Building Trust and Fighting Misinformation @google.com

Corinna Cortes, Head Google Research, NYC

The Way We Experience News Today is Complex

Overwhelming

48K new documents every minute



Trump says "military option" is possible in Venezuela



Trump Warns North Korea 'Military Solutions' Are 'In Pl

Wall Street Journal - 5h ago



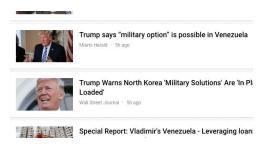
Special Report: Vladimir's Venezuela - Leveraging Ioan:



The Way We Experience News Today is Complex

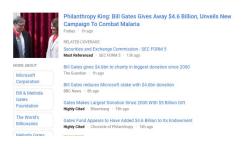
Overwhelming

48K new documents every minute



Repetitive

News has been commoditized

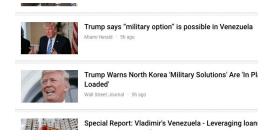




The Way We Experience News Today is Complex

Overwhelming

48K new documents every minute



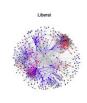
Repetitive

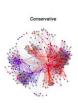
News has been commoditized



Polarizing

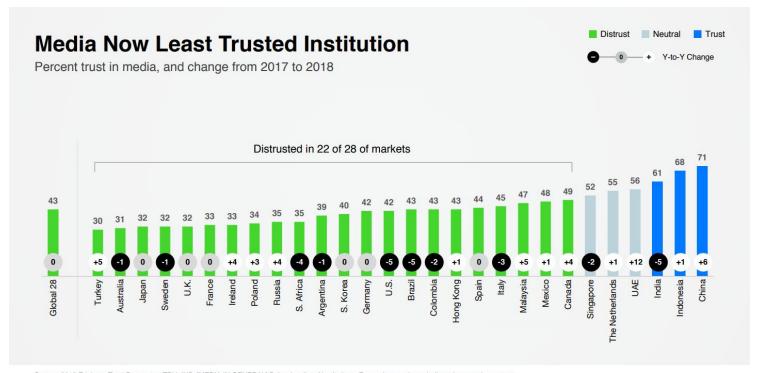
Filter bubbles abound







The Trust in Media has Dropped to All-time Low in 2018



Source: 2018 Edelman Trust Barometer. TRIU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General population, 28-market global total.



Lets start with this:

Google Search is a search tool, not a ledger of absolute truth



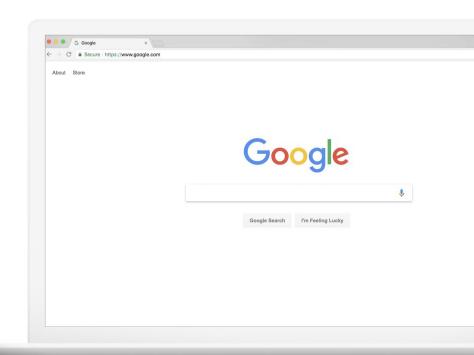
Search quality

relevance

rel·e·vance /'reləv(ə)ns/ noun
How closely the words in a website match
the words in your search query

authoritativeness

au•thor•i•ta•tive•ness /ə'THôrə,tādiv/ noun How much expertise the result is based on and how much people trust the source



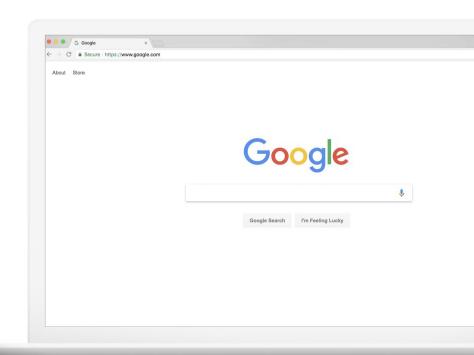
Search quality

relevance

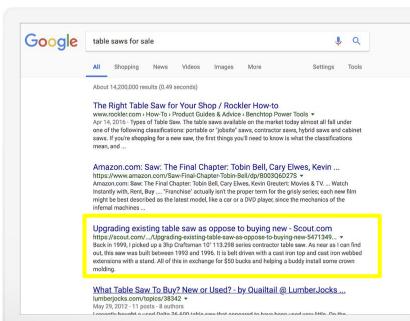
rel·e·vance /'reləv(ə)ns/ noun
How closely the words in a website match
the words in your search query

authoritativeness

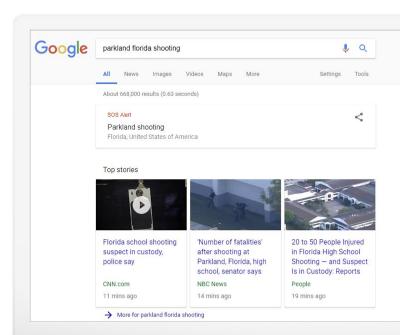
au•thor•i•ta•tive•ness /ə'THôrə,tādiv/ noun How much expertise the result is based on and how much people trust the source



