

Uolo Custom Search Guidelines

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Overview of Uolo

The aim of this project is to better understand the information shared on Facebook, in terms of how accredited fact-checking organizations describe its credibility, primarily to develop a system that identifies and matches evidence to Misinformation.

The process is split into 2 tasks, Task A and Task B. Task A is identifying if the job has a claim, Task B is where you state the claim, find evidence relating to the claim and evaluate the truthfulness of the claim

Overview of the task:

In this task, you will be asked to identify and research claims stated in Facebook content.

This task is split into two parts: Task A: Content Description and Task B: Claim Assessment. Each task will have its own rating queue.

- Task A Queue will focus on providing some information about the context of various pieces of content.
- Task B Queue will focus on identifying and researching the central claim stated in content.

Immediate Escalation:

If the content contains imagery or text/voice indicating or soliciting Child Exploitation or Child Nudity, escalate the Job ID immediately to your manager.

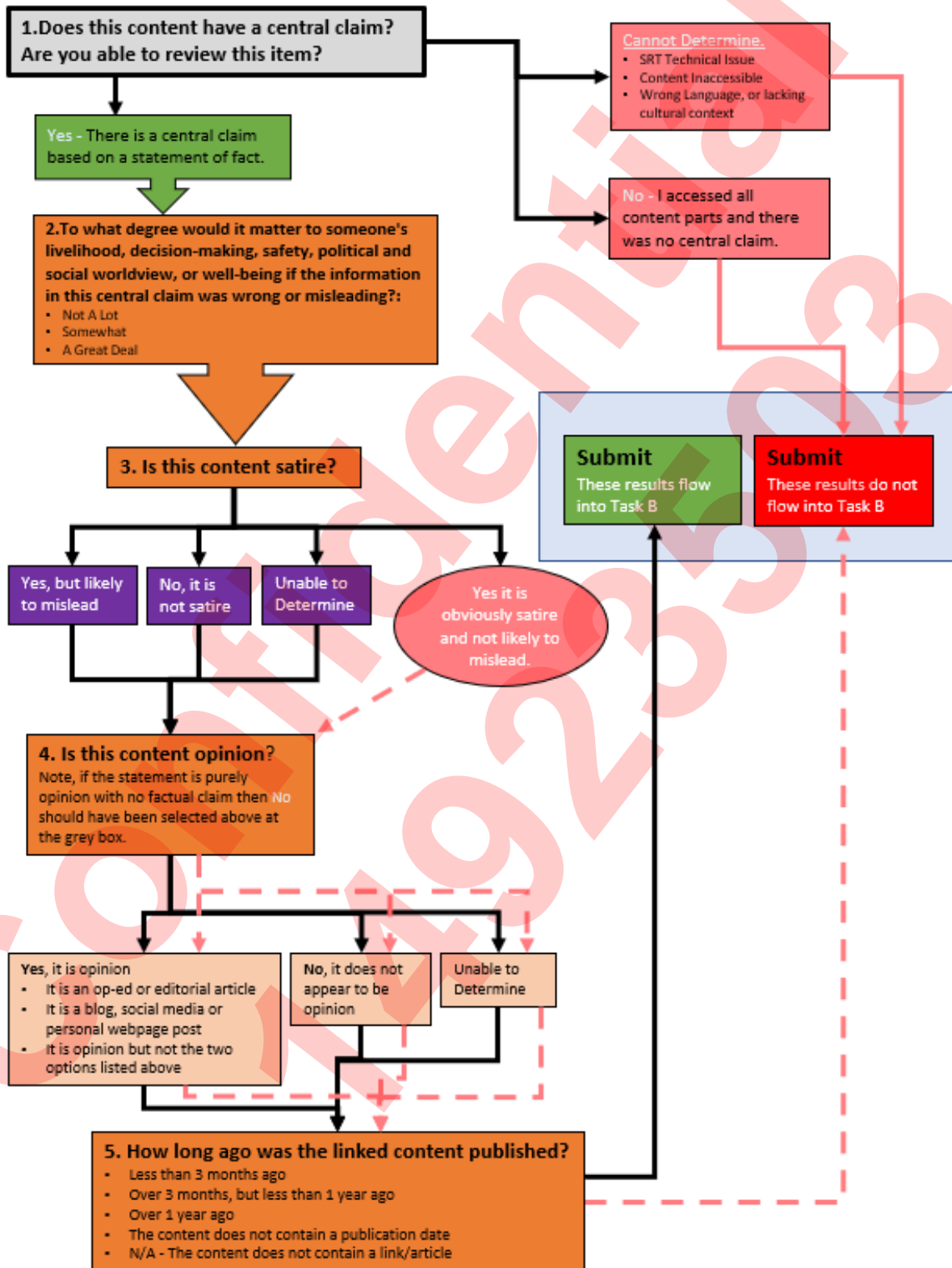
- Child Exploitive Imagery (CEI) refers to imagery (images, videos) depicting the sexual exploitation of a child.
- If you are not comfortable reviewing the content, you can skip the job after escalating.
 - Please use the following ticket link for reporting CEI content:
<https://connect.appen.com/qrp/core/vendors/quiz/view/5126/15687?project.id=1373>

