

media



## The Need for Social Media Verification

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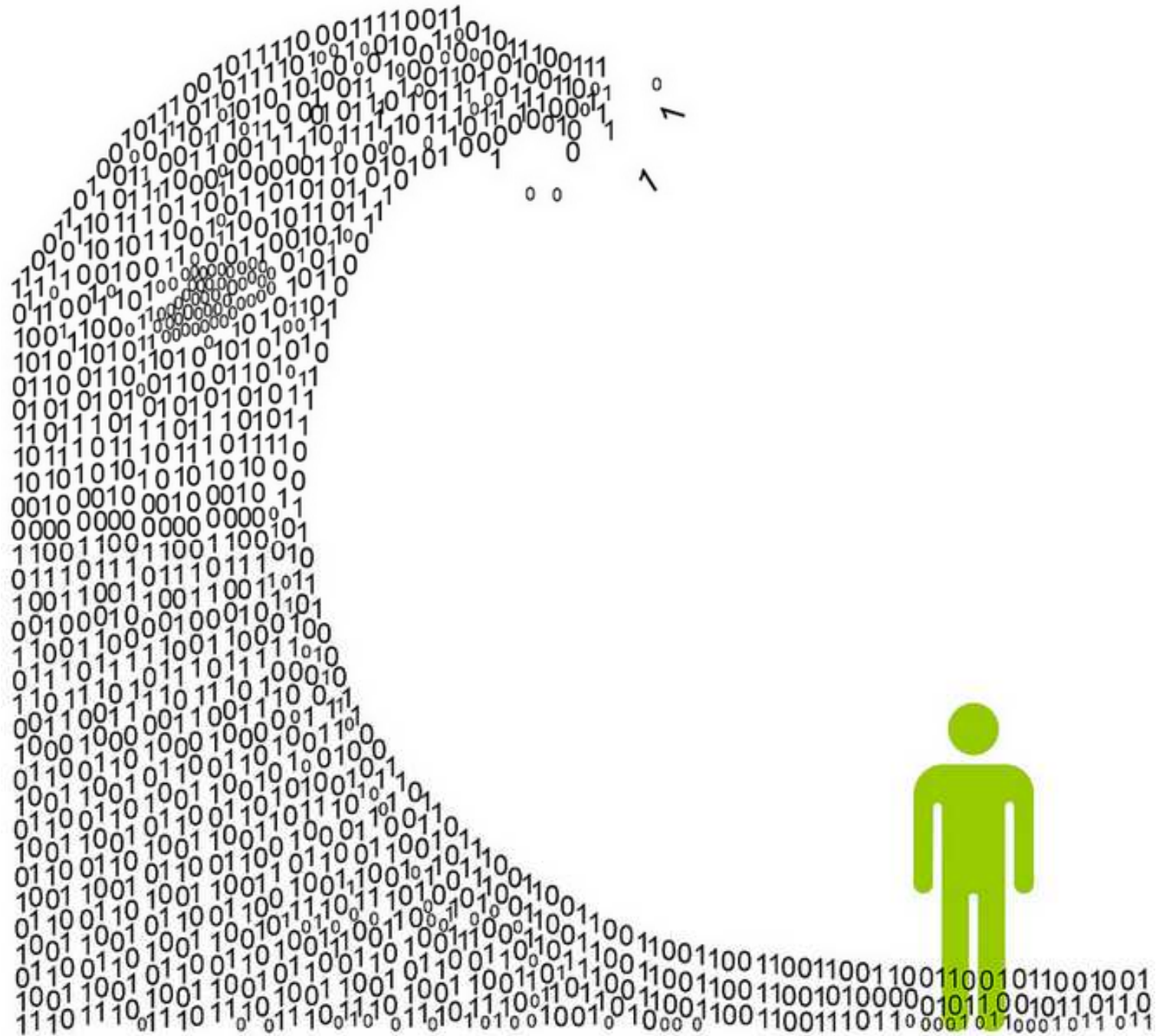
<http://blogs.dw.de/innovation/> & <http://revealproject.eu/>

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MLEG Meeting, Brussels, 1 December 2015

*Author's Note: this is a slightly adjusted version of  
the presentation held at the Meeting on 1 Dec 2015*



Source: [Mark Smicklas](#) (CC BY-NC 2.0)

# Values & benefits



Source: [Janis Krums](#)



Source: Screenshot of Twitter search by Jochen Spangenberg during attack in Sousse, Tunisia on 26 June 2015

