

### **Fact Checking and Information Retrieval**







#### **Matt Lease**

Associate Professor School of Information The University of Texas at Austin Lab: ir.ischool.utexas.edu



**Slides**: <u>slideshare.net/mattlease</u>



# **Information Retrieval & Crowdsourcing Lab**

http://ir.ischool.utexas.edu



- Improve accuracy of AI prediction models
- Develop effective *human-in-the-loop* systems
- Design **HCI** methods for fast, accurate human work



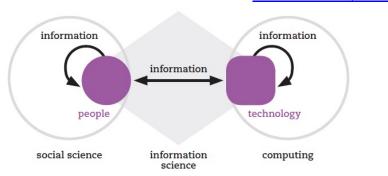




### What's an Information School?

"The place where people & technology meet"

~ Wobbrock et al., 2009



"iSchools" now exist at over 100 universities around the world







# Good Systems: an 8-year, \$10M UT Austin Grand Challenge

Goal: Design a future of Artificial Intelligence (AI) technologies to meet society's needs and values.



http://goodsystems.utexas.edu



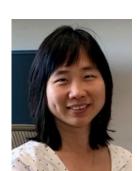
### Good Systems: Disinformation Team











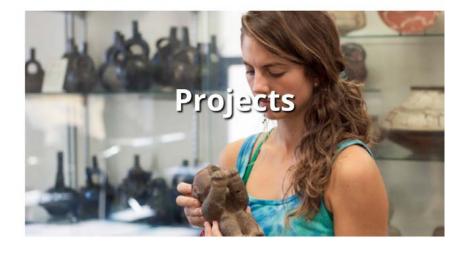








#### Eureka



#### https://eureka.utexas.edu/

Eureka is a searchable database supporting undergraduate participation in research and creative activity across The University of Texas at Austin. Students can **find faculty members** who regularly work on a given topic using the "Faculty" search, or browse a **listing of posted research** assistantships with the "Projects" search.



### **Information Literacy**

National Information Literacy Awareness Month, US Presidential Proclamation, October 1, 2009.



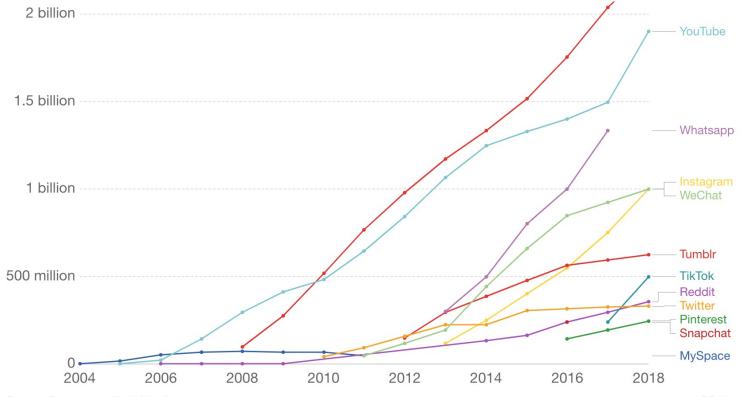
"Though we may know how to find the information we need, we must also know how to evaluate it. Over the past decade, we have seen a crisis of authenticity emerge. We now live in a world where anyone can publish an opinion or perspective, true or not, and have that opinion amplified..."



#### Number of people using social media platforms

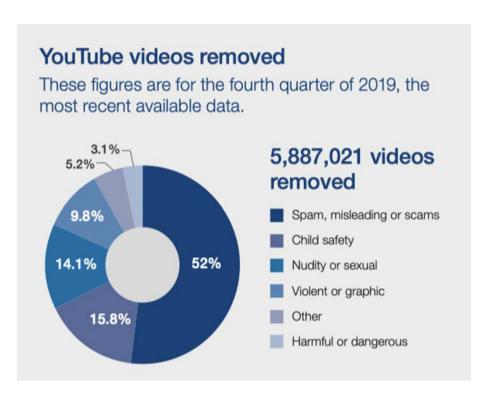


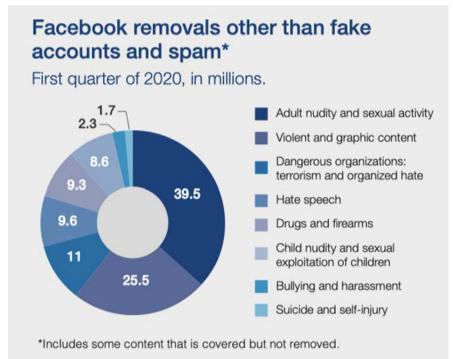
Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.





### The Need for Content Moderation







#### TYPES OF INFORMATION DISORDER

#### FALSENESS INTENT TO HARM

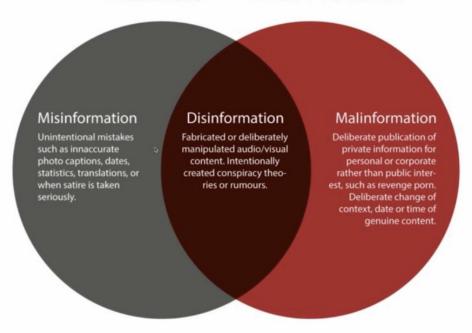






Table 1. Comparison Between Concepts Related to Fake News

Concept	Authenticity	Intention	News?	
Deceptive news	Non-factual	Non-factual Mislead		
False news	Non-factual	Undefined	Yes	
Satire news	Non-unified <sup>2</sup>	Non-unified <sup>2</sup> Entertain		
Disinformation	Non-factual	Mislead	Undefined	
Misinformation	Non-factual	Undefined	Undefined	
Cherry-picking	Commonly factual	Mislead	Undefined	
Clickbait	Undefined	Mislead	Undefined	
Rumor	Undefined	Undefined	Undefined	



The FAKE
NEWS media ...
is not my enemy,
it is the enemy of
the American
People!

