

Debunk.eu

A Framework to counter Russian disinformation

2020 03 11

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Cost to create disinformation are much lower than to debunk it

Disinformation

- Coordinated efforts
- Trained forces
- Strategy in place
- Well funded & quite cheap in general

Low Cost

Debunking

- Fragmented efforts
- Detection in real time is difficult and expensive
- Collection of evidences, fact
- Proving & debunking is time consuming
- Outreach to citizens is expensive

High Cost

BREAKING NEWS

LIVE NEWS

БИЗНЕС-ЦЕНТР

BREAKING NEWS

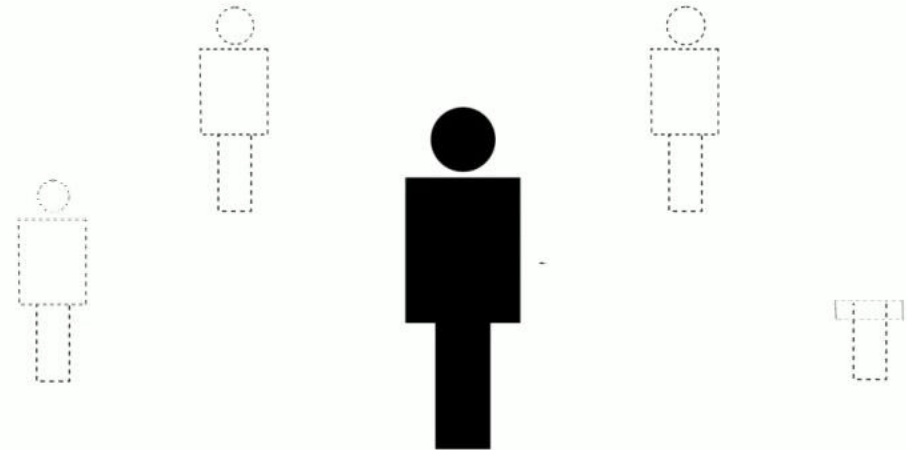
Nearly two years over 1,000 we're working in St. Petersburg.

A view of a business center in St. Petersburg that is believed to house the troll factory that meddled in the 2016 presidential campaign in the United States.

/bot/ /bät/



/troll/ /tröl/



Activity of single troll can be multiplied by thousands of bots in just few minutes. This way social media algorithms are tricked.



BREAKING NEWS

Troll's produced nearly 2 M tweets over 18 months

The authors collected tweets published by 19 June 2015 and 31 December 2017, cleaned the sample, and analysed the remaining 1,875,029 tweets associated with 1,311 IRA usernames.



BREAKING NEWS

How Teens In The Balkans Are Duping Trump Supporters With Fake News

BuzzFeed News identified more than 100 pro-Trump websites being run from a single town in the former Yugoslav Republic of Macedonia

PROFITING FROM LIES

Disinformation sites generate over \$200 million: study

Around 20,000 websites posing a disinformation risk generate an estimated \$235 million (€213 million) annually, according to a study published on Monday by the London-based *Global Disinformation Index (GDI)*.





