



VERIFICATION & NEWSGATHERING

AGENDA

RECAP SOCIAL LISTENING

VERIFICATION: WHAT

VERIFICATION : WHY

VERIFICATION TOOLS

NEWSGATHERING EXERCISE

RECAP AND REFLECTION



What is social listening?

Why do we practice social listening?



SOCIAL LISTENING

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Verification: What?



REFLECTION

What is verification?



GROUP DISCUSSION

How have you used
verification?





Verification

Verification is the process of making sure your content is accurate.

Verification Basics

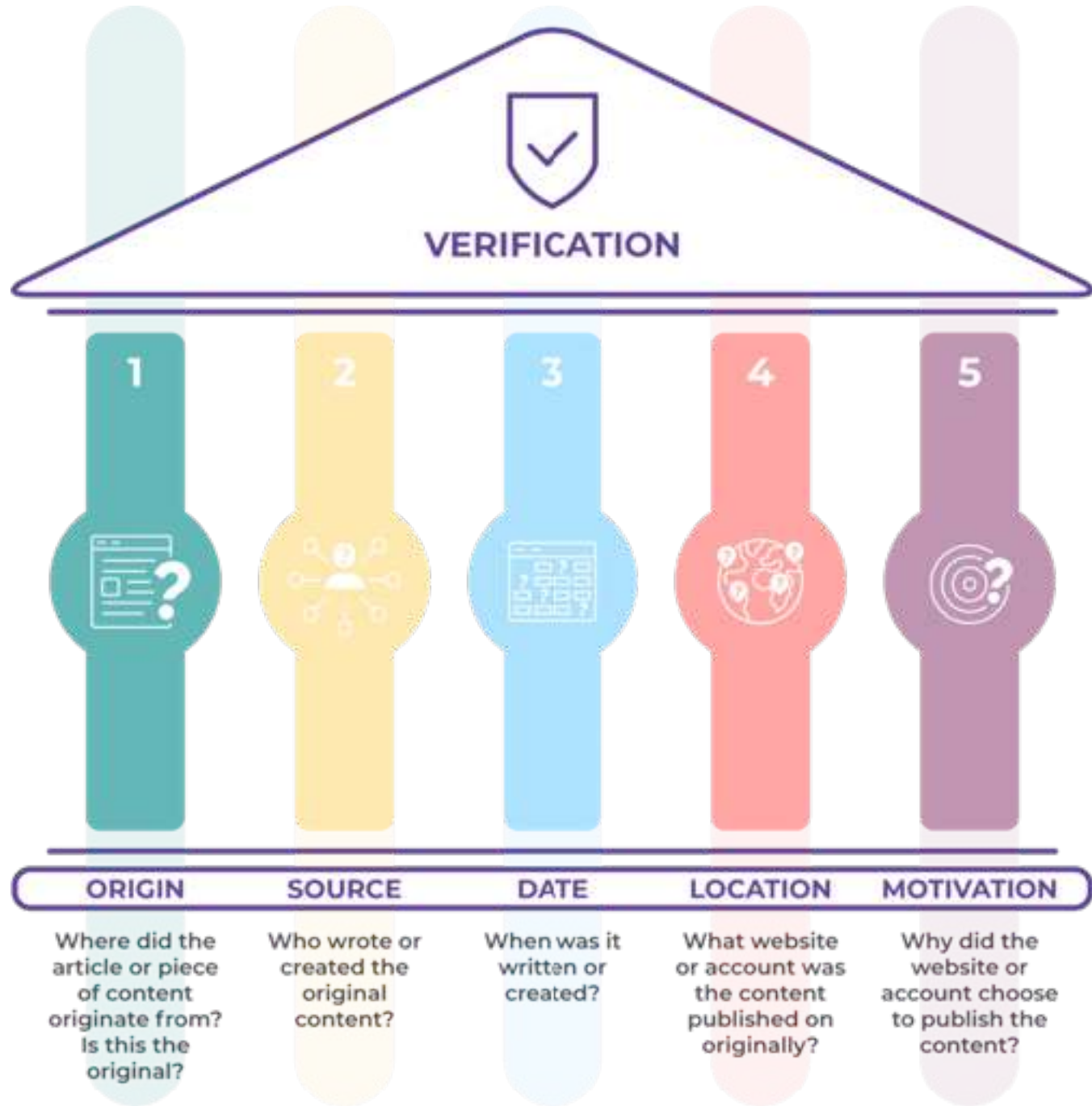


How is social
listening
different from
verification?



