**Tasks by Saturday 2PM CET**

**User Persona & User Flow:**

* **Jason**
* **Ronnie**

**Mock database of “new” fake news / database of content which has already been reviewed by professional fact checkers**

* **Assaf**

**Algorithm for giving user reliability score**

* **Nurzat**

**Algorithm for deciding when we have enough user input to give online content final designation (weighted by user reliability)**

* **Nurzat**

**Explore tools for developing front end**

* **Rafael**

**Diagram showing concept pipeline**

* **Thomas**

**Site map**

* **Thomas**

**Consider story to tell / video / check which platforms we could use for animation**

* **Artem**
* **Jason**

**Brainstorm gamification aspect**

* **Rafael**
* **Assaf**

**Phase #2**

**Completion of User Persona (Quick) for Demo**

* **Jason**

**Storytelling Efforts (Commencement of Effort)**

* **Jason**

**Data Visualization to Beautiful Graphs**

* **Nurzat**
* **Rafael**

**Data Processing**

* **Nurzat**
* **Rafael**

**Explore tools for developing front end**

* **Rafael**

**Diagram showing concept pipeline**

* **Thomas**

**Site map**

* **Thomas**

**Consider story to tell / video / check which platforms we could use for animation**

* **Artem**
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**SUBMISSION**

**Main platform functionality:**

* Identify items as “fake news”.
* Send this information to distribution channels (mainly social media).

**Features:**

* Rank reliability of users (by randomly inserting pre-ranked items - by professional fact checkers).

**Tasks:**

* Building a mockup DB.
* Design a UI for users to rank content.
* User incentives / engagement:
  + Gamification (leader boards, progression, progressively more difficult content to review, “badges” they can earn upon reaching certain achievements, …)
  + Inform them of how many people have been exposed to the content they reviewed;
  + [need to be discussed] Show the number of users currently reviewing items, to motivate to be a part of this community.

*Note 1: at the beginning there will be not so many participants, so most of users will be motivated by enthusiasm and to do something at this hard time (to feel like you are able to influence and work for the social environment).*

**External resources to be hooked up to the platform:**

* Apply ML algorithms to import items suspicious as fake news / Identify similar items uploaded by different sources (so these don’t have to be verified multiple times).
* Get information from professional fact checkers regarding their judgement on specific items.

**Potential extra functionality:**

* Send users a report at end of day of which articles were used to benchmark their fact-checking performance, whether their input was right or wrong, and a link to a page showing the professional fact checkers report on that content, as well as possible discussion forum where users can give each other feedback.
* Design an “upload a fake news item” page.
* Mapping geographical hotspots’;
* [need to be discussed] Feature for letting user choose classes of items by user’s interest and by user’s expertise;
* [need to be discussed] Table with lists (top 10/15) of the recently (most up to date) highly ranked items by designated categories ("fake news", "misleading", "parody", "real news"). So, 5 tables classified by categories with Top 10/15 items.

*Note 1: Maybe in order to not influence on users mind, these tables can be viewed for everybody* at end of day;

**CONCEPT FLOW CHART**

[Concept Pipeline](https://www.lucidchart.com/invitations/accept/4742bacb-3909-4a28-918a-bc162bf376a9)

Purple = External functionality which must be hooked up to the platform. We can use mock data for now, but we can’t implement this functionality fully during the hackathon.

White = Our focus for this hackathon.

**USER EXPERIENCE**

(to be discussed - just some initial thoughts)

1. New user goes to website, sees 2 minute video explaining what the website does / call to action to join effort to tackle fake news!

2. Big flashy button “Join the Effort!” - User logs in, using Google, LinkedIn, Facebook, .. account.

3. User answers two questions: a) What sort of content are they interested in reviewing (checkboxes for what type of content they want to see)? b) In what languages are they willing to review content (checkboxes or drop down menu)?

4. All done! Let’s get reviewing (later, you can edit your profile picture, write a short bio, etc if you want). User gets a brief explanation of how to use the platform (mainly explaining the different classifications content can get) - this can be a video, or a simple written explanation.

5. Big flashy “Get Reviewing!” button - User gets link to his/her first content to review. “Open the link, take your time and do a bit of research, then come back to us with your answer”. (to consider: should we give an option where users can “skip” certain online content - for instance if it doesn’t interest them? Then maybe a window would pop up: Let us know why you decided to skip this content: too difficult / not interesting to you / .. - and we can use that response to streamline further content).