BREAKING NEWS

At Least 70 Countries Have Had Disinformation Campaigns, Study Finds

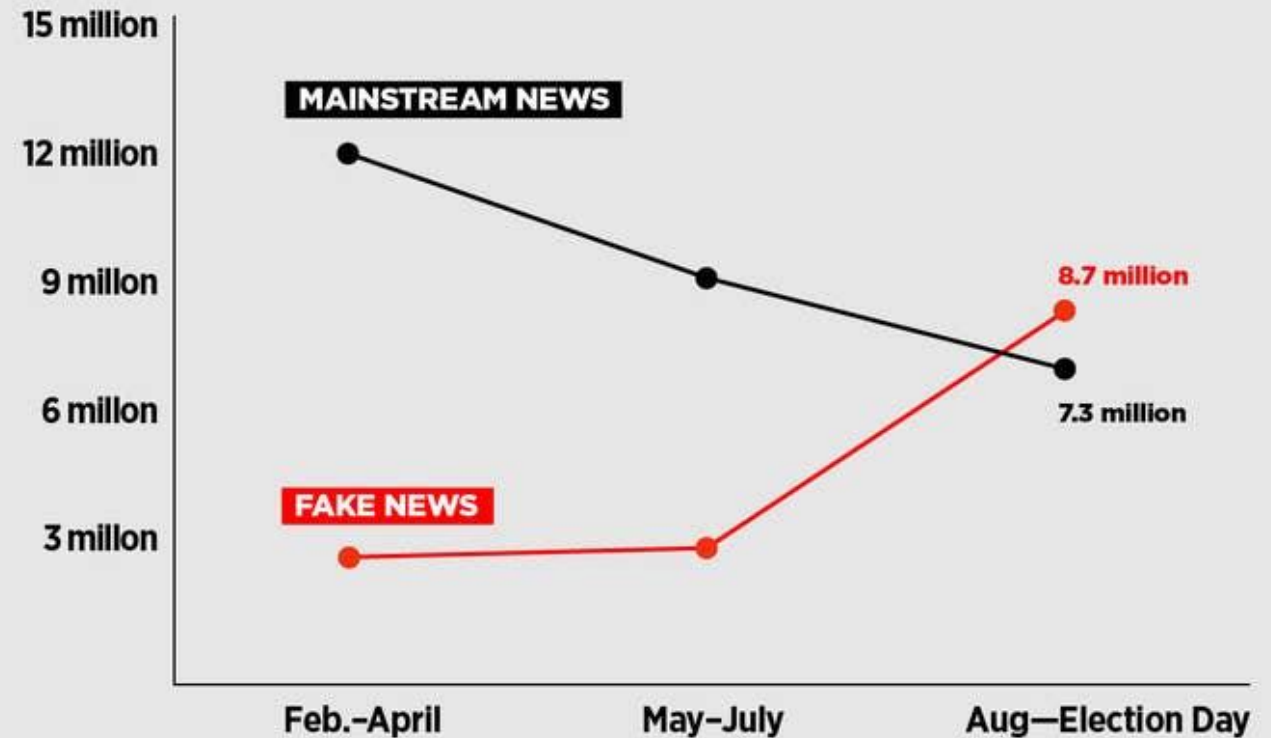
An increasing number of countries have experienced coordinated social-media manipulation campaigns. It's now 70 in total, up from 48 in 2018 and 28 in 2017, according to a report by researchers at *Oxford University*

BREAKING NEWS

How Viral Fake Election News Stories Outperformed Real News

BuzzFeed News analysis found that top fake election news stories generated more total engagement on Facebook than top election stories from 19 major news outlets combined.

Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO



INTERNATIONAL GROWTH

Number of fact-checking outlets surges to 188 in more than 60 countries.

