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My own involvement in this short monograph began in the early months of the COVID-19 pandemic in 2020. Via social media, we shared an avalanche of misinformation and personal messages on the state of the virus, the pandemic, treatments, and government actions. I had a number of friends, acquaintances, colleagues and others who had started an ongoing conversation online about the state of us about the problems caused by the rapid spread of misinformation. Which, in turn, segued into our throwing back at them particular ways of counteracting misinformation without it being taken up as online arguments and lectures, some of which were not successful. At least, not in our experience. Eventually, we went up with the idea of creating a simple checklist for social media users that help them better screen content received and filter out what is wrong.

Remember the place where online written content can be created, accessed and shared without any real intermediary. The World Wide Web (the web) was conceived and designed originally as a platform that should remain an open standard for all to use and that no-one should lock it up into a proprietary system" (CERN 2022). This pioneering aspect of the web is generally a force for good.

Central to this monograph are two concepts information *entropy* and *redundancy* famously expounded by Claude Shannon (father of the