Balance between relevance and authoritativeness varies depending on the nature of the query



Surfacing more authoritative content during breaking news situations



Bad Actors Targeting High-Interest Events



The Fix

Google's top news link for 'final election results' goes to a fake news site with false numbers

By JENNIFER EARL / CBS NEWS / November 14, 2016, 5:57 PM

Google's top search result for "final election numbers" leads to fake news site

In the news



FINAL ELECTION 2016 NUMBERS: TRUMP WON BOTH POPULAR (62.9 M -62.2 M) AND ELECTORAL COLLEGE ...

70news - WordPress.com - 2 days ago
CNN NUMBERS AS OF 11/13/16: http://edition.cnn.com/election/results.
trump headshot ...

Clinton vs. Trump Popular Vote: Are There Still Uncounted Ballots? Heavy.com - 23 hours ago

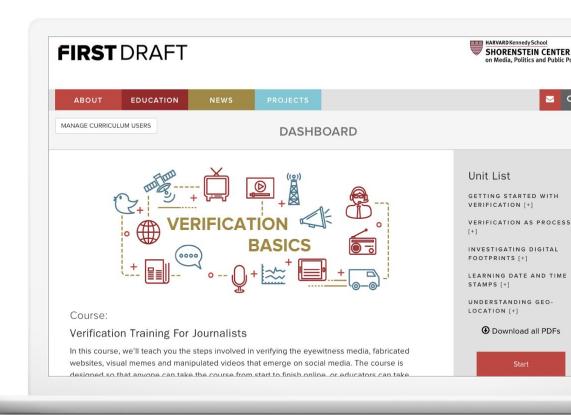
Laramie County 2016 Election Results Final Kgab - 23 hours ago



3/20/2018 Announcement

Launching today: online courses

firstdraftnews.org/learn







Trust in Media increase slightly in 2019

TRUST IN MEDIA RISES, REMAINS LEAST-TRUSTED INSTITUTION

Percent trust in media Y-to-Y Change Distrusted in 16 markets Global 26 U.K. Australia NAE





What else can we do?

Outline

ClaimReview Schema

Knowledge Card for publishers

Finding related and relevant stories

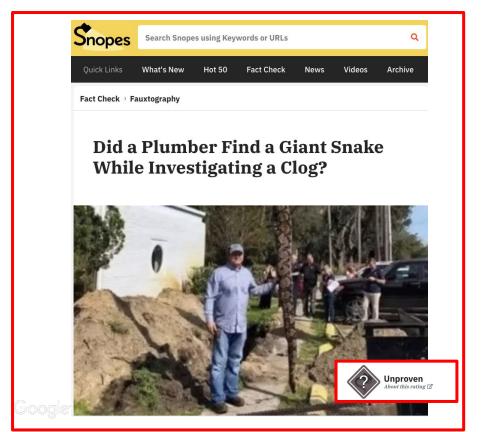
Automatic fact checking



64 Fact Checking Organizations Around the World, IFCN



Fact Check Pair (FC-ing Article, FC-ed Claim)





Fact Check Pair (FC-ing Article, FC-ed Claim)

News / Fact Check / Fact Check: This is not a video of heavy firing in Pakistan but a gun event in US

Fact Check: This is not a video of heavy firing in Pakistan but a gun event in US

A Facebook page called 'Voice of Pashtun' has posted a video of heavy firing, claiming it to be of "the current war going on in Pakistan's Sialkot region".



Chayan Kundu
New Delhi
February 28, 2019 UPDATED: February 28, 2019 15:29 IST

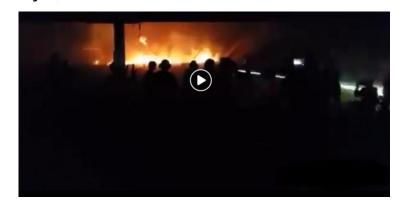
In the video, we can see people moving casually behind the guns and taking shots on mobile devices, which is very unlikely of a war-like situation.

@meskal - (4K) EPIC Machine Gun Night Shoot at the Knob Creek Gun Range

Short Version

Facebook page Voice of Pashtun posted a 48-minute video of heavy firing at night with the caption: "Breaking news!... The current war is now going on in Pakistan's Sialkot region#PashtunsStand4Peace".

