Digital Verification

How to make sure you're not using alternative facts

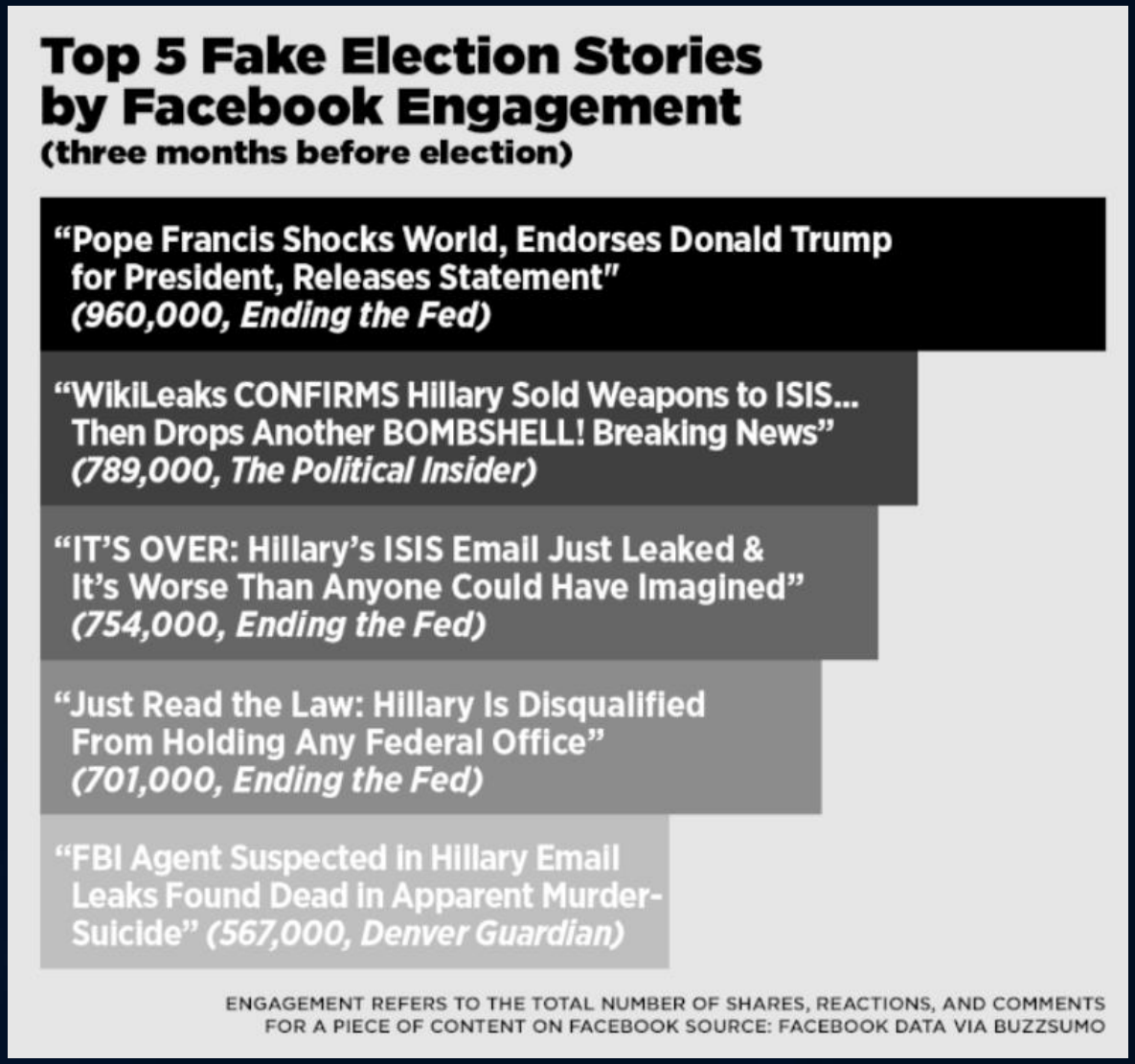
TERESA SCHMEDDING, ROTARY INTERNATIONAL, ME
ACES, PRESIDENT
@TSCHMEDDING
JAWS 2017

Is it a problem?

- Fake news headlines fool American adults about 75% of the time.

- People who cite Facebook as a major source of news are more likely to view fake news headlines as accurate.

https://www.buzzfeed.com/craigsilverman/fake-news-survey?utm_term=.hmZa2xr15#.psZKW2vM5



https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook?utm_term=.ykkWzb85g#.vyam5jvBb

Speed round

REAL OR FAKE?

Real or fake?

Real or fake?

Real or fake?

Hollywood Liberal Attacks VP Mike Pence With Disgusting Joke

By **Delano Ben** - October 7, 2017

1.5k SHARES

Share Tweet

Liberals attack President Trump at any chance that they can get. Considering everything that he has had to go through, he has done a fantastic job. The mainstream media is not any better. They have been spreading lies about him on a daily basis. It is sad to see him treated so poorly. Given what he and his administration has gone through it is surprising to see them be able to do anything.

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Bejie Champion Single B
Men We Love All The Ladie
56 mins
Ahhh back to normal America
Bejie Champion
Message
More
orks at Boston Logan International Airport
ves in Boston, Massachusetts
oined October 2016
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Donald Trump claimed today that he his toenails were the best ever in the history of the human race.

At a rally in Kansas City tonight the billionaire presidential candidate took 5 minutes from his standard stump speech for an extended dialogue on the topic...

Real or fake?

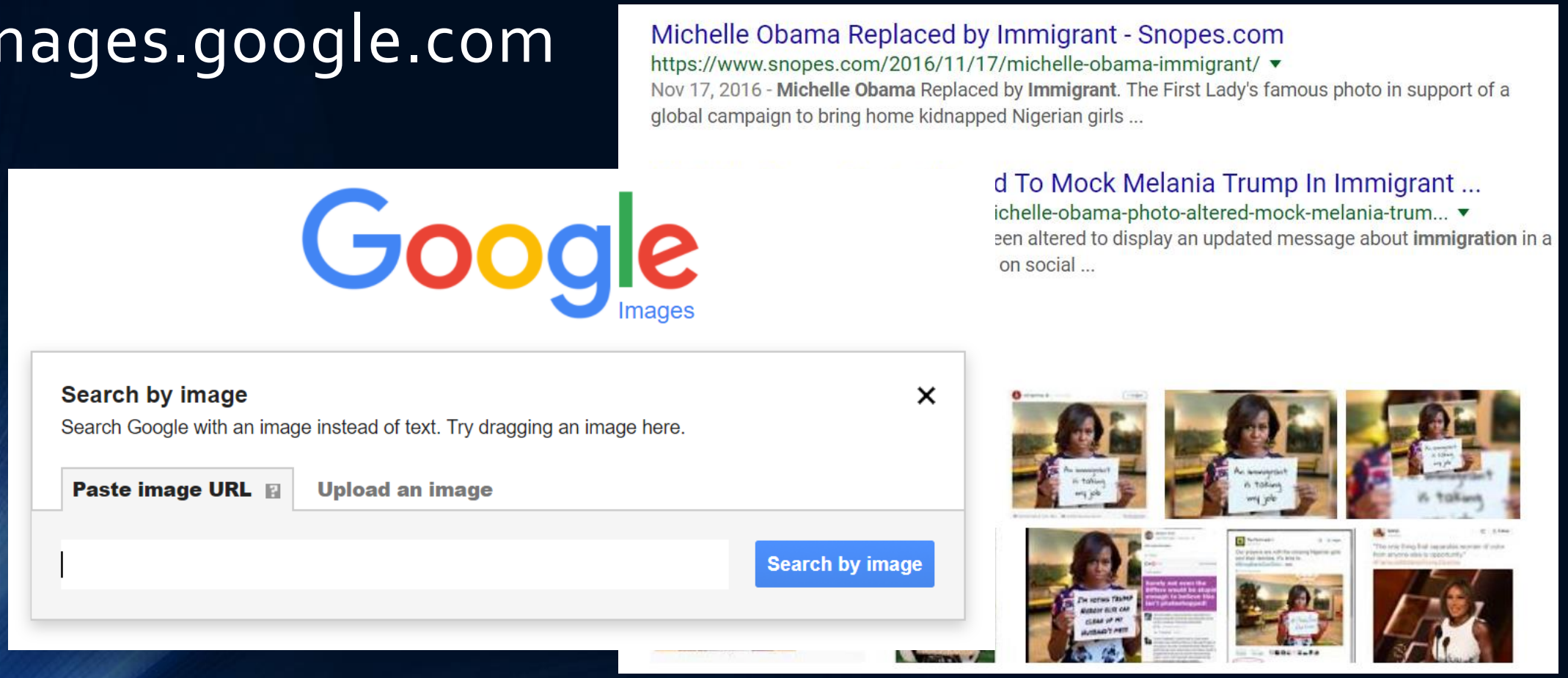
So how do you know?