IMPORTANT: CEI should not be be screenshot or replicated in any way as it only further exacerbates the issue. Please always look to use task/job number for issue identification.

If you are not comfortable reviewing the content on the webpage for any other reason, please escalate the job ID through the normal ticket process for "Uolo | OTHER CONCERNS | |"State your other concern" and skip to the next job.

- Ticket Guidelines link here:
https://connect.appen.com/qrp/core/vendors/project_site/1373/13002

Task A Overview Flowchart



Uolo Question UDT Flow – Task A

Multiselect (checkbox questions)

Logic / task flow directions

Closing Logic

URL Validation

**1. Does this content have a central claim?
Are you able to review this item?**

- a. **Yes - There is a central claim based on a statement of fact.**

You may choose this even if the part of the content is broken or unavailable, as long as there is sufficient information to identify a central claim.

Move to Question 2

- b. **No - I accessed all content parts and there was no central claim.**

You accessed all content parts (text, videos, links, etc.), but there is no central claim based on a statement of fact. Reminder: if the item contains any statements of fact (i.e., a sentence or a main idea that the content conveys as a fact related to the content's main purpose), then you should NOT select this option.

[TEXT - optional]

Move to Question 7

- c. **No - I can't review due to an SRT technical issue.**

No - I can't review due to an SRT technical issue.

[TEXT - optional]

Move to Question 7

- d. **No - I'm not assigned to rate in this language.**

The content is in a language you are not assigned to rate. If there is sufficient content to be able to make a central claim in your market language do NOT select this option.

Move to Question 7

e. No - Link issues block some content - what's visible has no central claim.

You could not review this because you could not access the provided link and the content the content otherwise contained no central claims.

Reasons:

- *Broken Link*
- *Blank Page*
- *Website blocked as deemed unsafe*
- *Paywall or subscription*

[TEXT - optional]

Move to Question 7

2. To what degree would it matter to someone's livelihood, decision-making, safety, political and social worldview, or well-being if the information in this central claim was wrong or misleading?

You should use your best judgment to determine the impact level of each piece of content you evaluate.

e.g., while medical claims that might impact a person's healthcare choices would matter A Great Deal (e.g., a claim about a new cancer cure), other types of medical claims (e.g., a claim that eating too much chocolate causes acne) might matter Somewhat or Not a Lot

a. Not A Lot

It would not matter if the information were wrong or misleading. It is unlikely that this information would have any impact on those who see it or on the individuals or groups described in the claim. e.g., entertainment stories, posts about extraordinary animals, news about fashion or food trends

b. Somewhat

It may matter if the information were wrong or misleading. It is possible that this information could have some impact on those who see it or on the individuals or groups described in the claim. (e.g., life tips, reporting about non-violent local news events, celebrity, or sports gossip)

c. A Great Deal

It would matter if the information were wrong or misleading. It could impact the lives or well-being of those who see it or of individuals or groups described in the claim. (e.g., medical, legal, financial, or political information that could impact someone's livelihood, safety, or well-being) Content about subject matter that is important for fostering an informed group of people, community, or nation. This could include information related to government processes, natural disasters, international relations, violent crimes/crime rates, etc.