This post has been viewed by 93,000 people and shared nearly 2,000 times at the last count.





The Fact Checking Schema

ClaimReview from schema.org

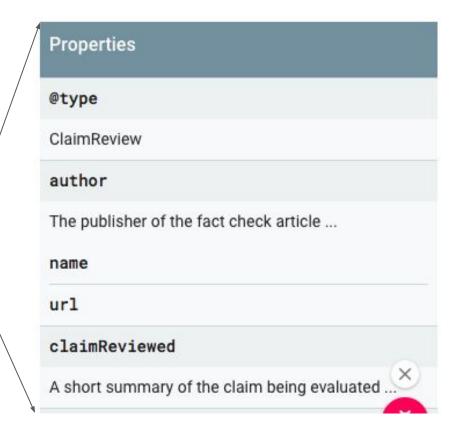
- Fields: claim, claimant, verdict
- Collaboration with the Fact Checking Community, e.g., Bill Adair

ClaimReview

Canonical URL: http://schema.org/ClaimReview

Thing > CreativeWork > Review > ClaimReview

Research, Jigsaw, and Google News Surfaced by Google and Bing

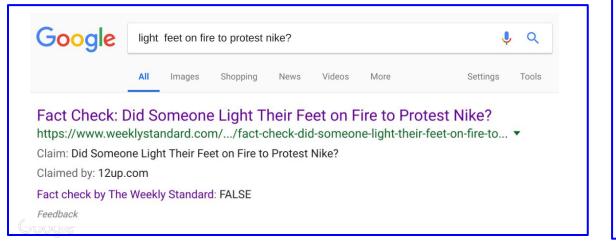


ClaimReview in Google Products

Fact Checking Corpus

- Tens of thousands of articles
- 100+ publishers

Surfaced in Search 1 and News



Fact check

Kavanaugh File: Executive Privilege

FactCheck.org

Donald Trump wrongly says Social Security and Medicare are stronger

PolitiFact

Did the Widow of 'American Sniper' Chris Kyle Criticize Nike's Colin Kaepernick Campaign?

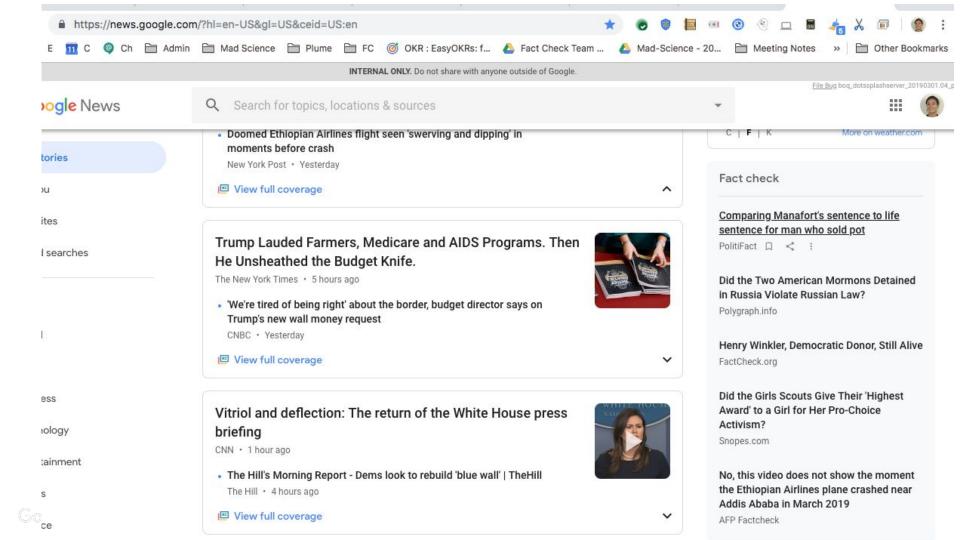
Snopes.com

Fact Check: Did Someone Light Their Feet on Fire to Protest Nike?

The Weekly Standard

Online Joke Circulates False Information About US Visa Application for Russian Citizens

Polygraph.info





fact checking youtube





AII

Videos

News

Images

Shopping

More

Settings

Tools

About 157 000 000 results (0,55 seconds)

Top stories



YouTube will provide users with a 'fact-check' on sensitive search topics

TechRadar

2 hours ago



YouTube is testing a fact-check tool that debunks conspiracy theories

The Drum

2 days ago



YouTube testing 'fact check' pop-up

The Hindu

45 mins ago

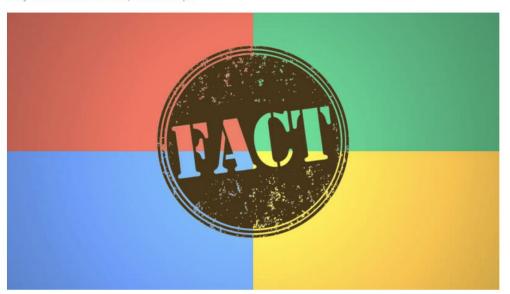


More for fact checking youtube

Google adds new knowledge panel to provide information about news publishers

In an effort to combat fake news and equip searchers with more data about news sources, Google has released a new publisher knowledge graph.

