AdVerif.ai API V5 Documentation

Welcome to the AdVerif.ai API!

This document is intended as a reference for the AdVerif.ai API. It will present first the general concepts and terms used by the API, then information on how to call the API and finally a method-by-method overview of the various API endpoints.

Contents

Introduction

About AdVerif.ai

AdVerif.ai is a global leader in Artificial Intelligence tools for Ad Verification, specializing in automatic detection of disinformation, propaganda, extremist content and other variants of "Fake News". It was recently named among CB Insights' 2019 International Game Changers - startups with potential to transform society and economies for the better: adverifai.com/2018/12/01/adverif-ai-named-among-36-in-new-international-game-changers-report/

AdVerif.ai's solution is the only anti-disinformation solution trusted by official government agencies – please see more information regarding our work with the EU vs Disinformation task force: https://adverifai.com/2018/06/15/adverif-ai-honored-as-key-speakers-in-a-national-security-event-of-the-european-parliament/

FakeRank

AdVerif.ai introduced the proprietary **FakeRank** method. Given a content item, FakeRank returns the probability of that item to be false or misleading. Google's PageRank solved Spam; FakeRank is like PageRank for Fake News detection, only that instead of links between web pages, the network consists of facts and supporting evidence. It leverages knowledge from the Web with Deep Learning and Natural Language Processing to understand the meaning of a news story and verify that it is supported by facts. Watch Demo Video: youtube.com/watch?v=MhiyN9MBkD0

FakeRank consistently achieves the best results in benchmark tests (please contact us for benchmarking results). It leverages **deep technology** together with **proprietary data** and **subject matter expertise**. We partner with fact checking organizations that are part of the **International Fact Checking Network (IFCN)** to help them fight disinformation and gain unique data to train the Machine Learning models. Some of our partners include: The Associated Press (USA), AFP (France), Pagella Politica (Italy) ,FactCheck.in (India) and more.

Social Media Monitoring

To detect suspect stories that are trending on social media, AdVerfi.ai developed the social media monitoring dashboard. The dashboard shows the stories that are currently most viral on social media, and each story is evaluated using the FakeRank score. It tracks 99% of the viral stories across the Web, whether they are shared on Facebook, Twitter, Reddit or any other social channel. The scanning and identification of stories is running automatically 24/7. The response time is very fast, showing stories sometimes within several minutes after being published.

The dashboard can be customized to show stories related to specific keywords or coming from a particular group of users on social media. Check Out the Social Media Dashboard Demo: https://check-worthy.herokuapp.com/

Localization

Fake News takes different forms in different countries. AdVerif.ai's solution is the only one fully customized to each target region, based on themes of controversial items in local news (tribal conflicts, corruption, etc). As part of the localization, we work closely with local fact checking organizations and use the language and data specific to the country to retrain the FakeRank model.

Concepts and Terms

- Story: a piece of content which could include a headline, text, author information, images and more.
- Account: a user of a social media platform.
- URL: a reference to a web resource, such as a story, an image or a social media account.
- Site: a website on the internet, identified via a unique domain name, that can publish multiple URLs of stories.
- User: someone who uses the AdVerif.ai system. Users are identified by a username and password.
- Fact Checking Organization: a member of the International Fact Checking Network that complies with the IFCN code of principals of Nonpartisanship, Fairness and Transparency.
- Hotness: the ratio between the current rate and the total amount for a particular type of engagement metric (likes, views or tweets). Usually a value between 0 and 1.

Calling the AdVerif.ai API

Calls to the API can be made via regular HTTP GET or POST. All URLs start with:

`https://adverifaiapi.azure-api.net/v5/upload_urls`

Followed by the method name and any further arguments.

The returned result is a JSON formatted data structure.

Authentication

Calls to the API should include your API key in the header of the request as follows:

Ocp-Apim-Subscription-Key: <YOUR API KEY>

The AdVerif.ai API Portal

The AdVerif.ai API Portal can be accessed here: https://adverifaiapi.developer.azure-api.net/

The documentation in the portal provides all information necessary to make API calls. Code samples are provided per API operation in a variety of coding languages. Moreover, an interactive console allows making API calls directly from the portal without writing any code.

The first step is to sign up to the portal with your email and password. Once signed in, you can subscribe to the API to get an API key and start sending calls.

Overview of API Methods

FakeRank Methods

Classify Problematic Category

Purpose

Classify the content of a webpage using NLP. Returns the identified content category and confidence score in the classification. Return if the content category was identified as problematic.

URL

https://adverifaiapi.azure-api.net/v5/classify_text

Parameters

- url (required): URL of the account to check

Return Value

Returns the identified content category and confidence score in the classification

```
{
    "cat": "/Business & Industrial",
    "conf": "91%",
    "is_problematic": ""
}
```

Check Failed Fact Checks

Purpose

Check if a website has failed fact checks - meaning that it published stories that were identified as false by fact-checking organizations. Return a list of URLs to the fact checks of the false stories.

URL

https://adverifaiapi.azure-api.net/v5/failed_checks

Parameters

- url (required): URL of the website to check

Return Value

Returns a list of URLs to the fact checks of the false stories.

```
{
    "failed_checks": [
```

```
        "https://ici.radio-canada.ca/nouvelle/1160043/verification-
genocide-chretiens-nigeria-musulmans-peuls-fulanis-eleveurs-fermiers",
        "https://euvsdisinfo.eu/?p=86322",
        "https://climatefeedback.org/evaluation/breitbart-article-falsely-
claims-measured-global-warming-fabricated-james-delingpole/"
    ]
}
```


Check Toxic Score

Purpose

Check if a webpage contains hate speech, toxic language, profanity and topics and texts aimed to incite hatred or violence based on AdVerif.ai's Natural Language Processing algorithm. The method returns the overall toxicity score and a list of text spans identified as toxic.

