

Kick off the session by asking a few open questions. You can do it by printing them out and giving each learner one of the questions (face-to-face teaching) or by displaying them on the screen (online teaching). These are some of the suggested questions:

- Have you ever spotted disinformation on your social media feeds? If yes, what tools did you use to tackle disinformation? Were you able to identify who was behind the disinformation campaign?
- Do you usually verify written contents, images, or videos on social networks? Why?
- What do you usually share on your Facebook page? Can you assess how reliable a Facebook page is?

To learn some of the basic vocabulary that will be used throughout the module, start by learning the definition of the following words: Bias, Cross-posting, and Fact-Checking.

Face-to-face teaching: print the words and definitions in separate pieces of paper and ask you students to match them.

BIAS	The action of supporting or opposing a particular person or thing in an unfair way, because of allowing personal opinions to influence your judgment.
CROSS-POSTING	The act of sending a message to more than one internet discussion group or news group at a time, or the message that is sent.
FACT-CHECKING	The act of checking factual information in non-fictional text in order to determine the veracity and correctness of the factual statements in the text.

Face-to-face and online teaching: Ask the learners to provide their own definitions or thoughts on each term and then discuss the actual meaning together as a group.

BIAS: the action of supporting or opposing a particular person or thing in an unfair way, because of allowing personal opinions to influence your judgment².

CROSS-POSTING: the act of sending a message to more than one internet discussion group or news group at a time, or the message that is sent³.

² <https://dictionary.cambridge.org/dictionary/english/bias>

³ <https://dictionary.cambridge.org/dictionary/english/cross-posting>

FACT-CHECKING: the act of checking factual information in non-fictional text in order to determine the veracity and correctness of the factual statements in the text. This may be done either before (*ante hoc*) or after (*post hoc*) the text has been published or otherwise disseminated⁴. Fact-checking can be done by journalists in media entities, or organisations dedicated to fact-checking such as:

- <https://www.factcheck.org/>
- <https://www.politifact.com/>
- <https://firstdraftnews.org/>
- <https://factcheck.afp.com/>

Use additional resources, which are specific to your country. You can show on a screen how to browse through some of them. Here is an example of fact-checking platforms in Spain:

- <https://maldita.es/malditobulo/>
- https://verne.elpais.com/tag/bulos_internet/
- <https://saludsinbulos.com/>

THEORETICAL INPUTS: ANALYSING INTERNET-BASED INFORMATION

Start by providing some theoretical input to your learners. You can do so by printing the following information (face-to-face teaching) or by preparing a presentation with animation where each of the FIVE CHECK steps is displayed (face-to-face and online teaching).

If you are reading an article from a website, you have never heard before, it is important to dig deeper to try to understand who is behind it, and if the news is truthful.

These five CHECK steps will help you analyse the information you deal with every day and spot disinformation.

1. Check the content: read the article carefully to see if:

- All the data is accurate;
- The article provides an unbiased (impartial) opinion.

2. Check the website:

- Look at pages such as “Contact” and “About Us” to see if you can get more details about the owner of the website. Lack of such information is a sign that the source might be an actor spreading disinformation items.
- Take a look at the URL of the website to check that it does not try to mimic the URL of a legitimate media.
- Try to see if the website has been quoted by legitimate sources (e.g. known media outlets) in the past.

3. Check the author:

- Look for other articles written by the author.
- If the name of the author is nowhere to be found, the information is likely to be less credible.

⁴ <https://en.wikipedia.org/wiki/Fact-checking>

4. Check the sources:

- Check if the sources used in the article are from legitimate sources/media.
- Check if the quoted experts are real people/specialists. Use Google to verify if these individuals exist and have a good reputation.