**SOCIAL
LISTENING**

Five Pillars of Verification



ORIGIN

If you are trying to find the first version of a meme or suspicious claim, before it made it into the mainstream, it is sometimes worth searching in these spaces:

You can use the native search bar, or Reddit monitoring tool like [TrackReddit.com](https://trackreddit.com).

4chansearch.com allows you to search 4chan and 4chan archive sites.

[Gab.ai](https://gab.ai) is an alt-Twitter platform where many users who have been suspended have migrated.

Discord channels, Facebook groups and WhatsApp groups are more difficult to find and search but may be worth the effort for deeper dives.

SOURCE

Contact: contact the person, either by calling or private messaging them.

Question: ask the person questions, if they are not genuine, they may be vague about the facts.

Permission: if the person does not have the right to let you use the content you are enquiring about; they will not be keen to undergo formal permissions.

DATE



DATE



LOCATION



MOTIVATIONS

- Is it clear that the authors wanted to sell the audience something?
- Inform them?
- Entertain them?
- Persuade them?
- Teach them?

- Is the information presented impartially and objectively?
- Are there obvious biases: political, religious, institutional?

QUESTIONS



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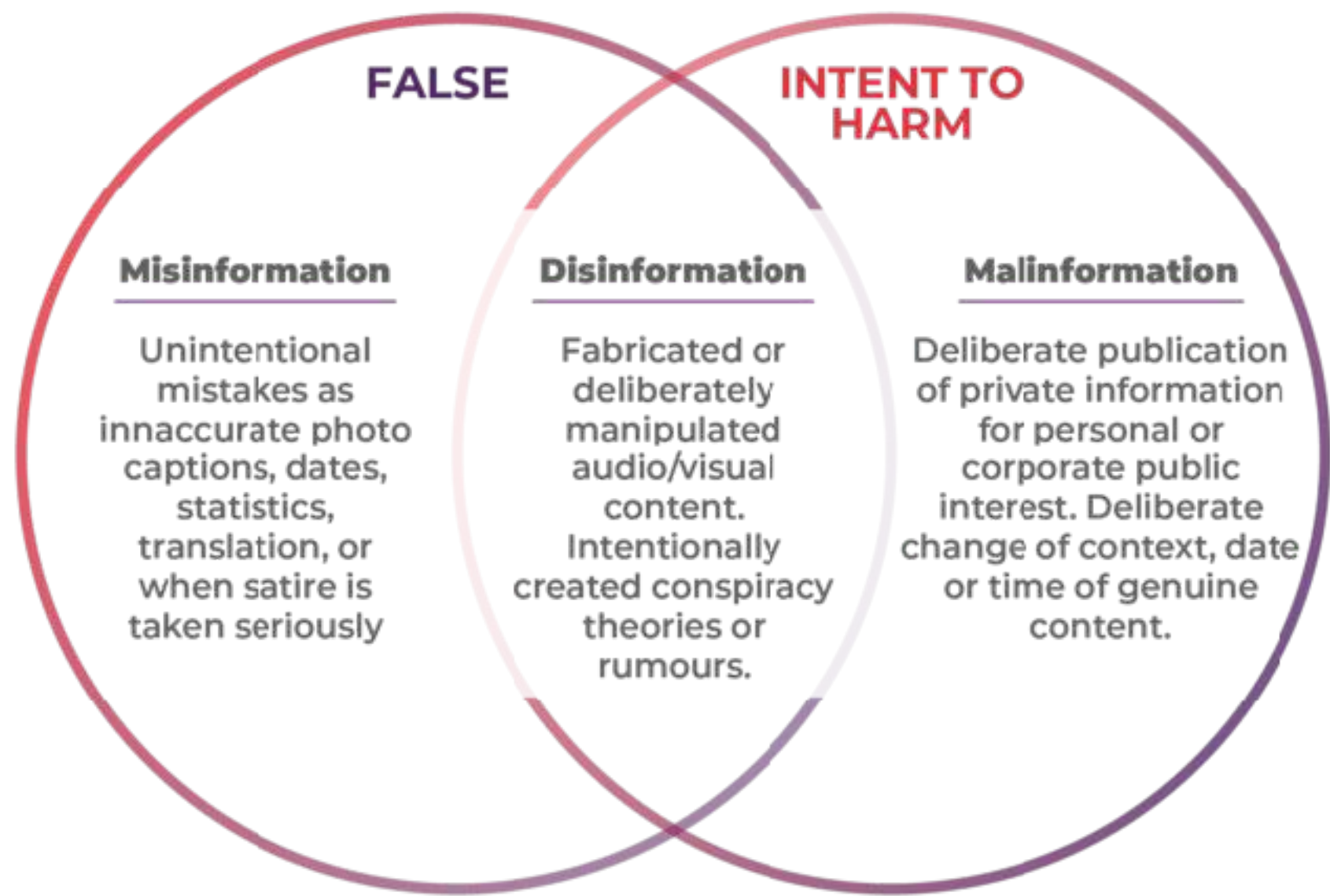
VERIFICATION TOOLS

