



## Module 1

# Introduction to the importance of digitization for local food producers and basic approach to the web

CONTENT 2: Navigate safely on the web and recognize valid information

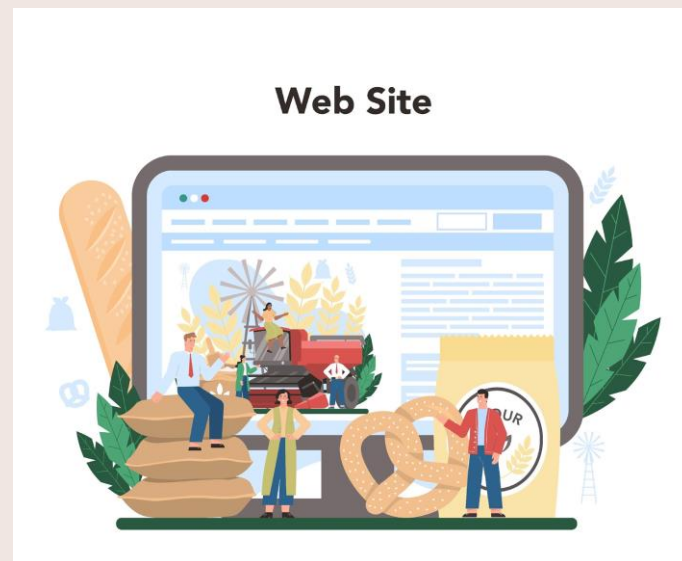


KOCAELI  
B:EU:FA



# Introduction: Why Navigating the Web Matters for LFP

- Importance of using the internet effectively for work, and personal use:
  - Looking for technical/practical information
  - Networking
  - Visibility of the activity of the farm
  - The challenge of distinguishing between credible and non-credible sources
  - Diversity of information
  - A lot of content not reviewed
  - The risk of misinformation or insufficient information, technical mistakes



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# 1. Getting started with web browsing

- Choosing a web browser

A browser is mainly free software that allows you to view Internet pages (texts, images, videos, but also links and other functions of a website are display)

The + and – of main browsers available:

- **Edge** (Microsoft browser)



- + Compatibility with other Microsoft services
- + Security
- Data Privacy

- **Safari** (Apple browser)



- + Speed
- + Synchronization
- Limited compatibility

- **Chrome** (Google browser)



- + Compatibility with other Google services
- + Personalization (modules)
- Data Privacy

- **Firefox** (Open source browser)



- + Security and Privacy
- + Extensions Store
- RAM consumption

# 1. Getting started with web browsing

- Using search engines

A search engine is a tool that allows you to search the Web (but also on a personal computer) for resources, content, documents, etc., using keywords

The + and – of main search engines:

- **Google** (Google search engine / 93% market share)



- + Size and reputation
- + Additional apps
- Sale of personal data

- **Bing** (Microsoft search engine / 3% market share)



- + Advanced searches
- + Rewards program
- Sale of personal data

- **Yahoo Search** (Yahoo! search engine / 2% market share)



- + Research specialties
- + Its interface
- Lot of advertising / Sale of personal data

- **Ecosia** (Ecological search engine)



- + Non-profit project
- + Respect for privacy
- Lack of relevance

# 1. Getting started with web browsing

- Understanding URLs and hyperlinks

## Definition of URL

A URL (Uniform Resource Locator) is the address of a website, or more precisely the address of a page of a website.

It is essential to locate this page in the ocean of billions of existing internet pages. This is why URL structure is standardized around the world:

**http://www.:** Corresponds to technical standards (international)

**LOFT project:** corresponds to the domain name

**.com:** corresponds to the domain name extension

# 1. Getting started with web browsing

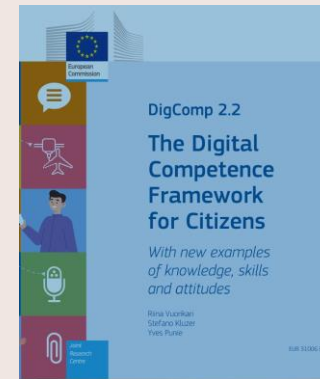
- Understanding URLs and hyperlinks

## Definition of a Hyperlink

A hyperlink is an element placed in the content of a web page which allows, by clicking on it, access to other content on the same website (internal link) or to a different website (external link).