TOOLS TO VERIFY

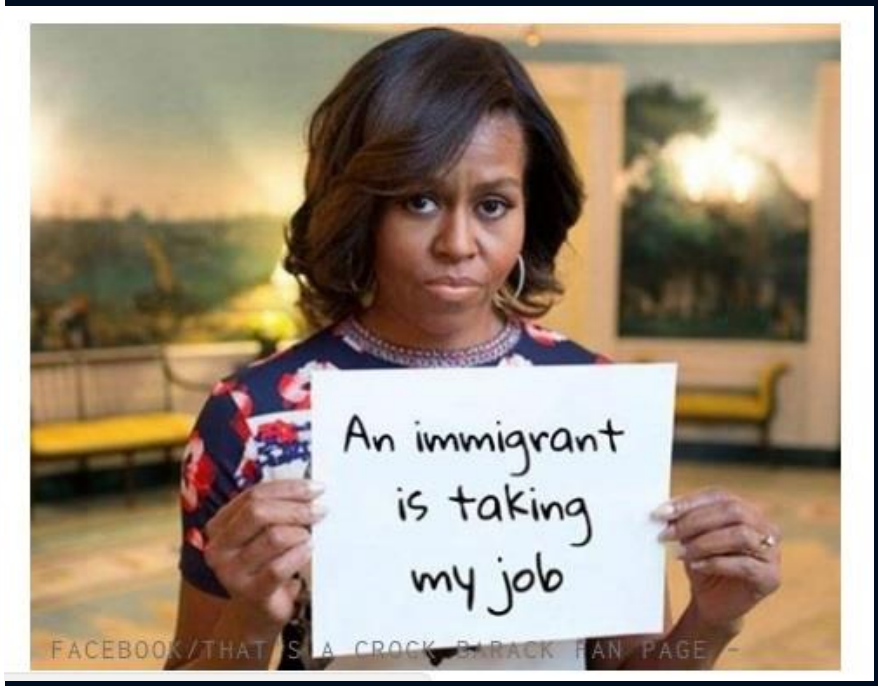
Real or fake?

How do you know?

Images.google.com



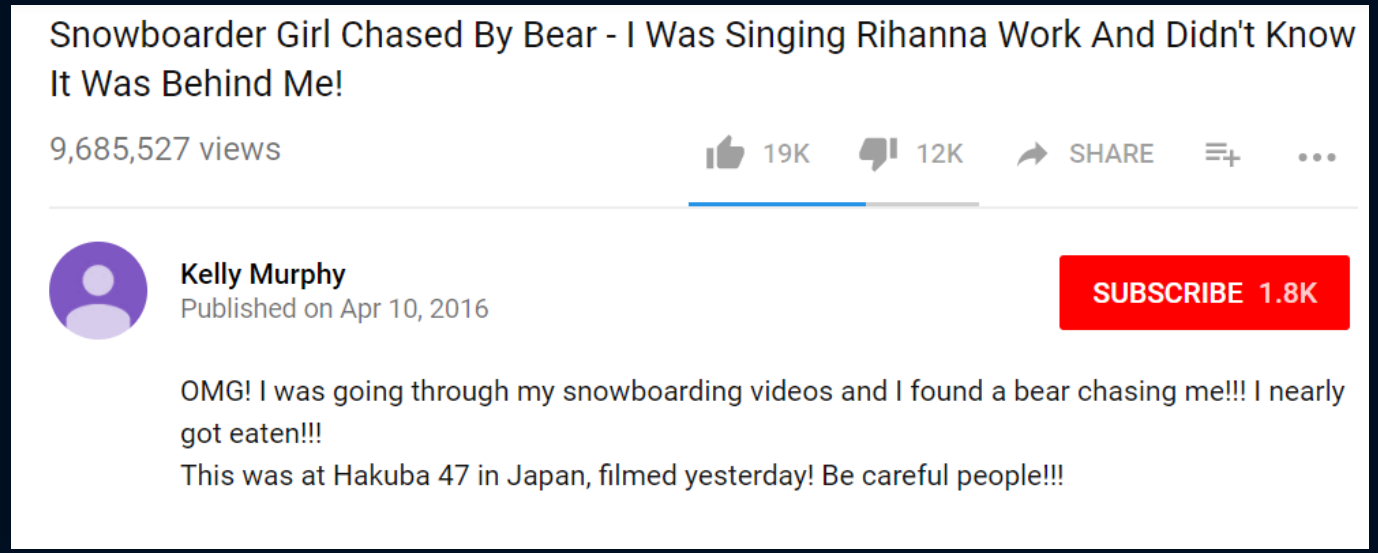
The answer: Fake



Real or fake?

How do you know?

Kelly says filmed in Hakuba Japan



How do you know?

Fact-checking

- What kind of bears are there?
- Do they hibernate?
- Google

Probably not. And yet there are lots of bears in this country; two species to be exact, the **Asiatic black bear** and **brown bears**. Historically, **Asiatic black bears** (**Ursus thibetanus**) occupied all of Kyushu, Shikoku and Honshu, while **brown bears** (U. **arctos**, **grizzlies** in North America) ruled Hokkaido.

Outdoor Japan Magazine - Bears in Japan
www.outdoorjapan.com/magazine/story_details/99

Asiatic black bears are said to be nocturnal in most regions, spending the day sleeping in caves or hollow trees, coming out at night to feed. In other areas, however, they are found to be more active in the daytime. Many of the **bears** in the northern regions are known to **hibernate** for the winter.

'Snowboarder Girl' Chased by Bear - Snopes.com
www.snopes.com/snowboarder-girl-chased-by-bear/ ▾

Claim: A video shows a snowboarder being chased by a bear. See Example(s)

Claimed by: Internet

Fact check by Snopes.com: FALSE

Feedback

That video of a bear chasing a snowboarder is totally fake - Mashable
mashable.com/2016/04/11/fake-bear-chasing-snowboarder/ ▾
Apr 11, 2016 - The Internet is filled with dirty, stinkin' liars. A video of a snowboarder being **chased** by a **bear** has been making its way across the Internet, but ...

The answer: Fake

Snowboarder Girl Chased By Bear - I Was Singing Rihanna Work And Didn't Know It Was Behind Me!

9,685,527 views 19K 12K SHARE

Kelly Murphy
Published on Apr 10, 2016

SUBSCRIBE 1.8K

OMG! I was going through my snowboarding videos and I found a bear chasing me!!! I nearly got eaten!!!
This was at Hakuba 47 in Japan, filmed yesterday! Be careful people!!!