NEWSGATHERING EXERCISE



Verification: Why?

MIS-, DIS- AND MALINFORMATION



Why does disinformation spread?

- **Algorithms**
- **Advertising**
- **Exposure**

Normal brain

Its function is to collect balanced input.

Absorb information from a range of sources and create a balanced understanding and create healthy emotional responses.





Crisis Brain

We feel at risk, our brains are triggered and thus we have a fight, flight or freeze response.

This leads to
TUNNEL THINKING

Governments, politicians,
even journalists use this to:

- **Amplify** sense of crisis, threat and frustration.
- **Escalate** crisis situations or prolong them.
- **Control** the information related to the crisis situation.





Elon Musk ✓
@elonmusk

Maybe worth considering chloroquine for C19
docs.google.com/document/d/e/2...

9:31 PM · Mar 16, 2020 · Twitter for iPhone

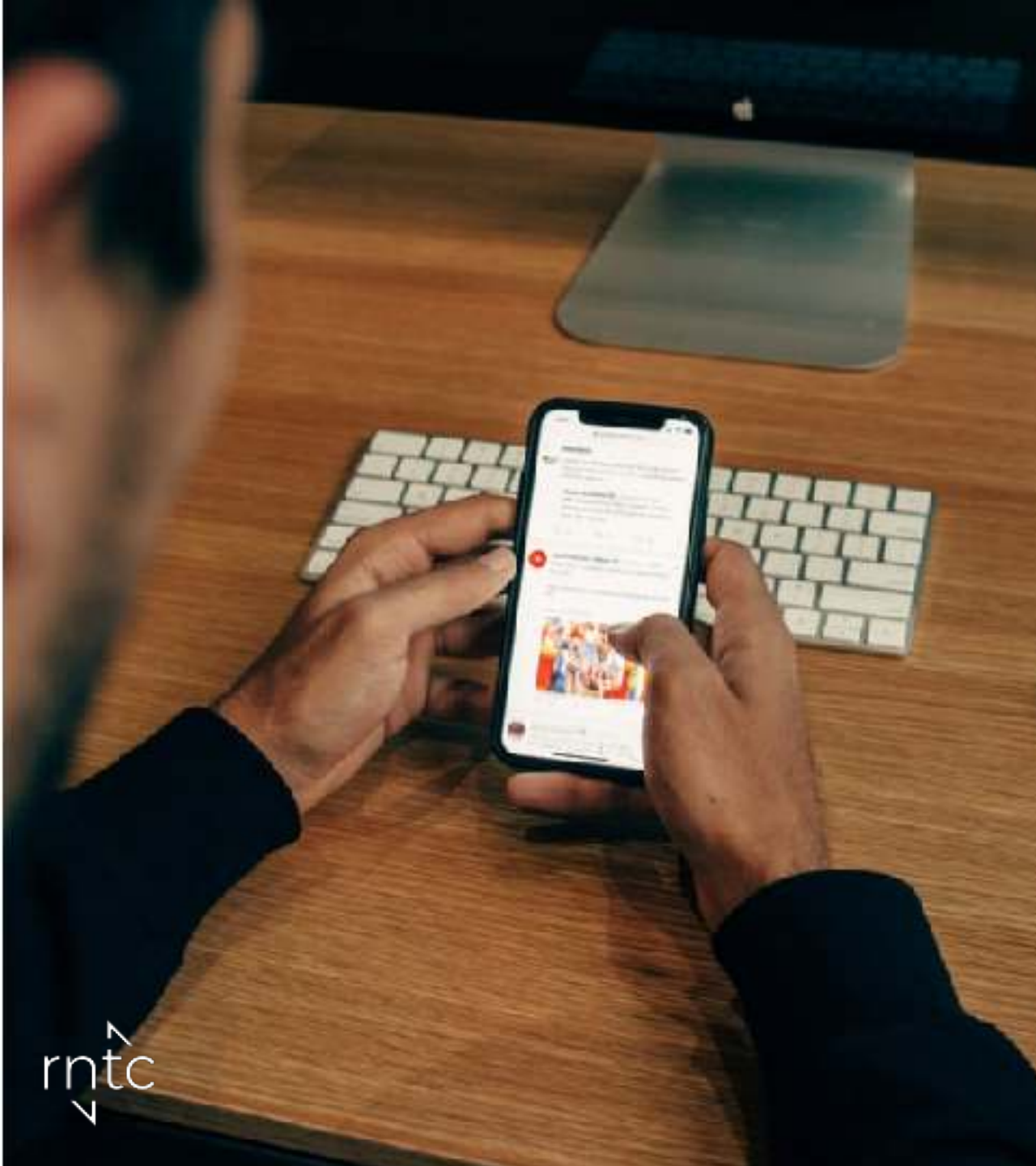
13.7K Retweets **57K** Likes



Amplification checklist:

- Is it sensationalistic?
- Has your audience seen this piece of information already?
- Are there negative consequences of you sharing it?
- Did this information have a large amount of engagement before you addressed it?
- Was the engagement surrounding the content negative?
- Were the motivations for people sharing the content negative or malicious?
- Was the content shared by bots?
- Are people profiting (financial, ideological or political) if you share it?





