

Experiments

Case Study

- Gap between textual and visual information exist for some fictitious stories for (but not limited to) two reasons:
 2. Using "attractive" though not closely relevant images can help increase the news traffic
- the fake news in Fig. (b) includes an image with a smiling individual that conflicts with the death story

MORGUE EMPLOYEE CREMATED BY MISTAKE WHILE TAKING A NAP

Beaumont, Texas | An employee of the Jefferson County morgue died this morning after being accidentally cremated by one of his coworkers.



(b) $s = 0.044$

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Washington State Legislature votes to change its name because George Washington owned Slaves



(a) $s = 0.024$

MORGUE EMPLOYEE CREMATED BY MISTAKE WHILE TAKING A NAP

Beaumont, Texas | An employee of the Jefferson County morgue died this morning after being accidentally cremated by one of his coworkers.



(b) $s = 0.044$

Fig. 5. Fake News

"Face the Nation" transcripts, August 26, 2012: Rubio, Priebus, Barbour, Blackburn



(a) $s = 0.966$

98 Degrees' 2017 Macy's Parade Performance Will Take You Right Back To The '90s



(b) $s = 0.975$

Fig. 6. True News

Chrissy Teigen and John Legend Have First Date Night Since Welcoming Son Miles: Pic!



(c) $s = 0.983$

- SAFE helps correctly assess the relationship (similarity) between news textual and visual information.
- For fake news stories in Fig. 5, their corresponding similarity scores are all low and SAFE correctly labels them as fake news. Similarly, SAFE assigns all true news stories in Fig. 6 a high similarity score, and predicts them as true news