

# Digital Verification, Plagiarism

TERESA SCHMEDDING  
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# What we're going to cover

- Digital verification
- Plagiarism
- Fabrication



# We're human, but let's try to fight it



- We are human
- We love rumors
- We are journalists
- We slay rumors

# Rumors

- Catherine the Great kicks butt in Russia in late 1700s.

Critics aren't happy

- Label her as a deviant with crazy sexual appetites.

Human love of juicy rumors

- Catherine dies of a stroke on her toilet in 1796.

People still think she died having sex with horse.



Snapple  
supports KKK  
because of ship  
and K on label?

No. Boston tea party and Kosher  
symbol because three founders are  
Jewish guys from Boston.



# Rumors are expression of fear and anxiety

- Rumor is emotion. Our need to make sense of the world around us, to find meaning. When we can't comprehend or process, we invent the means by which to do so.
- With ease of information flow, you would think we'd be drowning in fact. But the money is in doubt and fear.
- Information cascades spread rumors and gives life to groupthink.
- Creation of ignorance on wide scale.
- Cling to what we believe and reject contradiction and correction.



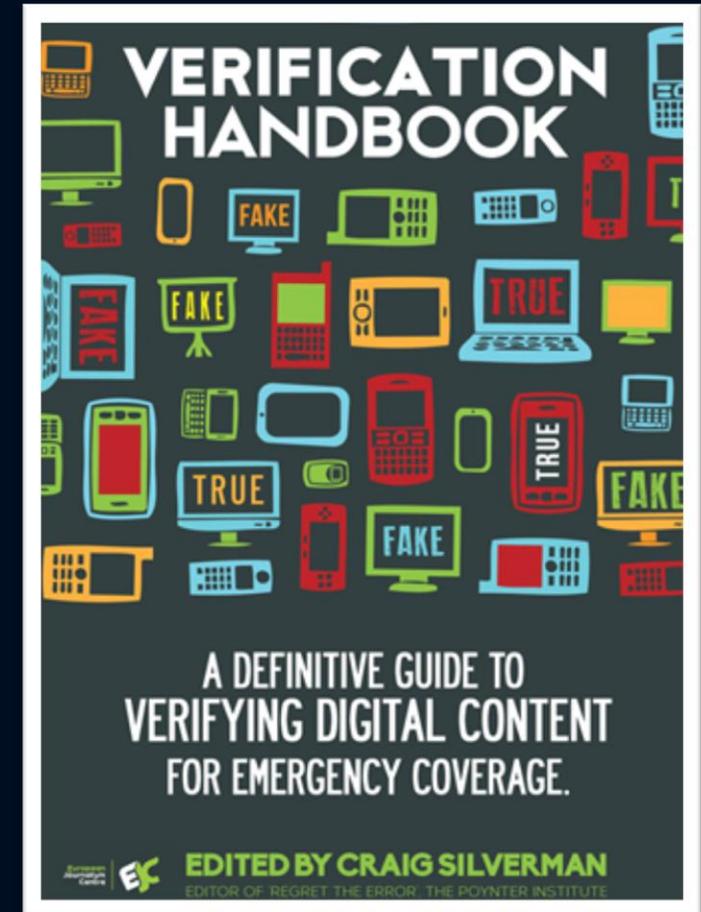
# Become a rumor-smashing superhero

- Use your super-human skills to see what others miss.
- Tap all your powers to spot errors and untruths.
- Become a fighting force with the tools and skills you have.
- Become nodes of truth in a nebulous digital world.
- Battle villains who spread rumors, half-truths and outright lies.