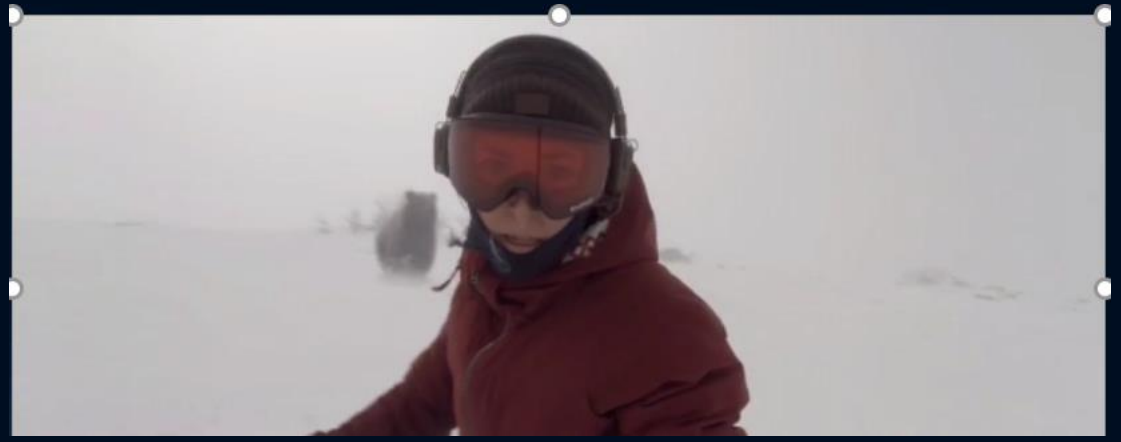
--

Find out more @ www.thewoolshedcompany.com/virals

Directed By RICHARD HUGHES & CASPAR MAZZOTTI
Produced By DAVE CHRISTISON

The Woolshed Company Pty Ltd
www.thewoolshedcompany.com

Contact: info@thewoolshedcompany.com or +61 3 9939 9581



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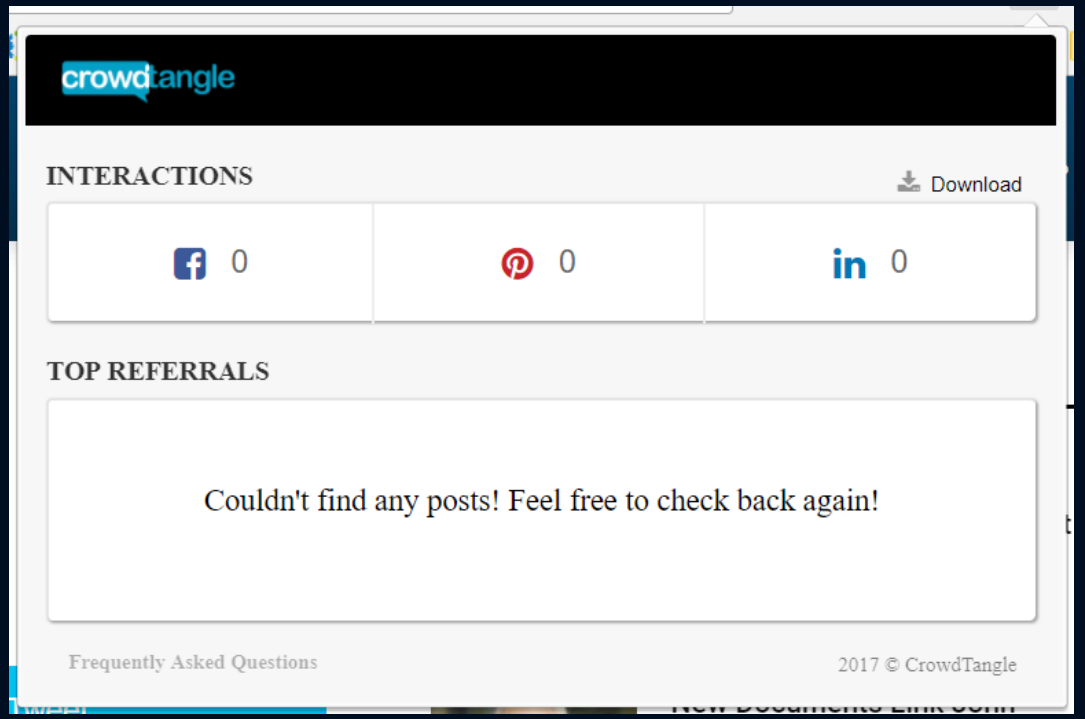
How do you know

Fact-check around the story



Crowdtangle.com

Fact-check the site

Look up the domain

Creation Date: 2016-03-02T14:19:00.00Z
Registrar Registration Expiration Date: 2019-03-02T14:19:00.00Z
Registrar: DREAMHOST
Registrar IANA ID: 431
Domain Status: ok https://www.icann.org/epp#ok
Registry Registrant ID:
Registrant Name: PROXY PROTECTION LLC
Registrant Organization: PROXY PROTECTION LLC
Registrant Street: 417 ASSOCIATED RD #324
Registrant Street: C/O WORLDPOLITICUS.COM
Registrant City: BREA
Registrant State/Province: CA
Registrant Postal Code: 92821
Registrant Country: US
Registrant Phone: +1.7147064182
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: LJW8HUTKCTW5UAN@PROXY.DREAMHOST.COM
Registry Admin ID:
Admin Name: PROXY PROTECTION LLC
Admin Organization: PROXY PROTECTION LLC
Admin Street: 417 ASSOCIATED RD #324
Admin Street: C/O WORLDPOLITICUS.COM
Admin City: BREA
Admin State/Province: CA

worldpoliticus.com

Updated Date: 2017-02-15T16:01:26Z
Creation Date: 1993-09-22T04:00:00Z
Registrar Registration Expiration Date: 2018-09-21T04:00:00Z
Registrar: CSC CORPORATE DOMAINS, INC.
Registrar IANA ID: 299
Registrar Abuse Contact Email: domainabuse@cscglobal.com
Registrar Abuse Contact Phone: +1.8887802723
Domain Status: clientTransferProhibited
http://www.icann.org/epp#clientTransferProhibited
Domain Status: serverDeleteProhibited
http://www.icann.org/epp#serverDeleteProhibited
Domain Status: serverTransferProhibited
http://www.icann.org/epp#serverTransferProhibited
Domain Status: serverUpdateProhibited
http://www.icann.org/epp#serverUpdateProhibited
Registry Registrant ID:
Registrant Name: Domain Name Manager
Registrant Organization: Turner Broadcasting System, Inc.
Registrant Street: One CNN Center
Registrant City: Atlanta
Registrant State/Province: GA
Registrant Postal Code: 30303
Registrant Country: US
Registrant Phone: +1.4048275000

cnn.com

Fact-check the site

- About us?
- Privacy policy?
- Site map?
- Terms of use?
- Staff list?
- Staff on social?
- Other content?

But wait ….

Even if the site is shaky doesn't mean it's not true

Billy Crystal and Bill Maher riff on the decline of America, from guns to Betsy DeVos

Crystal takes down the education secretary in a sit down with Maher

TAYLOR LINK

10.07.2017 • 7:29 AM

Billy Crystal has a unique take on American culture as the comedian has toured around the country telling jokes and observing his audiences. He told Bill Maher and his "Real Time" audience that he has performed in clubs where people had guns just casually laying on the table.

"I thought cell phones were a problem," he quipped.

"Let's look at this cabinet up close and personal," Crystal said. "Let's start with Betsy DeVos: education. One should actually have an education before you get that job. Then there's Vice President Mike Pence. This guy looks like someone who chased one of the von Trapp children into the Alps."

The answer: True

Hollywood Liberal Attacks VP Mike Pence With Disgusting Joke

By **Delano Ben** - October 7, 2017

1.5k SHARES

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Tweet

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Bejie Champion
Message
More
orks at Boston Logan International Airport
ves in Boston, Massachusetts
oined October 2016
Photos
Friends
otos · Nothing to show

How do you know?

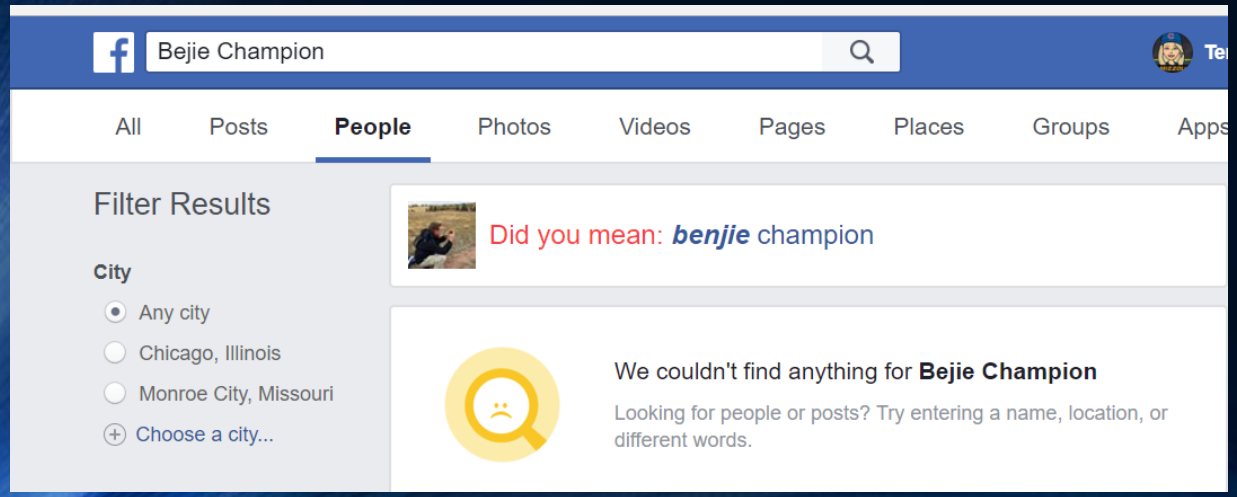
Look for other posts

Who is she?