- Trump

**Feb.** 17, 2017



"Fake news" outperformed real news on Facebook in the 2016 U.S. elections



"Fake news" has led to violence

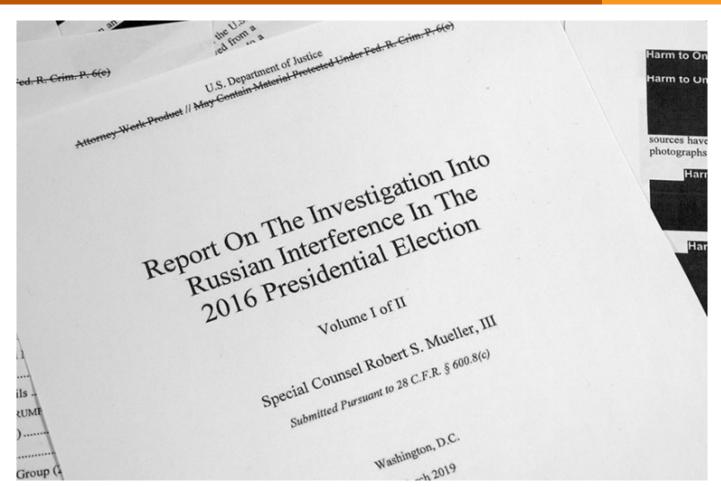


Seeing the term "fake news" prompts confusion about real news



Efforts to reduce "fake news" are not always successful







### Mis/Disinformation: a long history

"Truthiness is tearing apart our country... It used to be, everyone was entitled to their own opinion, but not their own facts. But that's not the case anymore."

- Stephen Colbert (Jan. 25, 2006)



"You furnish the pictures and I'll furnish the war."

- William Randolph Hearst (Jan. 25, 1898)





How can we help people separate fact from fiction on social media?



### Fact-checking



**Greg Abbott** 

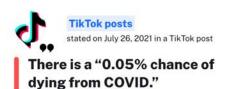
**PØLITIFACT** 

stated on April 11, 2021 in an interview:

Texas "could be very close to herd immunity."



### Professional Fact-Checking





By Gabrielle Settles · August 13, 2021





By Brandon Mulder • August 13, 2021



Says Gen. David H. Berger said, "No mandatory vaccinations for my Marines."



By Ciara O'Rourke · August 12, 2021

### High quality, but how do we scale up?





### **CROWD-SOURCING TRUTH**

Participate in the revolutionary social media platform designed to discover the truth!



#### Read Breaking Global News

Access trending and truthful news



#### Review News For Corrections

Easily highlight, mark, and correct a variety of news sources while earning Credcoin.



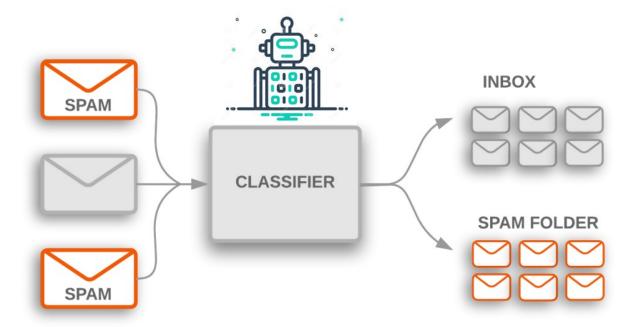
### Rate And Confirm Corrections

Collaborate with users, journalists and media by confirming (or rejecting) news article corrections.

More scalable, but how do we maintain professional quality?



### How about AI?





### **Automated Fact-Checking**



Exploring how artificial intelligence technologies could be leveraged to combat fake news.

FNC-1 WINNERS AND RESULTS

OUR GITHUB REPOSITORIES

JOIN THE SLACK

High scalability, but how do we maintain professional quality?



### Claim Verification, Given Evidence

#### Given a claim:

Facebook Shut Down an Al Experiment Because Chatbots Developed Their Own Language.

#### and relevant article headlines:

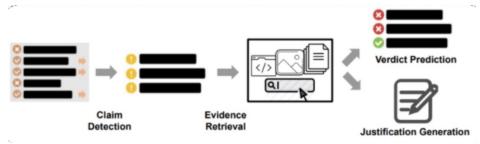
No, Facebook Did Not Panic and Shut Down an Al Program That Was Getting Dangerously Smart. source: gizmodo.com

Predict headline stance: For Against Observing

**Predict claim veracity:** False True Unknown



### **Automated Fact-Checking**



A Survey on Automated Fact-Checking

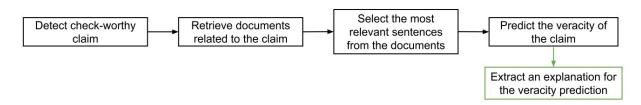
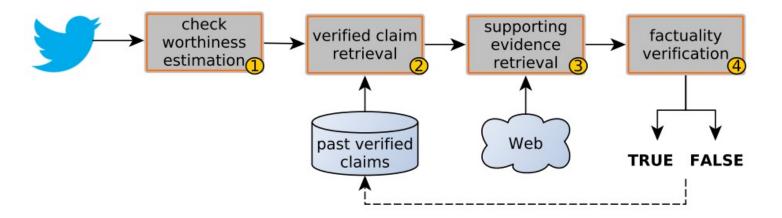


Figure 1: Pipeline for automated fact-checking with the explanation sub-task.





**Fig. 1.** Information verification pipeline. Our tasks cover all four steps. (Box 1 maps to task 1 whereas boxes 3–4 map to task 2 of the 2018 and 2019 editions [10,29].)