Barry Schwartz on November 7, 2017 at 8:09 pm

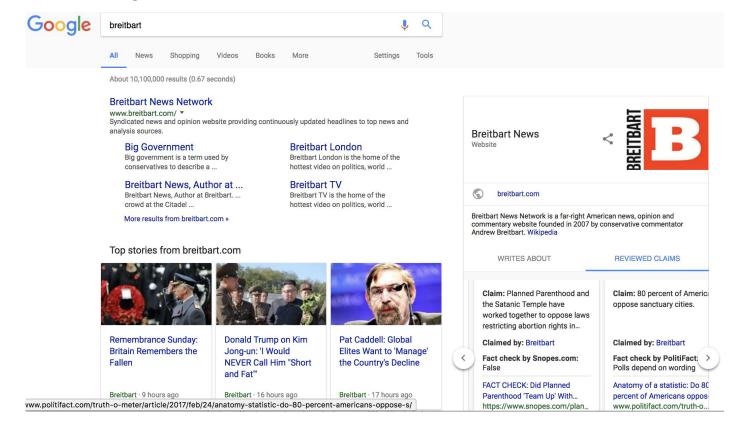


Google has <u>announced</u> a new knowledge graph card for news publishers in which searchers can learn more about a specific news publication directly in the search results.

Google said this will help searchers learn about "a publication you're not familiar with or one you wanted to learn more about." The knowledge panels also give searchers faster access to information about a publisher and can help Google address the <u>misinformation</u> and <u>fake news</u> issues it has been fighting for some time now.

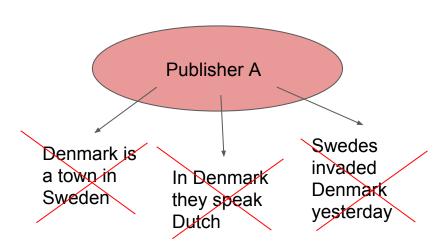


Fact Checking Part of KPs for Publishers



Knowledge Graph Panel for Publishers

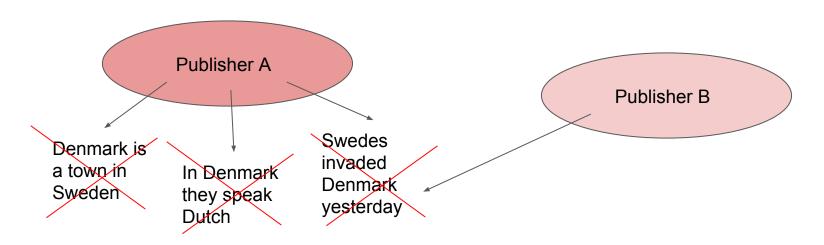
Can we rate how authoritative a publisher is based on the agreements with the fact checking articles?



Knowledge Graph Panel for Publishers

Can we rate how authoritative a publisher is based on the agreements with the fact checking articles?

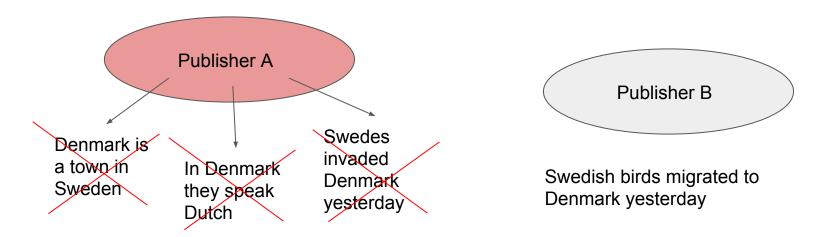
Given a fact checking article can we find articles by other publishers on exactly the same claim?



Knowledge Graph Panel for Publishers

Can we rate how authoritative a publisher is based on the agreements with the fact checking articles?

Given a fact checking article can we find articles by other publishers on exactly the same claim?



Fact Checking Part of KPs for Publishers



Google's New Fact-Check Feature Almost Exclusively Targets Conservative Sites

- Fact checking primarily done on one side of political spectrum
- Claims can have small but crucial differences

Fact Checking Part of KPs for Publishers



Google Suspends Fact Check Project, Crediting TheDCNF Investigation With Decision



Outline

ClaimReview Schema

Knowledge Card for publishers

Finding related and relevant stories

Automatic fact checking



How Do We Find Claim-Relevant Documents?