B_JoiFul
Follow
Bejie
ton Airport
here'
Bost
5!!
JANET JACKSON STATE OF THE WORLD TOUR 2017
Follow
B_JoiFul
@B_JoiFul
Tweets
1,632
Following
185
Followers
103
We Love All The Ladies
to normal America
Bejie Champion
Add Friend
Message
More
11:33 PM - 22 Jan 2017
48 Retweets
35 Likes

Repeats not evidence

- Be suspicious of screen grabs
- Find original post
- Find original account



Check pipl

This is not ok.
Bejie Champion ▶ Single B
Men We Love All The Ladie
56 mins
Ahhh back to normal America
Bejie Champion
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More
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out
Photos
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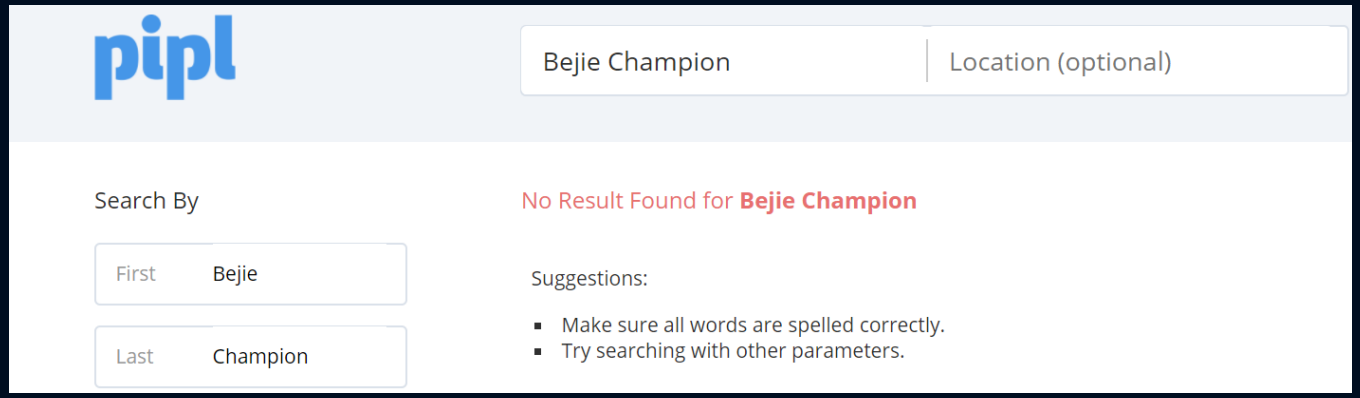
otos · Nothing to show


pipl
Bejie Champion
Location (optional)
Search By
First
Bejie
Last
Champion
No Result Found for Bejie Champion
Suggestions:
Make sure all words are spelled correctly.
Try searching with other parameters.

Check yourself to vet site

pipl

@tschmedding | Location (optional)

LOGIN

Search By

Username @tschmedding

+ MORE OPTIONS

Sponsored Links

Access Hidden Profiles
View Hidden Profiles on Facebook & 40+ Networks!
Spokeo.com

Where's **Teresa** Now?
Background Information

Teresa M Schmedding (teresaschmedding)

50 years old

SPONSORED:

Personal Info | Online Photos | Social Media | Online Photos

CAREER:

Managing Editor at Rotary International (since 2016)
Deputy Managing Editor/Digital Operations at Daily Herald (2012-2016)
Client Advisory Board at NEWSCYCLE Solutions (since 2011)
President at American Copy Editors Society (since 2010)
Various at Daily Herald (since 1990)
Copy editor at Quad-City Times (1989-1990)

EDUCATION:	Masters, Media management, Media management from University of Missouri-Columbia (2005-2009) Bachelors, Journalism, Journalism from University of Missouri-Columbia (1985-1989)
USERNAMES:	teresaschmedding , tschmedding
PLACES:	Chicago, Illinois Palatine, Illinois Schaumburg, Illinois Davenport, Iowa Bettendorf, Iowa
ASSOCIATED WITH:	Justin Kenny , Amy Way Kalas , Justin Holstein , Wayne C Countryman , Tim Mudd , Marcus Chamberland , Neil Holdway , Susan Blair , Carl Thompson

Teresa Schmedding, teresaschmedding, Illinois, United States, Daven ...

linkedin.com/in/teresa-schmedding-94004a29

Professional Profile & Networking - LinkedIn

Teresa Schmedding, tschmedding, Chicago, Illinois - Sign up. Log ...

pinterest.com/tschmedding/

Virtual Pinboard - Pinterest

Teresa Schmedding, tschmedding - Missouri (Mizzou) Grad Student, Tim ...

facebook.com/people/_/607769631

Personal Web Profile - Facebook

tschmedding - Teresa Schmedding's Twitter pics (tschmedding), Teresa ...

twicsy.com/u/@tschmedding

Twitter Pic Trends and Users - Twicsy

Teresa Schmedding, Chicago, Illinois - American Copy Editors ...

plus.google.com/107673518844113919750/about

Personal Profile - Google Profiles

Teresa Schmedding, tschmedding, Chicago, Illinois - Senior news ...

twitter.com/tschmedding

Micro Blog - Twitter

Teresa Schmedding, tschmedding, Chicago, Illinois - Sign up. Log ...

pinterest.com/tschmedding/

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facebook.com/people/_/607769631

Personal Web Profile - Facebook

tschmedding - Teresa Schmedding's Twitter pics (tschmedding), Teresa ...