Submit to Move to Question 3

3. Is this content satire or parody?

- a. **Yes**, and it is clear or obvious that the main purpose is satire or parody.
*Most people would recognize the central claim is obviously sarcastic, ridiculously exaggerated, or **too absurd** to be true.*
- b. **Yes**, but it is **not obvious** that the main purpose is satire or parody.
*Some people might mistake the central claim as factual information. Remembering that this is **not a label for "misinformation"**, but that if it contains **"a fact that is not absurd, but the intent is humor"** then this is the appropriate label.*
- c. **No**, it does not appear to be or is definitely not satire or parody.
- d. **Unable to Determine**

Move to Question 4

4. Is this content opinion?

- a. **Yes**, it is opinion, and it is an "op-ed" or editorial article
An op-ed is the printed on the page opposite the editorial page in a newspaper, devoted to commentary, feature articles, etc. An editorial, sometimes called the leading article or leader, is an article written by the senior editorial people or publisher of a newspaper, magazine, or any other written document, often unsigned.
- b. **Yes**, it is opinion, and it is a blog post, social media post, or personal webpage expressing a personal opinion
- c. **Yes**, it is an opinion, but it is **NOT** an "op-ed", editorial article, blog post, social media post, or personal webpage.
- d. **No**, it does not appear to be opinion
- e. **Unable to Determine**

Move to Question 5

5. How long ago was the linked content published?

- a. Less than 3 months ago
- b. Over 3 months, but less than 1 year ago
- c. Over 1 year ago
- d. The content does not contain a publication date
- e. N/A - The content does not contain a link/article

6. OPTIONAL: Provide any other relevant details about your evaluation that you'd like to share

The purpose of this question is to provide an opportunity for you to share feedback or describe any challenges you faced while evaluating this content (e.g. that the potential impact was difficult to determine, that the task instructions did not make sense for this content, etc.).

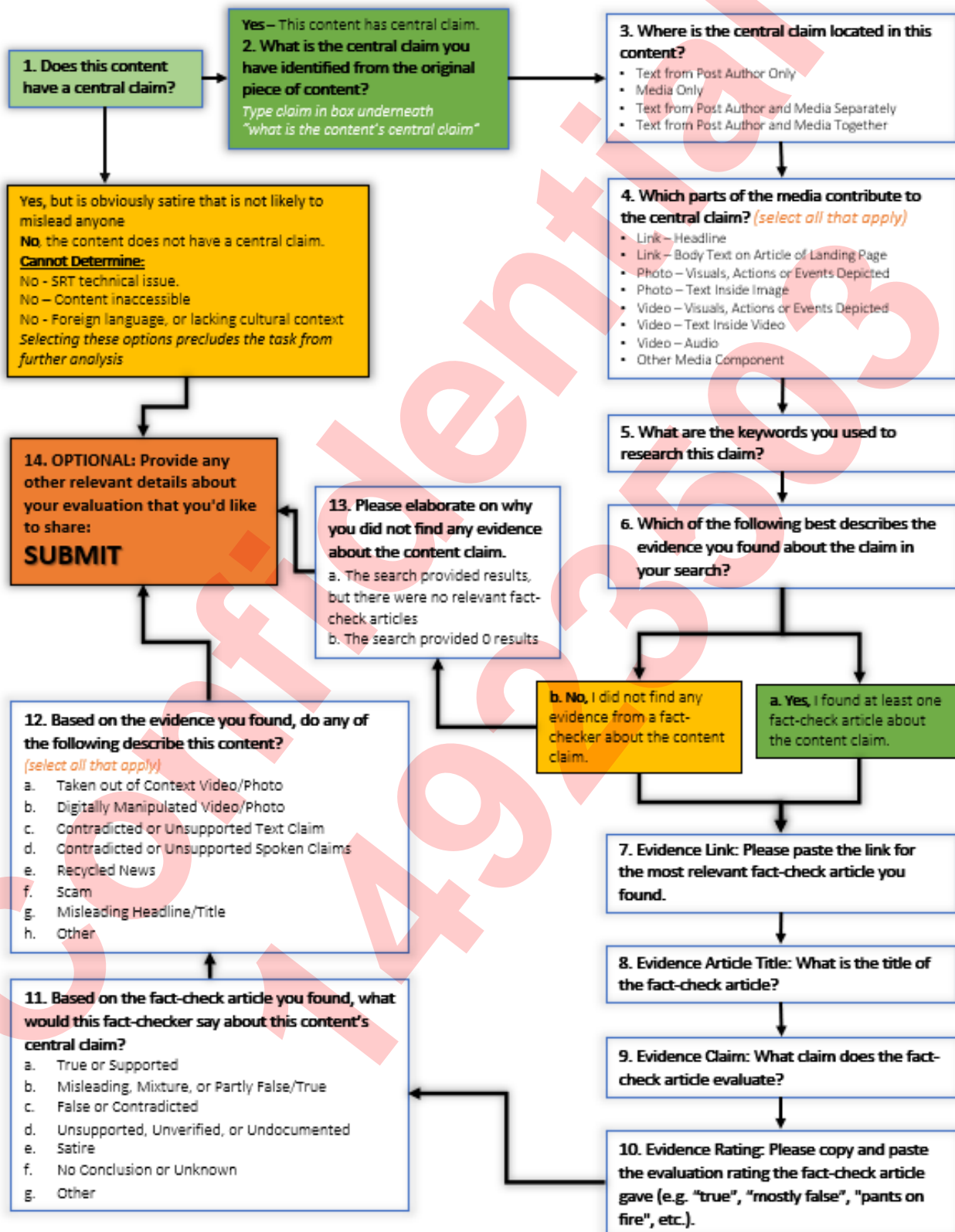
[TEXT - optional]

