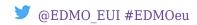




EDMO ONLINE TRAINING

THE ABC OF FACT-CHECKING

European Digital Media Observatory



11-12 MAY 2021

COURSE DESCRIPTION

Over the past several years, fact-checking—one of the key pillars of EDMO's activities—has taken the front stage in the global fight against disinformation. With an increasingly large number of fact-checking organizations emerging across Europe and the world, fact-checkers can play a key role in the detection and analysis of disinformation campaigns and providing public information to raise awareness about disinformation.

EDMO's first training module aims to introduce some of the key tools for fact-checking, while also setting the scene to the broader context of the role of fact-checkers in the European digital media ecosystem. The training will offer an insight into the techniques, opportunities, and challenges of fact-checking. Participants will be introduced to ways of optimizing the use of search engines, as well as tools and techniques fact-checkers use to cut through noise when analysing social media. The trainers will also cover the basics of visual investigation through reverse image search, the Invid-WeVerify toolbox, and engage participants with geolocation exercises.

What do fact-checkers do? How does fact-checking fit into the global fight against disinformation? What standards do they adhere to? What can we consider a credible source? What can we consider proof? What's verifiable and what's not?

<u>Target audience</u>: This training is specifically aimed at individuals with little to no knowledge of fact-checking, who have an interest in learning more about the field. That could include but is not limited to journalists, researchers, civil society, and policy-makers.

The first edition of the ABC of fact-checking training is limited to twenty participants, but further editions will be considered in case of high interest. To participate, please register your details using this application form by noon CEST on April 30. Participants will be selected with an effort made to ensure balanced representation across gender, national, sector, and institutional lines.

This training is part of a series of residential and online training modules organized by EDMO. For more information, visit edmo.eu/trainings/



PROGRAMME

11 MAY FACT-CHECKING IN THE FIGHT AGAINST DISINFORMATION IN EUROPE: STRENGTHS AND LIMITATIONS

14:30 - 14:35 CEST Introduction by **Paula Gori**, EDMO Project Manager Leader and **Lisa**

Ginsborg, EDMO Training and Research

14:35 - 14:55 CEST "The key role of fact-checking in fighting online disinformation" by **Rasmus**

Kleis Nielsen, Reuters Institute for the Study of Journalism, University of

Oxford

14:55 - 15:35 CEST Introduction to fact-checking

Source credibility and the challenges of verification

What's verifiable and what's not

15:35 - 15:45 CEST Break

SOURCES, SEARCH ENGINES, AND SOCIAL MEDIA

15:45 - 17:15 CEST Tools and techniques

Interactive exercises

Archiving tools

12 MAY VISUAL INVESTIGATION AND GEOLOCATION

10:00 - 11:15 CEST Visual investigation and reverse image search

Tools and techniques

Exercises

11:15 - 11:25 CEST Break

11:25 - 12:50 CEST Geolocation using metadata

Geolocation using simple visual clues and web searches

Geolocation using maps/street views

12:50 - 13:10 CEST Closing remarks: "What it means to be a fact-checking organization" by

Giovanni Zagni, Pagella Politica and EDMO Executive Board

TRAINERS

Sami Acef Agence France-Presse

Rasmus Kleis Nielsen Reuters Institute for the Study of Journalism, University of Oxford

Nina Lamparski Agence France-Presse

Grégoire Lemarchand Agence France-Presse & EDMO Advisory Board
Giovanni Zagni Pagella Politica & EDMO Executive Board