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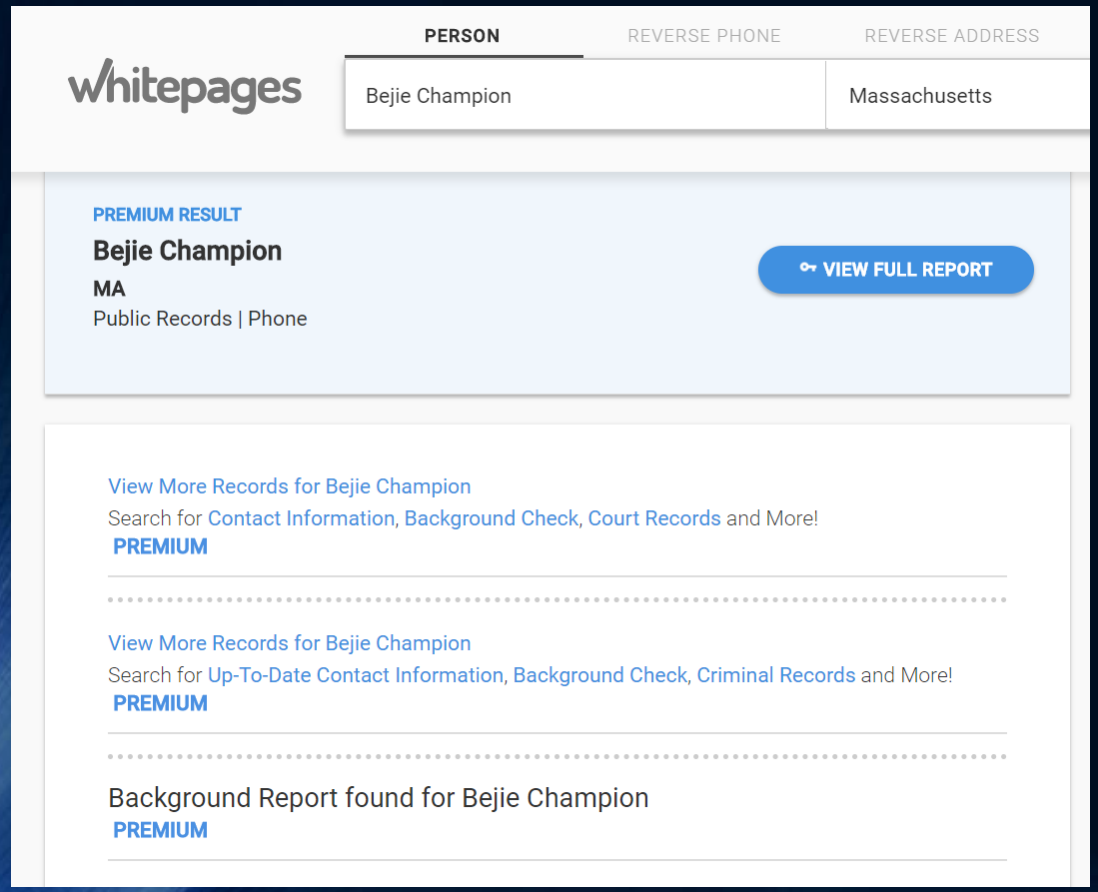
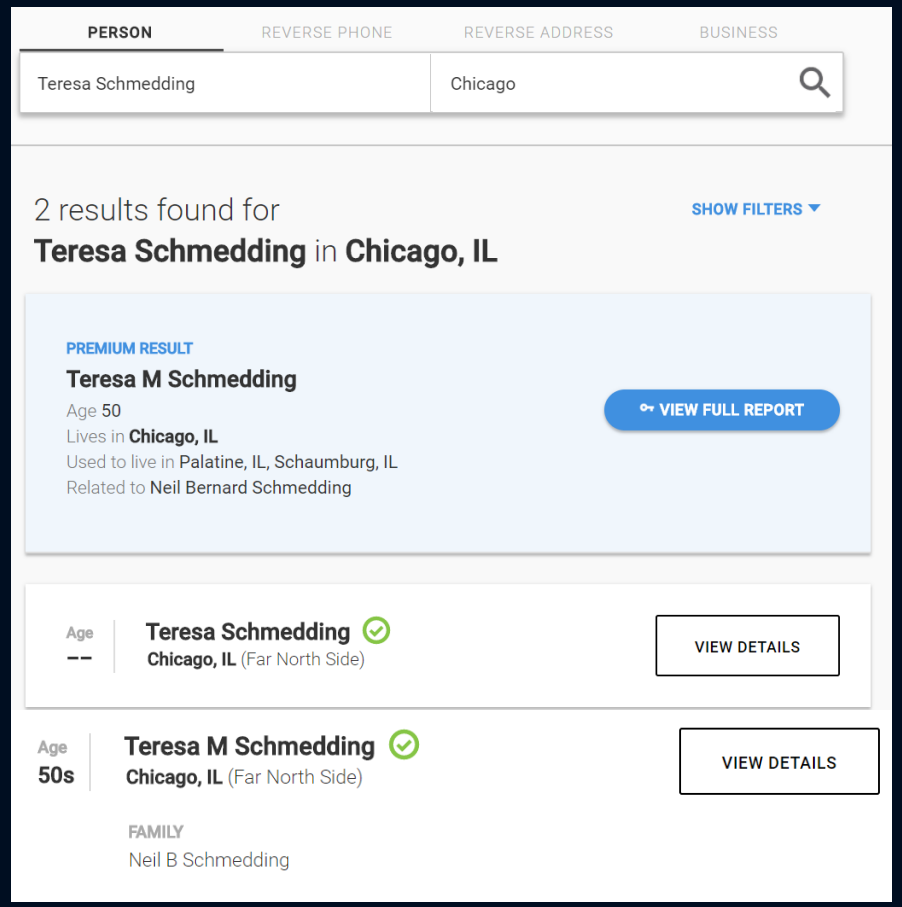
Whitepages.com





Only premium results a red flag

The answer: Fake

Real or fake?

Another screen grab …

Pipl

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October 4 at 6:07pm
Timothy Simons
@timothycsimons
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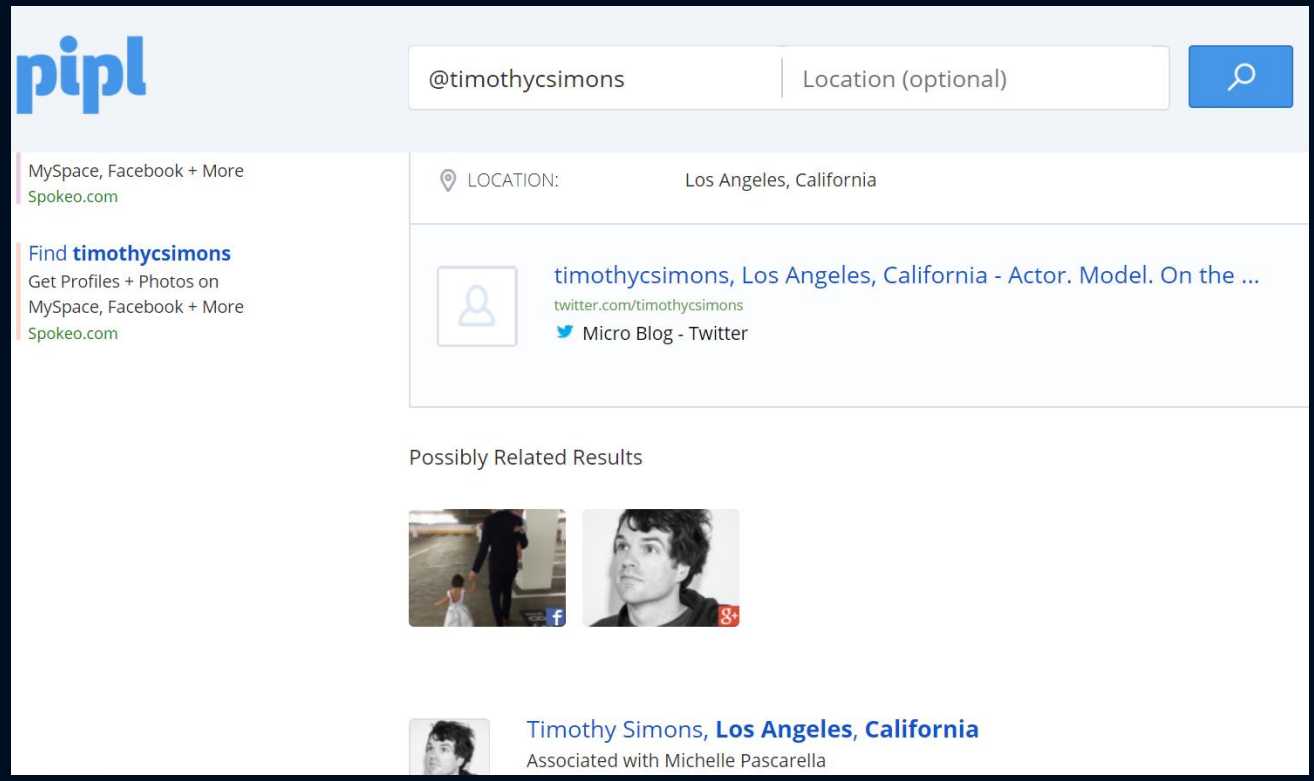
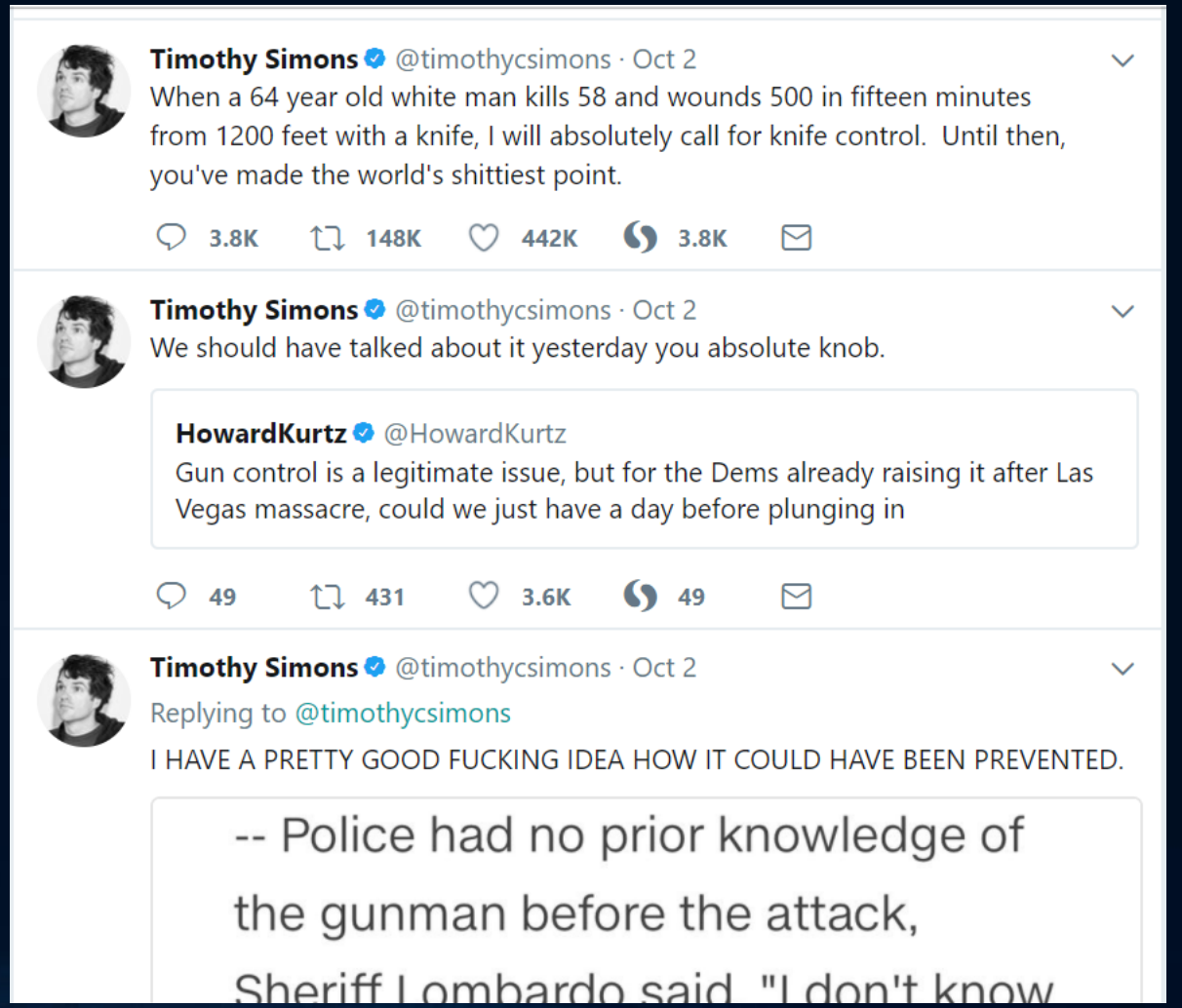