Claim-relevant discovery process to help identify online misinformation:

- 1. Retrieve related candidate documents;
- 2. Score for relevance;
- 3. Stance detection: contradict, support, discuss the claim.

Relevant Document Discovery for Fact-Checking Articles, WWW2018, Xuezhi Wang, Cong Yu, Simon Baumgartner, Flip

Korn

Retrieve Candidate Documents



Were Enormous Pyramids Just Discovered In Antarctica?

Viral images attempting to sell pyramid-shaped features as evidence of an ancient civilization in Antarctica show nothing but mountains.



24 August 2017

CLAIM

Recently discovered satellite photos from Google Earth show that an ancient civilization built pyramids in Antarctica 100 million years ago.

RATING



ORIGIN

The most recent version of this story comes from a <u>post</u> filed to the "consciousness" section of new-age web site "Earth. We Are One" (EWAO), which suggests that a photograph from a mountain range first <u>discovered</u> in 1935 is now breaking news:

Recently, Google Earth satellite imagery discovered a constellation of three snow-covered pyramids in Antarctica. Scientists and researchers are, admittedly, rather taken aback. Two of the three pyramids are about 10 miles inland, while the third is directly near the coastline.

The implications? Well, this discovery could end up re-writing our entire history. No research has ever mentioned a civilization in Antarctica, much less one with the technological know-how to construct pyramids. So, how did these pyramids get there?



Retrieve Candidate Documents: Collect Candidates

Automation:

- Search Google with
 - Title and claim text
 - Entities from title and claim text
 - Queries from click-graph, top 50
- Top 100 search results
- Links from fact checking article

Total of 2,000+ candidates per claim.

Human research, skilled workers: Automation gets 80% recall.

https://www.google.com/search? q=Enormous+Pyramids+Just+Discovered+In+Antarctica

Enormous Pyramid Just Discovered in Antarctica Could ... - SOULSpot

soulspottv.com/.../enormous-pyramid-just-discovered-in-antarctica-could-change-how... ▼
Aug 19, 2017 - Google Earth: It's good for more than just looking at aerial views of where your ex is living now. As it turns out, it's good for a whole lot more, actually: Recently, Google Earth satellite imagery discovered a constellation of three snow-covered pyramids in Antarctica. Scientists and researchers

Mysterious Void Discovered in Egypt's Great Pyramid - Latest Stories

https://news.nationalgeographic.com/.../great-pyramid-giza-void-discovered-khufu-ar... ▼
Nov 2, 2017 - The void is the first large inner structure discovered within the 4,500-year-old pyramid since the 1800s—a find made possible by recent advances in "What's so delightful is that [muons] are like Goldilocks: They lose enough [energy] to detect them but not so much that they just get absorbed in the target," ...

US Marines sent to explore Ancient Pyramids discovered in Antarctica ...

www.section51-ufo.com/.../us-marines-sent-to-explore-ancient-pyramids-discovered-i... ▼
Apr 25, 2017 - Three ancient **pyramids** have been **discovered** in the **Antarctic** in 2014 by a team of
American and European scientists. The **only** reliable information provided by the scientists was that they
were planning an expedition to the **pyramids** to research them more thoroughly and determine for sure
whether the ...

The Truth About The Mysterious "Pyramid" Discovered In Antarctica ...

www.iflscience.com/.../the-truth-about-the-mysterious-pyramid-discovered-in-antarcti... ▼
Nov 27, 2016 - It's a new day on the internet so there's a new conspiracy theory: a mysterious new
pyramid has been discovered in Antarctica thanks to Google Earth. Except it's just a mountain. And
even the "new" part of the conspiracy theory is just a re-hashed version of a story that has been reported
for years on ...

Same claim, supporting the claim

Different claim

Different claim ???

Same claim, contradicting the claim

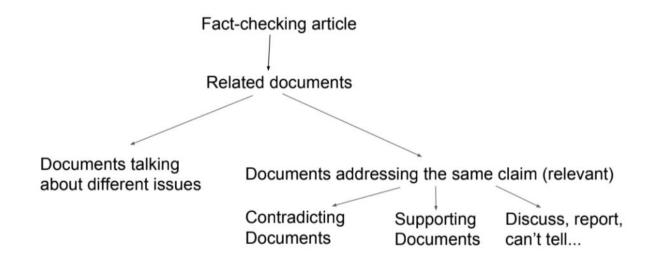


Relevance Classification

- Date difference
- Cosine similarity measure:
 - Entity extraction, $(e_1, e_2, ...e_k)$, with confidence scores, c:
 - Claim document: claim text $(c_1, c_2, ..., c_K)$
 - \circ Candidate document: title, heading, paragraphs, sentences (c'_1 , c'_2 , ..., c'_K)
 - Repeat for all pairs (claim, title), (claim, heading), (claim, paragraphs),
 (claim, sentences). Keep max score.
- Gradient boosted decision tree.