# Verificationhandbook.com

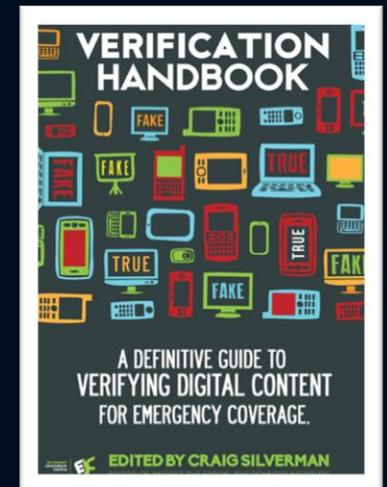
- Verify people
- Verify images
- Verify video
- Verify UGC
- Verification process/checklist



Verificationhandbook.com

# People

- [WHOIS](#): finds the registered users of a domain name and details the date of registration, location and contact details of the registrant or assignee.
- [WebMii](#): searches for weblinks that match an individual's name, or can identify unspecified individuals by keyword. It gives a web visibility score which can be used to identify fake profiles.
- [AnyWho](#): a free white pages directory with a reverse look-up function.
- [GeoSocial Footprint](#): a website where one can track the users' location "footprint" created from GPS enabled tweets, social check ins, natural language location searching (geocoding) and profile harvesting.
- [Pipl.com](#): searches for an individual's Internet footprint and can help identify through multiple social media accounts, public records and contact details.



# Images

- [Foto Forensics](#): this website uses error level analysis (ELA) to indicate parts of an image that may have been altered.
- [Google Search by Image](#): entering an image's URL, users can where image or similar images have appeared.
- [Jeffrey's Exif Viewer](#): an online tool that reveals the Exchangeable Image File (EXIF) information of a digital photo, which includes date and time, camera settings and, in some cases GPS location.
- [JPEGSnoop](#): a free Windows-only application that can detect whether an image has been edited..
- [TinEye](#): a reverse image search engine that connects images to their creators by allowing users to find out where an image originated, how it is used, whether modified versions exist and if there are higher resolution copies.



# Videos

- Alternate sources?
- Original source?
- Weather?
- Topography?
- Audio match video?
- Jumps?
- Watch background

WATCH: Bird Launches Airstrike on Putin's Shoulder (UPDATED) | TIME - Google Chrome

time.com/3079511/vladimir-putin-bird-poop/

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Stocks Are Soaring on Strong Earnings, Giving the Dow Its Best Day of 2014

Florida Football Player Accused of Rape Texted Alleged Victim: 'Don't Tell Nobody Bout Nothing'