Most of the time it takes the form of a text. It is then easy to spot since it is customary for this text to appear [underlined and in another color](#), blue in 99% of cases. But it can also be placed on an image, button, photo, etc.

you can press the CTRL key on your computer and click on the following image to access the content directly



# 1. Getting started with web browsing

- Understanding URLs and hyperlinks

Create your hyperlink



To link the image above to the website of the European Union's DG Agri:

[https://agriculture.ec.europa.eu/index\\_en](https://agriculture.ec.europa.eu/index_en)

1. Right-click on the image
2. In the menu that appears, select 'Link'
3. Copy the above address and paste it into the empty 'address' section, then press OK
4. You can then access the site directly by pressing CTRL and clicking on the image

# 1. Getting started with web browsing

- Browsing safely
  - Avoiding phishing scams and malware

To avoid phishing scams and malware, always verify the sender's identity before clicking links or downloading attachments, especially in emails or messages from unknown sources.

Use strong, unique passwords and enable two-factor authentication (2FA) on accounts.

Keep software, browsers, and antivirus programs up to date.

Never click on suspicious pop-ups or ads.



# 1. Getting started with web browsing

- Browsing safely
  - Using antivirus and spyware/malware security (cf. Module 5 - Content 5)
  - Using secure connections (HTTPS)

Using secure connections (HTTPS) encrypts data exchanged between your browser and websites, protecting sensitive information like passwords and financial details from being intercepted by hackers. HTTPS ensures data integrity, preventing tampering, and verifies the website's authenticity, reducing the risk of phishing. It enhances privacy and security, making it essential for safe online browsing and transactions.

# 1. Getting started with web browsing

- Browsing safely
  - Understanding privacy settings and data protection

Understanding privacy settings and data protection on the web helps you control how much personal information is shared online. Adjust settings on browsers, social media, and apps to limit data collection and tracking. Regularly review permissions and disable unnecessary access. Use strong passwords and enable encryption to protect sensitive data, enhancing your online privacy and security.

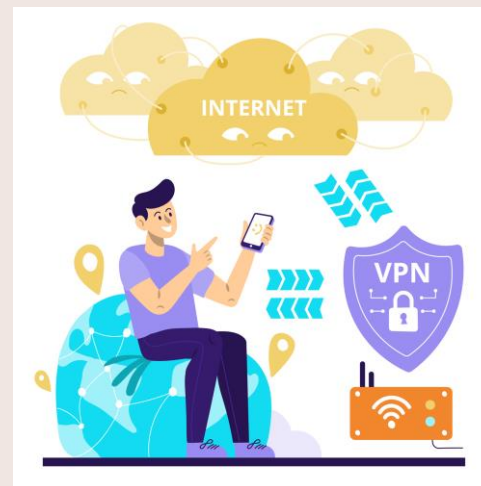


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# 1. Getting started with web browsing

- Browsing safely
  - Using a Virtual Private Network

Using a Virtual Private Network (VPN) enhances online privacy by encrypting your internet connection and masking your IP address. This helps protect your data from hackers, prevents websites from tracking your location, and shields your browsing activity on public Wi-Fi. VPNs also allow access to geo-restricted content by routing your connection through servers in different locations.

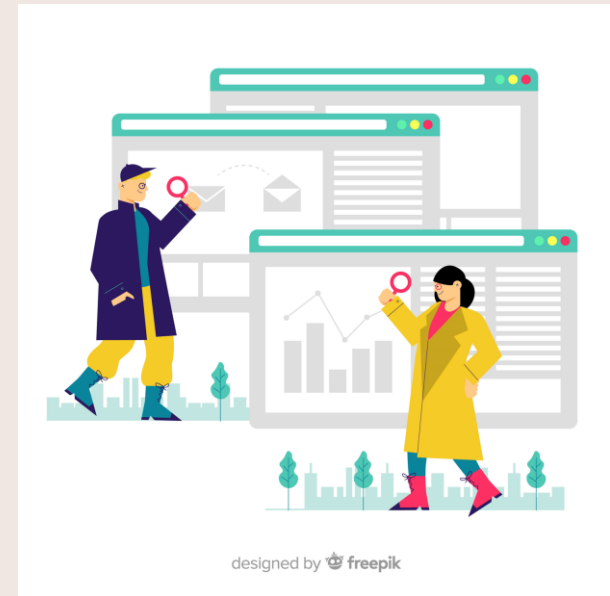


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## 2. Mastering search techniques

The Internet is a huge search space where you can find everything and nothing at the same time! It will mainly depend on your research. Contrary to what some people think, it is not enough to type the question or idea you want to search for but to proceed by keywords.