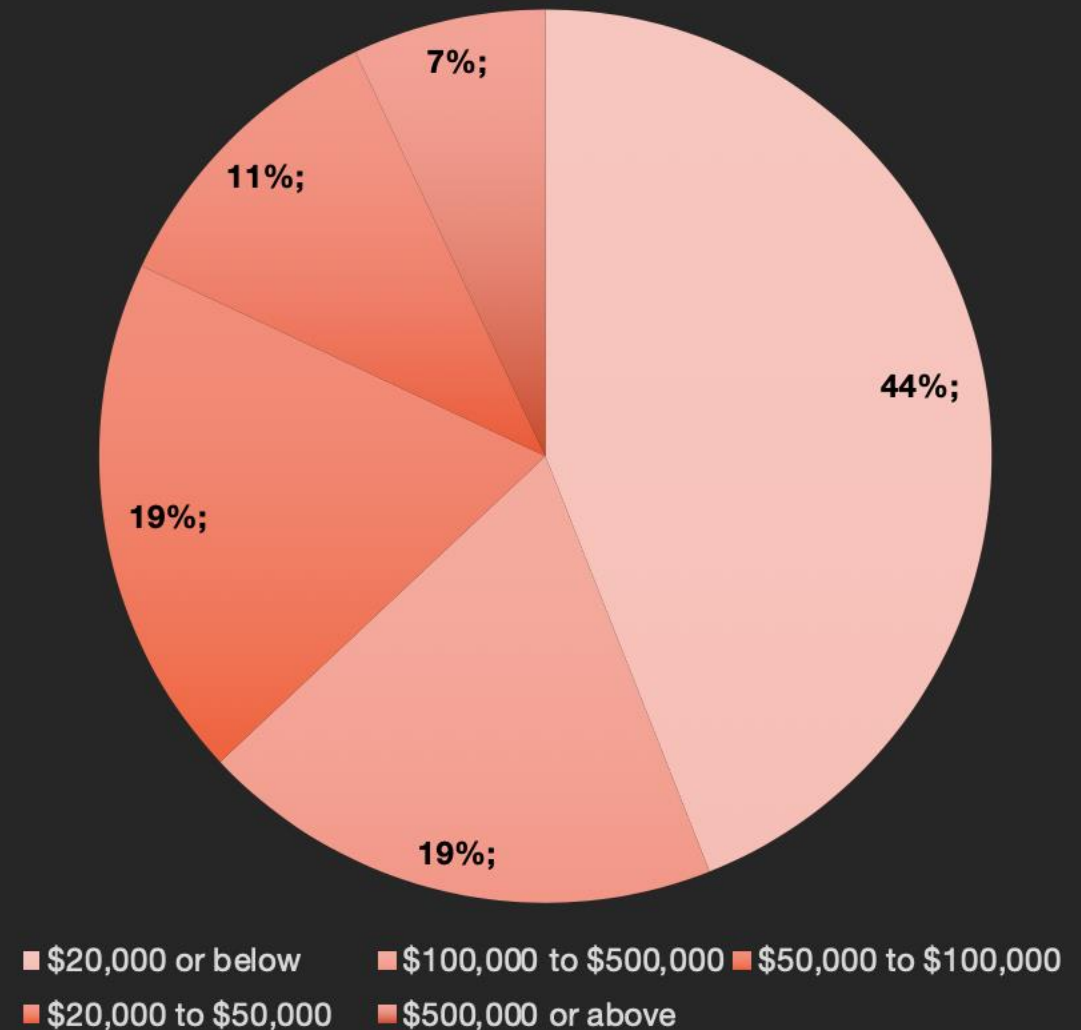
The number of fact-checking outlets around the world has grown to 188 in more than 60 countries amid global concerns about the spread of misinformation, according to the latest tally by the *Duke Reporters' Lab*.

UNDERFUNDED

More than half of the organization's annual expenditures of \$50,000 or less

Most organizations are in early stages, low on staff and funding. Only small number have expertise to debunk disinformation.

