

Every scroll, every click, every search brings us face to face with information - some of it helpful, some of it harmful, and some so well disguised, it's hard to tell the difference.

From viral news stories to eye-catching blog posts, the internet is flooded with content competing for your attention. But how much of it can you really believe?

This is the reality of today's digital world: misinformation spreads fast, clickbait thrives, and critical thinking has never been more important.

In a World Full of Headlines, Who Do You Trust?

by Syncnify, France

CheckMate Web Extension Tool: Helping You Browse Smarter, Every Day

Every day, we scroll past dozens of headlines. Some inform, some mislead, and some are designed purely to grab attention. It's easy to click. It's harder to know what to believe.

That's exactly why we created the CheckMate Web Browsing Extension Tool - to make it easier for users like you to spot credible information and avoid falling into the trap of misinformation. Developed as part of the CheckMate project, co-funded by the European Union, the tool helps you make sense of the overwhelming amount of online content by analyzing websites in real time and providing quick, clear indicators of trustworthiness.

Think of it as a digital companion that works quietly in the background - helping you stay informed without being misled.

How It Works?

Once installed in your Chrome browser, CheckMate starts evaluating websites the moment you visit them. It looks at key factors like:

- Security (Is the website using HTTPS?)
- Advertising overload (Are there endless pop-ups or misleading links?)
- Privacy and transparency (Does the site explain how it handles your data?)
- Language patterns (Does the content rely on emotional manipulation?)
- Credible sources (Are external links reliable and up to date?)

It pulls all of this into a simple Trust Score - a percentage that tells you, at a glance, how reliable a page is. You'll also get a breakdown of why the site got that score, so you can learn what to look out for next time.

How to Install the Web Browsing Extension Tool?

1. Download & Unzip the CheckMate extension ZIP file to your computer.
2. Open Chrome and go to: <chrome://extensions/>
3. Enable Developer Mode (toggle the switch in the top right corner).
4. Click "Load Unpacked" and select the unzipped CheckMate folder.
5. Pin the Extension by clicking the puzzle icon and selecting the pin next to CheckMate.
6. Start Browsing - Click the extension icon on any website to see it in action.