**What can
journalists do?**
Counter propaganda with
verified information.

Role of the Media

Information

Investigation

Analysis

Social Empathy

Public Forum

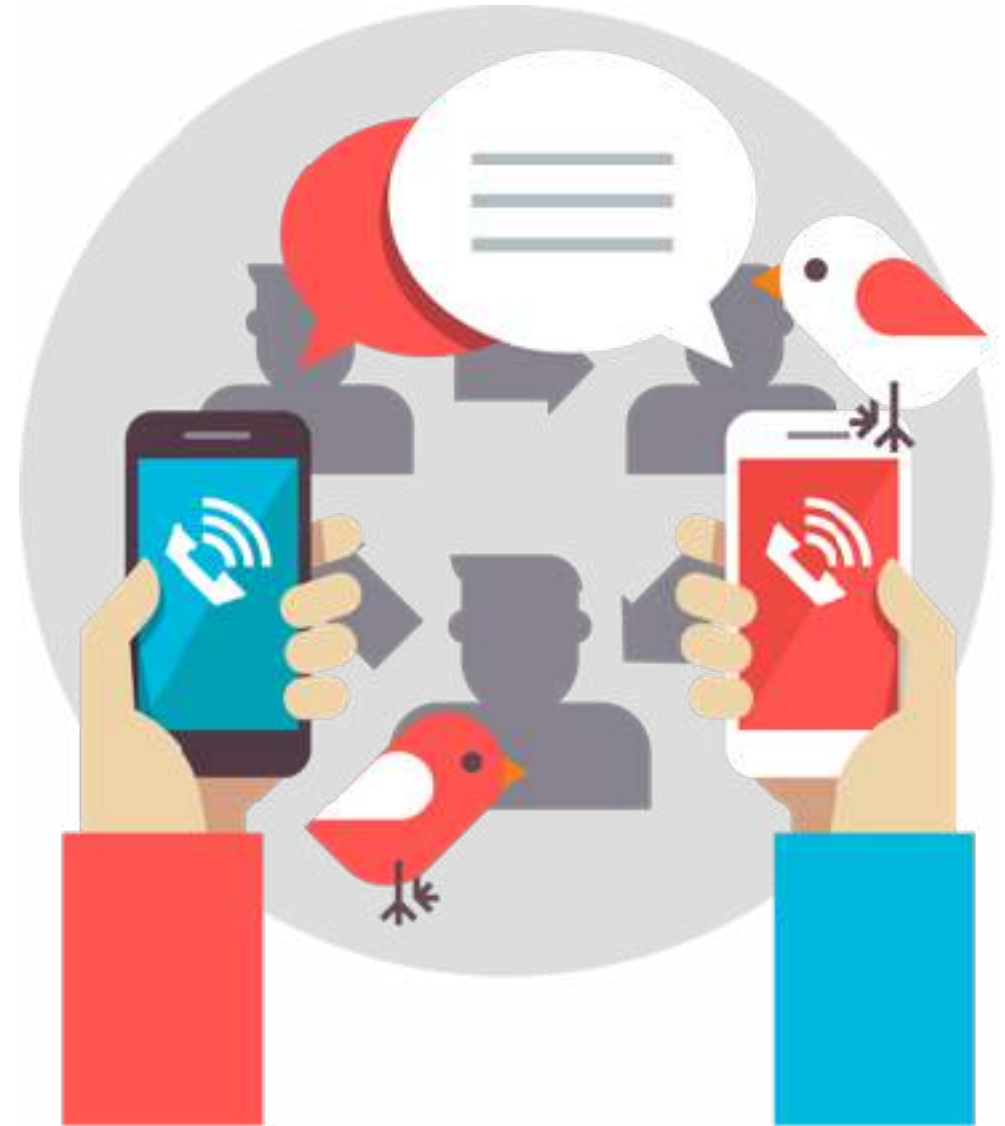
Mobilisation



Citizen Journalism

is news reporting that is done by the people instead of professional journalists.

This type of journalism can uncover facts not typically revealed by professional journalists because the public uses alternative sources to find information.





CITIZEN JOURNALISM PROS

- Being in the moment
- Offers multiple vantage points
- Challenges the traditional media
- Minority perspectives (those who can't always access the media)



Messages are found, crafted, or formulated on forums and message boards (like 4chan, 8chan, Reddit or Telegram).

Promoted through peers, ads and special interest groups.

Dissemination on mainstream social media, looking for engagement/virality.

Picked up by alternative media platforms, and repackaged.

Picked up by mainstream media resulting in the amplification of original pieces of false information.



REFLECTION

What is your view?

“...fake news is the best thing that has happened for decades. It gives mainstream quality journalism the opportunity to show that it has value based on expertise, ethics, engagement and experience.

It is a wake-up call to be more transparent, relevant, and to add value to people’s lives. It can develop a new business model of fact-checking, myth-busting and generally getting its act together as a better alternative to fakery.”

