



اونیورسیتی تکنیکل ملیسیا ملاک

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

AIPM

Lab 3 – Project Management Best Practice

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Tutorial Group: 3BITI S1G2

- i. Choice of company: Logically (<https://www.logically.ai/>)
(<https://www.prnewswire.com/news-releases/logically-launches-ai--and-people-driven-news-and-fact-checking-app-to-bring-validity-and-credibility-to-us-election-news-and-information-301112862.html>)



Diagram 1: Logically's Logo

Logically is a company that uses AI to focus on getting rid of fake news and keeping users staying informed with news from all sides of the political spectrum and fight fake news with AI-powered fact-checking and image verification.

- ii. Process Management

- 1. Initiating Process

The initiating process consists of processes performed to define a new project or a new phase of an existing project by obtaining authorization to start the project or phase. The project charter describes the project in its entirety – the objectives, how it will be carried out and the stakeholders.

Project Charter:

- a. Objective:

- i. To determine whether or not the information is reliable.
 - ii. To stop the spread of disinformation and fake news with AI-powered fact-checking and image verification.

- b. How it will be carried out

Logically provides community groups and researchers with a simple tool through their application to report extremist and hateful content to the platforms hosting this content and/or relevant law enforcement agencies. Their automated research assistant, and the world's largest team of dedicated fact-checkers, is available during normal times and in crisis to support topic and event-driven fact-checking.

- c. Stakeholders

- i. Lyric Jain: has the majority share of Logically and has invested in the company, using personal savings and money from the family businesses.
- ii. Mercia: Logically has secured funding from NPIF – Mercia Equity Finance, which is managed by Mercia and is part of the Northern Powerhouse Investment Fund.
- iii. XTX Ventures: Logically has received investment from XTX Ventures, which is the venture capital affiliate of XTX Markets, a leading global algorithmic trading firm.
- iv. MIT Grant: Logically initially secured funding from Massachusetts Institute of Technology (MIT) through an investment grant which supports student-founded businesses.

2. Planning Process

Activities

- Develop project plan management which is gathered and embedding from each phase of the project management process to achieve a desirable outcome.
- Collect requirements that needed and determine the scope of the project.
- Define the project sequence activities and the duration to complete the entire project.
- To plan the quality that can be delivered to the project.
- Evolve a human resources plan
- Plan risk management by classifying the risk that can lead to the disruption of the system and to perform qualitative analysis in the project.

Key output

- Logically's team had to go through an extensive internal review before publication by making sure the project following the highest standard. The priority in this project for Logically is that the accuracy and integrity of their fact-checking system. They established definite processes for the task, research, justification and approval and supervised by their UK-based editorial which is familiar with the standard required by IFCN(International Fact-Checking Network).
- Logically's operational performance continues to aim full automation of fast checking that facilitate a solution for the problem of misinformation that keeps spreading which influence in real-time. There are two core capabilities that Logically's team wants to specify which is

credibility and veracity evaluation. The credibility is an indicator to the overall precision and represents accurate guess approach and veracity focused on single claim conducting some research to conclude the actual accuracy or allows certain estimation of claim's accuracy. The database that has been referred to is from Government dataset and the early data collected during 2019 Indian election.

- Logically's team has been gone through for 2 years to develop the solutions in detecting misinformation and prevent the spreading. There have two main core has been applied which is credibility and veracity measurement. For credibility assessment in this project, Logically's team had spent two months during the elections.
- Ability to detect misinformation including support the fact-checking ecosystem with innovative technologies, an initial guide to the fact check worthiness, a story centred news feed which helps the user to consume the factual news, live fact-checking for news broadcasters, debunk misinformation on closed networks, form automated video analysis to detect 'deepfake' videos and support democracy for election periods in India. The teams will frequently enhance their model that distributes into three areas analysis which are content analysis, distribution and metadata analysis.
- In this project, there are 27-person team of fact-checker, moderators and supervisor. The team has been trained to make less space for error and adaptability to challenging role. For the editorial team, they have been trained with the standard of IFCN (International Fact-Checking Network).
- Logically's team need to be faced certain challenges which are the encryption of the information when detecting the misinformation through WhatsApp application and scale issues when the posts that are fact-checked are not removed from the site and just clarity reduced to users.

3. Executing Process

Logically's dedicated fact-checking team is made up of 27 people who bring diverse skills and experience from different fields. Each member of the team has undergone industry-standard training in fact-checking and verification practices, and also specialise in the investigation of political and business claims.

The team's work undergoes extensive internal review before publication, to ensure that it's of the highest standard. Everything will be double and triple-checked before they send out.

Logically scales their human fact-checking team and equipping them with cutting-edge dashboards and workflows to improve efficiency in line with the constantly expanding user-base.

Logically have developed a hybridised process which supports the development of fact-checking algorithms, which enables efficient and high-quality fact-checking in the meantime. The diagram below is its life cycle diagram:

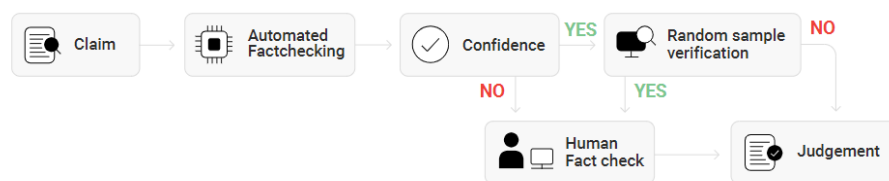


Diagram 2: Life Cycle Diagram

- Incoming Claim - User can submit suspect claims for fact-checking to the Logically app. The bespoke dashboard developed which allow the claims appear on it can help the team progress claims through the process efficiently, which is maximising the chances of preventing false claims from spreading.
- Automated Factcheck - The incoming claims are first checked against the single source of truth databases through a vectorised analysis of the incoming claim against related claims. Users are able to determine if images are manipulated via the Logically app. Users can forward the same image for fact-checking if they want to verify the content of the image.
- Random Sample Verification - The random sample verifications of claims fact-checked conducted through the automation capabilities to ensure that any errors are detected and used to develop the algorithms which conduct the fact-check.
- Human Fact-check - All claims sent to human fact-check team are subject to these process :
 1. Selection and Prioritisation - Classify incoming claims according to the taxonomy of claim types.
 2. Assignment - Moderator/supervisor assign incoming claim to one of the team based on the complexity of claim and level of research required for verification.

