

**Fergus Bell**

Dig Deeper Media

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**MIRRORS OR MOVERS**

London - 31 May 2017



**Verification** restores and  
maintains **trust**



**Workflows and processes will  
save us all**

# Verification Workflow

**UNVERIFIED**

Establish earliest instance



**VERIFY THE SOURCE**



REVIEW SOCIAL HISTORY



MAKE CONTACT



ASK QUESTIONS



SECURE PERMISSION TO USE



ENSURE SOURCE AND CONTENT CONSISTENT

**VERIFIED**



**VERIFY THE CONTENT**



TRANSLATE TEXT & AUDIO



CONSULT INDEPENDENT EXPERTS



SEEK SEPARATE CONFIRMATION



ESTABLISH CONTEXT



**Fake News**

**Propaganda**

**We don't need to start from scratch**

**Misinformation**

**“Fake News Factories”**

**False News**

**Parody**

**Misrepresented**

**Fabricated Content**



**SATIRE OR PARODY**

No intention to cause harm but has potential to fool



**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual



**IMPOSTER CONTENT**

When genuine sources are impersonated



**FABRICATED CONTENT**

New content is 100% false, designed to deceive and do harm



**FALSE CONNECTION**

When headlines, visuals or captions don't support the content



**FALSE CONTEXT**

When genuine content is shared with false contextual information



**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive



# Verifying False News

UNVERIFIED

SITES OR SOCIAL ACCOUNTS

STORIES OR CLAIMS

Establish earliest instance

VERIFY THE SOURCE

FACTCHECK THE CONTENT

REVIEW SOCIAL ACCOUNTS & HISTORY

TRANSLATE ANY TEXT OR AUDIO

CHECK SITE REGISTRATION

DETERMINE IF CONTENT IS OLD  
SEARCH PORTIONS OF TEXT | REVERSE IMAGE SEARCHES

SEARCH FOR UNCONNECTED ACCOUNTS

CHECK EACH CLAIM SYSTEMATICALLY

MAKE CONTACT & ASK QUESTIONS

SEPARATE CONFIRMATION/USE EXPERTS

ENSURE SOURCE AND CONTENT CONSISTENT

VERIFIED

# MEDIA INSIGHT PROJECT

Please click on this post and then review the article:

Oprah  
October 3 · 🌐

Check this out...



Don't let the scale fool you: Why you could still be at risk for diabetes

Type 2 diabetes has reached epidemic proportions, with an estimated 29 million people in the U.S. having the disease and another 86 million considered prediabetic. With an estimated cost...

DailyNewsReview.com

Like Comment Share

**DailyNewsReview.com**

FULL MENU SPORTS NEWS ENTERTAINMENT OPINION

## Don't let the scale fool you: Why you could still be at risk for diabetes

BY KYLE BRYANT Aug. 3, 2016 9:28 PM EDT

Type 2 diabetes has reached epidemic proportions, with an estimated 29 million people in the U.S. having the disease and another 86 million considered prediabetic. With an estimated cost of US\$245 billion, prevention becomes critically important to stem the tide of increasing diabetes prevalence.

Diabetes is a chronic, treatable disease, but there are no cures. Weight loss surgery has been shown to help in some individuals, and medication can help. Identifying individuals at high risk for development of diabetes, adults with prediabetes, and then providing treatment to them is an effective strategy to slow or eliminate its progression.

The prevailing wisdom and screening and treatment recommendations begin with the starting point that adults who are overweight or obese are the ones who are likely to have prediabetes. Weight loss for those individuals is the primary recommended lifestyle intervention. Exercise and eating healthy foods are part of that.


As someone who has studied diabetes, I have discovered recently with colleagues that we may be missing millions of adults with prediabetes. Our screening systems in the U.S. are focusing only on these individuals who are overweight or obese.

Screenshot of DailyNewsReview.com article used in experiment

Please click on this post and then review the article:

Oprah  
September 17 · 🌐

Check this out...



Don't let the scale fool you: Why you could still be at risk for diabetes

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AP

Like Comment Share

**AP THE BIG STORY**

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The prevailing wisdom and screening and treatment recommendations begin with the starting point that adults who are overweight or obese are the ones who are likely to have prediabetes. Weight loss for those individuals is the primary recommended lifestyle intervention. Exercise and eating healthy foods are part of that.

As someone who has studied diabetes, I have discovered recently with colleagues that we may be missing millions of adults with prediabetes. Our screening systems in the U.S. are focusing only on these individuals who are overweight or obese.

