

Check it

Our Process

Context

There's a lot of **fake news** and **misinformation** being disseminated in the digital landscape, and it's hard to know what content is reliable or not.

Who is more affected by this?

Our goal

How might we help teenagers from 14 to 18 years old recognise what content is reliable or not in Tiktok and Instagram and make the platforms more transparent on the truthiness of the content?

Workshop

With 73 teenagers!

Insights:

- Freedom of Speech
 - Social Aspect
 - Low Effort
 - Trust
- How can I believe the Fact-Checker?

Testing

With 9 teenagers



Intuitive to go to Comment Section



Recommended Videos good as a low effort to other P.O.V

"With this on the interface, if a video is not from specialist or fact-checked, I would just keep scrolling"

Teenagers

Focus on 14-18 years old

They consume news from: (Pew Research Center, 2022)

45% TikTok

37% Instagram

80% believed an ad was a real news story (Stanford, 2016)

41% couldn't differentiate between fake and true articles (Greškovcová, Katarína et al., 2022)

Expert Talks

Interview with News Researcher, Luuk Ex:

It's more impactful to work with **misinformation** instead of fake news, this kind of content can be **harmful** for teenagers

Interview with 2 Fact-Checkers, Pia Ortiz & Sierra Juarez:

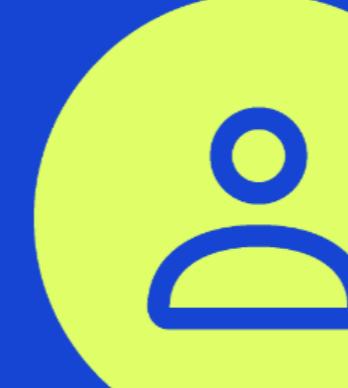
AI helps their work by flagging possible misinformation contact and saving time, but it does not do the full job yet

Very hard to deal with **jokes**, sometimes people don't consider something as a joke and report back

If the content is an **opinion**, you have to be clear it's an opinion, also to be safe from legal matters

Check it is the newest feature that helps users navigate between true content and misleading information on social media platforms.

Concept



Create Account

New verification process, that makes the platform more secured of scammers creating fake accounts.



Onboarding video

An onboarding video, that explains the users what are the new features and how to use them.



Comment section

A comment of a fact-checker who labels the content. Recommended videos that are related to the content you watched.