CheckThat! at CLEF 2020: Enabling the Automatic Identification and Verification of Claims in Social Media

5



#### The Case for Claim Difficulty Assessment in Automatic Fact Checking

Domain	%	Politifact Rank	Bing Rank	Domain	%	Politifact Rank	Bing Rank
www.politifact.com	7.2%		2	www.foxnews.com	0.5%		43
www.nytimes.com	2.5%		1	thehill.com	0.4%		291
www.washingtonpost.com	2.5%	_	12	www.documentcloud.org	0.4%		N/A
www.youtube.com	2.4%		11	www.npr.org	0.4%		18
docs.google.com	1.8%		16,752	www.snopes.com	0.4%		106
twitter.com	1.6%	6	195	www.factcheck.org	0.4%	26	26
www.whitehouse.gov	1.3%	7	218	www.cbsnews.com	0.4%	27	6
www.facebook.com	1.1%	8	189	www.usatoday.com	0.4%	28	29
www.jsonline.com	1.1%	9	267	thomas.loc.gov	0.3%	29	N/A
www.tampabay.com	1.0%	10	1,167	www.opensecrets.org	0.3%	30	4,124
www.politico.com	0.8%	11	31	clerk.house.gov	0.3%	31	33,600
www.cbo.gov	0.8%	12	1,196	www.miamiherald.com	0.3%	32	357
alt.coxnewsweb.com	0.7%	13	N/A	www.huffingtonpost.com	0.3%	33	36,200
www.cnn.com	0.7%	14	4	www.kff.org	0.3%	34	224
www.census.gov	0.7%	15	329	www.reuters.com	0.3%	35	39
www.senate.gov	0.6%	16	9,367	www.nbcnews.com	0.3%	36	300
www.bls.gov	0.6%	17	475	www.statesman.com	0.3%	37	441
www.cdc.gov	0.6%	18	269	www.c-span.org	0.3%	38	621
www.congress.gov	0.5%	19	8	online.wsj.com	0.3%	39	1,412
abcnews.go.com	0.5%	20	14	www.forbes.com	0.3%	40	10

**Table 2.** Sources cited by Politifact vs. sources retrieved by Bing (at the domain level). Colhttps://arxiv.org/pdf/2109.09689.pdf



#	Example	Verdict	Difficulty			
1	Midtown crime is up by 30 percent the last quarter. [Crime, Florida, Rick Baker]					
	https://www.politifact.com/factchecks/2017/jul/11/rick-baker/		Unjudgable.			
	did-crime-go-30-percent-midtown-last-quarter/	Mostly	Claim is			
a	[therealdeal.com] Manhattan leasing strong in Q3; Midtown market stratifies	False	ambiguous.			
b	[www.news-leader.com] Springfield police say a spike in stolen cars led to a 2 percent increase in		Which			
	crime in the third quarter of 2016		midtown?			
2	There are more members of the U.S. Senate than the number of WI families who would benefit					
	from GOP estate tax break. [Taxes, Wisconsin, Tammy Baldwin]					
	https://www.politifact.com/factchecks/2015/may/20/tammy-baldwin/		Hard. Poor			
	are-there-more-us-senators-wisconsin-residents-who/	Mostly	source support.			
a	[politicalticker.blogs.cnn.com] The candidates for Senate in Wisconsin stuck to their talking points	True	Lots of search			
	in an animated debate Monday night		results but none			
b	[www.dailypress.com] The Senate voted for a new tax break benefiting companies that shifted		relevant.			
	headquarters to foreign countries, but move back and invest in					
3	Mark Pocan's proposal to eliminate the U.S. Immigration and Customs Enforcement (ICE)	Ž.				
	would "eliminate border enforcement. [Immigration, Legal issues, Crime, Regulation, Wis-					
	consin, Leah vukmir]					
	https://www.politifact.com/factchecks/2018/jul/13/leah-vukmir/		Easy. Well			
	<pre>gop-us-senate-hopeful-leah-vukmirs-pants-fire-clai/</pre>	Pants	supported by			
a	[www.vox.com] And it was split into three separate agencies: Legal immigration processing went	on Fire	trustworthy			
	to US Citizenship and Immigration Services, border enforcement went to Customs and Border Pro-					
	tection, and interior enforcement went to ICE.		directly			
b	[news.yahoo.com] Haggman said his reply is to point out that ICE is an internal enforcement agency		validated.			
	and its absence wouldn't affect border security.					



4 Premeditation, in murder cases like the Oscar Pistorius case, can be formed in the twinkling of an eye. [Criminal justice, Legal issues, Crime, Nancy grace]

https://www.politifact.com/factchecks/2014/mar/31/nancy-grace/ nancy-grace-talks-oscar-pistorious-trial-could-pre/

- a [Fox News Transcript] in law school they teach premeditation can be formed in an ininstant. people think you have to plan it out in advance. the reality is here this was an emotional crime.
- b [User comment] In other words, the killer had to have formed the present intention of killing her while not in the heat of passion or rage, and carried out the killing with the specific intention of killing her. Nateyes is right that it can happen in a matter of minutes. at least under US law, but there has to be some time to reflect and the very specific state of mind of planning and intending to kill.
- c\* [dutoitattorneys.com] In a recent High Court ruling in the matter of State v Raath, the full bench of the Cape High Court found that where a father forced his son to remove a firearm from the safe so that he could kill the son's mother was not sufficient to constitute premeditated murder and it is with that in mind that we are of the view that there is no premeditation at this stage present in Ocar Pistorius' matter.

5 When President Abraham Lincoln signed his Emancipation Proclamation, "there were over 300,000 slaveholders who were fighting in the Union army." [History, Chuck Baldwin] https://www.politifact.com/factchecks/2015/jul/27/chuck-baldwin/

no-300000-slave-owners-did-not-fight-union-side-ci/

- a [American Studies Journal] Eventually 184,000 black soldiers fought for the Union army and con- on Fire by trustworthy tributed significantly to the victory of the North. Reports of atrocities among black Union soldiers had shocked Lincoln, and he subsequently issued the General Order No. 252 on July 30, 1863 as an Order of Retaliation that clearly reflected his stance towards the status of African American soldiers
- b [International Studies Review] [T]he number of actual slaveholders in the South of the Union does not amount to more than 300,000, a narrow oligarchy that is confronted with many millions of so-called poor whites...