Submit to End Task

7. Submit Task

- a. if **"No"** in Q1:
Does not forward the job to Task B
 - i. *End Task as disqualified_not_falsifiable*
- b. if **Not Misleading** in Q3:
Does not forward the job to Task B
 - i. *End Task as disqualified_satire*
- c. **All else:**
Forwards the job to Task B
 - i. *End Task as not_disqualified*

Task B - Overview Flowchart



Uolo Question UDT Flow – Task B

Multiselect (checkbox questions)

Logic / task flow directions

Closing Logic

URL Validation

8. Does this content have a central claim?
Are you able to review this item?

- a. **Yes** - There is a central claim based on a statement of fact.

You may choose this even if the part of the content is broken or unavailable as long as there is sufficient information to identify a central claim.

Move to Question 2

- b. **No** - I accessed all content parts and there was no central claim.

You accessed all content parts (text, videos, links, etc.), but there is no central claim based on a statement of fact. Reminder: if the item contains any statements of fact (i.e., a sentence or a main idea than the content conveys as a fact related to the content's main purpose), then you should NOT select this option.

[TEXT - optional]

Move to Question 14

- c. **No** - I can't review due to an SRT technical issue.

[TEXT - optional]

Move to Question 14

- d. **No** - I'm not assigned to rate in this language.

The content is in a language you are not assigned to rate. If there is sufficient content to be able to make a central claim in your market language do NOT select this option.

Move to Question 14

e. No - Link issues block some content - what's visible has no central claim.

You could not review this because you could not access the provided link and the content the content otherwise contained no central claims.

Reasons:

- a. Broken Link
- b. Blank Page
- c. Website blocked as deemed unsafe
- d. Paywall or subscription

[TEXT - optional]

Move to Question 14

2. What is the central claim you have identified from the original piece of content?

*The central claim should be one sentence or idea from the content you are reviewing that is a statement of fact related to the content's main point or purpose. Although one content can contain multiple distinct claims, you should evaluate the claim that is most central to the content/its main purpose – usually what it most visible when reviewing the content, **but bear in mind that if the content contains misinformation, the main purpose is likely to be the spread of misinformation.***

- a. [TEXT]

Submit to Move to Question 3

3. Where is the central claim located in this piece of content?

a. Post Text Only

The central claim is contained within the post text and not in the Media

- i. Includes a text post with no attached media
- ii. Includes a text post with attached media, where the media does not contribute to the central claim

Move to Question 5

b. Media Only

The central claim is contained within the media (photo, video and/or link) and not in the post text.