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Verification tools

bellingcat



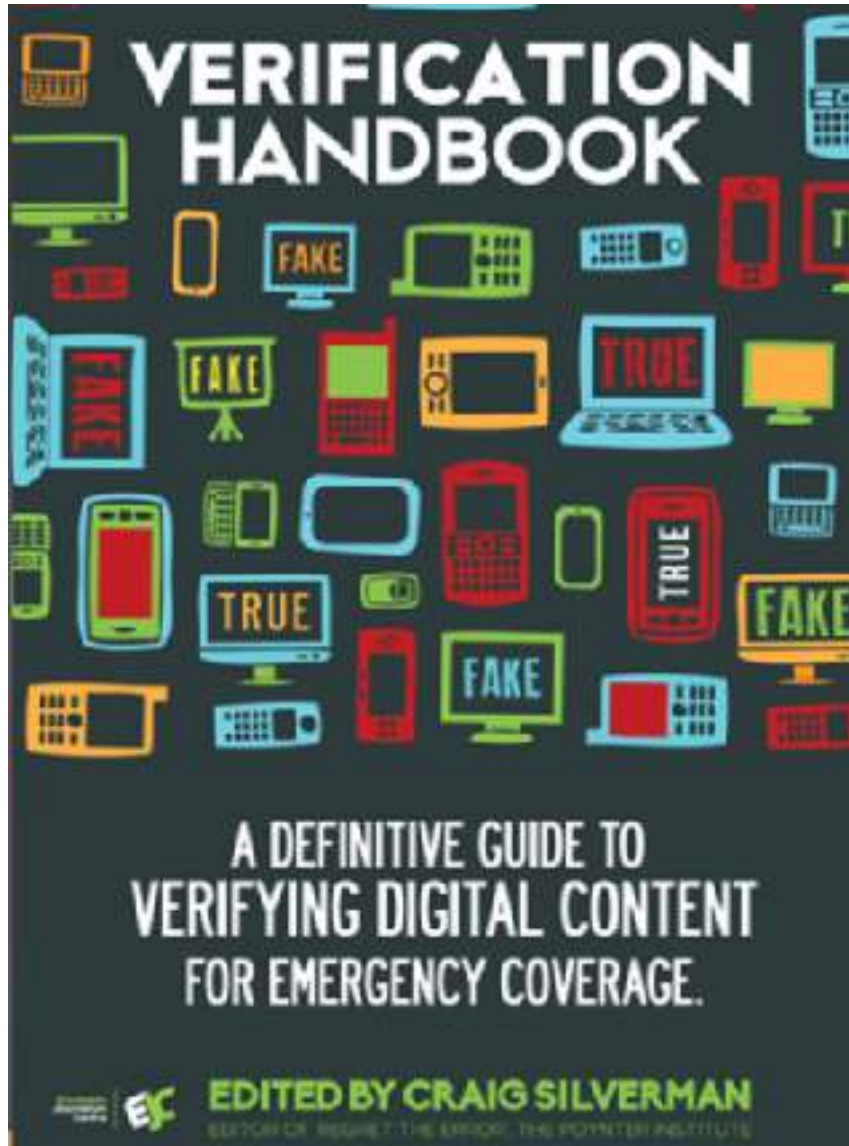
New media models

Organizations that are finding new ways to include the audience in their reporting:

- Provides financial support
- Inputs into the content

This type of journalism can engage in ways that some media find hard to achieve.





**How journalism
has changed**

QUESTIONS



Verifying Images

Ten tips to ask yourself
when fact-checking
photos



- 1. When**
- 2. Context**
- 3. Who**
- 4. Weather**
- 5. Writing**
- 6. Lighting**
- 7. Distortion**
- 8. Check**
- 9. Inform**
- 10. Solution!**