Hard. Well Mostly supported but all sources are not trustworthy.

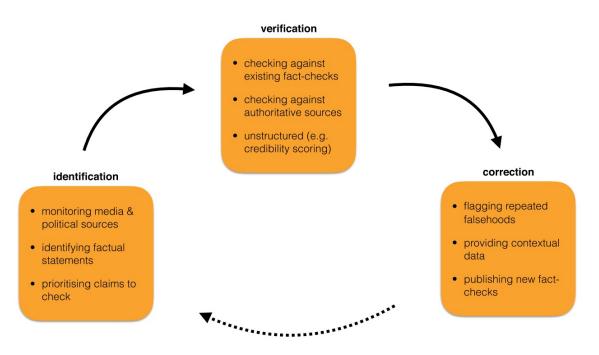
> Unjudgable. Well supported sources but claim cannot be validated.

Pants

https://arxiv.org/pdf/2109.09689.pdf



#### CORE ELEMENTS OF AUTOMATED FACT-CHECKING



Lucas, Graves, Understanding the Promise and Limits of Automated Fact-Checking



# Global Disinformation Index

#### THE INDEX

We provide a non-partisan, trusted and independent rating of disinformation risks for news sites.

Read our methodology

#### **Structure**

#### Automated classification of domains.

Assessed by Al and observable data.

#### Content

#### Assessment of articles published for credibility, sensationalism, hate speech and impartiality.

Assessed by analysts and observable data.

#### **Operations**

## Assessment of domain and company level policies and safeguards.

Based on Journalism Trust Initiative.

Assessed by analysts and observable data.

#### **Context**

Assessment of overall perceptions of credibility and reliability of news domains.

Assessed by experts and perceptions data.

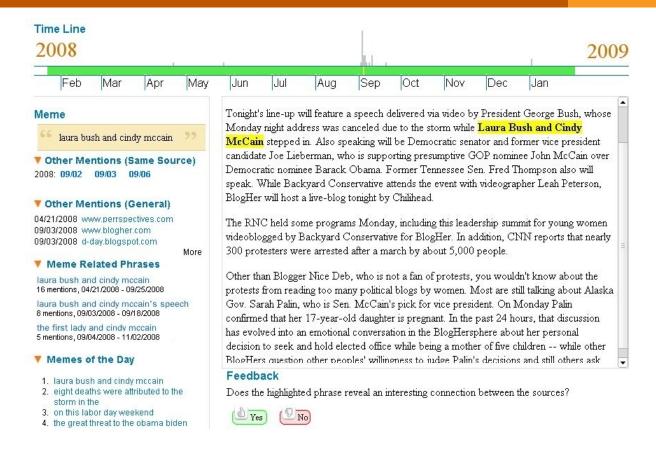


#### **Media Bias Chart™**

All ratings are based on online content only — not TV, print, or radio content. Ratings do not reflect accuracy or credibility; they reflect perspective only.







#### MemeBrowser (Ryu et al., ACM HyperText'12)

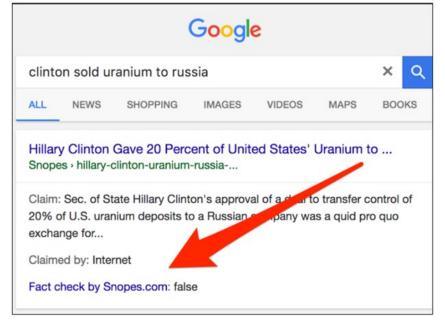


# Google expands fact-checking effort to all searches worldwide

Is an online claim true or not? Google hopes special callouts for fact-checking articles will help searchers get the right answers or better make their own decisions.

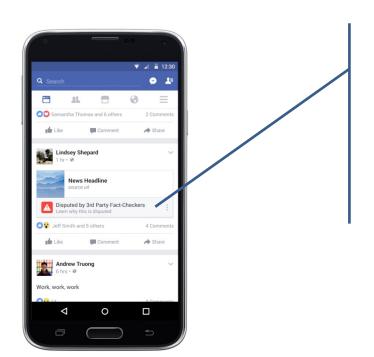
**Search Engine Land** 

Danny Sullivan, April 7, 2017





### Flagging content



"Disputed by 3<sup>rd</sup> Party Fact-Checkers"

Not always effective, red flag can attract attention



#### **TECHNOLOGY**

## Is There Any Hope for Facebook's Fact-Checking Efforts? Research is making clear just how hard it is to stop people from believing false

Research is making clear just how hard it is to stop people from believing false stories on social media.

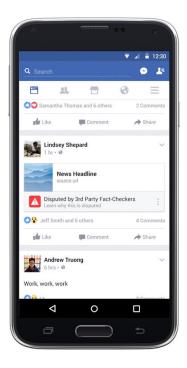
JON CHRISTIAN SEP 19, 2017

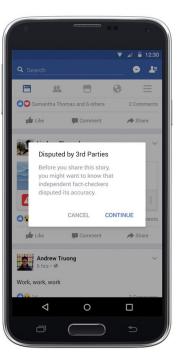


Tessa Lyons, a Facebook News Feed product manager: "...putting a strong image, like a red flag, next to an article may actually entrench deeply held beliefs — the opposite effect to what we intended."