How Do We Find More Claim-Relevant Documents?

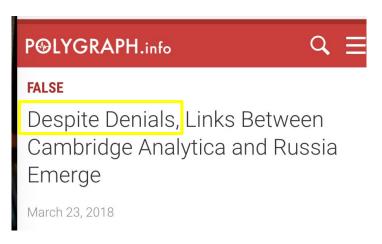




Stance Detection: Contradicting, Supporting, Discussing?

Bag of words do not easily capture contradictions

Look for patterns



Were Enormous Pyramids Just Discovered In Antarctica?

Viral images attempting to sell pyramid-shaped features as evidence of an ancient civilization in Antarctica show nothing but rhountains.



Recently discovered satellite photos from Google Earth show that an ancient



Stance Detection: Contradicting, Supporting, Discussing?

Extract unigrams and bigrams, 900-dim vocabulary

- Unigrams: "fake", "purportedly", "hoax", "actually", "rumor", "satirical", "false",
 "fabricated", "misleading", "inaccurate", "manipulated", "fictional", "incorrectly", ...
- Bigrams: "made up", "fake news", "fact check", "not true", "no evidence", ...

900-dimensional vector based on the union of the key components.

Gradient boosted decision tree: supporting/contradicting



YouTube Launch in India

- March 8, 2019
- Information panel at the top





fact checking youtube





AII

Videos

News

Images

Shopping

More

Settings

Tools

About 157 000 000 results (0,55 seconds)

Top stories



YouTube will provide users with a 'fact-check' on sensitive search topics

TechRadar

2 hours ago



YouTube is testing a fact-check tool that debunks conspiracy theories

The Drum

2 days ago



YouTube testing 'fact check' pop-up

The Hindu

45 mins ago



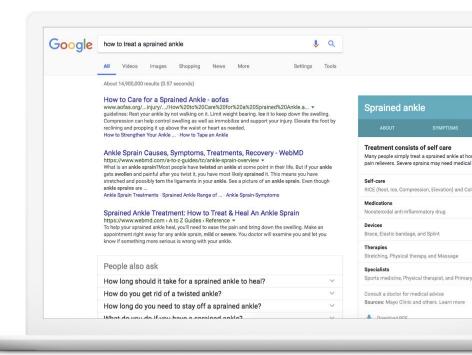
More for fact checking youtube

We are expanding fact checks to health information

The National Academies of ACADEMIC MEDICINE







Collaboration with National Academy of Sciences, <u>Based On Science</u>

Outline

ClaimReview Schema

Knowledge Card for publishers

Finding related and relevant stories

Automatic fact checking



Can we spot all claims and automatically check them?

End-to-End FactChecking

ClaimBuster, http://idir-server2.uta.edu/claimbuster/

Cornell/Google Automated FactChecking collaboration

http://www.cs.cornell.edu/database/checking/

Verifying Text Summaries of Relational Data Sets, SIGMOD 2019, Saehan Jo, Immanuel Trummer, Weicheng Yu, Xuezhi Wang, Cong Yu, Daniel Liu, Niyati Mehta





Homepage

People

Publications

Education

DB Seminar

Projects

Query Optimization

Data Vocalization

Fact Checking

Text Mining

Past Projects

Youtopia

Data Privacy

Games

Grace

Spatial Indexing

Automated Fact Checking

Data sets are often summarized via natural language text documents. Examples include newspaper articles by data journalists, scientific papers summarizing experimental results, or business reports summarizing quarterly sales. A majority of the population never accesses raw relational data but relies on text summaries alone. In that context, the following question arises: how can we trust such summaries to be consistent with the data?

We are developing approaches for automated and semi-automated fact checking of data summaries to answer that question. A text document, together with an associated data set, form the input for fact checking. Our goal is to identify erroneous claims about the data in the input text. More precisely, we focus on text passages that can be translated into a pair of an SQL query and a claimed query result. A claim is erroneous if evaluating the query yields a result that cannot be rounded to the one claimed in text.

