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Digital Single Market

Projects story 3 June 2014

Bulgarian SME helps detect lies on social media

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The London Eye was on fire during the [2011 riots in England](#) [1]! Really? No, in fact. Social networks are rife with rumours, and rumours can have negative and dangerous consequences. Large amounts of user-generated content need to be analysed quickly to avoid false rumours spreading.

With partners from seven different countries, including [Bulgarian SME Ontotext](#) [2] [@ontotext](#) [3] the project is combining big data analytics with advanced linguistic and visual methods to help people tell truth from rumour. The project is called [Pheme](#) [4], referring to the Greek goddess of fame and rumours.

The system categorises sources of information to assess their authority and evolution. Categories include news outlets, journalists, experts, eye witnesses, members of the public and bots – accounts that automatically generate social media posts. The results will be presented in an interactive visual analytics dashboard. The system will have direct application in medical information and digital journalism.

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[1] <http://www.theguardian.com/uk/interactive/2011/dec/07/london-riots-twitter>

[2] <http://www.ontotext.com/>

[3] <https://twitter.com/ontotext>

[4] <http://www.pheme.eu/>