**Design Brief by Prakruti Maniar**

**Designing a Fake News Tracking system**

**Problem:** Enough and more as been said about fake news, misinformation and its impact on our socio-political life. The written word, or the image or the video, once considered immutable, is becoming easily editable. While media literacy books will teach you how to spot fake news, and verify what is being said, for the news reader, to do so for each item they consume is cumbersome. There are several fact checking websites, but they don’t cover all the news, and even if they did, they would have to visit specific sites, hunt for the relevant piece. A lot of these fact checkers are scattered across multiple platforms, at the same time, news is received from another set of platforms and it is twice as inconvenient to fact-check when information is thus dispersed.

Simultaneously, algorithms are being developed to detect fake news, and trackers are being designed for the same. All this is the technical development. But how does the user use it? There is no incentive to put in the effort. To take digital and media literacy to the masses, the product has to be easy to use, adapt to and understand.

**Approach:** My project will design an interface (most probably an app), which will integrate current technological progress on tracking and detecting fake news in an application that takes the principles of interface and interaction we have been learning so far and finds the best way to locate fake news, thus incentivizing everyday readers to stop sharing it widely without verification. The world of fake news and is wild and messy, and the project will work with to build the interface, at this conceptual level, for text and image only, and not video or audio.

It will provide the skeleton of what such an app could look like, and consider news consumption patterns (as available), to integrate habits associated with consumption (including sources, devices used, whether there is more scrolling or more clicking, etc), into designing the application. It will be built on existing research, both technical and news-related research, and not offer technical recommendations which do not exist, if only as on-going experiments by the research community.