In our first project in this space, we have developed a "fact checker tool" that supports authors in producing accurate data summaries. The tool is similar in spirit to a spell checker: where a spell checker supports users in avoiding erroneous spelling and grammatical mistakes, the fact checker supports users in avoiding erroneous claims. We focus on a restricted class of claims that are at the same time common and error-prone. The fact checker translates text passages into equivalent SQL queries, evaluates them on a database, and marks up potentially erroneous claims. Users obtain a natural language explanation, summarizing the system's interpretation of specific text passages, and can easily take corrective actions if necessary. We have recently used this tool to identify erroneous claims in articles from several major newspapers, some of which had gone by unnoticed for years.

Try our Fact Checker Online Demo!



Fact Checker

VERIFYING NATURAL LANGUAGE SUMMARIES OF RELATIONAL DATABASES

0. VIDEO TUTORIAL

[Video Tutorial Link]

1. TRY ON TESTCASES

Select Testcase:

Please select

Query Processing Strategy:

3. Query Merging + Caching

VERIFY

Fact Checker

VERIFYING NATURAL LANGUAGE SUMMARIES OF RELATIONAL DATABASES

0	VI	DI	FO	TU	TO	D I	ΔI

[Video Tutorial Link]

2. TRY ON YOUR OWN TEXT AND DATA

Please input text and upload a **csv** file. Then click on Verify to start the fact-checking process.

Input Text:

Choose File No file chosen

VERIFY

Dataset Search, launched Sep 5, 2018



The Keyword

Latest Stories

Product Updates

Company News

SEARCH

Making it easier to discover datasets

Natasha Nov

Research Scientist, Google Al

Published Sep 5, 2018

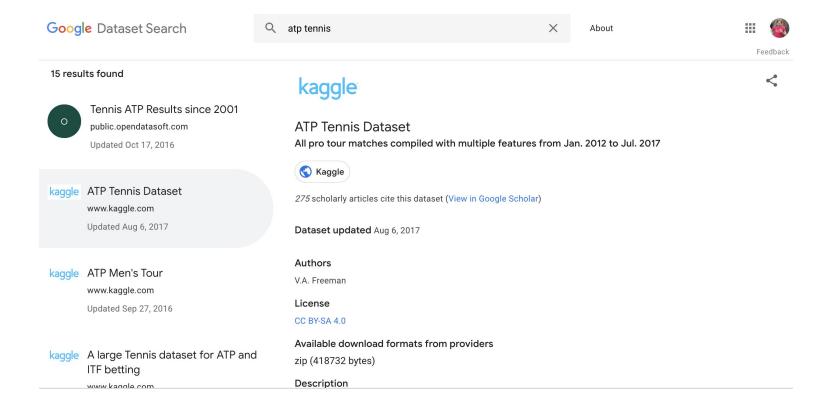
In today's world, scientists in many disciplines and a growing number of journalists live and breathe data. There are many thousands of data repositories on the web, providing access to millions of datasets; and local and national governments around the world publish their data as well. To enable easy access to this data, we launched Dataset Search, so that scientists, data journalists, data geeks, or anyone else can find the data required for their work and their stories, or simply to satisfy their intellectual curiosity.

Similar to how Google Scholar works, Dataset Search lets you find datasets wherever they're hosted, whether it's a publisher's site, a digital library, or an author's personal web page. To create Dataset search, we developed guidelines for dataset providers to describe their data in a way that Google (and other search engines) can better understand the

https://toolbox.google.com/datasetsearch/

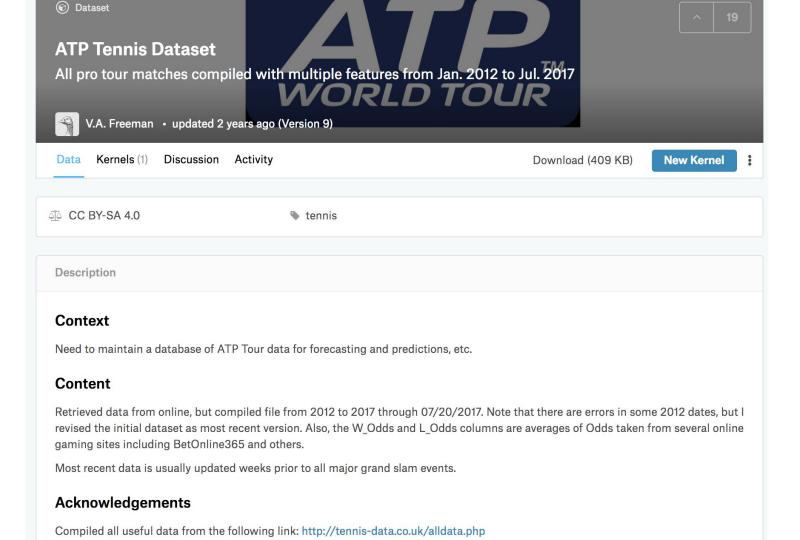


Dataset Search for Tennis





ATP Tennis





File content

corinna-macbookpro\$ head AAA.csv

ATP,Tournament,Tournament_Int,Date,Series,Series_Int,Court_Int,Surface,Surface_Int,Round,Round_Int,Best_of,Winner,Winner_Int,Player1_Int,Player2_Int,Player2_Int,Player2_Rank,Player2_Rank,Player2_Odds,Player2_Int,Player3_Int,Player3_In