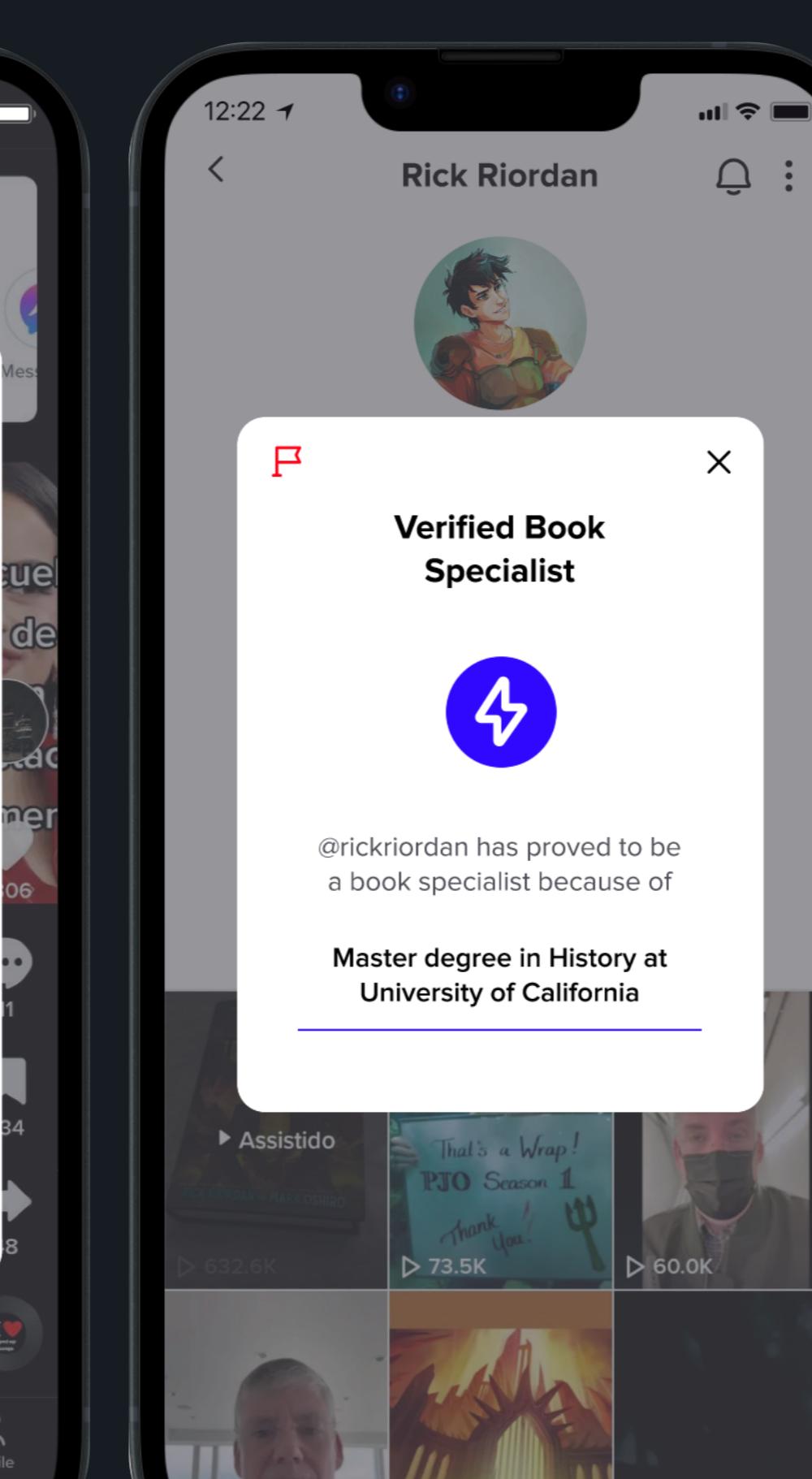
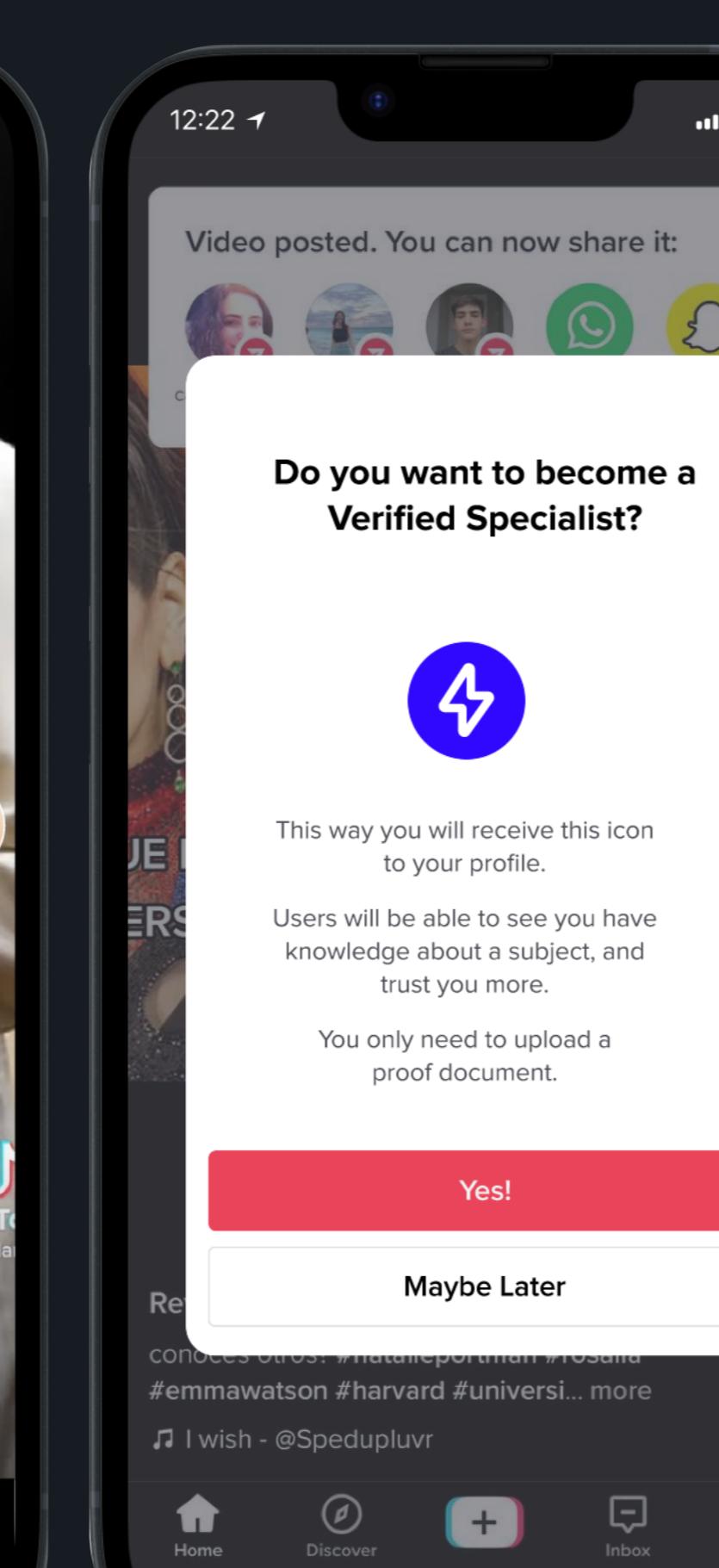
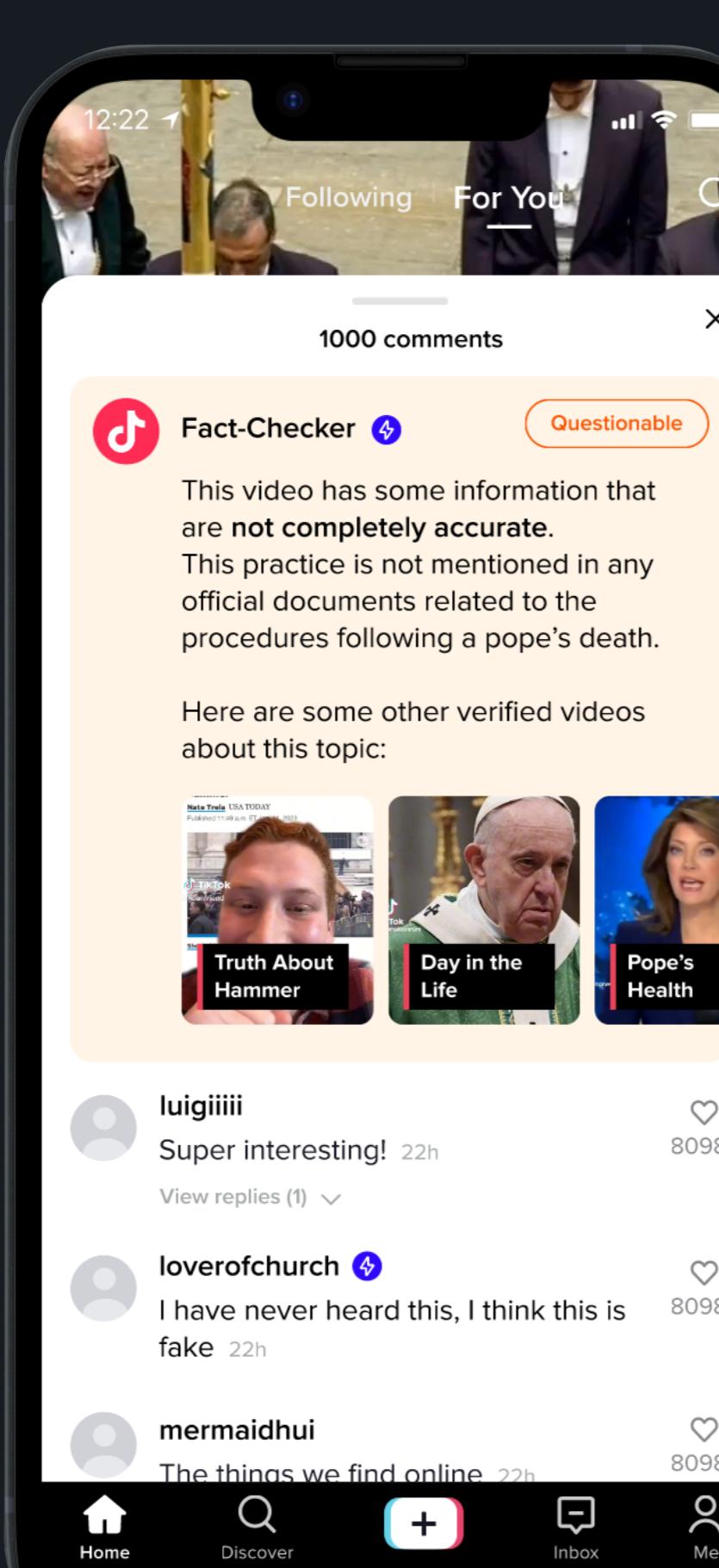
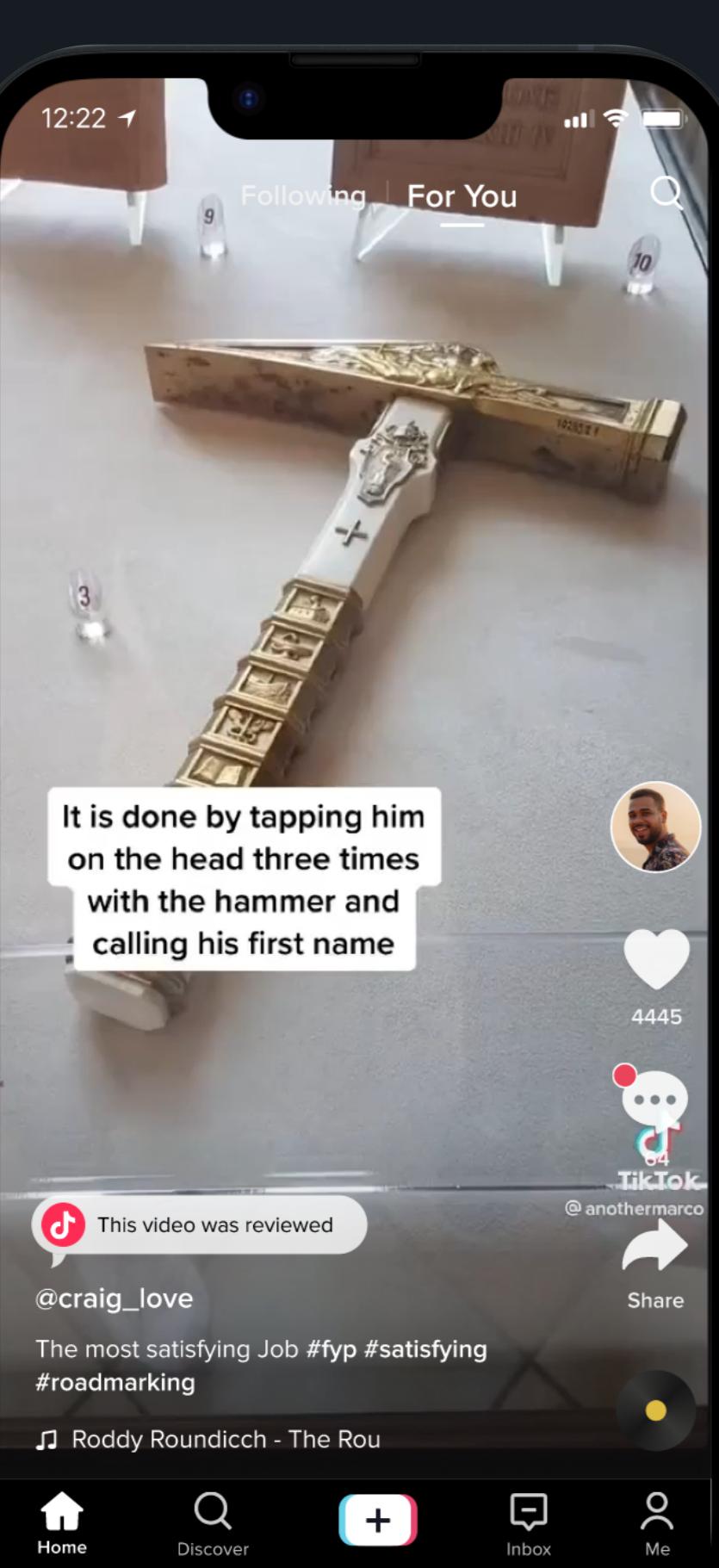
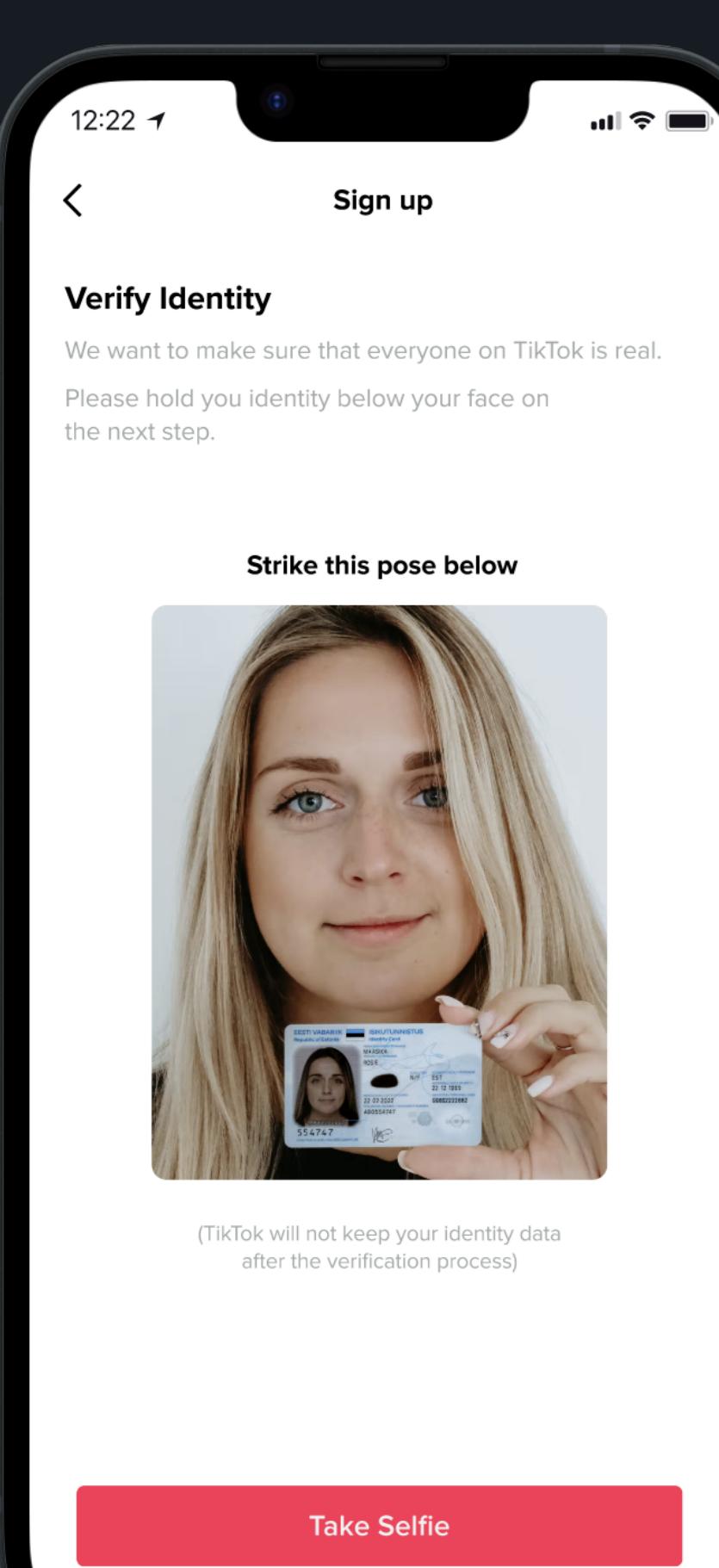


Verified specialist

As a content creator you can upload proof that you are a verified specialist. As a user you can see what kind of specialist someone is and where they got their knowledge from.

Likely true	Opinion	Questionable	Likely false
True Content	Satire or Parody	Opinion	Fabricated Content
I This content is true	No intention to cause harm but has potential to fool	Personal opinion, with no intention to cause harm but has potential to do so.	New content that is 100% false, made to deceive and do harm
"This post is likely to be true based on our research :)	"Hey, just a quick heads up that this video seems to be a joke, so please don't take its content too seriously!"	"This video seems to be an opinion from @xxx, it doesn't mean it's right or wrong."	"Just a heads up, based on our research this information on this video is likely to be false! [more specific information about the post]"
Here are some other verified videos about this topic:"	Maybe you want to check out these other perspectives about it!"	Maybe you want to check out these other perspectives about it!"	Here are some other verified videos about this topic!"
		Here are some other verified videos about this topic!"	Here are some other verified videos about this topic!"
		Here are some other verified videos about this topic!"	Here are some other verified videos about this topic!"

TikTok



Instagram