- i. Includes a video, image or link with no accompanying status message or caption (e.g., a meme).
- ii. Includes images and videos with overlaid text when there is no accompanying post text.

[Move to Question 4](#)

c. Post Text and Media Separately

The central claim is independently contained within the post text or media (photo, video and/or link), so you don't need both components to identify the claim. If the components were separated you would clearly identify the central claim for each component.

[Move to Question 4](#)

d. Post Text and Media Together

To identify the central claim, - it requires viewing both – the post text and media together. If the components were separated, you would no longer be able to identify or evaluate the same central claim.

[Move to Question 4](#)

4. Which parts of the media contribute to the central claim? (Multiselect)

a. Link – Headline

The claim is in the title or headline of the link (i.e., in the title of the URL preview).

[Submit to Move to Question 5](#)

b. Link - Body Text on Article or Landing Page

The claim is in the body text of the link/article.

[Submit to Move to Question 5](#)

c. Photo - Visuals, Actions, or Events Depicted

There is a claim that is implied in the actions, imagery or events shown in the photo.

[Submit to Move to Question 5](#)

d. Photo - Overlaid Text - Text inside Image

The claim is described in the text that is inside the photo itself (i.e., in captions, overlaid text, or the title within the photo).

[Submit to Move to Question 5](#)

e. Video - Visuals, Actions, or Events Depicted

There is a claim that is implied in the actions, imagery or events shown in the video.

[Submit to Move to Question 5](#)

f. **Video - Overlaid Text - Text inside Video**

The claim is described in the text that is inside the video itself (i.e., in captions, overlaid text, or the title within the video).

Submit to Move to Question 5

g. **Video - Audio or Subtitles (Closed Captioning)**

A speaker or narrator in the video describes the claim verbally.

Submit to Move to Question 5

h. **Other Media Component**

The claim is fully or partly located somewhere other than the post text or above the described media component.

Please describe the “other” media component in a few words.

[TEXT]

Submit to Move to Question 12

5. **What are the keywords you used to research this claim? If you searched multiple times, enter just the keywords you used on your final/successful search.**

If it was the complete central claim, then include the complete central claim. If it was the complete central claim plus the word’s fact check, then insert that as your answer, etc.

Note: To search for the evidence you should use the Custom Search.

- Tool: <https://cse.google.com/cse?cx=13c24fcd7e0d44e1c>
- For Tips and Advice on Using the Tool please refer to the section XXX later in the guidelines.

[TEXT]

Move to Question 6

6. **Which of the following best describes the evidence you found about the claim in your search?**

- a. **I found at least one fact-check article about the content claim.**

Move to Question 7

- b. **I did not find any evidence from a fact-checker about the content claim.**

Move to Question 13

7. Evidence Link: Please paste the link for the most relevant fact-check article you found.

You must enter the full URL to the evidence you found

(<https://www.politifact.com/factchecks/2014/may/29/chain-email/claim-solar-panels-drain-suns-energy-are-satire-no/>)

Do not enter just the domain or website name where you found the article e.g. Do not enter PolitiFact or just Politifact.com.

- a. [TEXT] Will only accept results from affiliated 3rd Party Fact Checkers)

Submit to Move to Question 8

8. Evidence Article Title: What is the title of the fact-check article?

Evidence Claim. The fact-check article you find may not describe the claim the exact same way as the claim in the content that you identified earlier in the task. For that reason, we ask you to copy-and-paste submit the claim that the fact-check article evaluates. Here are some tips to identify the claim in the evidence article:

- *Most articles describe the claim in the article's title, sometimes phrased as a question.*
- *Some articles describe the claim directly below the title of the article.*
- *Some articles will directly note "Claim:" before stating the claim the article evaluates.*
- *Some articles will list several related claims, and you may have to search to find the claim that most closely matches the one you identified in the content. You should only enter the matching claim.*

[TEXT]

Submit to Move to Question 9

9. Evidence Claim: What claim does the fact-check article evaluate?

The fact-check article you find may not describe the claim the exact same way as the claim in the content that you identified earlier in the task. For that reason, we ask you to copy-and-paste submit the claim that the fact-check article evaluates. Here are some tips to identify the claim in the evidence article

