

Veracity: misinformation and credibility

How can we trust information from people on the internet?

Emergencies, Media and False Information

- Reporters from mainstream media are increasingly relying on social media during emergencies
- Social media may draw early and inaccurate conclusions
- Some organizations have to deal with false information
- Timing is important



Policy-Based Trust and Social Media

- **Policy based trust** - Only certain people and organizations
- **Reputation based trust** - Source trust based on previous information
- **Trust in information in itself** - trust based on quantity
- Problem - to trust or not to trust
- Internet users uses policy-based trust to some extent



Misinformation and Disinformation

- Three elements: competence, benevolence, and integrity
- Failures in competence = misinformation (Unknowingly)
- Failures in integrity = disinformation (Knowingly)
- Natural vs human-induced disasters




Verification Practices

- Verification handbook
- Information verification platforms - user evaluation
- Visible skepticism - discussions on false posts



Automation Credibility Analysis

- Aristototele's Rethoric - Ethos(credibility), pathos(emotions) and logos(reason)
 - **Automatic reasoning** - Logos → comparing different sources (high error rate)
 - **Sharing, refutation, and questioning** - false information is questioned more
 - **Information credibility** - Most research based on credibility
 - **Textual features** - NLP, and content-based, user-based and propagation based features
 - **Topics and expertise** - Users may have published more content on certain topics and could be considered experts.
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Research Problems

- Extending automatic verification methods(Computers)
- Creating new human verification methods(Humans/Journalists)
- Modeling the credibility of other content generated by the public(911 false calls automation)



The end of chapter 8