Our studies suggest it may not be as simple as classifying people as overweight or obese versus healthy. Our thinking of risk and screening should also consider body composition.

Screenshot of AP article used in experiment



## MEDIA INSIGHT PROJECT

“A trusted sharer has more significant effects on beliefs about news than a reputable media source.”

# Think about...

your **focus**

establishing **standards**

**training**

**resources**

**communication**

**tools**

**budgets**

what is **realistic**

**speed** and **accuracy**

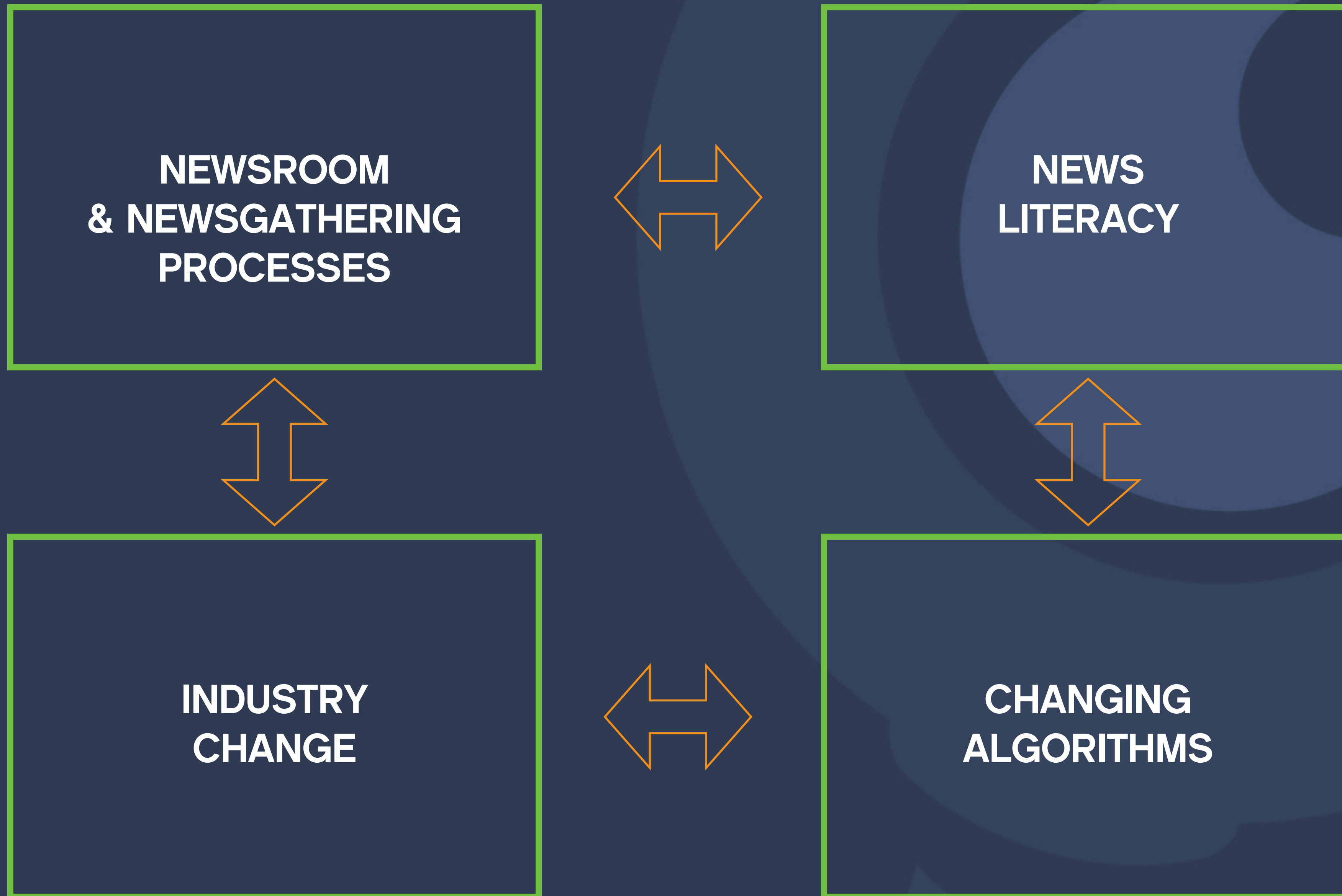
standardising **tasks**

If you establish that you the source **isn't right**,  
the event is **old** or the content is **faked** then...

**STOP!**

# THE FOUR SOLUTIONS TO FAKE NEWS

it's all of them or nothing



# Dig Deeper

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