- *Most articles describe the claim in the article's title, sometimes phrased as a question.*
- *Some articles describe the claim directly below the title of the article.*
- *Some articles will directly note "Claim:" before stating the claim the article evaluates.*
- *Some articles will list several related claims, and you may have to search to find the claim that most closely matches the one you identified in the content. You should only enter the matching claim.*

[TEXT]

Submit to Move to Question 10

10. Evidence Rating: Please copy and paste the evaluation rating the fact-check article gave (e.g., "true", "mostly false", "pants on fire", etc.).

Evidence Rating. Different fact-checkers use different terms to describe their final evaluation of a claim (e.g., "true", "misleading", "correct", "false", "prank", etc.), but each fact-checker tends to be consistent on their own website.

Some articles may state the claim in the title, or phrase the claim as a question, and provide an answer of "yes" or "no" or "not quite" as the rating.

Some articles may describe the rating in more informal language (e.g., "Pants on Fire", "3 Pinocchio", etc.).

Usually fact-checkers make the rating of the claim obvious by putting it in the headline, in large letters at the top of the article, or in a dedicated icon on the website; however, you may sometimes have to search the body text of the article to identify the rating.

Ratings are often 1-2 words, and almost always less than 5. Please do not copy-paste large sections of text.

Submit to Move to Question 11

11. Based on the fact-check article you found, what would this fact-checker say about this content's central claim?

- **Remember that the content's central claim may vary from the claim evaluated in the fact-check article.**

a. True or Supported

The content claim is fully or almost fully supported by evidence.

Move to Question 14

b. Misleading, Mixture, or Partly False/True

The content claim is only partially supported or partially contradicted by evidence.

This may be because:

- *the claim was partially but not fully contradicted.*
- *the claim is about something someone said, and the quote is correct, but is taken out of context or has been significantly misrepresented.*
- *the claim is represented in significantly different ways in the title, caption, or other written text on the content vs. in the media itself, and not all aspects of the claim are supported by the fact-check article*

Move to Question 14

c. False or Contradicted

The content claim is fully contradicted by evidence. The fact-checker directly debunks or disproves the major aspects of the claim. (e.g., the evidence article shows that the central claim as stated in the media components/post text is factually inaccurate, the media is taken out of context, or that the media has been digitally manipulated).

Note – if the claim is that something is a hoax, and the article confirms the claim to be a hoax this is not the correct option.

Move to Question 12

d. Unsupported, Unverified, or Undocumented

There's no evidence that directly contradicts the content claim, but there's also no evidence to support the claim.

Move to Question 14

e. Satire

The fact-checker states that this content claim is satire or parody.

Move to Question 14

f. No Conclusion or Unknown

The evidence about this content claim is mixed, unclear, or insufficient, and therefore no conclusion can be made at this time.

Move to Question 14

g. Other

The fact-checker would say none of the above responses about the content's claim. Use this box to enter a brief description (no more than 1 sentence) about why the claim wasn't True or Supported
[TEXT]

Move to Question 14

12. Based on the evidence you found, do any of the following describe this content?

Multiselect

a. Taken out of Context Video/Photo

The photo/video shows a different person/place/object/event/time than what is described by the claim

b. Digitally Manipulated Video/Photo

The photo/video has been digitally manipulated/alterd/morphed/edited to show something different than the original photo/video. For video, this may include:

- *digitally editing or splicing multiple videos together to make a factually inaccurate claim*
- *voice editing or dubbing to make it appear as though someone in the video said something they actually have not (e.g., by editing together un-related words/statements from that person, adding a voice over, or speeding up or slowing down audio)*
- *visual editing or manipulation to present something other than what was originally shown in the video (e.g., by adding or removing visual elements from the video, or speeding up or slowing down the video)*
- *'Deepfake' videos - realistic computer-generated videos, which use advanced digital manipulation combined with real video to make it appear as though a person in the video says and/or does something they actually have not.*

c. Contradicted or Unsupported Text Claim

The text caption, overlaid text, and/or other written text of the content contains a factually inaccurate claim.