zuly up to 70% OFF COATS

Canadian Soldier Killed Outside Parliament in Ottawa

Aaron Sorkin Confirms Christian Bale Will Play Steve Jobs

White House Fence Jumper Charged With Felonies After Kicking Dog

Steady, Dominant Bull Pen Helping Royals

SCROLL TO SEE MORE

WORLD RUSSIA

## WATCH: Bird Launches Airstrike on Putin's Shoulder (UPDATED)

Charlotte Alter @charlottealter | Aug. 4, 2014

No word on whether the bird was from Ukraine

A Bird Poops on Putin During Speech

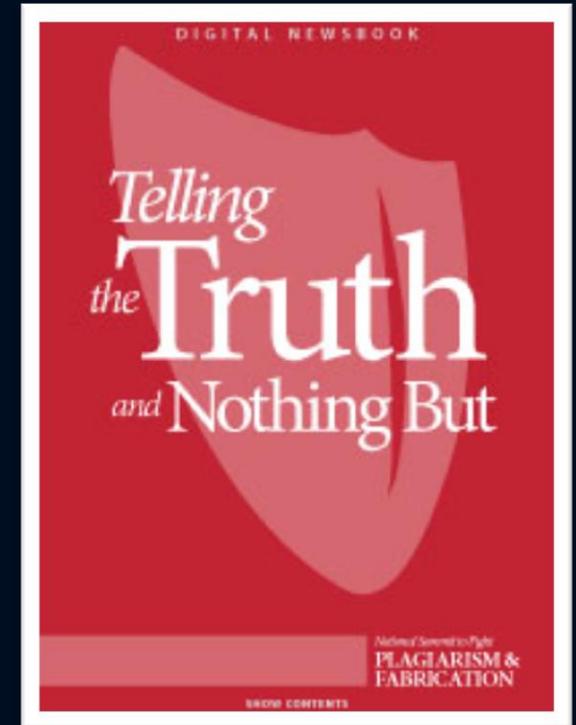
Correction appended

# Look at everything except the wizard

- [Google Maps](#): an online map providing high-resolution aerial or satellite imagery covering much of the Earth, except for areas around the poles. Includes a number of viewing options such as terrain, weather information and a 360-degree street level view.
- [Google Translate](#): can be used to uncover location clues (e.g. signs) written in other languages.
- [NASA Earth Observatory](#): the Earth Observatory was created to share satellite images and information with the public. It acts as a repository of global data imagery, with freely available maps, images and datasets.
- [Wolfram Alpha](#): a computational answer engine that responds to questions using structured and curated data from its knowledge base. Unlike search engines, which provide a list of relevant sites, Wolfram Alpha provides direct, factual answers and relevant visualizations.

# Plagiarism

- Don't do it
- It is plagiarism if you take it from someone else and don't attribute it
- You can take it, attribute it and skirt plagiarism, but is that the kind of journalist you want to be?
- You cannot plagiarize yourself, but you should be transparent about when and where information was gathered
- Ethics shouldn't be about the bare minimum.



[Copydesk.org/plagiarism](http://Copydesk.org/plagiarism)

# Fabrication

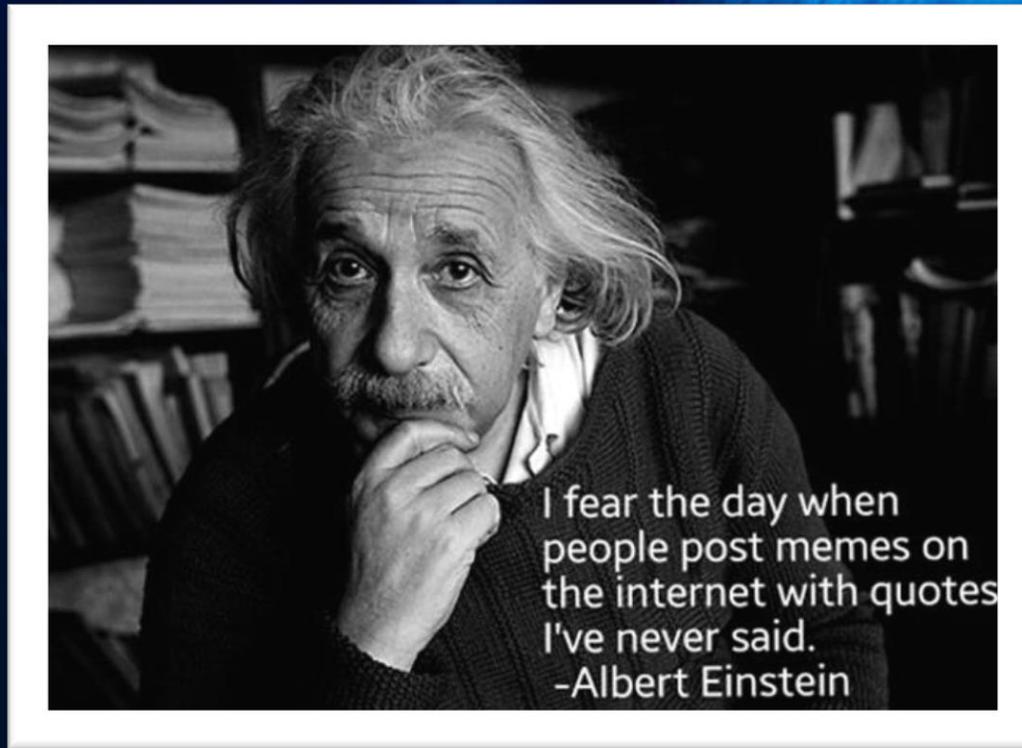
- Don't do it.
- It's always bad.
- Always.
- Always.



# Catching plagiarism, fabrication

- Change in tone
- Writing above skill level
- Phenomenal reporting
- Phenomenal story
- Look for the holes in logic around the story
- Google it





TERESASCHMEDDING.COM  
TERESA@SCHMEDDING.COM  
@TSCHMEDDING  
FACEBOOK.COM/TSCHMEDDING  
LINKEDIN.COM/IN/TERESASCHMEDDING/  
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