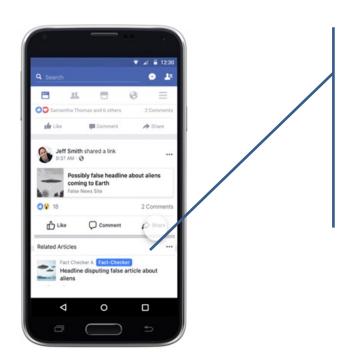
### Slowing spread by slowing action







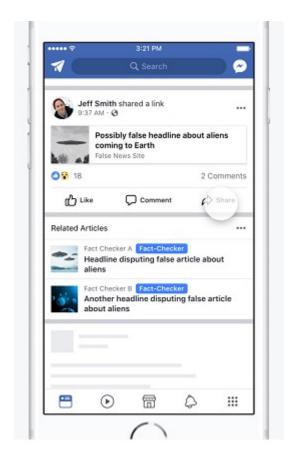
### Providing related articles

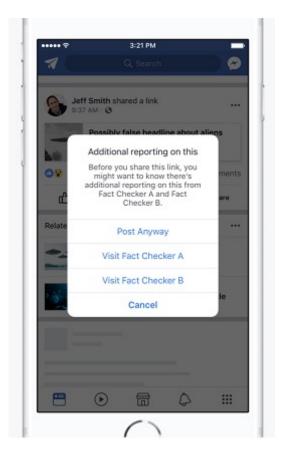


Related Articles from Fact-Checking Organizations

Works in some situations, better if it also includes a description of the fact-checking organization









## Questions for Search Engines

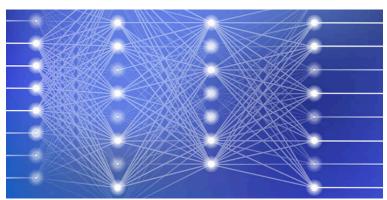
- How do we balance search results which match existing beliefs vs. challenging users with alternative views?
- If people choose news outlets in part due to political leaning, could vertical search engines rank & filter results to match audience views?
- How do we frame, measure, and address potential harm of search results (e.g. "alternative" facts), be they errors or intended diversity?
- How do we evaluate information gain alongside potential varying severity of harm to some number of users?





the DEEP LEARNING Revolution





Al Trained on Decades of Food Research Making Brand-New Research Foods An AI System Spontaneously
Develops Baby-Like Ability to

Al can learn realworld skills from

Al is now better at predicting mortality than human doctors

A new Al acquired humanlike 'number sense' on its own

Here Comes the World's First Al-**Generated Whisky** 



### Human Help Wanted: Why Al Is Terrible at **Content Moderation**

Al's frequent failure to understand context means that, for now, monitoring user-generated content on the web will remain a cat-and-mouse game that requires plenty of human labor.



By Ben Dickson July 10, 2019







# What happened when humans stopped managing social media content POLITICO BY MARK SCOTT AND LAURA KAYALI

This article is part of a special report, The Essential Tech Worker.

October 21, 2020 | 5:56 pm

As the coronavirus pandemic swept the world, social media giants like Facebook, Google and Twitter did what other companies did. They sent workers home — including the tens of thousands of people tasked with sifting through mountains of online material and weeding out hateful, illegal and sexually explicit content.

The COVID-driven experiment represented a real-world baptism of fire for something social media companies have long dreamed of: using machine-learning tools and artificial intelligence — not humans — to police posts on their platforms.

In their place, the companies turned to algorithms to do the job. It did not go well





Published February 24, 2021

# How Covid-19 lockdowns weakened Facebook's content moderation algorithms

Facebook sent thousands of content moderators home due to coronavirus—and its algorithms suffered.

During a company briefing today (Feb. 24), Facebook's organic content policy manager Varun Reddy acknowledged that because a lot of human reviewers across the globe had to be sent home during the early months of the pandemic, the feedback loop for monitoring content was fractured. The AI learns from human moderators, he explained, adding that the reduction in human vetting volumes has changed "how effective the AI is over time," he said.

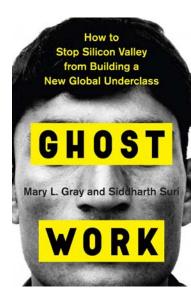


## The Myth of Automation

From the industrial revolution to today's information revolution, technological advances have not reduced the use of human labor to deliver the "last mile" of required capabilities for practical adoption

### Frontier continually advances, yet always remains

- Gray and Suri (2019) "ghost work"
- Ekbia and Nardi (2014) "heteromation"
- Irani and Silberman (2013) "invisible work"







### JEFF BARR and LUIS FELIPE CABRERA, AMAZON WEB SERVICES

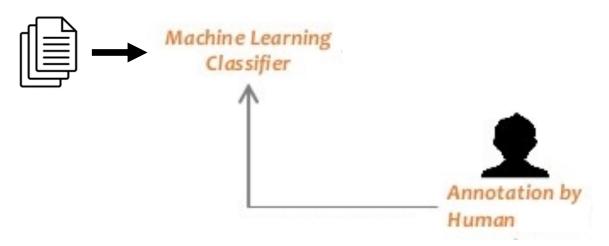
May 2006 ACM QUEUE

New technology allows software to tap real human intelligence.

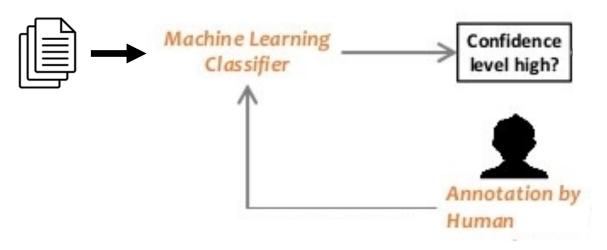
### **Human Computation**

"Software developers with innovative ideas for businesses and technologies are constrained by the limits of artificial intelligence... If software developers could programmatically access and incorporate human intelligence into their applications, a whole new class of innovative businesses and applications would be possible... people are freer to innovate because they can now imbue software with real human intelligence."