d. Contradicted or Unsupported Spoken Claims

A speaker in the video says a factually inaccurate claim

e. Recycled News

The content mis-represents the event(s) described in the claim as recent (i.e., the content has a recent publication date or no publication date and doesn't describe when the event(s) in the central claim took place), but evidence shows the event(s) occurred much farther in the past.

f. Scam

The content is a link to coupon, giveaway, offer, or promotion that the evidence you found indicates is fake or fraudulent (especially one that requests that people provide information to receive the offer).

g. Misleading Headline/Title

The headline/title of the content states an exaggerated or otherwise misleading version of the claim that is not supported by evidence, but the claim as stated in the body of the content is supported.

h. Other

Result not covered by the above, there is a box to enter a brief description (no more than 3-4 words) about why the claim wasn't Fully Supported.

[TEXT]

Move to Question 14

13. Please elaborate on why you did not find any evidence about the content claim.

a. The search provided results, but there were no relevant fact-check articles

OPTIONAL: Provide any other relevant details about your evaluation that you'd like to share:

[TEXT]

Submit to Move to Question 14

b. The search provided 0 results

OPTIONAL: Provide any other relevant details about your evaluation that you'd like to share:

[TEXT]

Submit to Move to Question 14

14. Submit Task

- a) If **"No"** in Q1:
 - End Task as disqualified_not_falsifiable
- b) If **Cannot Determine** in Q1:
 - End Task as disqualified_other
- c) If **"No"** in Q6:
 - End Task as no_evidence
- d) If **True or Supported** in Q12:
 - End Task as true
- e) If **Misleading, Mixture, Partly** in Q12:
 - End Task as false (misinformation)
- f) If **Fully Contradicted** in Q12:
 - End Task as false (misinformation)
- g) If **Unsupported, Unverified, Undocumented** in Q12:
 - End Task as not contradicted
- h) If **Satire** in Q10:
 - End Task as Documented Satire
- i) All else:
 - End Task as none

Tips and Advice on Using the Search Engine

The purpose of the following step is to find evidence from an accredited fact-checking organization using the custom search provided and use it to assess whether the central claim you're evaluating is supported or contradicted by evidence (or somewhere in between).

- By evidence, we mean a fact-check article that may include statements, photo, video, audio, or statistic relevant to the central claim.
- The fact-check article can either support the content's claim or go against it (i.e., contradict it).
- You must use the custom search link provided in the SRT task to identify evidence. Do not try to identify evidence through other means.

We recommend that you bookmark the following link, as this is the "Custom Search" search engine:

<https://cse.google.com/cse?cx=13c24fcd7e0d44e1c>

How to use custom search link

- In each job, there is a **widget labeled "Google Search"** on the rightmost column of the SRT screen.
- **Click** the link to **open a new tab** with a Custom Search.
- **Enter your search query** (see below for search advice). This will perform the custom search.

Try using some keywords from the central claim as your search terms.

In this example you are given a photo with a claim:



Suggested Claim: Images of Kim Jong-un's weight loss, comparing photos from 2019 and 2021

- You should first try your complete claim in the search engine: **“Images of Kim Jong-un’s weight loss, comparing photos from 2019 and 2021”**
- If this hasn’t worked, shorten the claim, maybe **“Kim Jong-un’s weight 2021”**
- **Note: If you typically search using terms in a language that is different from the content you are evaluating** (e.g., you are rating Hindi content, but you typically search using English search terms): **If you are struggling to find evidence, you should try searching using the same language used in the content.**

The following search tips may help you to find relevant fact-check articles:

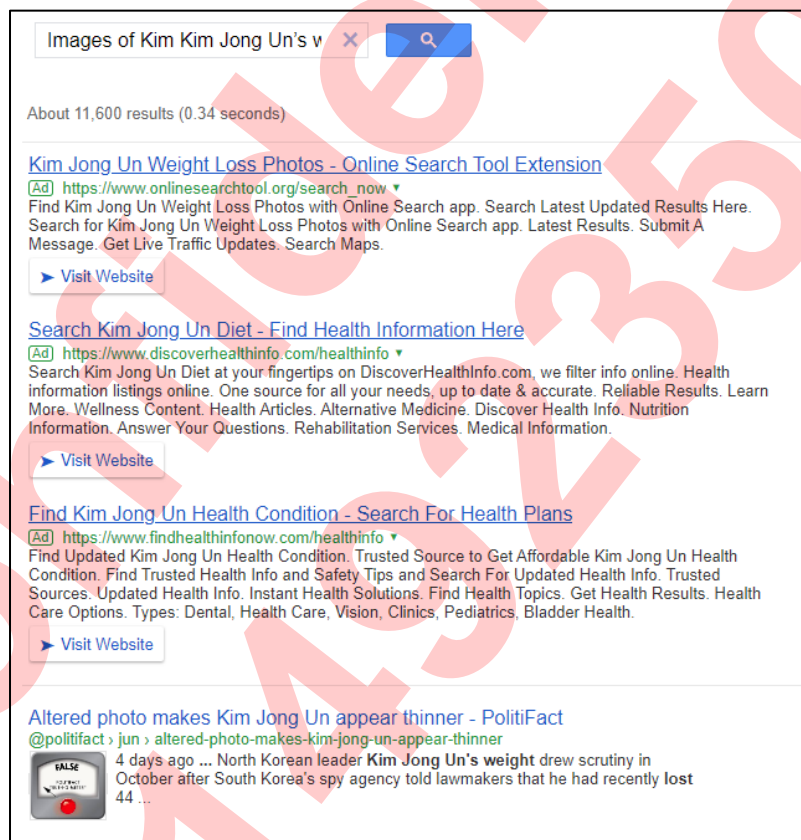
- **DO** select key terms related to the central claim to enter into the search engine as your search terms.
- To locate relevant evidence, try to also include in your search terms the names of key people, locations, actions and events described in the content, when possible.
- **NOTE:** It is possible that this information may not be directly stated in the caption or other text on the media. You should also review the content of the media to try to find names of key people, locations, or events related to the claim to use as keywords in your evidence search.
- For claims about current events, you should also include search terms related to when the event occurred or the content you are evaluating was published (e.g., the month and/or year) to help locate relevant evidence. (This information may be found in the text, link, or video itself, or in the “Post Creation Time” field in the rating tool).
- **DO** try using synonyms for different key terms if you’re having trouble finding evidence. For example, if a piece of content uses extreme language in the way it states its claim, searching using those same extreme terms may make it difficult to find related evidence. Therefore, when evaluating content that uses extreme language, you should try searching using more neutral terms.
- **DO** search for evidence that describes what is being shown in the video/what is the original context of the video.
- It is acceptable to use evidence that describes the original video content (e.g., the person, place, event, or context that is shown), even if the information provided by the evidence does not directly speak to the version of the claim you’re evaluating. For example, for a claim “This is a video of flooding in Texas last week”, you may find a fact-check article that states that particular video actually shows flooding in Florida two years ago. (i.e., You do not need to find evidence stating “This video is not of Texas” or “This video is of Texas,” as long as you find evidence of what the video is actually showing).

- **NOTE:** You should always check to be sure the evidence you provide about the original context/content of a video is discussing the same video you are evaluating.

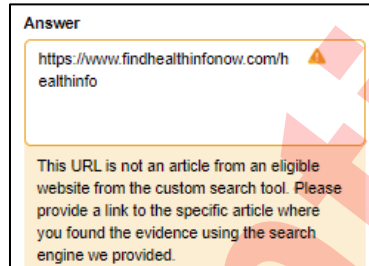
For additional guidance on selecting search terms for photo claims, please see the Examples Appendix of search term selection for different claims.

Search Engine Results

Using the example above of Kim Jong-un's weight loss, you find the following results:



You should ignore the Ad results; they are not relevant for this task and the SRT will reject those results anyway as they are not accredited 3rd Party Fact Checking results.



Important Note: No Evidence is quite common in Custom Search. The only results that are accepted and/or provided are for articles that relate to Misinformation, and a large percentage of the posts you will review are not Misinformation and, therefore, will frequently not have a matching result. This though should not prevent you from attempting multiple different search words.