Επιβεβαίωση στερεοτύπων |  |  |  |  |  |
| **Conspirary theory:** A theory that explains an event as being the result of a plot by a covert group or organization; A belief that a particular unexplained event was caused by such a group; The idea that many important political events or economic and social trends are the products of secret plots that are largely unknown to the general public. | Θεωρία συνομωσίας |  |  |  |  |  |
| **Dark ads :** advertisements that are only visible to the publisher and their target audience. For example, Facebook allows advertisers to create posts that reach specific users based on their demographic profile, page ‘likes’, and their listed interests, but that are not publicly visible. These types of targeted posts cost money and are therefore considered a form of advertising. Because these posts are only seen by a segment of the audience, they are difficult to monitor or track. | Σκοτεινή διαφήμιση |  |  |  |  |  |
| **Data mining:** the process of monitoring large volumes of data by combining tools from statistics and artificial intelligence to recognize useful patterns. Through collecting information about an individual’s activity, disinformation agents have a mechanism by which they can target users on the basis of their posts, likes and browsing history. A common fear among researchers is that, as psychological profiles fed by data mining become more sophisticated, users could be targeted based on how susceptible they are to believing certain false narratives. | Εξόρυξη δεδομένων |  |  |  |  |  |
| **Deepfake:**  the term currently is being used to describe fabricated media produced using artificial intelligence by synthesizing different elements of existing video or audio files. It enables relatively easy methods for creating ‘new’ content, in which individuals appear to speak words and perform actions, which are not based on reality. Although still in their infancy, it is likely we will see examples of this type of synthetic media used more frequently in disinformation campaigns, as these techniques become more sophisticated. | Πλαστογραφία ήχου-εικόνας |  |  |  |  |  |
| **Digital literacy:** The ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills. | Ψηφιακή παιδεία |  |  |  |  |  |
| **Disinformation:**  false information that is deliberately created or disseminated with the express purpose to cause harm. Producers of disinformation typically have political, financial, psychological or social motivations. | Παραπληροφόρηση |  |  |  |  |  |
| **Doppelgänger:** Someone who looks exactly like someone else but who is not related to that person. | Κλώνος |  |  |  |  |  |
| **Dormant account:**  a social media account that has not posted or engaged with other accounts for an extended period of time. In the context of disinformation, this description is used for accounts that may be human- or bot-operated, which remain inactive until they are ‘programmed’ or instructed to perform another task. | Αδρανής λογαριασμός |  |  |  |  |  |
| **Doxing:**  the act of publishing private or identifying information about an individual online, without his or her permission. This information can include full names, addresses, phone numbers, photos and more. | Αποκάλυψη και δημοσιοποίηση αρχείων ενός ατόμου |  |  |  |  |  |
| **Echo champer:** Describes a situation where information, ideas and beliefs are reinforced and supported by ongoing communication and repetition within the limits of a defined system. | Αντήχηση ιδεών |  |  |  |  |  |
| **Encryption:** the process of encoding data so that it can be interpreted only by intended recipients. Many popular messaging services such as WhatsApp encrypt the texts, photos and videos sent between users. This prevents governments from reading the content of intercepted WhatsApp messages. | Κρυπτογράφηση |  |  |  |  |  |
| **Euphemism:** A mild or indirect word or expression substituted for one considered to be too harsh or blunt when referring to something unpleasant or embarrassing. | Ευφημισμός |  |  |  |  |  |
| **Fact :** something that actually exists; reality; truth:  something known to exist or to have happened:  a truth known by actual experience orobservation; something known to be true. | Γεγονός |  |  |  |  |  |
| **Fact checking:** (in the context of information disorder) is the process of determining the truthfulness and accuracy of official, published information such as politicians’ statements and news reports.¹³ Fact-checking emerged in the U.S. in the 1990s, as a way of authenticating claims made in political ads airing on television. There are now around 150 fact-checking organizations in the world,¹⁴ and many now also debunk mis- and disinformation from unofficial sources circulating online. | Έρευνα γεγονότων |  |  |  |  |  |
| **Fake followers:**  anonymous or imposter social media accounts created to portray false impressions of popularity about another account. Social media users can pay for fake followers as well as fake likes, views and shares to give the appearance of a larger audience. | Ψεύτικοι ακόλουθοι |  |  |  |  |  |
| **Fake news:** Fake news websites (also referred to online as hoax news), deliberately publish hoaxes, propaganda, and disinformation to drive web traffic inflamed by social media. These sites are distinguished from news satire, as they mislead and profit from readers' gullibility. | Ψευδείς ειδήσεις |  |  |  |  |  |
| **False hood:** A lie or a statement that is not correct. | Ψευδής δήλωση |  |  |  |  |  |
| **Filter Bubble:** Customized results from search engines that are geared to the individual based on that person’s past search preferences. It means two people searching for the same thing receive a different sequence of results. | Φιλτραρισμένη Φούσκα |  |  |  |  |  |