5. Check the pictures:

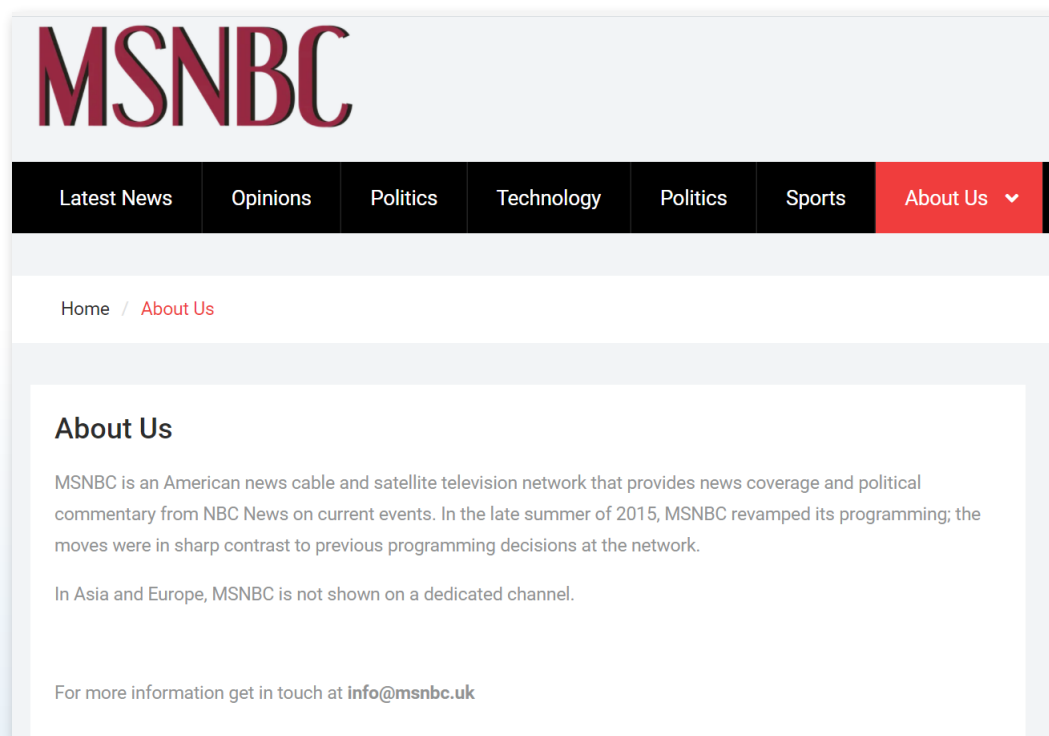
- Use InVID to detect manipulation of videos or specialists.

Once you have discussed the CHECK steps, go to the following activity. Make sure that participants can use a computer, tablet or smartphone (individually or in groups).

Go through the steps described above to decide if this media outlet is real.

Here are some tips:

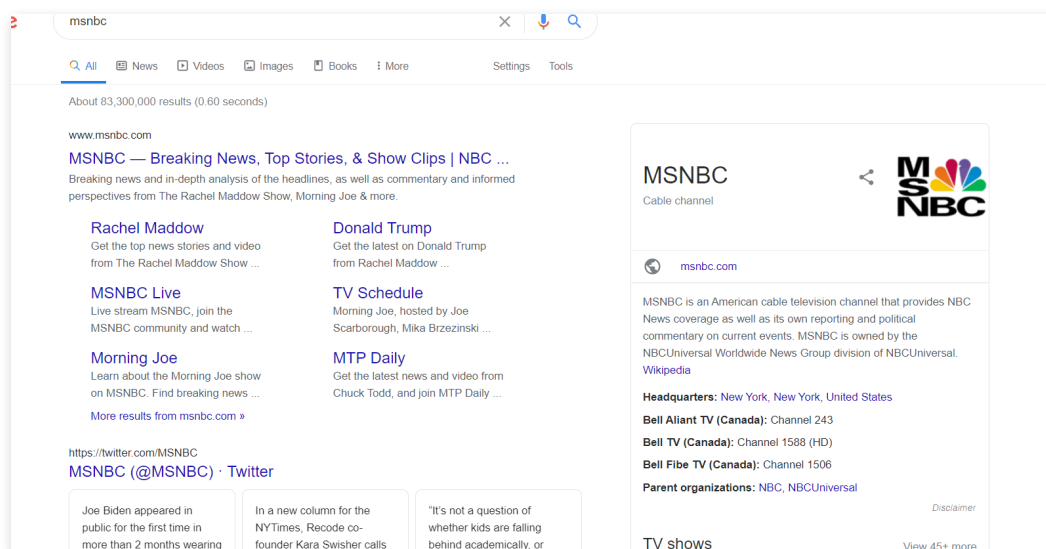
- Search for this media outlet on Google. What can you find?
- Check the logo
- Have a look at the “About Us” page



Correct answer:

This page is false, and it is impersonating the real American media outlet “MSNBC”.