URL

https://adverifaiapi.azure-api.net/v5/toxic_score

Parameters

- url (required): URL of the webpage to check

Return Value

Returns overall toxicity score and a list of text spans identified as toxic.


```
{
    "summary_score": 0.39471593,
    "toxic_spans": [
        [
            "Mayor Pete Buttigieg: Generational Wealth Was Stolen from Bla
ck America",
            0.5313964
        ],
        [
            "Video footage of Democratic presidential candidate Mayor Pete
Buttigieg saying Black Americans had its generational wealth stolen was sh
ared today.",
            0.4450154
        ],
    ]
}
```


Check Sensitive Content

Purpose

Check if a story contains sensitive content such as crimes, accidents, shootings.

URL

https://adverifaiapi.azure-api.net/v5/toxic_score

Parameters

- url (required): URL of the story to check

Return Value

Returns further information about the problematic content or empty if it's not suspect.

```
{
    "cat": "/Sensitive Subjects",
    "conf": "71%",
    "is_problematic": "Sensitive Subjects"
}
```

Check FakeRank Score

Purpose

Get the FakeRank score based on the content of the story using AdVerif.ai's NLP and Machine Learning. Returns the predicted score and factual accuracy (closer to 1 means lower factual accuracy).

The content model considers 10 different signals of Fake News variants including "Pseudo-science", "Conspiracy", "Extreme Bias", "Divisive Language" and more.

URL

http://api.adverifai.com/v3/check_fakerank_score

Parameters

- url (required): URL of the story to check

Return Value

Returns the predicted score and factual accuracy (closer to 1 means lower factual accuracy).

```
{
    "factual_accuracy": "LOW",
    "fakerank_score": "0.80"
}
```

Upload URLs

Purpose

Upload a list of URLs to scan using the FakeRank API. This method will run through each of the URLs in the list, scan it and return the aggregated results in a file sent to the specified email

URL

https://adverifaiapi.azure-api.net/v5/upload_urls

Parameters

- list of URLs: via raw data or a file
- email: The email to send the output to

Return Value


```
{
    "Expected Running time:": "Approx. 0.5 minutes",
    "Output sent to:": "or@adverifai.com",
    "Received URLs:": 1000,
    "status": "success"
}
```


Upload URL token

Purpose

Upload a list of URLs to scan using the FakeRank API and get back a token for each scan. This method will run through each of the URLs in the list, scan it and return the aggregated results in a HTTP response. It is optional to return the result to an email specified in advance.

Until the scan will successfully end you can check its status with the given token using run_token parameter.

It is optional to add a tag to each URL in advance to keep track on the URLs that were sent.

URL

https://adverifaiapi.azure-api.net/v5/upload_urls2

Parameters

- list of URLs: via raw data or a file
- email: The email to send the output to
- run_token: the token of the current run.

Return Value


```
{
    "Expected Running time:": "Approx. 0.1 minutes",
    "Recieved URLs:": 4,
    "run_token": "f84e265d3af59404c4d98793115631c2",
    "status": "success"
}
```

Social Media Monitoring Methods

Get Viral Stories

Purpose

Get the most trending stories on social media. Returns an array of the hottest stories.

URL

https://adverifaiapi.azure-api.net/media-monitor/rest/most_viral

Parameters

- sortby (optional, "likes" is default): the order by which to show the results. Either "likes" or "shares".
- limit (optional, "10" is default): the number of top stories to return

Return Value

Returns an array of the hottest stories.

Search Keyword

Purpose

Given search keywords, get the most trending stories on social media for that keywords.

URL

https://adverifaiapi.azure-api.net/media-monitor/rest/search

Parameters

- keywords (required): the keywords for returning the relevant results.
- Sortby (optional, "hotness" is default): the order by which to show the results. Either "hotness" or "fakerank".
- limit (optional, "10" is default): the number of top stories to return.

Return Value

Returns an array of the relevant stories.

{

["title":"Breitbart | BREAKING: President Donald Trump announced Tuesday that he...",

"url":"https://www.facebook.com/Breitbart/posts/10163593561965354",

}

Get News Stories

Purpose

Get the most trending news stories on social media. Returns an array of the hottest stories.

URL

https://adverifaiapi.azure-api.net/media-monitor/rest/news

Parameters

- sortby (optional, "likes" is default): the order by which to show the results. Either "likes" or "shares".
- limit (optional, "10" is default): the number of top stories to return

Return Value

Returns an array of the hottest stories in the news category.

Get Tech Stories

Purpose

Get the most trending technology stories on social media. Returns an array of the hottest stories.

URL

https://adverifaiapi.azure-api.net/media-monitor/rest/tech

Parameters

- sortby (optional, "likes" is default): the order by which to show the results. Either "likes" or "shares".
- limit (optional, "10" is default): the number of top stories to return

Return Value

Returns an array of the hottest stories in the technology category.

Get Lifestyle Stories

Purpose

Get the most trending lifestyle stories on social media. Returns an array of the hottest stories.

URL

https://adverifaiapi.azure-api.net/media-monitor/rest/life

Parameters

- sortby (optional, "likes" is default): the order by which to show the results. Either "likes" or "shares".
- limit (optional, "10" is default): the number of top stories to return

Return Value

Returns an array of the hottest stories in the lifestyle category.