HOW WELL CAN

YOU SPOT

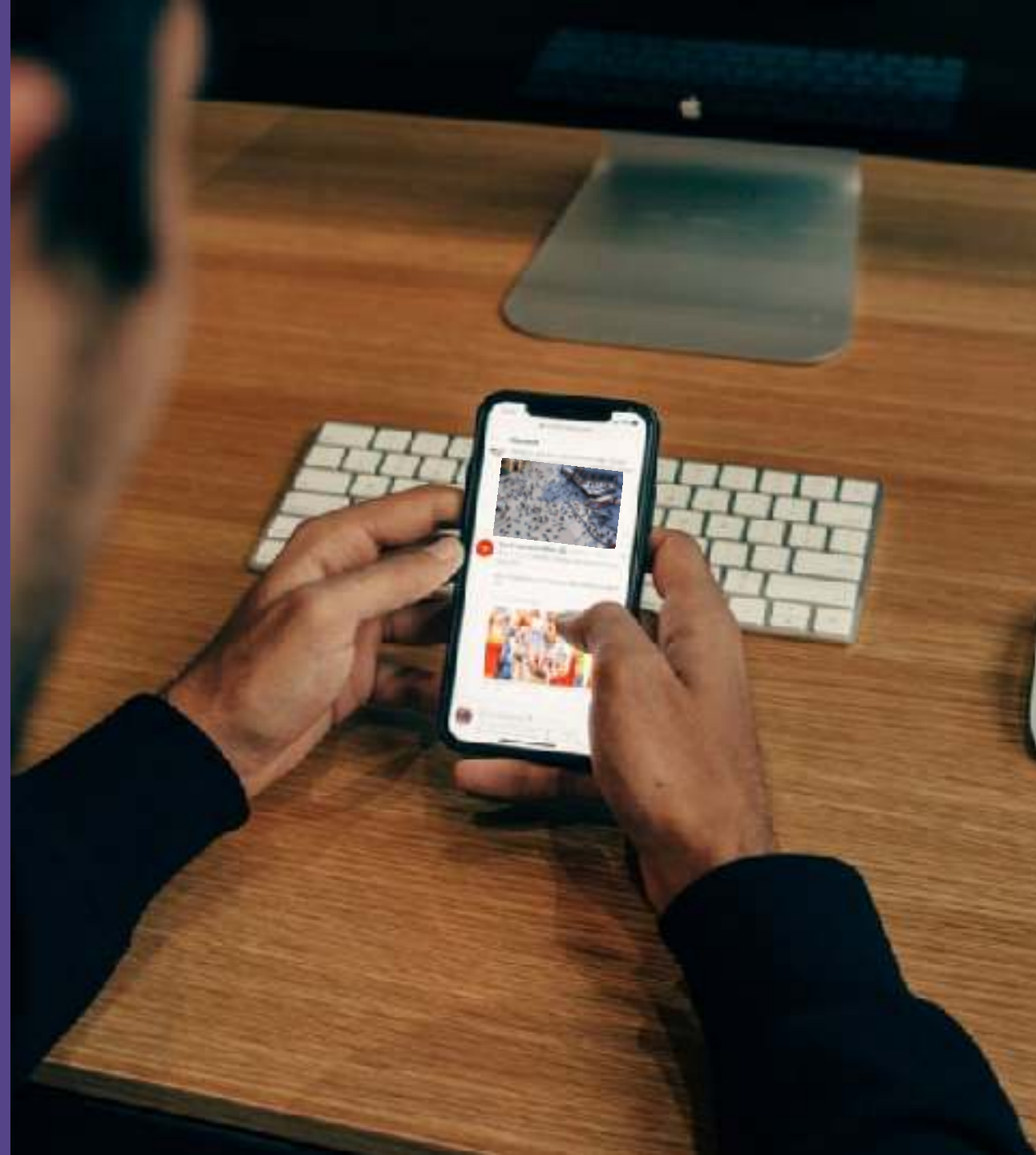
FAKE

PHOTOS?

EXERCISE

Have you got image verification skills?

Practice your image verification skills using the TinEye Reverse Image Search tool to discover hidden details and manipulation on digital images.





Verifying Videos

[YouTube Data Viewer](#) tool shows users the upload time of a video after they copy and paste the link into the search bar.

With this website, users can also view thumbnails and a link to reverse image search the thumbnails.



GEOLOCATION FOR VIDEOS AND IMAGES

1. Find the original
2. Source analysis
3. Gather leads
4. Identify landmarks
5. Visual comparison & analysis
6. If stuck, do more discovery
7. Visualize & document your findings+



GEOLOCATION: 7 Steps

Other things to look for

1. License/number plates on vehicles
2. Weather conditions
3. Type of clothing
4. Signage/lettering
5. Is there an identifiable shop or building?
6. What is the type of terrain/environment in the shot?