If you search “MSNBC” on Google, you will find that [MSNBC.com](https://www.msnbc.com) is a real American media outlet, with a dedicated Wikipedia page.



- The logo is different.
- The “About Us” page says the email address is info@msnbc.uk, whereas the real website is [MSNBC.com](https://www.msnbc.com).

Show learners the following tips. In order to make the exercise more dynamic, consider (for example) organising a true/false quiz by adding false statements to the ones below.

ADVANCED PRACTICE

CHALLENGE THE CONTENT YOU ARE READING

- Polarizing, divisive and shocking content is more likely to be false and it should prompt you to be particularly vigilant.
- Spelling and grammatical errors, sloppy punctuation, partisan vocabulary are a good sign that a source is probably not reliable.
- Lack of clear context, quotes, or references to identifiable sources should prompt you to dig deeper to verify the information.
- Check other media outlets and trustworthy sources to see if they report the same story.
- If the information concerns another country, check if the local media’s reporting is similar to what your article describes.
- Verify that images are not being manipulated or used in the wrong context.
- Check if the information has already been verified by a recognized fact-checker.

If you want to know more about how to spot *bogus* claims (= false, not real, or not legal), watch this video from [FactCheck.org](https://www.youtube.com/watch?v=Fm0LwscDYHs):

 <https://youtu.be/Fm0LwscDYHs>

THEORETICAL INPUTS: TOOLS TO VERIFY FACEBOOK INFORMATION

Facebook page

To assess the reliability of a Facebook page, go to the **Page Transparency**⁵ section on Pages:

- Visit any Page's timeline.
- Scroll down to the Page Transparency below the *About* section.
- Tap *See All*.


The information in the Page Transparency section shows:

- The date of the Page creation
- The primary country locations where the Page is managed
- The number of people who manage the Page in each country
- The Page's previous name changes
- Any Page merges that happen on or after September 6, 2018
- The confirmed business or organisation that has claimed ownership of the Page or that has been granted access to help manage the Page



When you check the transparency of the following Facebook page, you will notice that it is managed from Ukraine, despite being a support page of French political candidate Marine Le Pen... This is suspicious.

⁵ https://www.facebook.com/help/323314944866264?helpref=about_content



Marine Le Pen 2022
@marinelepen2022

- Accueil
- Publications
- Photos
- À propos
- Communauté
- Groupes
- [Créer une Page](#)

J'aime S'abonner Partager


Écrivez une publication...

Photo/Vidéo Identifier des... Je suis là

Publications

Marine Le Pen 2022
12 octobre ·

<https://l'infonational.net/marine-le-pen-veut-qu-on-arrete-.../>



L'INFORMATIONAL.NET
Marine Le Pen veut qu'on arrête toutes les aides aux migrants | L'Info National

1,1 K 198 commentaires 362 partages

J'aime Commenter Partager

Communauté Voir tout

30 134 personnes aiment ça
31 101 personnes suivent ce lieu

À Propos Voir tout

Personnalité politique

Transparence de la Page Voir plus

Facebook vous montre des informations pour vous aider à mieux comprendre le but de cette Page. Découvrez les actions des personnes qui gèrent et publient du contenu.

Page créée - 18 juillet 2016

Pages connexes

Transparence de la Page pour Marine Le Pen 2022

Récapitulatif Historique de la Page Personnes qui gèrent cette Page

Récapitulatif de transparence de la Page

Facebook vous montre des informations pour vous aider à mieux comprendre le but de cette Page. Découvrez les actions des personnes qui gèrent et publient du contenu. [En savoir plus](#)



Historique de la Page

- Création de la Page **18 juillet 2016** - Marine Le Pen 2017
- La Page a changé de nom **une** fois.
- Fusionnée avec **0** autres Pages.