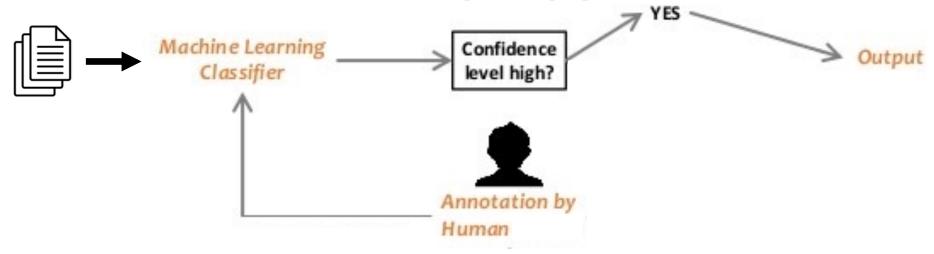




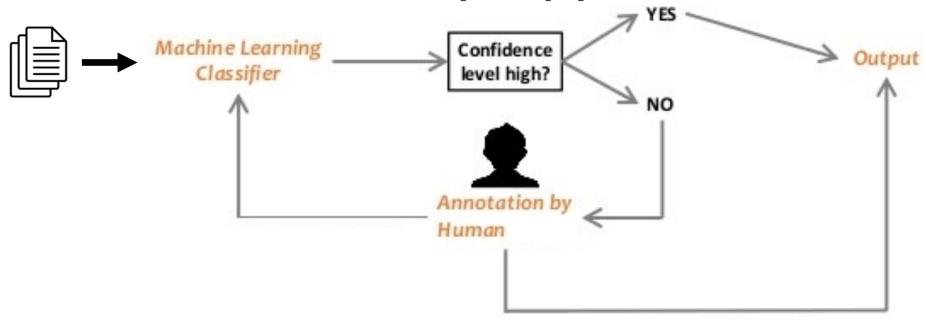














## Who is the human in-the-loop?

- The user (e.g., platform moderator, fact-checker, end-user, etc.)
  - Decision support systems (e.g., who gets a bank loan or parole)
  - Division of labor design for complementary roles / strengths
    - e.g., Google

- Behind-the-scenes "cloud" workers
  - Crowdsourcing / human computation



#### Round Table at the CLEF-2020 CheckThat! Lab on September 22, 2020: David Corney, Full Fact

### What do fact checkers want?

- To know what is the most important claim to check today
- 2. To know when someone says something that they've already checked
- 3. To check claims as quickly as possible

IJCAI-2021: Automated Fact-Checking for Assisting Human Fact-Checkers.

Preslav Nakov, David Corney, Maram Hasanain, Firoj Alam, Tamer Elsayed,

Alberto Barrón-Cedeño, Paolo Papotti, Shaden Shaar, Giovanni Da San Martino

Check-worthiness

Verified claim retrieval

Evidence retrieval / claim verification





<u>Automated Fact-Checking for Assisting Human Fact-Checkers</u>



## Explainable Fact-Checking

- Goal: Is "fact" vs. "fake" all that people want to know?
- Trust: Why trust a "black box" classifier?
- Error: How can we design intentionally for AI fallibility?
- Bias: How can we detect & mitigate bias (user or AI)?
- **Partnership**: How can we combine human intellect & experience with AI speed & scalability? (designing for *humans-in-the-loop*



### **Believe it or not: Designing a Human-Al Partnership for Mixed-Initiative Fact-Checking**



with An Thanh Nguyen (UT), Byron Wallace (Northeastern), & more!











Lab: ir.ischool.utexas.edu



Slides: slideshare.net/mattlease







### Demo!

### Claim Checker

Enter a Claim

**Check Claim** 

Try A Random Claim

#### Example Claims:

Vice Media CEO Shane Smith paid 300,000 for a Las Vegas dinner ISIS fighters were caught trying to enter the U.S. via the U.S.-Mexico border A N.Y. high schooler earned 72 million in the stock market



### But what about user bias?









### CobWeb: A Research Prototype for Exploring User Bias in Political Fact-Checking



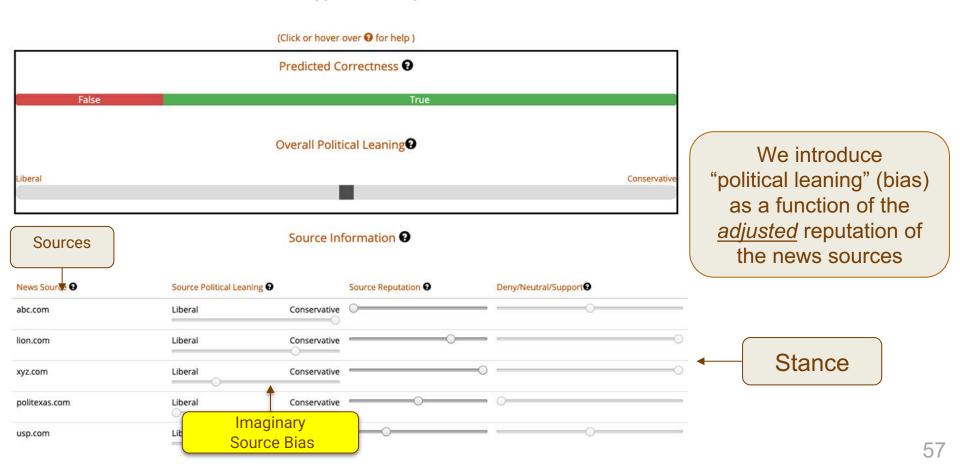
Anubrata Das, Kunjan Mehta and Matthew Lease

ACM SIGIR 2019 Workshop on Fair, Accountable, Confidential, Transparent, and Safe Information Retrieval (FACTS-IR). July 25, 2019