Yearly expenditures on fact checking



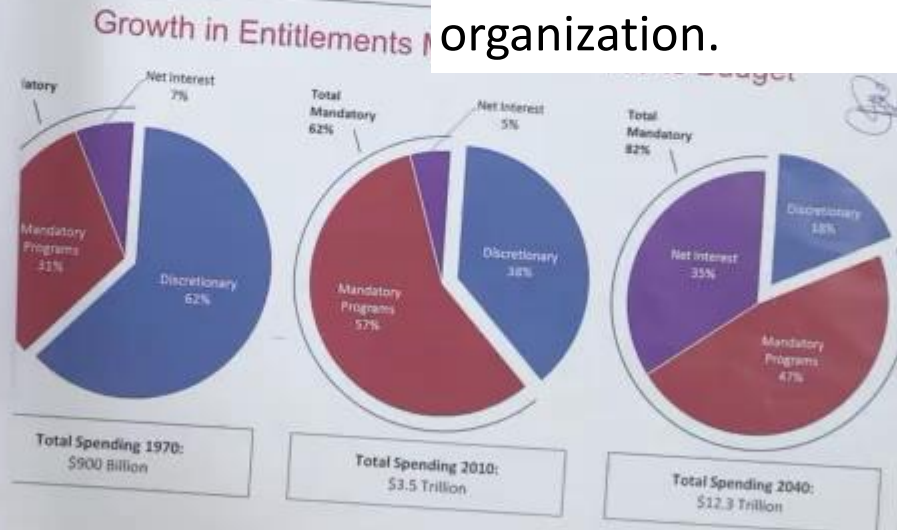
Question: What range does your organization's 2016 budget for fact-checking fall in?

Source: Reuters institute

BREAKING NEWS

Few organization can afford monitoring tools

Monitoring tools are very expensive they may cost from 10 000 to 100 000 euros per year per organization.



Source: Peter G. Peterson Foundation
<http://www.pgpf.org/Special-Topics/Spending-primer.aspx>
Constant 2009 Dollars based on OMB, GAO and OMB data

 **MERCATUS CENTER**
George Mason University



A photograph of two tripods with cameras on a wooden fence at night. The tripods are silver and black, and the cameras are black with red accents. The fence is made of weathered wooden planks. The background is a dark sky with some clouds and distant lights.

BREAKING NEWS

Bellingcat work with MH17, took 3 years to debunk

Analyzing publicly available data requires skills and is time consuming process. Collection of facts is difficult and time consuming.



BREAKING NEWS

Outreach to citizens is expensive, lies and sensations travel faster than truth

Some fact checks, debunks, or reports may have very limited reach compared with initial story.

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BREAKING NEWS

Cooperation and trust between organizations is crucial

Organizations can't work effectively with trust and cooperation together. The network effect can be achieved when organizations are experts in different fields and cooperate for the same goal.



Goal

Building cooperation and trust

NGO's, CSO's

Newsrooms
and journalists

Academia

StratCom's

Citizens

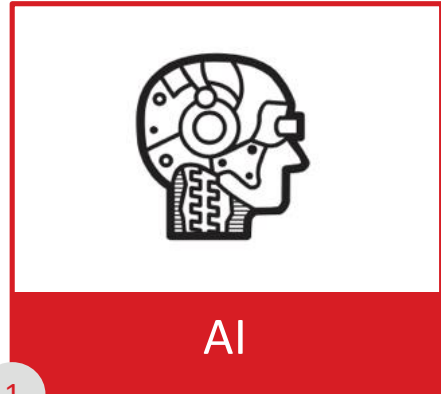


Debunking process in Lithuania

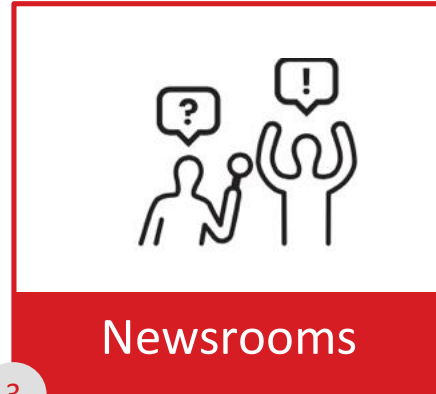


30.000 articles
from 1500+ domains

Authentic analysis
(2 min. in the real time)