6. After clicking the link (the content to review opens in a new window), buttons appear with the different classifications the content can get (Fake News, Misleading, Unproven Conspiracy, etc). After reviewing the article, the user presses the button he/she thinks is appropriate. Popup window “You have rated this content as x, y or z - confirm choice: Yes / No”. Message: “Thank you for contributing to fighting fake news! This content has already been seen by x-many people worldwide (show hotspot heat map if we integrate this). Your contribution is making a real difference to curb the spread of fake news.” (something like that) (+ possibly new question pops up: how hard did you find it to classify this content (“easy”, “moderately hard”, “hard”).

7. After the user submits their answer, the second content to review opens up, repeat step 5.

**GAMIFICATION / USER ENGAGEMENT**

(to be discussed - just some initial thoughts) - we don’t have to implement all of this, can just saw a screenshot of what it might look like for instance when someone levels up in rank.

1. After reviewing 3 online content, a notification pops up: “congratulations, you just reviewed your 3rd article, and have graduated from “Fact Checking Newb” to “Fact Checking Apprentice”. You now have access to the leaderboards (new tab appears on the website, indicated with an arrow, where they can see what other ranks there are). You are currently ranked 18041 out of 19120 users!”

“Want to challenge your friends and find out who’s the best fact checker? Send them an invite!” After one friend joins the platform, the user earns a wooden “badge” which shows up on their profile, after adding 3 friends, the badge gets upgraded to for instance stone, then bronze, then silver, etc.

2. “Climb up in the ranks by reviewing more content! If you want, every day / week we’ll send you an email showing how you performed that day (user can enter email). You can also go to this page (link) to see some examples of articles already classified by professional fact checkers, as well as explanations concerning why the article received that classification. The more accurately you classify online content, the quicker you’ll rise in the ranks!”

3. After reviewing their 10th article “congratulations, blablabla” you have now graduated to “Fact Checking Novice”. From now on, you can form a team with other people ranked “Fact Checking Novice” or higher, or request to join a team here (link to team page, and team scores).

4. Initial climbing in the ranks is based solely on the number of articles reviewed (to draw users in), after a while it will get progressively more difficult to climb ranks. Users can unlock progressively more “features” of the website, depending on their rank (for instance the ability to themselves submit a link to a fake news article). Upon achieving a certain rank (which by then will be influenced by CFC Reliability Score, not just number of articles reviewed), they will get a notification: “Wow, you’re really doing an incredible job - from now on, you will see more and more content which has been flagged as “difficult to classify” (users will see which content has been flagged as difficult when they get served it to review, so they can skip it if so desired). “Difficult to classify content will take a bit more time to review, but if you review it accurately, you’ll climb in the ranks faster!”

5. Nice looking “badges” for different types of achievements:

* Number of articles reviewed
* Friends added
* Number of fake news articles they themselves have submitted
* Their current rank “Newb, Novice, Apprentice, …” (we should decide whether the Reliability Score is something they can themselves see, or whether it’s more of a black box)
* Etc

I would opt for a bar showing how close they are to achieving their next badge, so they have a clear goal to work towards.

6. Leader boards both for individuals, and for teams (so that lone wolves / small teams don’t get discouraged). There can also be badges for teams (which may help stimulate group effort).

**TEAM MEMBERS**

* **Thomas**: Antwerp, founder of a 3D scanning startup, not coder
* **Artem**: Krakow, from Ukraine, aviation, not coder
* **Nurzat**: data scientist in Berlin, computing rating of news / review scores (based on data science), databases, front end (html / css), python
* **Rafael**: Boston, financial company, programmer, databases (different tools), web server, several tools for prototyping, …
* **Assaf**: Israel, data analysis, high tech company, SQL, Python, data science modelling (a bit)
* **Jason**: Toronto, lot of hackathon experience, importance of “telling a good story” for people with outside perspective, Java, Python, Elixir
* **Ronnie**: Newcastle UK, digital marketing, front end, content management, bit of video editing
* **Andrea**: from Italy, living in Hamburg, software engineer, IT security, IT architect, API, microservice, Python, Zwagger, .. background mentor
* **Constantinou**: fake news / conspiracy theory researcher, background feedback

**USER PERSONAS:**

**Persona #1: (Our Target & Demo Persona)**

**[Beginner to Moderate User]**

Our first and foremost user persona corresponds to an avid internet user that likes reading articles on the internet, and the very large base of people that love contributing to open source projects. Similar to Wikipedia contributors, these users would be made up of the millions of people across the world that contribute to open source efforts and projects daily. These users may also have a dislike for fake news, but this is not a necessity. In summary, they like facts, encyclopedias, and above all, open-source crowd-sourcing.

