

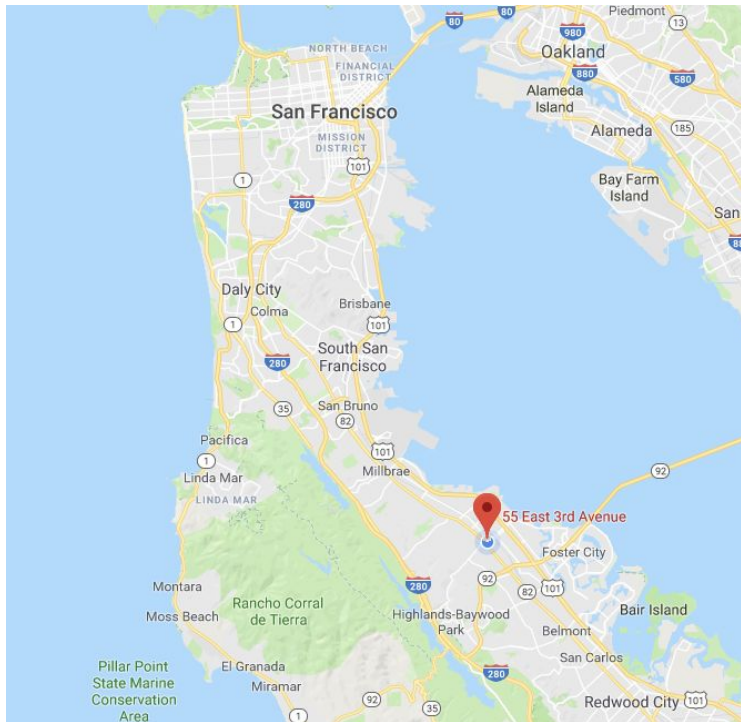


THE FACTUAL

Presentation to CredWeb

May 13, 2020

Background on The Factual



Arjun Moorthy
CEO, co-founder

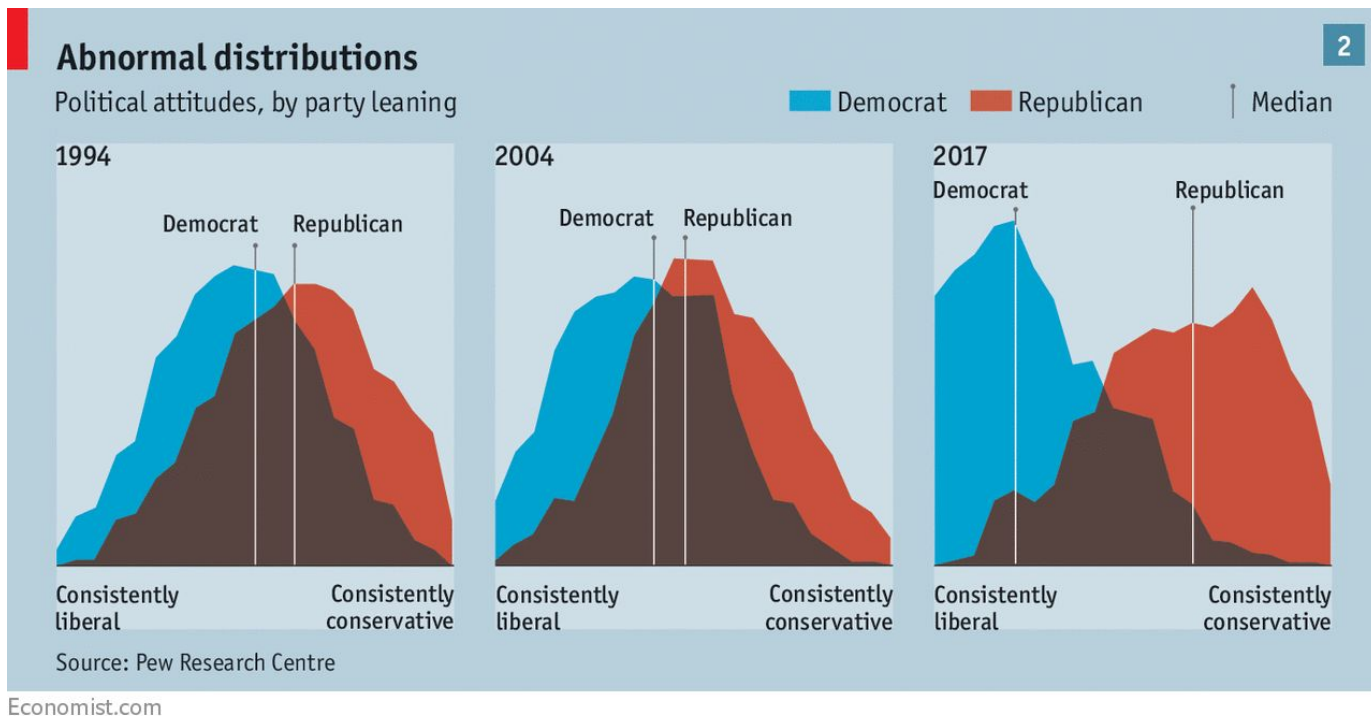


Ajoy Sojan
CTO, co-founder



Founded July 2016. Funded by Defy Ventures

The problem we chose to focus on: Partisanship



Biased news is a widespread concern



...of people worldwide
cannot identify objective
journalism

Reasons for not trusting news:

1. Outright falsehoods
2. Poorly researched
3. Slanted Viewpoints
4. Negative Framing

Our solution: highlight credible news stories...

- 1 Extensive sources and citations
- 2 Neutral tone of writing
- 3 Author has expertise on topic
- 4 Historical reputation

...across the political spectrum

Credibility grade example


The Factual Credibility Grade:


Political leaning: Left


53%

Credibility Grade based on:

 **CNN**
Site quality: **Mixed**

 **Caroline Kelly**
Author expertise: **High**

 **Sources quality: Medium**

 **Opinionated tone: Generally Neutral**

Author topic focus:

business ⓘ

Diversity of sources:

Low ⓘ

Meaningful quotes:

14 ⓘ

Unique links:

4 ⓘ

Politically diverse sources:

N/A ⓘ

Multiple sources reporting:

Yes ⓘ

Demo time!