pipl
@timothycsimons
Location (optional)
MySpace, Facebook + More
Spokeo.com
Find timothycsimons
Get Profiles + Photos on
MySpace, Facebook + More
Spokeo.com
LOCATION:
Los Angeles, California
timothycsimons, Los Angeles, California - Actor. Model. On the ...
twitter.com/timothycsimons
Micro Blog - Twitter
Possibly Related Results
Timothy Simons, Los Angeles, California
Associated with Michelle Pascarella

Find original post



Timothy Simons @timothycsimons · Oct 2

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3.8K 148K 442K 3.8K

Timothy Simons @timothycsimons · Oct 2

We should have talked about it yesterday you absolute knob.

> **HowardKurtz** @HowardKurtz
> Gun control is a legitimate issue, but for the Dems already raising it after Las Vegas massacre, could we just have a day before plunging in

49 431 3.6K 49

Timothy Simons @timothycsimons · Oct 2

Replying to @timothycsimons

I HAVE A PRETTY GOOD FUCKING IDEA HOW IT COULD HAVE BEEN PREVENTED.

> -- Police had no prior knowledge of the gunman before the attack, Sheriff Lombardo said. "I don't know

The answer: Real

Real or fake?

The Daily Currant

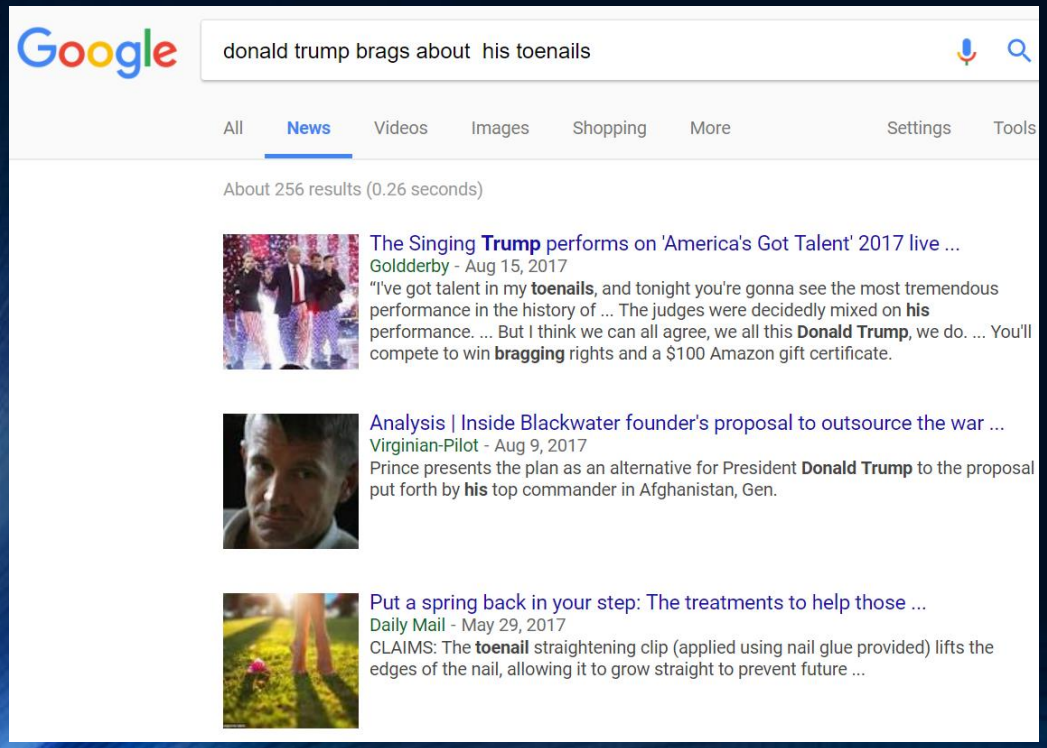
Donald Trump: 'I Have The Greatest Toenails In The History of Mankind"

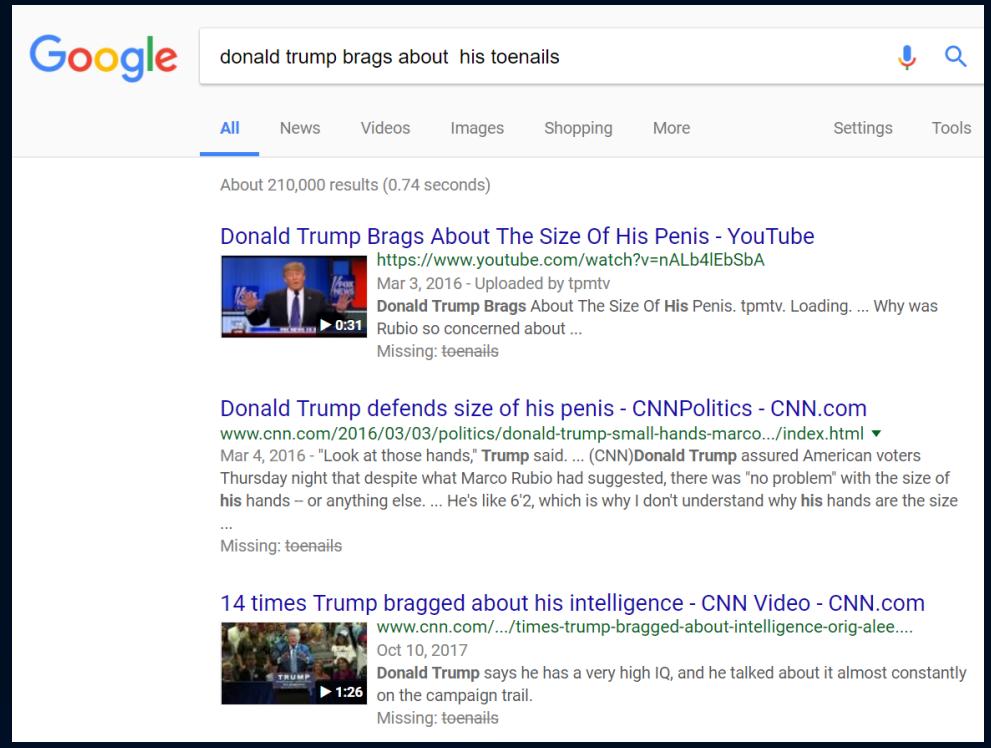
Donald Trump claimed today that he his toenails were the best ever in the history of the human race.