[Voir plus](#)

Personnes qui gèrent cette Page

- Le pays de résidence principal des personnes qui gèrent cette Page inclut :
Ukraine (2)

Pubs de cette Page

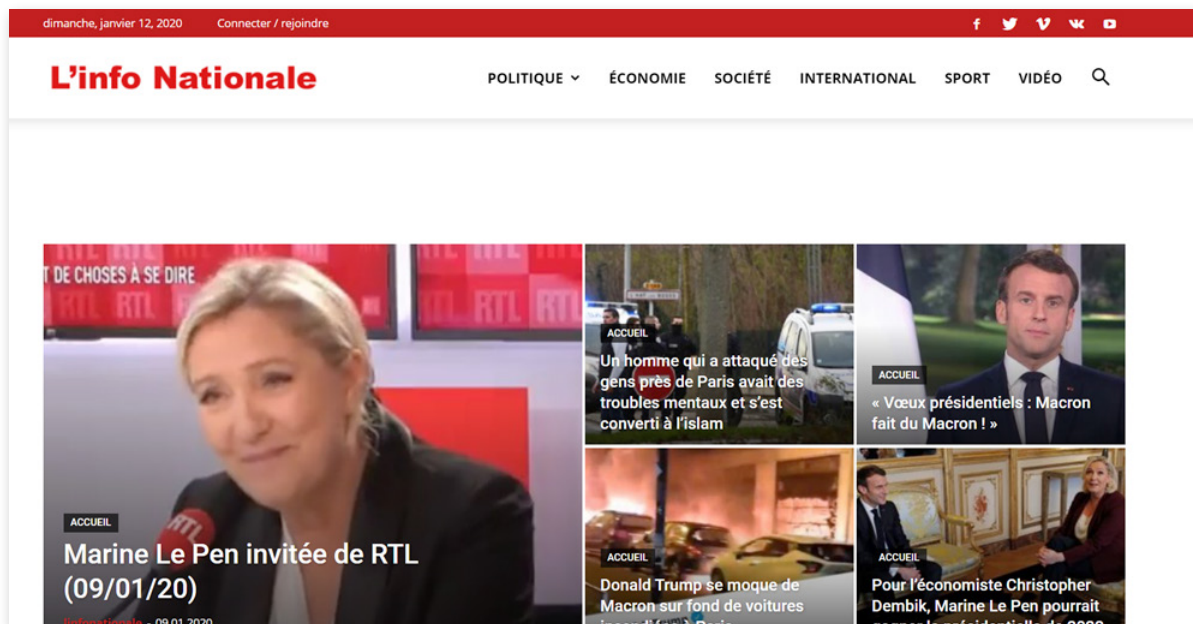
- Cette Page ne diffuse pas de publicité actuellement.
- Cette Page a diffusé des publicités de nature sociale, électorale ou politique.

[Accéder à la bibliothèque publicitaire](#)

Trouver de l'aide ou signaler la Page

Fermer

This page mainly shares content from the website “linfonational.net”. Linfonationale.net is a website that was identified in a French fact-checking article⁶ as an alleged news website copying and amplifying disinformation items.



If you have enough time, ask your learners to follow the same procedure with a Facebook page they think might be fake. When they are done, give each learner 5 minutes to present their findings to the rest of the groups and if possible start a debate.

Facebook group

Although Facebook groups may give a good opportunity to feel connected with people all over the world, they can also be a hotspot for spam, fake news, and misinformation.

If you are a member of a Facebook group, check who is active in this group. Look at suspicious behaviour:

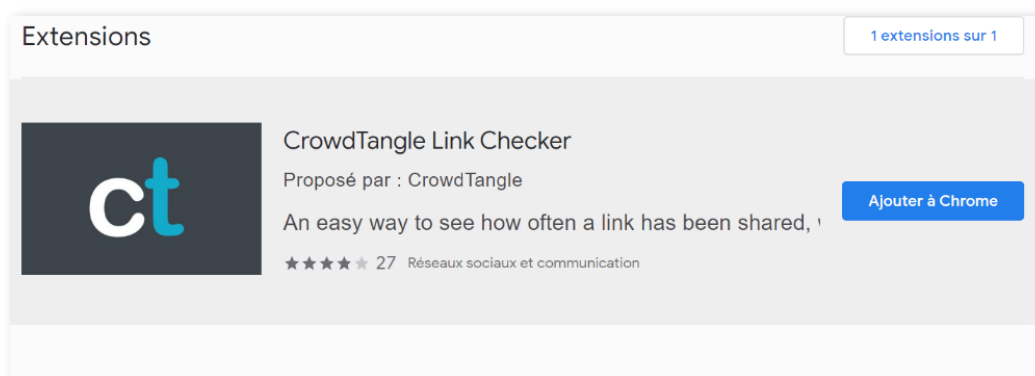
- Profile posting always the same type of content;
- Profile posting always the same website;
- Profile not interacting with each other or has no friends, looks.