Geolocation: They may be located anywhere in the world. In fact, they *can* be located *anywhere in the world.*

Likes: Utilizing the internet to learn new things, communicating over online forums and platforms, and contributing to open-source projects and crowd-sourced ideas

Motivations: A deep desire to want to impact the masses (thousands to millions) of people through positive contributions they provide such as analyzing for fake news on an article, making the internet a more credible place to find information through rating articles for their credibility

Enjoys: Anonymity in expressing themselves online

Goals: Have an impact on the online community, do very little ‘red-tape’ work to help the masses (aka, without actual communication or representation may review an article for credibility)

Fears: Repercussions from analyzing fake news online, not having any impact through their ratings of articles, negative notoriety from rating particular articles

***User Story 1 [Persona #1] First look by user***

*User story description:*

As a Beginner User, I want to quickly come inside the community platform and understand the user's workflow, so I can decide if I can easily start my contribution/play.

*Acceptance criteria:*

* Beginner User can easily be registered in the platform by using his private/work email address and password created by him. There is an option to login using user’s existing Google, LinkedIn, Facebook, etc accounts;
* Right after account has been created per user by system, the short paltform’s tutorial is presented to user by default;
* Tutorial shall be presented in a way of short animated slides/video describing main user’s workflow (and best practise or tips: for instance “*would be nice if are will surf the internet in order to cross check suspicious article* ”) step-by-step;
* Tutorial shall be longed not more then 2 min;
* Tutorial can be skipped by user, if he feels like he understand workflow;
* Short quizz (with max 3-5 articles, random mixture fake and true items) shall be run by default. It will help user to exam his understanding;
* Right after the user has passed quizz, the user is able to see results. The results shall be provided in 100% rate. If the user’s results are less than 80%, the system shall forward the user back to tutorial. If results are greater or equal 80%, then the system moves the user to the main User’s view page;
* User is able to see the following sections:
  + with news feed (like list of articles are ready for review with header and/or picture);
  + Web map to present news hotspots worldwide;
  + [*Need to be discussed*] Extendable tables with metrics/score with TOP 10/15 items based on subjects (see User Story 2) and TOP 10/15 ranked users based on graduated levels (“*fact checking newbie”, “fact checking hero”, “fact checking expert”, “fact checking jedi master”, “fact checking god”*). The TOP lists will be updated once at the end of the day.

***User Story 2 [Persona #1] Choice of news feed by subjects***

*User story description:*

As a Beginner User, I want to customize input news feed by my preference in subjects, so I can review the items per subject which I am interested in or felt confident/expertise.

*Acceptance criteria:*

* System will be able to propose user to filter the input news feed based on two classes 'Interested in’ and/or ‘Expert/Confident in’;
* System will be able to propose user to filter the input news feed based on user’s language preferences;
* User can select one or multiple subjects per each of the classes;
* User can select the subject like (‘Economy’, ‘Politics’, ‘Health’, ‘Environment’, ‘Business’, ‘Social life’, ‘Entertainment’) per each of the classes;
* User can select one or multiple preference languages;
* Users are able to not choose any of the classes or languages. It means, users don’t want to customize input news feed. [*Need to be discussed*] What will be default language? Two options here - either English OR system will identify user location (may be worth to interact user with question like “Are you from country where are you currently live. If no, please specify your origin country”);
* Right after the user has managed with classes and subjects, the system shall filter input news feed based on that.

***User Story 3 [Persona #1] User personal profile***

*User story description:*

As a Beginner User, I want to provide more information about myself, so I can inform the community about personality/skills/interests.

*Acceptance criteria:*

* *User sha*ll be able to upload/edit/delete his profile picture;
* User shall be able to add/edit/delete his personal information (BIO), links to his social network accounts (LinkedIn, Facebook, Twitter, ‘Tinder’;) and so on) ;
* [*Need to be discussed*] Do we want to provide feature for user’s anonymization across communities????

***User Story 4 [Persona #1 or #2] News review workflow***

*User story description:*

As a platform User, I want to review news from my input news feed, so that I can contribute/play across community platform.