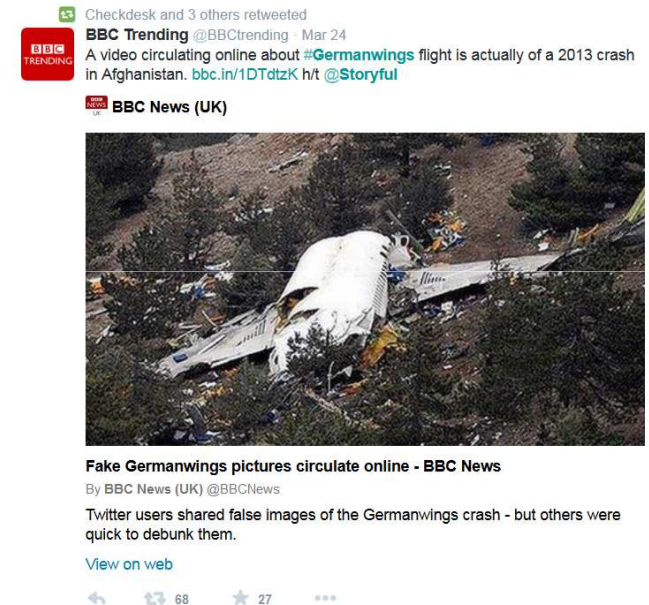
# Pitfalls



Source (of first manipulation): unknown.



Source: Alisha Hessler — alias Jasmine Tridevil



Source: images circulating on Twitter, claiming to show crashed Germanwings flight 9525. Taken from BBC Trending's Twitter account.

## (Serious) journalism / the media should ...

- report as accurately as possible
- verify information
- debunk fakes
- deal with social media content (and contributors) fairly and sensitively
- be transparent
- establish and follow (ethical) standards



Source: Twitter account of Fox News sharing a Sky News video, apparently showing the Eiffel Tower going dark after the terrorist attacks in Paris on 13 /14 Nov 2015

# Otherwise...

EXCLUSIVE: Extraordinary pictures show party-loving jihadi who became Europe's first female suicide bomber - as her brother reveals she had NO interest in religion and never read the Koran

- Revealing pictures have now emerged of her relaxing in a bubble bath
- She detonated her suicide vest packed with explosives after going to KFC
- Screamed 'Help me!' before blast in which her head flew through window
- She was described by friends as an 'extrovert', and booze-loving party girl
- Neighbour said she smoked and 'went around with lots of different guys'
- Her nickname was 'The Cowgirl' as she liked to wear big cowboy hats
- See more on the ISIS Paris attacks at [www.dailymail.co.uk/ISIS](http://www.dailymail.co.uk/ISIS)

EXCLUSIVE: A series of revealing new pictures of Hasna Ait Boulahcen have emerged in which the party-loving boozier who had no interest in religion or the Koran is seen relaxing.

Screen grab of the photo relayed on [Twitter](#) by the Daily Mail.

NEW YORK POST Page Six  
LATE CITY FINAL

Rub a dub dub ...  
**THUG  
IN A  
TUB**

Here is Paris suicide bomber

'HUNGER GAMES' MOVIE REVIEW

Source: Image first published by the Daily Mail on 19 November 2015, then quickly picked up by other media outlets and shared widely on social and other media.  
Photo apparently shows suicide bomber Hasna Aitboulahcen, killed during police raid in Paris.

## The public should ...

- “think before sharing”
- be critical
- be aware of possible consequences
- be educated