At a rally in Kansas City tonight the billionaire presidential candidate took 5 minutes from his standard stump speech for an extended dialogue on the topic...

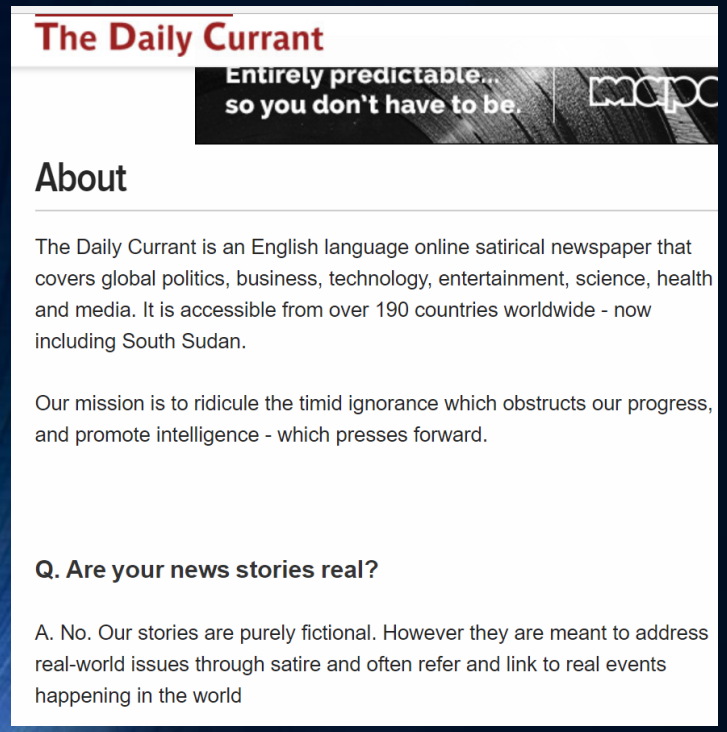
How do you know?

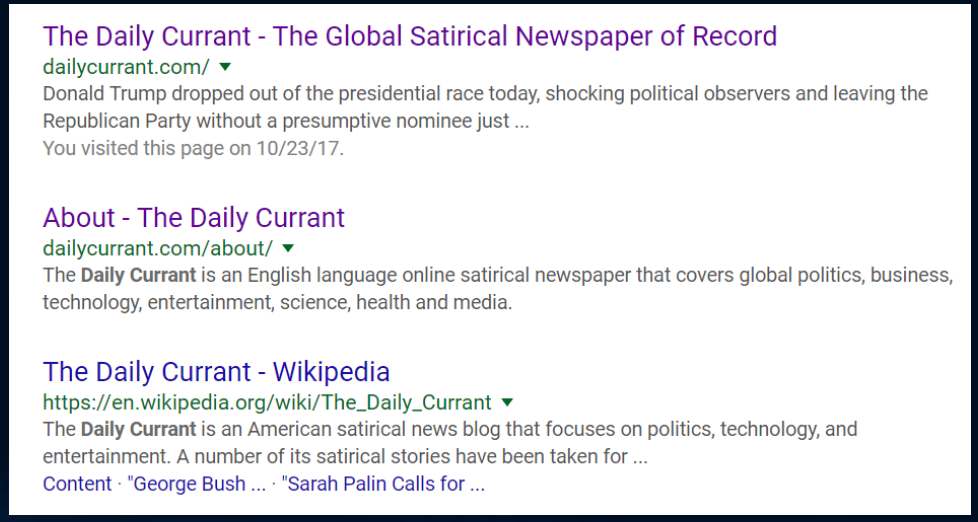
- Is anyone else writing about it?
- Make sure to check 'news'





Vet the website





The answer: Satire

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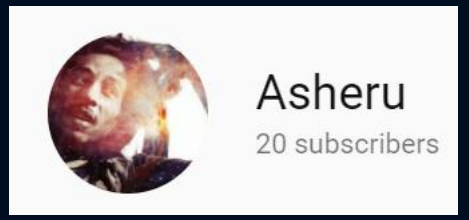
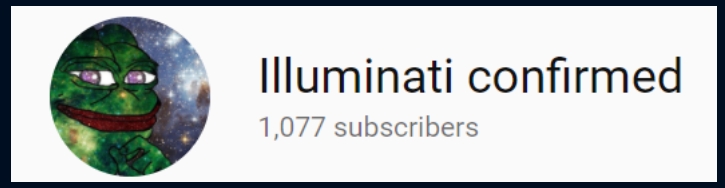
What do you see?

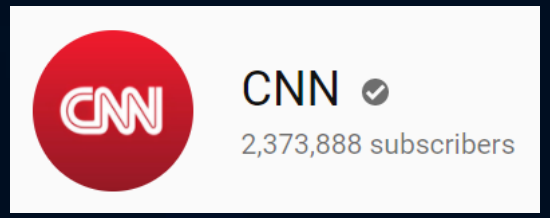
Check source

- Who posted this?





- Who didn't post this?

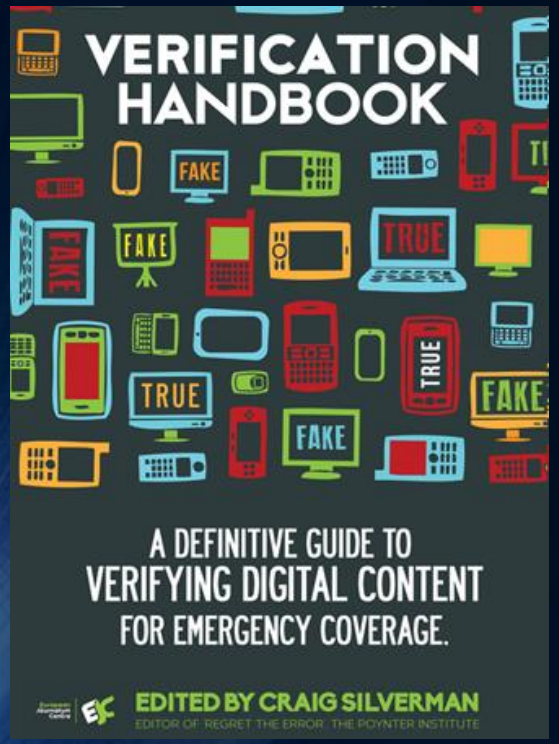


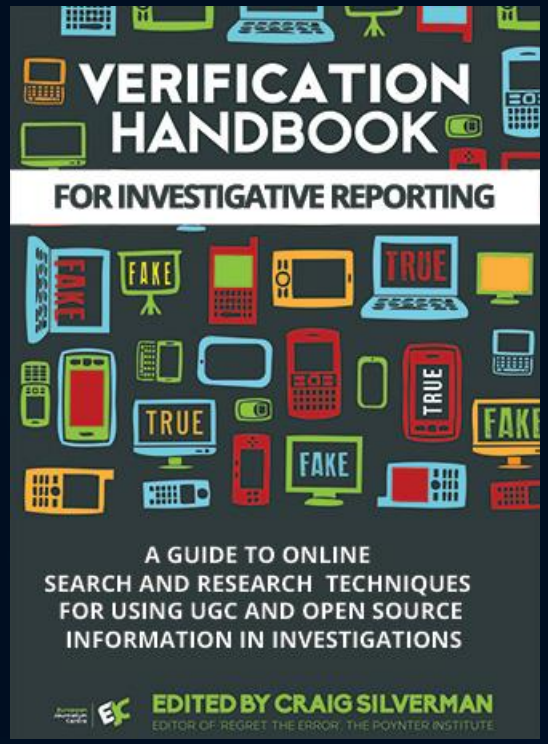
What is missing?