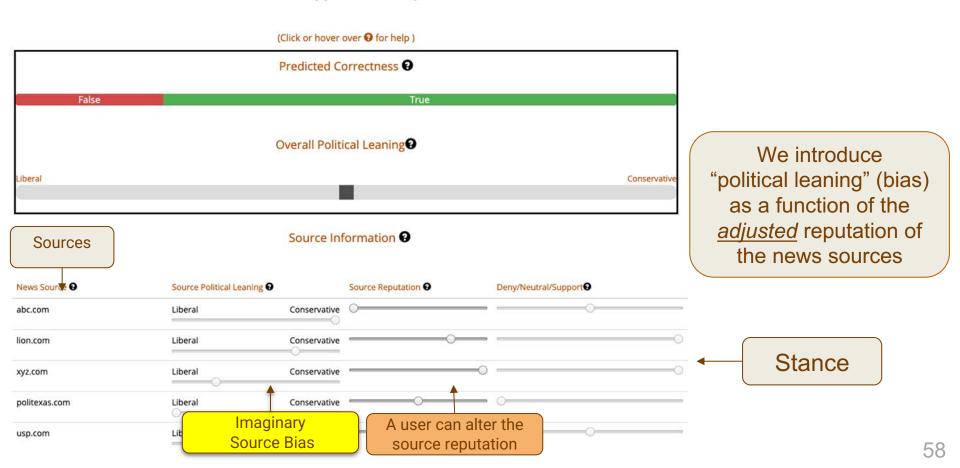




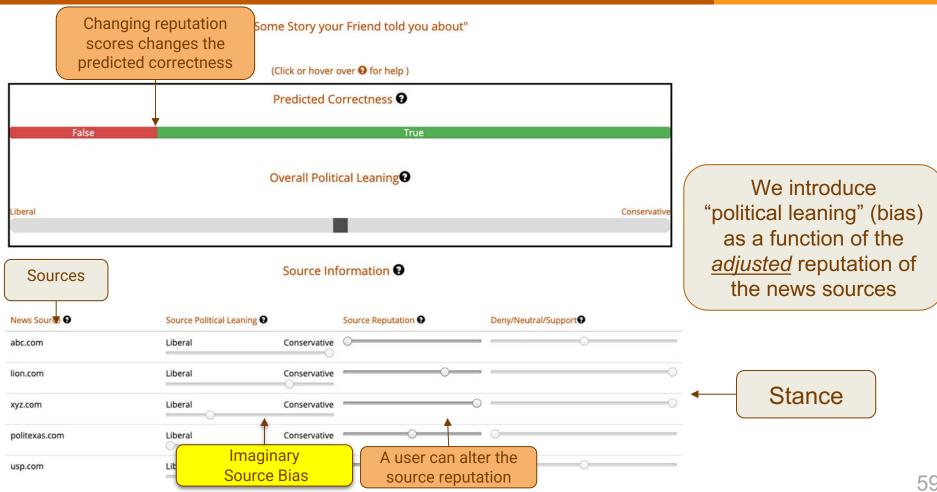




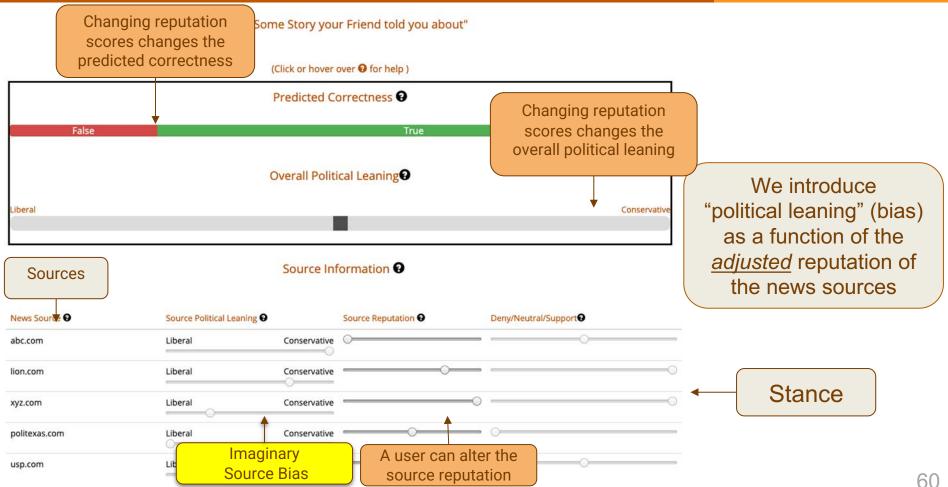




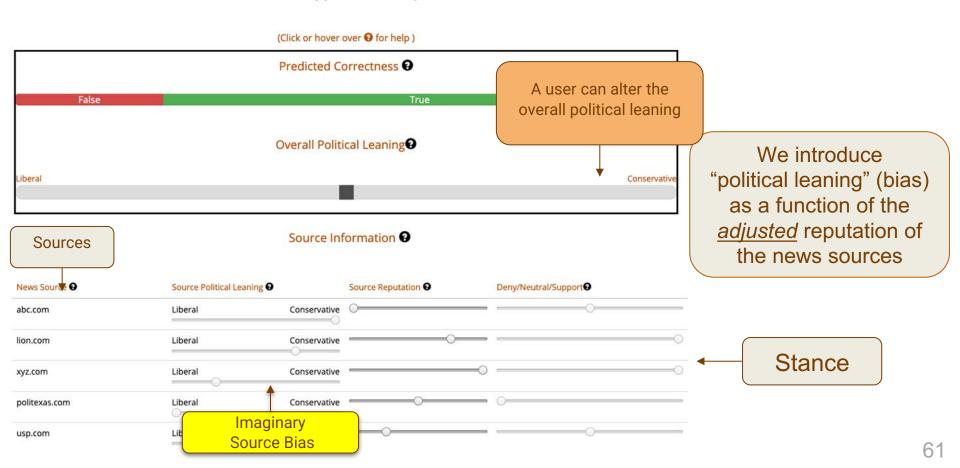




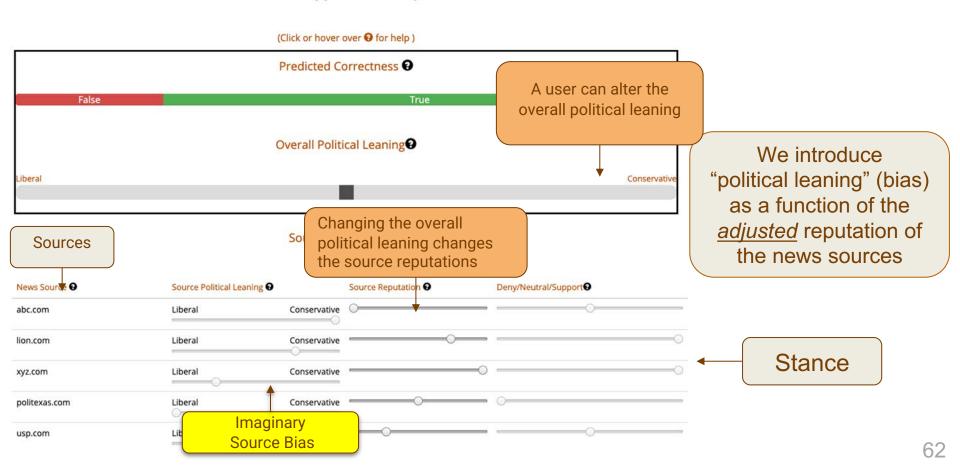




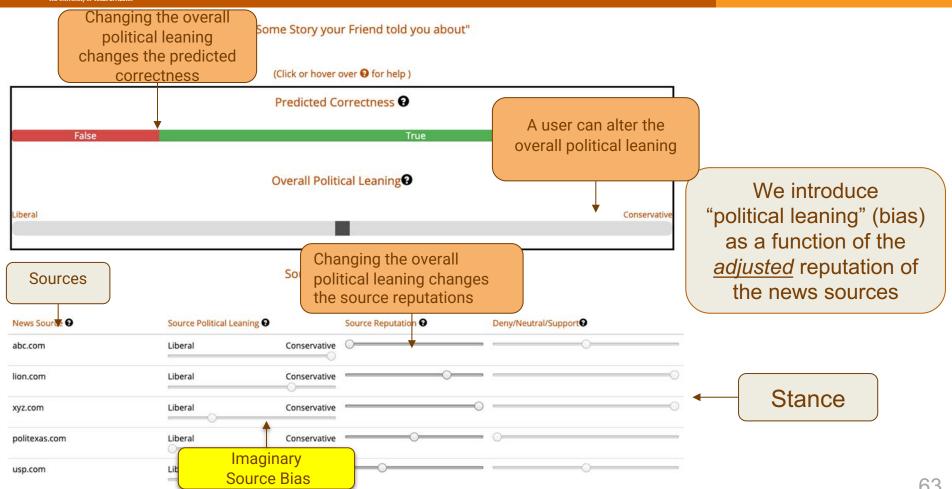














## Work by others...





Reuters Credible Fake

Most U.S. COVID-19 vaccines go idle as New York, Florida move to penalize hospitals

NEW YORK (Reuters) - More than two-thirds of the 15 million coronavirus vaccines shipped within the United States have gone unused, U.S. health officials said on Monday, as the governors of New York and Florida vowed to infectious coronavirus variant originally detected in Britain. "I don't want the vaccine in a frid... (Click to read more).



The Guardian on MSN.com Credible Fake

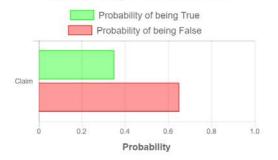
Zimbabwe enters Covid lockdown amid fears over crowded new year parties

© Provided by The Guardian Photograph: Tsvangirayi Mukwazhi/AP Parties and new year celebrations that attracted thousands of revellers with little social distancing or mask wearing have triggered panic and a strict 30-day showing huge crowds partying with no regard to Covid-19 regulations prompted an outcry on social ... [Click to read more]