⁶ https://www.libération.fr/checknews/2019/04/04/non-il-n-y-a-pas-eu-18-millions-d-immigrés-en-europe-en-5-ans_1719500

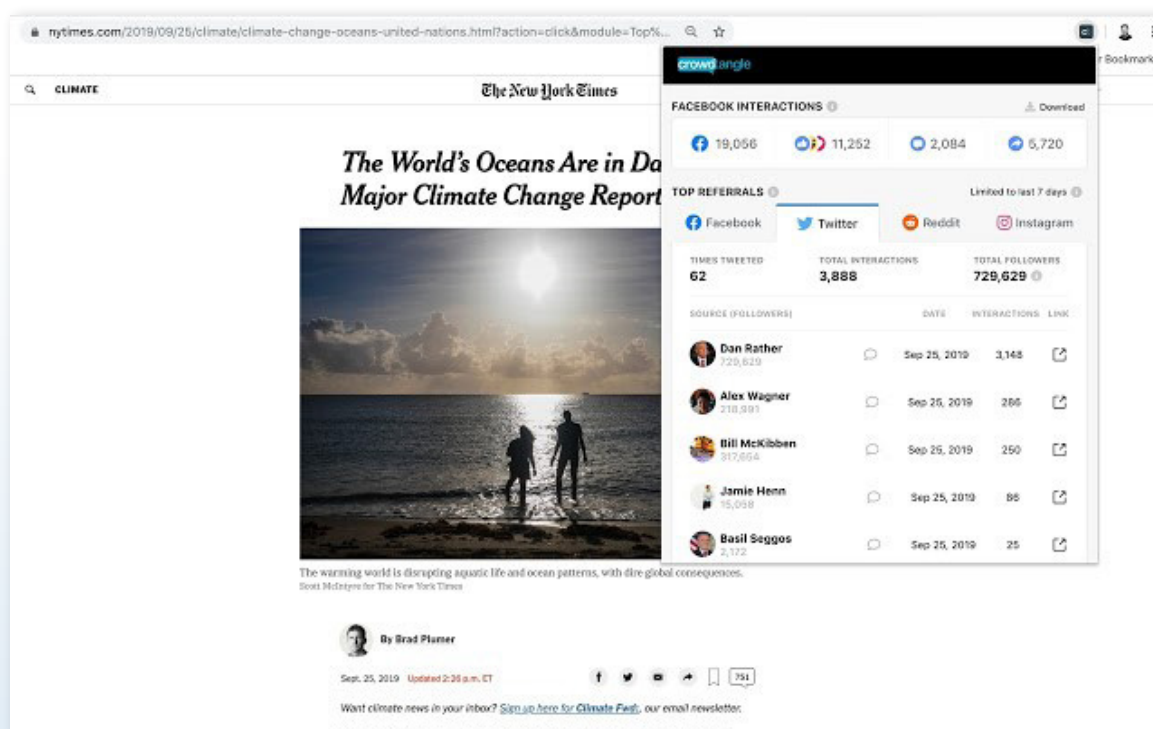
ADVANCED PRACTICE

ASSESS HOW AN ARTICLE HAS BEEN SHARED ON SOCIAL MEDIA WITH A SOCIAL MEDIA ANALYSIS TOOL (CROWDTANGLE)

- Download CrowdTangle: www.crowdtangle.com.
- Install the Plugin on your browser.



- Check how an article has been shared online by clicking on the icon.





You can do the following practical activity individually or in groups. A good idea would be to prepare several images in advance and provide each participant/group with an image for them to check. Another option is to ask learners to cross-assign images to each other.

THEORETICAL INPUTS: TOOLS TO VERIFY IMAGES



Reverse search image with Google⁷

If you want to verify where an image might come from or where it appears online, you can try a reverse image search with Google:

Upload a picture:

1. On your computer, open a web browser like Chrome or Safari.
2. Go to Google Images.
3. Click *Search by image* .
4. Click *Upload an image*  *Choose file* or *Browse*.
5. Select a picture from your computer.
6. Click *Open* or *Choose*.

Search with an URL:

1. On your computer, open a web browser like Chrome or Safari.
2. Go to the website with the picture you want to verify.
3. To copy the URL, right-click on the picture.
4. Click *Copy image address*.
5. Go to Google Images.
6. Click *Search by image* .
7. Click *Paste image URL*.
8. In the text box, paste the URL.
9. Click *Search by image* .