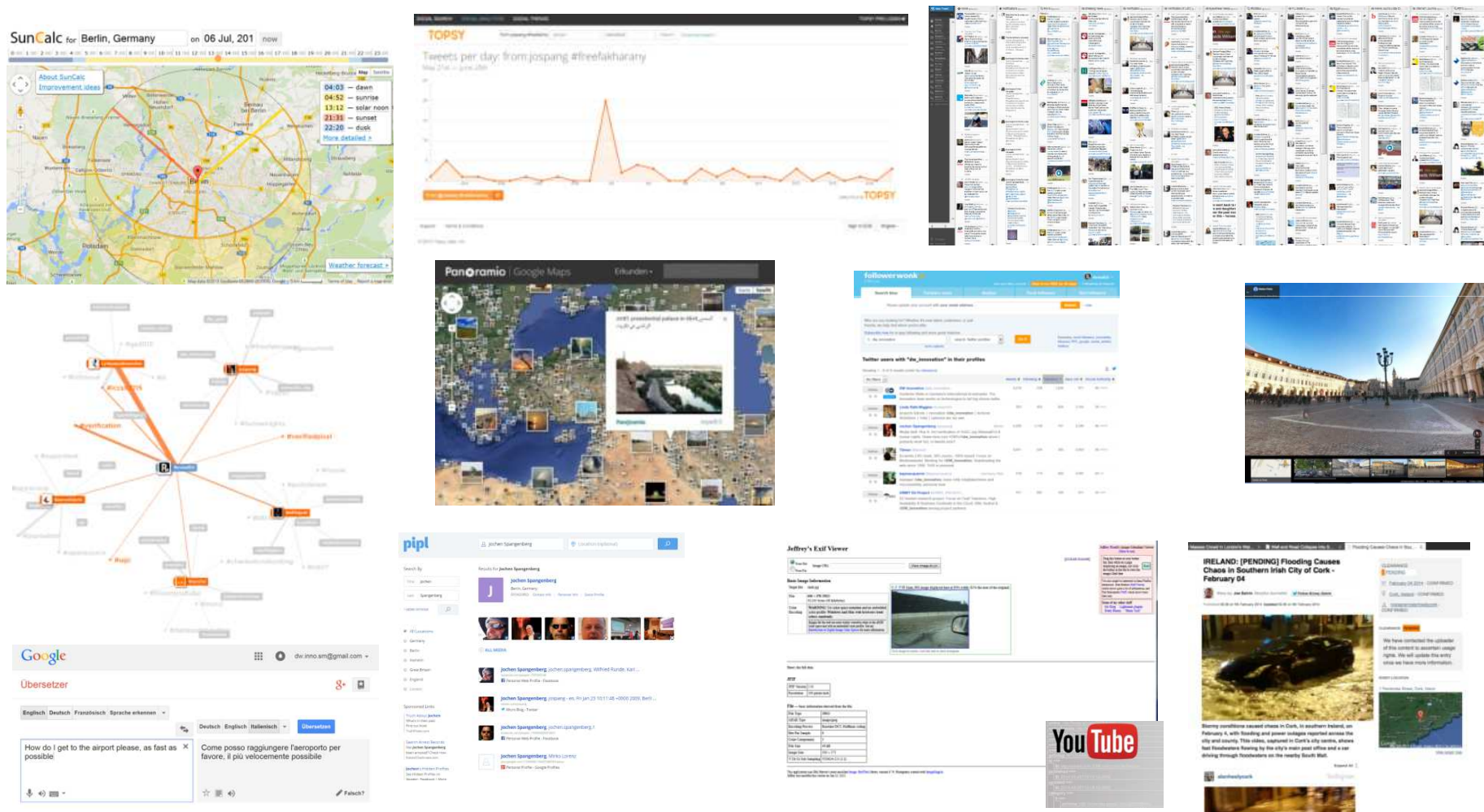
Source: [Mr.TinDC](#), (CC BY-ND 2.0)



Source: Jordi Mir



# Tools for verification of UGC / Eyewitness Media



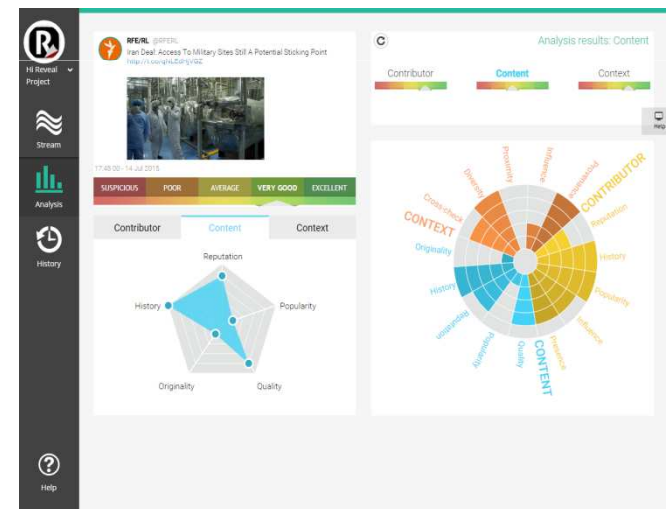
## The REVEAL approach

- Develop processes, algorithms and software components that aid in verification / debunking of content shared via Social Networks

Contributor

Content

Context



Source: REVEAL / <http://demo.truthnest.com/>

- Investigate the market and relevant issues (other tools and approaches, legal issues, journalistic workflows / needs / requirements etc)

# Ethical issues

**Walter Scott shooting**  
The Counted

## 'I dream about it every night': what happens to Americans who film police violence?

When Feidin Santana filmed Walter Scott's death, it marked a turning point in the US civil rights movement - and in Santana's life. He and others who have taken the law into their own hands tell their stories

Oliver Laughland and Jon Swaine

Saturday 15 August 2015  
09.00 BST



'I will never get over it': Feidin Santana on filming the police shooting of Walter Scott - video

Source: [The Guardian](#), 15 August 2015

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A lot is at stake!

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Thank you!

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## Contact



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