| **Hearsay:** Information that you have heard but do not know to be true. | Φήμη, κουτσομπολιό |  |  |  |  |  |
| **Hoax:** something intended to deceive or defraud. | Απάτη |  |  |  |  |  |
| **Information:** 1.knowledge communicated or received concerning a particular fact or circumstance; news: 2 knowledge gained through study, communication, research, instruction, etc.; factual data | Πληροφορία |  |  |  |  |  |
| **Information Literacy:** The adoption of appropriate information behavior to identify, through whatever channel or medium, information well fitted to information needs, leading to wise and ethical use of information in society. | Ψηφιακός Εγγραματισμός |  |  |  |  |  |
| **Information Overload:** A situation in which you receive too much information at one time and cannot think about it in a clear way. | Υπερφόρτωση Πληροφοριών |  |  |  |  |  |
| **Internet Troll:** An individual who posts false accusations or inflammatory remarks on social media to promote a cause or to harass someone. | Ρατσιστικά, σεξιστικά και βέβηλα άτομα |  |  |  |  |  |
| **Junk journalism:** A news story that is written without adequate research, investigation or information before publication. | Ψευδοδημοσιογραφία |  |  |  |  |  |
| **Junk science:** Faulty scientific research, data, and claims created for financial or political gain. | Ψευδοεπιστήμη |  |  |  |  |  |
| **Knowledge:** the fact or state of knowing; the perception of fact or truth; clear and certain mental apprehension. the body of truths or facts accumulated in the course of time. | Γνώση |  |  |  |  |  |
| **Lie:** Something you say that you know is not true. | Ψέμα |  |  |  |  |  |
| **Mainstream media:** Mainstream media outlets are found on television, radio, online and in newspapers and other publications. They include TV networks like ABC, CBS and NBC, as well as national news channels like CNN and Fox News. They also include websites like MSNBC and large newspapers like The New York Times and USA Today. Mainstream media sources are usually easy to find, and they reach large audiences. | Κύρια μέσα ενημέρωσης |  |  |  |  |  |
| **Μalinformation:** is genuine information that is shared to cause harm. This includes private or revealing information that is spread to harm a person or reputation. | Επιβλαβής πληροφόρηση |  |  |  |  |  |
| **Manufactured amplification:** occurs when the reach or spread of information is boosted through artificial means. This includes human and automated manipulation of search engine results and trending lists, and the promotion of certain links or hashtags on social media. There are online price lists for different types of amplification, including prices for generating fake votes and signatures in online polls and petitions, and the cost of downranking specific content from search engine results. | Ενίσχυση παραγόμενων αποτελεσμάτων |  |  |  |  |  |
| **Media literacy:** Provides a framework to access, analyze, evaluate and create messages in a variety of forms – from print to video to the Internet. | Γραμματισμός στα μέσα |  |  |  |  |  |
| **Meme:** The formal definition of the term **meme**, coined by biologist Richard Dawkins in 1976, is an idea or behavior that spreads person to person throughout a culture by propagating rapidly, and changing over time. The term is now used most frequently to describe captioned photos or GIFs that spread online, and the most effective are humorous or critical of society. They are increasingly being used as powerful vehicles of disinformation. | Μιμίδιο |  |  |  |  |  |
| **Misinformation :** false or inaccurate information, especially that which is deliberately intended to deceive. | Παραπληροφόρηση |  |  |  |  |  |
| **Native advertising :** Paid advertising where the ad matches the form, feel and function of the content of the media on which it appears. | Προσαρμοσμένες διαφημίσεις |  |  |  |  |  |
| **Objectivity :** not influenced by personal feelings, interpretations, or prejudice; based on facts; unbiased: impartiality, absence/lack of bias, absence/lack of prejudice, fairness, fair-mindedness, neutrality, evenhandedness, justice, open-mindedness, disinterest, detachment, dispassion, neutrality.  Journalistic objectivity can refer to fairness, disinterestedness, factuality, and nonpartisanship. | Αντικειμενικότητα |  |  |  |  |  |
| **Op-end:** A newspaper page [or page on a newspaper's website] devoted to signed articles by commentators, essayists, humorists, etc., of varying viewpoints. | Επιφυλλίδα |  |  |  |  |  |
| **Opinion piece:** An article in which the writer expresses their personal opinion, typically one which is controversial or provocative, about a particular issue or item of news. | Άποψη |  |  |  |  |  |
| **Parody:** any humorous, satirical, or burlesque imitation, as of a person, event, etc. | Παρωδία |  |  |  |  |  |
| **Peer review:** A process by which a scholarly work (such as a paper or a research proposal) is checked by a group of experts in the same field to make sure it meets the necessary standards before it is published or accepted. | Ομότιμη αναθεώρηση |  |  |  |  |  |
| **Point of view:** a specified or stated manner of consideration or appraisal; standpoint: an opinion, attitude, or judgment. | Οπτική γωνία |  |  |  |  |  |
| **Post-truth:** an adjective defined as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief. | Αληθοφάνεια |  |  |  |  |  |
| **Prank:** a trick of an amusing, playful, or sometimes malicious nature. | Φάρσα |  |  |  |  |  |