Search with a picture from a website:

1. On your computer, open the Chrome browser.
2. Go to the website with the picture you want to use.
3. Right-click the picture.
4. Click *Search Google for the image*. You'll see your results in a new tab.

⁷ <https://support.google.com/websearch/answer/1325808?co=GENIE.Platform%3DAndroid&hl=en>

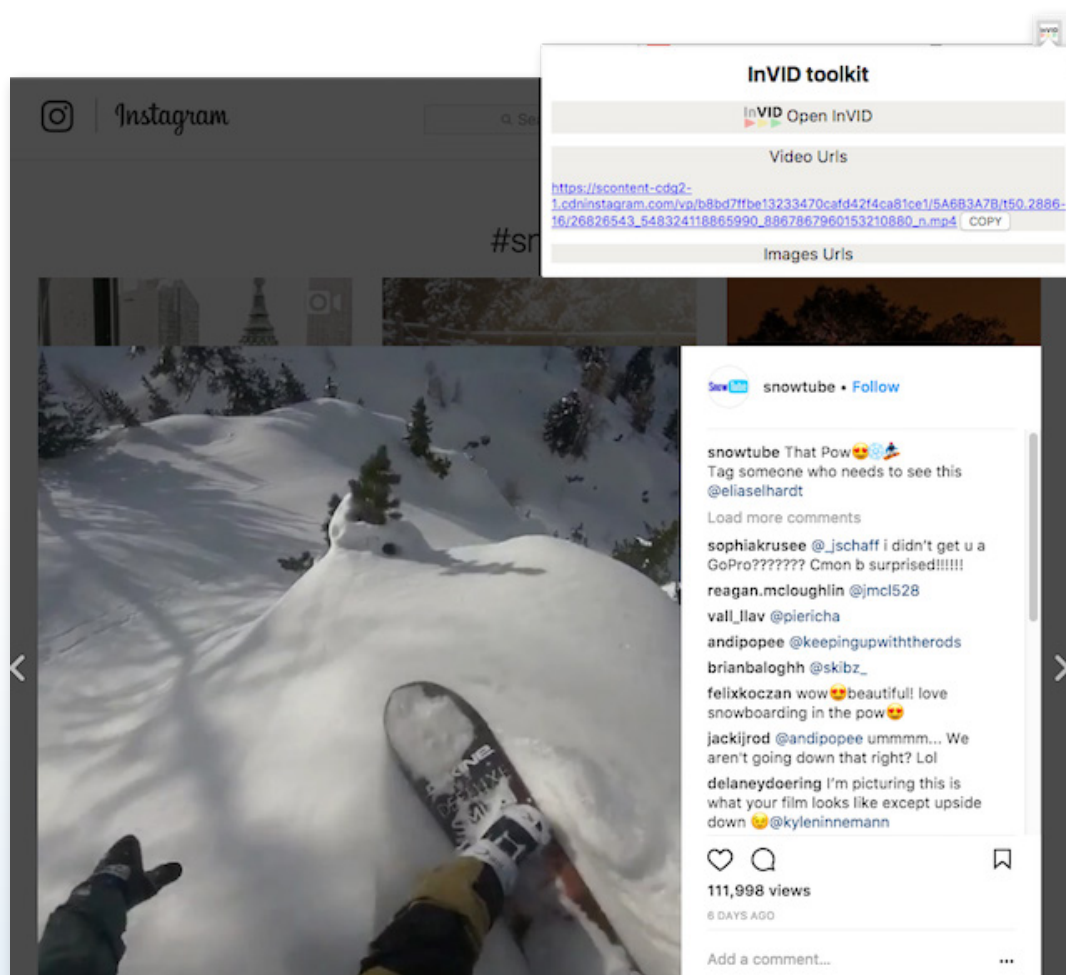
ADVANCED PRACTICE

VERIFY PICTURES DIRECTLY FROM YOUR BROWSER WITH INVID
(EU HORIZON 2020 PROJECT)

- Download the plugin: <https://www.invid-project.eu/tools-and-services/invid-verification-plugin/>.

- Watch this video to learn how to use the plugin:

 <https://youtu.be/nmgbFODPiBY>



If you use InVID to verify the profile picture of Ilya Markin, you will find out that he is actually a public figure from Argentina.