- Ask yourself the six basic questions: (Who? What? When? Where? How? Why?). This will allow you to find new keywords.
- Use search operators like parentheses ( ), words and/or, +/- signs. You can also use the quotation marks " " so that the search engine understands that it must search for this set of words.
- Lot of search engines offer advanced search forms in order to refine the results



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## 2. Mastering search techniques

- Evaluating search results based on relevance

Often search engines classify the result by 'relevance', these are the sites best referenced first (often paid) but you can also classify them by date, number of views etc...

Most of the time, paying or commercial sites are flagged up by your search engine.

- Evaluating search results based on date

Sometimes the keywords will search for an article or other information dating back several years and totally obsolete. It is important to always check it.

# 3. Evaluating the Credibility of a website and its content

Thanks to the Internet, everyone can search for and also post information online. It is therefore up to you to judge the credibility of the data.

In summary, we can validate the source by checking one of the following five points:

- Who is the author ? (An individual? A professional? An organization?)
- What is the objective of the site? (Sell? Inform?)
- What is the type of site? (Personal? Blog?)
- How is the content presented? (What is the architecture of the site like? Is the content updated?)
- What is the language register (formal, colloquial, etc.)? Are there any spelling mistakes?

# 3. Evaluating the Credibility of a website and its content

- Check the URL

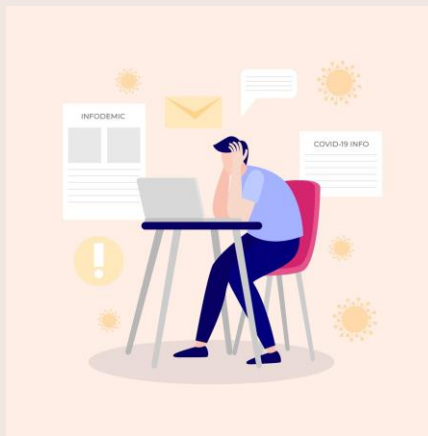
Check the web address of the page you are viewing. The URL sometimes has spelling mistakes or uses less conventional domain extensions like ".infonet" or ".offer".

- About the author

Research the authors to determine if they are credible, if they are real, if they have a good reputation, if they are used to write articles on a specific area of expertise.

- Be attentive

Credible news includes multiple facts: data, statistics, expert opinions, etc. Their absence should concern you. Reports with false information often contain incorrect dates.



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# 3. Evaluating the Credibility of a website and its content

- Check other sources

Are there other reliable news sources or news outlets reporting this information? Are credible sources cited in the article?

- Check if the photos are authentic

Photos you see on social media may have been retouched or manipulated. Also be aware that a legitimate photo can be used in a misleading context.

- Think critically

Many fake news stories are cleverly written to provoke strong emotional reactions like fear or anger. Ask yourself the following questions: Why was this information written? Are they promoting a specific cause or program? Are they intended to take me to another website?



# 3. Evaluating the Credibility of a website and its content

- Use a fact-checking site

Examples of fact check sites:

- [Snopes](#)
- [PolitiFact](#)
- [Fact Check](#)
- [BBC Reality Check](#)

- Use a photo verification site

Examples of known websites:

- [Google image search tool](#)
- [Tineye.com](#)
- [Fotoforensics](#)
- [Forensically](#)

# Useful links

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- [Navigate safely – Swiss cyberinstitute tips](#)
- [Recognize valid information 1](#)
- [Recognize valid information 2](#)



# References

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## CONTENTS

- Recognize valid information
- Avoid cyber-maliciousness
- Navigate safely on the web

## IMAGES

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