1,BrisbaneInternational,1.2757,42737,ATP250,2.9693,Outdoor,3.6494,Hard,4.4983,1stRound,5.1257,3,ThompsonJ.,6.7926,YmerE.,6.7633,ThompsonJ.,6.7926,160,79,3.5,1.29,0.2857,0.7752

1,BrisbaneInternational, 1.2757,42737,ATP250,2.9693,Outdoor, 3.6494,Hard, 4.4983,1stRound, 5.1257,3,MahutN., 6.9297,MahutN., 6.9297,RobertS., 6.9686,39,54,1.54,2.43,0.6494,0.4115

1,BrisbaneInternational,1.2757,42737,ATP250,2.9693,Outdoor,3.6494,Hard,4.4983,1stRound,5.1257,3,FerrerD.,6.3881,TomicB.,6.5792,FerrerD.,6.3881,26,21,1.77,2.01,0.565,0.4975

1,BrisbaneInternational,1.2757,42737,ATP250,2.9693,Outdoor,3.6494,Hard,4.4983,1stRound,5.1257,3,EdmundK.,6.8384,EdmundK.,6.8384,EscobedoE.,6.0929,45,141,1.37,3.01,0.7299,0.3322

1,BrisbaneInternational,1.2757,42737,ATP250,2.9693,Outdoor,3.6494,Hard,4.4983,1stRound,5.1257,3,DimitrovG.,6.5157,JohnsonS.,6.7032,DimitrovG.,6.5157,33,17,2.85,1.41,0.3509,0.7092

1, Brisbane International, 1.2757, 42738, ATP250, 2.9693, Outdoor, 3.6494, Hard, 4.4983, 1st Round, 5.1257, 3, Donaldson J., 6.9054, Donaldson J., 6.9054, Muller G., 6.6176, 105, 34, 2.64, 1.47, 0.3788, 0.6803, 1.2757, 42738, ATP250, 2.9693, Outdoor, 3.6494, Hard, 4.4983, 1st Round, 5.1257, 3, Donaldson J., 6.9054, Donaldson J., 6.9054, Muller G., 6.6176, 105, 34, 2.64, 1.47, 0.3788, 0.6803, 1.2757, 1

1,BrisbaneInternational, 1.2757,42738,ATP250,2.9693,Outdoor, 3.6494,Hard, 4.4983,1stRound, 5.1257,3,GrothS., 6.9961,HerbertP.H., 6.9637,GrothS., 6.9961,78,180,1.61,2.27,0.6211,0.4405

1,BrisbaneInternational,1.2757,42738,ATP250,2.9693,Outdoor,3.6494,Hard,4.4983,1stRound,5.1257,3,PouilleL.,6.8045,PouilleL.,6.8045,SimonG.,6.6845,15,25,1.83,1.94,0.5464,0.5155

1.BrisbaneInternational.1.2757.42738.ATP250.2.9693.Outdoor.3.6494.Hard.4.4983.1stRound.5.1257.3.TroickiV..6.8786.NishiokaY..6.8975.TroickiV..6.8786.100.29.2.57.1.49.0.3891.0.6711





Fact Checker

VERIFYING NATURAL LANGUAGE SUMMARIES OF RELATIONAL DATABASES

2. TRY ON YOUR OWN TEXT AND DATA

Please input text and upload a csv file. Then click on Verify to start the fact-checking process.

Input Text:

DjokovicN. won 200 matches

Choose File AAA

VERIFY

Dublin Parks

Verified Text:

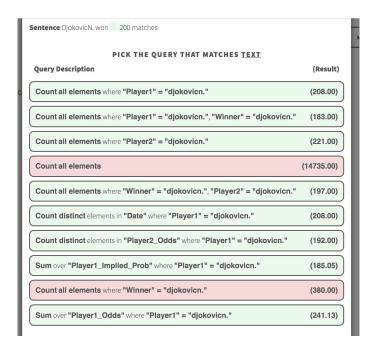
DjokovicN. won 2 200 matches



FACT # of Claims: 0 / 2 CHECKER (Verified / Total)

APPLY CHANGES

NEW INPUT





Thank you, and please join the effort!