3. Research and Conclusion - Provide full justifications of the judgement, and links to relevant primary sources used to conduct the fact-check.
4. Moderation - All completed fact-checks must be signed off by a moderator before publication.
- Judgement - Publish the verdict which will be either: True, Partially True, False, Misleading or Unverifiable.

4. Monitoring and Controlling Process

i. Network Amplification

- a. Understanding the interaction between multiple social media is very important to understand the dynamics of misinformation and disinformation. Need internal research to do real-time monitoring of fringe networks and mainstream networks to isolate the origination of claims and identify crossover point.

ii. Supporting the Fact-Checking Ecosystem

i. Efficiency

To increase the efficiency of fact-checking operation, the solution is by developing various technological.

ii. Automation

The engineering team have developed proprietary algorithms which review incoming claims, seek to verify them automatically, and send fact-checks which cannot be automated to our human fact-checking dashboard.

iii. Virality

In order to overcome the misinformation, the factchecking industry must harness the same virality which makes misinformation so successful in digital arenas.

iii. Leverage Capabilities During Elections

i. Support Democracy

Entering the partnerships with relevant governmental bodies, digital platforms and other organizations to support and help to reduce the misinformation by using our fact-checking capabilities and deploy out viral monitoring and network analysis capabilities to contain its spread.

ii. Build awareness of logically capabilities, products and services

Logically's mission is to build awareness by taking a prominent and successful role in fixing problem relating.

iii. Build platform, government and media partnerships

Logically's partnerships with Platforms, Election Commissions and Newsrooms, verifying claims are a potent example of collaborative efforts to fight misinformation and disinformation.

iv. Live Fact-checking for Broadcaster

Broadcaster can ease pressure by approach to verification and it also keep checking on live-streamed. It is arguably the most important to provide high-quality and verified content at times of intense political and democratic flux.

v. Building Video Capabilities

a. Digital news play the important roles since people are more with technologies nowadays.

i. Video content and misinformation

ii. Through the third-party aggregator or, more typically, a social media platform the contextualising information such as the publisher or its sources are far less transparent.

iii. Deepfake video content

b. Technologies being built to detect manipulates video and it will detect deepfake will not in fact be the future crisis that many have recently been suggesting.

i. The Logically approach

ii. Initial development will focus on building a framework capable of structuring video data. Therefore, they can claim detection technology structures unstructured text content for analysis.

5. Closing Process

The closing process includes finalizing the all activities and formally closing the project.

Final Product

a. Logically App: Stay informed with news from all sides of the political spectrum and fight fake news with AI-powered fact-checking and image verification.

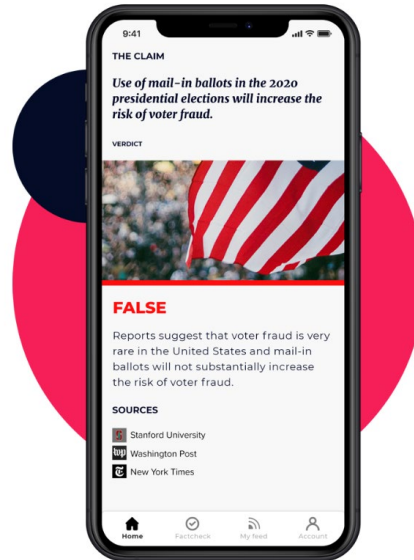


Diagram 3: Logically App

- b. Browser Extension: Browse the web with confidence. See the credibility of the websites you visit and fact check directly from your browser.

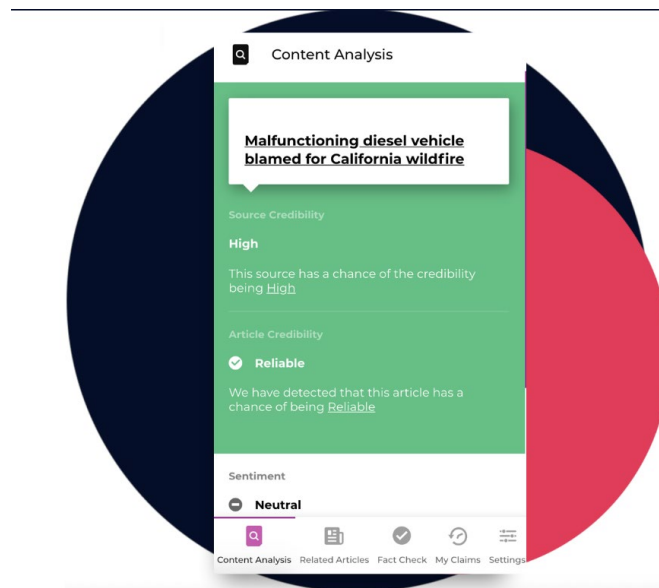


Diagram 4: Browser Extension