Receive content rated by
elves



Claims verified by elves &
journalists



2



Analyse 2% of the most
harmful content

4



Choose topics for
investigation

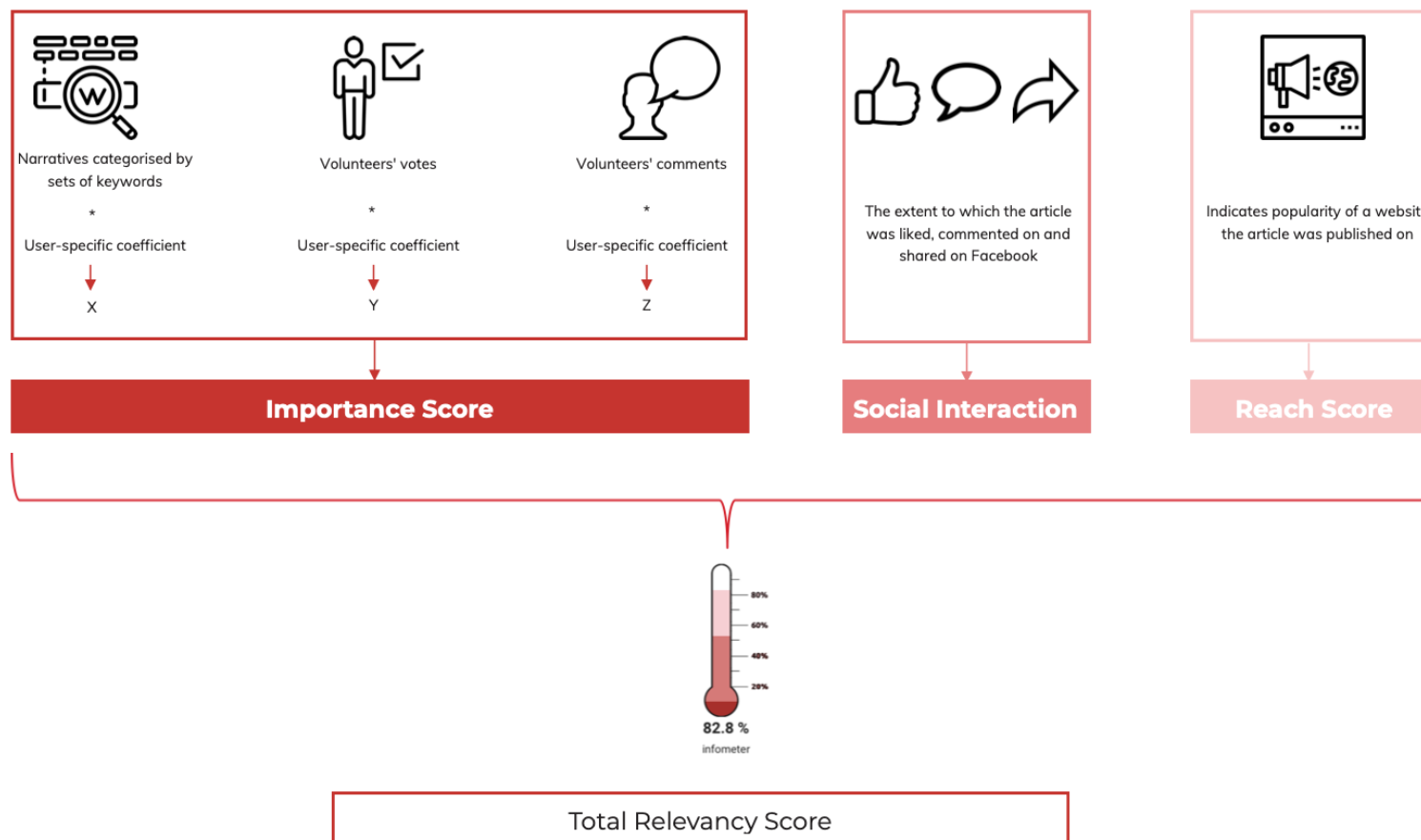
6



Citizens
informed

OUR PROCESS

Logic behind **AI scoring** system



DEBUNK EU IN A NUTSHELL

212 debunked articles

13,2 M views

50 active Lithuanian elves





Goal

Better informed &
more resilient citizens

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