| **Primary source:** primary sources are first-hand accounts of an event, and are created during the time that event took place. | Πηγή |  |  |  |  |  |
| **Propaganda:** information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.:  The deliberate spreading of such information, rumors, etc: To build support for an ideology or leader and demonizing the opposition. | Προπαγάνδα |  |  |  |  |  |
| **Roumor:** An unofficial interesting story or piece of news that might be true or invented, and quickly spreads from person to person. | Φήμη, διάδοση |  |  |  |  |  |
| **Satire:** is writing that uses literary devices such as ridicule and irony to criticize elements of society. Satire can become misinformation if audiences misinterpret it as fact. There is a known trend of disinformation agents labelling content as satire to prevent it from being flagged by fact-checkers. | Σάτιρα |  |  |  |  |  |
| **Scraping:** is the process of extracting data from a website without the use of an API. It is often used by researchers and computational journalists to monitor mis- and disinformation on different social platforms and forums. Typically, scraping violates a website’s terms of service (i.e., the rules that users agree to in order to use a platform). However, researchers and journalists often justify scraping because of the lack of any other option when trying to investigate and study the impact of algorithms. | Ανάκτηση πληροφοριών |  |  |  |  |  |
| **Secondary source/secondary sources:** written by scholars or observers after the fact, and interpret or analyze primary sources or events. | Δευτερεύουσα πηγή/πηγές |  |  |  |  |  |
| **Sensationalism:** The act by newspapers, television, etc. of presenting information in a way that is [meant to] be shocking or exciting. | Κιτρινισμός |  |  |  |  |  |
| **Social boot:** A program on the Internet that generates or repeats messages on social media such as Facebook and Twitter with the intent to sway its audience. | Λογισμικό κοινωνικής χειραγώγησης |  |  |  |  |  |
| **Sock puppet:** is an online account that uses a false identity designed specifically to deceive. Sock puppets are used on social platforms to inflate another account’s follower numbers and to spread or amplify false information to a mass audience. The term is considered by some to be synonymous with the term “bot”. | Κακόβουλος ψηφιακός λογαριασμός |  |  |  |  |  |
| **Spam:** is unsolicited, impersonal online communication, generally used to promote, advertise or scam the audience. Today, it is mostly distributed via email, and algorithms detect, filter and block spam from users’ inboxes. Similar technologies to those implemented in the fight against spam could potentially be used in the context of information disorder, once accepted criteria and indicators have been agreed. | Ενοχλητική ψηφιακή αλληλογραφία |  |  |  |  |  |
| **Spin:** To present (news or information) in a way that creates a favorable impression. | Μεροληπτική παρουσίαση πληροφορίας |  |  |  |  |  |
| **Sponsored Content:** Material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product. | Συνεργαζόμενο περιεχόμενο |  |  |  |  |  |
| **TrollQ:** To post inflammatory or inappropriate messages or comments for the purpose of upsetting other users and provoking a response. | Κακόβουλο δικτυωμένο άτομο |  |  |  |  |  |
| **Trolling:**  is the act of deliberately posting offensive or inflammatory content to an online community with the intent of provoking readers or disrupting conversation. Today, the term “troll” is most often used to refer to any person harassing or insulting others online. However, it has also been used to describe human-controlled accounts performing bot-like activities. | Τρολάρισμα |  |  |  |  |  |
| **True/Truth:** the true or actual state of a matter: conformity with fact or reality; verity: a verified or indisputable fact, proposition, principle, or the like: an obvious or accepted fact; truism; platitude. | Αλήθεια |  |  |  |  |  |
| **Truthiness:** The quality of preferring concepts or facts one wishes to be true, rather than concepts or facts known to be true. | Αληθοφάνεια |  |  |  |  |  |
| **Untruth:** The fact that something is not true. | Αναλήθεια |  |  |  |  |  |
| **Urban legend/myth:** urban legends are best described as cautionary or moralistic tales passed along by those who believe (or claim) the incidents befell either folks they know personally or acquaintances of friends or family members. | Αστικός Θρύλος/Μύθος |  |  |  |  |  |
| **User-generated content:** The production of content by the general public rather than by paid professionals and experts in the field. | Περιεχόμενο δημιουργημένο από τον χρήστη |  |  |  |  |  |
| **Verification:**  the process of determining the authenticity of information posted by unofficial sources online, particularly visual media. It emerged as a new skill set for journalists and human rights activists in the late 2000s, most notably in response to the need to verify visual imagery during the ‘Arab Spring’ | Επαλήθευση |  |  |  |  |  |
| **VPN (Virtual Private Network):** is used to encrypt a user’s data and conceal his or her identity and location. This makes it difficult for platforms to know where someone pushing disinformation or purchasing ads is located. It is also sensible to use a VPN when investigating online spaces where disinformation campaigns are being produced. | Εικονικό ιδιωτικό δίκτυο |  |  |  |  |  |
| **Yellow Journalism:** Type of journalism that presents little or no legitimate or well researched news, employing eye catching, clickbait headlines, with the sole intention of selling more newspapers and/or advertising space. | Κίτρινη δημοσιογραφία |  |  |  |  |  |