[Add to Chrome](#)[Top 10](#)[Coronavirus](#)[Under-reported](#)[U.S.](#)[World](#)[Business](#)[Culture](#)[Science](#)[Health](#)[Sports](#)

Trending Topics:

[Michael Flynn](#)

25 articles

[Salon owner](#)

43 articles

[Ahmaud Arbery](#)

50 articles

[War Powers](#)

20 articles

[Coup plot](#)

37 articles

[Animal Crossing](#)

8 articles

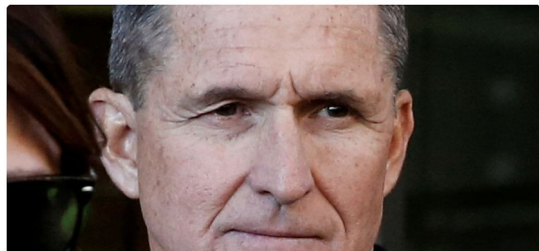
[Uber Lyft](#)

19 articles

10 TRENDING TOPICS - CREDIBLE STORIES

U.S.

Justice Dept. moves to drop case against Michael Flynn, former Trump adviser who pleaded guilty to lying to the FBI



Washington Post

Moderate-Left • 20m ago • 5m read

[25 Related articles](#)

GRADE 70%

SUMMARY

U.S.

Texas governor amends lockdown and orders salon owner freed from jail News



BBC

Moderate-Left • 45m ago • 3m read

[43 Related articles](#)

GRADE 80%

SUMMARY

Burst Your Bubble

Political leaning



LEFT

MIX

RIGHT

Topics



MOST
REPORTED

MIX

UNDER
REPORTED

Credibility Grade



☒ ALL

☐ HIGH

GRADE 75%

☐ MEDIUM

GRADE 50%

Key lessons

- 1 A lot of mediocre news
- 2 Extracting content elements accurately is hard
- 3 Off-the-shelf NLP doesn't cut it
- 4 Classification algorithms need fine-tuning

Thank you