*Acceptance criteria:*

* User shall be able to start the process of news review, right after the button “Get ready/Get Reviewing!” has been pressed by a user on web-site. News feed list will be automatically downloaded on the appropriate section of the User’s view page;
* News feed list shall be generated randomly based on a such list criteria:
  + Chosen by user list of subjects. In case, none of them weren’t chosen, the filter isn’t applied. All subjects can be applied;
  + Chosen by user list of languages. In case, none of them weren’t chosen, the filter isn’t applied. Default language??? (look in US #3);
  + [*Need to be discussed*] Current rank of the user. The user will receive a list of news items with content complexity level depending on the user's rank.
* [*Need to be discussed*] News feed list shall consist of *N* items!!!;
* [*Need to be discussed*] *Should we give an option where users can “skip” certain online content - for instance if it doesn’t interest them? Then maybe a window would pop up: Let us know why you decided to skip this content: too difficult / not interesting to you / .. - and we can use that response to streamline further content).*
* User is able to click on any of the items on the list, a new window opens;
* There is following content presented in this window:
  + news article (text with/without pictures/videos);
  + buttons with the different classifications the content can get (Fake News, Misleading, Unproven Conspiracy, etc).
* User is able to choose one of the buttons to be selected;
* Right after the user's choice, a popup window appeared like “*You have rated this content as x, y or z - confirm choice: Yes / No*” with two options to select:
  + If User choose “No” option, window disappeared and user will have right to review article again and/or change his previous decision about content class;
  + If User chose the “Yes” option, the window disappeared and new came in front with a message like “Thank you for contributing to fighting fake news! This content has already been seen by x-many people worldwide. Your contribution is making a real difference to curb the spread of fake news.”.
* Right after, User will close that window, a new window will come with a survey about article complexity level, like “How hard did you find it to classify this content”. There are several options to choose (“easy”, “moderately hard”, “hard”);
* Right after, the user will close that window, and the user will be able to see the main User’s view with an updated news feed list. The item which has been recently reviewed should disappear. The one new shall come on the list.

***User Story 5 [Persona #1] First user’s rank***

*User story description:*

As a Beginner User, I want to get my first rank, so that I have access to tables with metrics/score.

*Acceptance criteria:*

**Persona #2:**

**[Advanced User]**

Our advanced users are those that already make use of our platform, and enjoy using it. They are noted as our ‘top verified analysts’ for vetting for fake news, and are appropriately given more challenging articles to vet. These people hold the most coveted titles of having any articles they vet be officially confirmed to be fake news or not by them.

Geolocation: They may be located anywhere in the world. In fact, they *can* be located *anywhere in the world.*

Likes: Utilizing the internet to learn new things, communicating over online forums and platforms, and contributing to open-source projects and crowd-sourced ideas, and having notoriety for their work through leaderboard recognitions

Motivations: A desire to have notoriety for helping the masses in their analyzed news, as well as taking on challenging articles to analyze for the truth or not

Enjoys: Striving to continuously make it to the top of the leaderboard for reviewing articles

Goals: Have an impact on the online community, maintain leaderboard score

Fears: Having reduced impact through their reviewed articles, incorrectly analyzing an article as their decision carries a lot of weight

**Video Timeline:**

Note: The video may be a maximum of 2 minutes and should explain the core concept of our hackathon idea, along with a brief demo to explore.

The video should tell a quick, and easy to understand story.

Key Components of Video:

Introduction:

* What is fake news
* Why does fake news make the coronavirus issue worse
* How does coronavirus affect everyone

Why This is Important:

* How the news impacts society
* How the internet is the medium that equalizes access to information for everyone, especially during this time
* Our goal is to arm the world with the ability to raise-up life-saving and critical news

Switch to Our Platform

* Easily contribute to an open-source platform
* Built by everyone, globalized to the max, and strengthened through ML

1. Impact Potential (40):

* A few facts about how many people rely on the news
* The importance of the internet in the age of coronavirus pandemic
* What is our solution, and why it is different

1. Technical Complexity and Novelty (20):

* Why this solution is different and value-adding
* Why is it new (since it is open-source)

1. Prototype Completion (20):

* Quick demo of backend
* Quick demo of front-end for a user

1. Business Plan (20):

* Our development team
* Open-source contributors
* Growth plan
* Maintaining right to free speech while holding people to standards of accountability
* Raise-up those who do the most good for others