**Verification:
Does it work?**



Credibility
Logic
Emotion

Fact checking is
essential in
good journalism,
but it is not the end
point.

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Newsgathering and monitoring



EXERCISE

Geolocate tweets using Tweetdeck

- Look for a random place on the map
- Copy the geocode
- Paste it in Tweetdeck
- Narrow your search

EXERCISE

BOT or NOT?

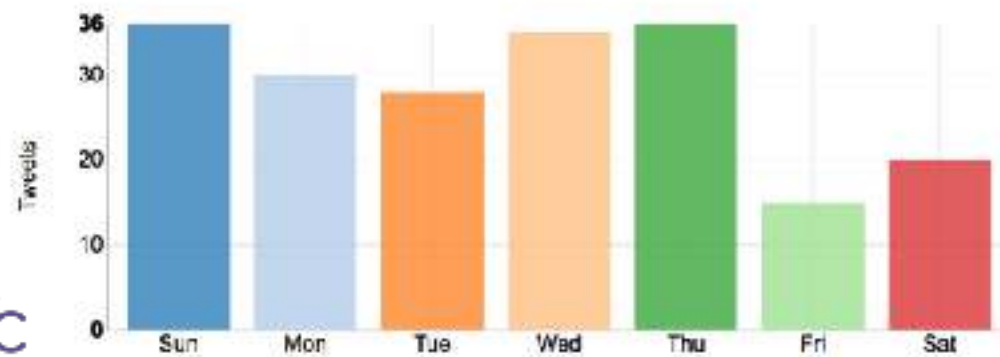


Screen name @Fatenhbu
Display name F A T E N فاتن
Description TV and film #producer & #director | #Trainer Third culture woman passionate about #storytelling for impact! #race #inclusivity
Location The Hague
URL fatenbushehri.com
Date joined Wed Nov 18, 2009
Most recent post Tue Jun 15, 2021

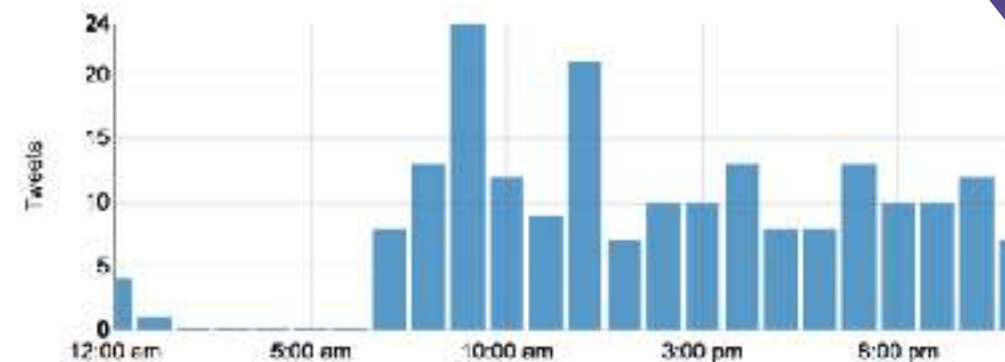
Twitter user ID 90912957
Tweet language en
Recent tweets per week 6.1
Retweet ratio 23%

Tweets 18,040
Following 2,095
Followers 4,282
Likes 1,712
Lists 137

Tweets by day of week Last 200 tweets



Tweets by hour of day Last 200 tweets



Time to verify!



Explore the different
verification tools

- Choose an image or website or video you'd like to check
- Explore the tools of the **Infodemic toolkit** <https://infodemictoolkit.org/en/courses/infodemic-video/unit-3/verification-tools/>
- Try one experiment
- Be ready to share and show what worked



GROUP EXERCISE

Verify & Gather News



REFLECTION

**What is your key
takeaway from this
session?**



THANK YOU!