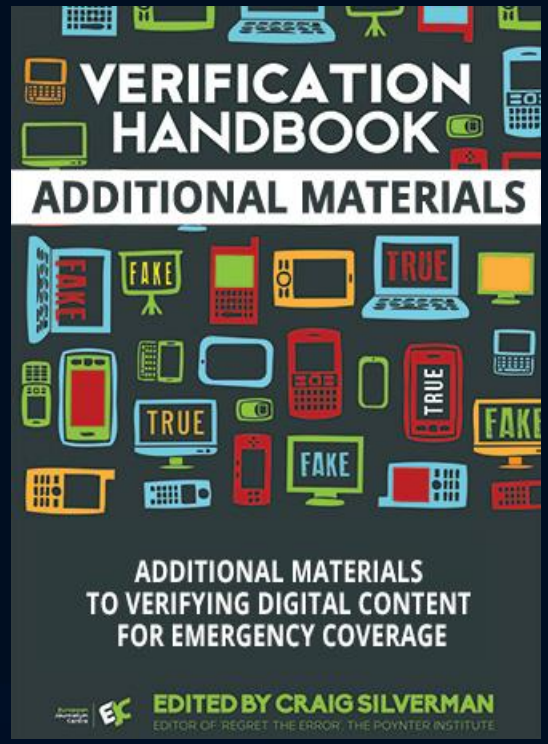
The answer: Fake

Digital verification

http://verificationhandbook.com/

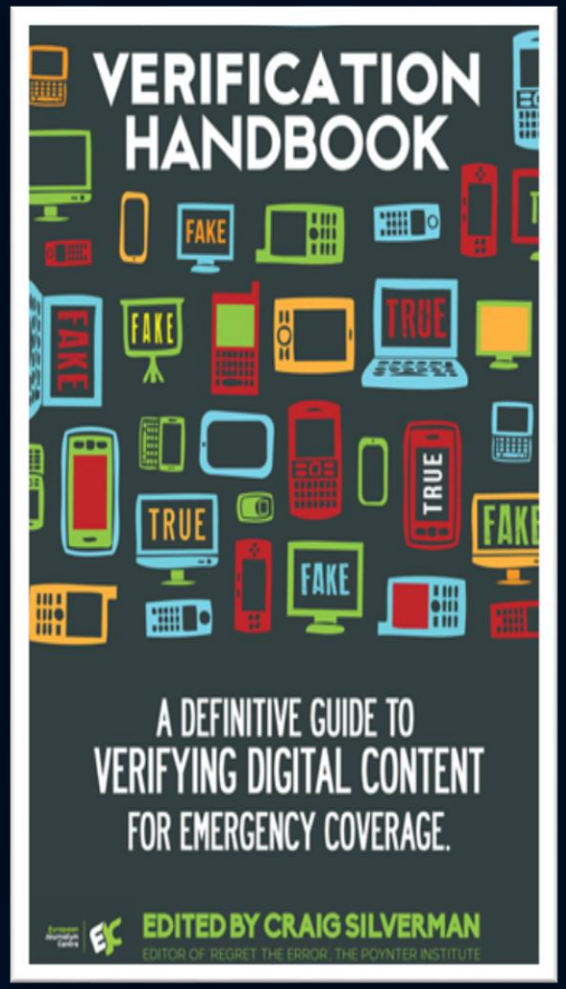






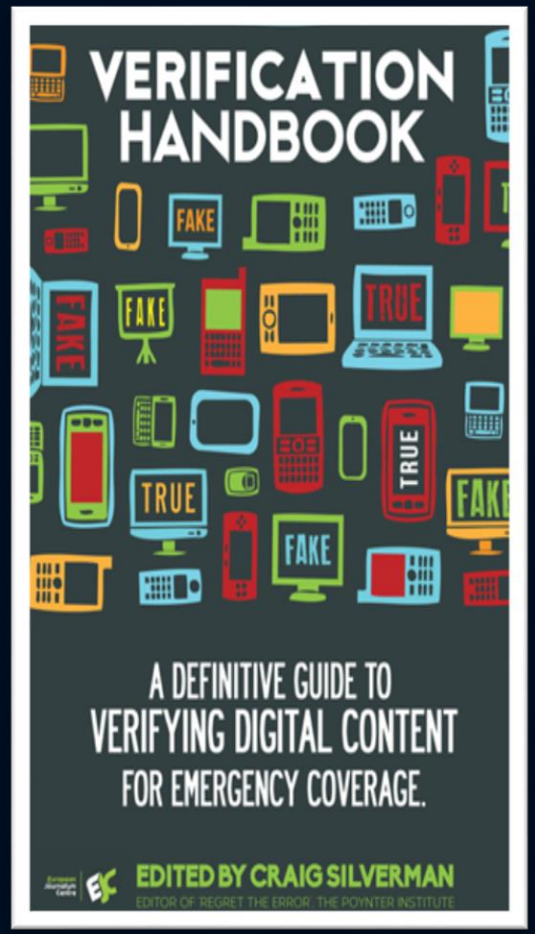
Verificationhandbook.com

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



People

- WHOIS: finds the registered users of a domain, date of registration, location and contact of registrant.
- WebMii: searches for weblinks that match an individual's name, gives a web visibility score which can be used to identify fake profiles.
- GeoSocial Footprint: a website where one can track 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

- Images.google.com: search where image or similar images have appeared.
- Foto Forensics: this website uses error level analysis (ELA) to indicate parts of an image that may have been altered.
- 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, allows users to find out where an image originated, how it is used, whether modified versions exist and if there are higher resolution copies.

Never forget

If you share it, you're responsible for it.

Attribution = verification?

Nope

Editor's Note: This story was retracted by The Intercept on Feb. 2, 2016 after they spoke to two family members who said they were not aware of the relative, Scott Roof.

Racist mass murder suspect Dylann Roof began his hate-fueled descent when he lost at love, according to a report.

The 21-year-old white bigot who confessed to gunning down nine African-American parishioners at Emanuel African Methodist Episcopal Church in Charleston, S.C., bore a grudge when a girl didn't choose him, his cousin told The Intercept news website on Thursday.

The alleged hate-fueled killer "kind of went over the edge when a girl he liked starting dating a black guy two years back," Scott Roof said.

They’re wrong, you’re wrong

The Intercept_

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RETRACTED: DYLANN ROOF’S COUSIN CLAIMS LOVE INTEREST CHOSE BLACK MAN OVER HIM

Juan Thompson

June 18 2015, 10:05 p.m.

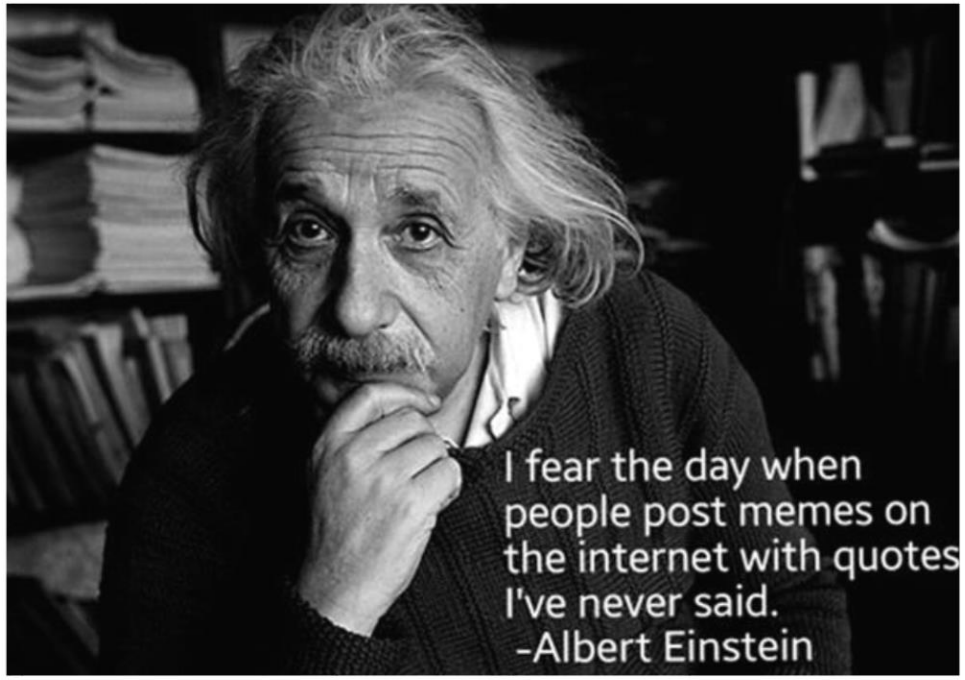
Editor’s Note: February 2, 2016

After speaking with two members of Dylann Roof’s family, The Intercept *can no longer stand by the premise of this story. Both individuals said that they do not know of a cousin named Scott Roof.*

The problems with this story reflect a pattern of misattributed quotes that The Intercept *uncovered in stories written by Juan Thompson, a former staff reporter. We apologize to our readers.*

Never forget, too

Look at
everything
but the wizard.



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