## CredEye

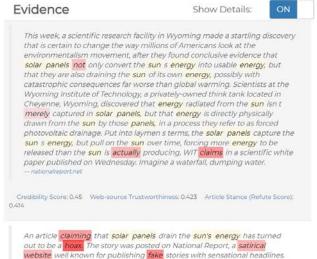
### Credibility Assessment



Do you agree with the assessment?







out to be a hoax. The story was posted on National Report, a satirical website well known for publishing fake stories with sensational headlines. The bogus report read: "A scientific research facility in Wyoming made a startling discovery that is certain to change the way millions of Americans look at the environmentalism movement, after they found conclusive evidence that solar panels not only convert the sun's energy into usable energy, but that they are also draining the sun of its own energy, possibly



### Perspectrum

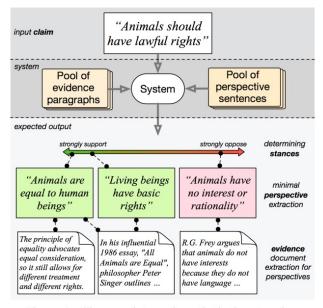


Figure 1: Given a *claim*, a hypothetical system is expected to discover various *perspectives* that are substantiated with *evidence* and their *stance* with respect to the claim.

Seeing Things from a Different Angle: Discovering Diverse Perspectives about Claims <a href="https://arxiv.org/pdf/1906.03538.pdf">https://arxiv.org/pdf/1906.03538.pdf</a>



### Fakta

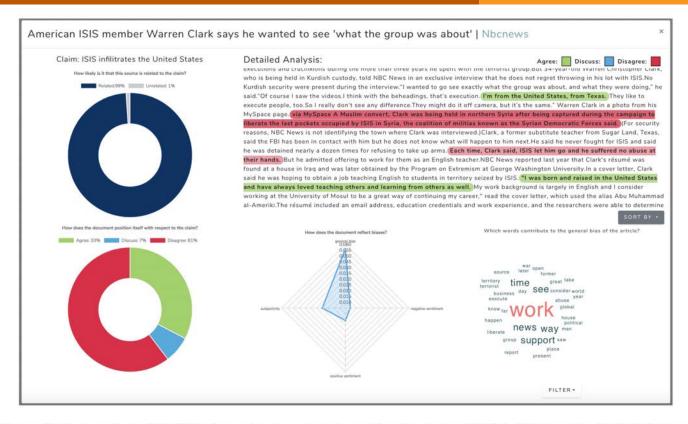
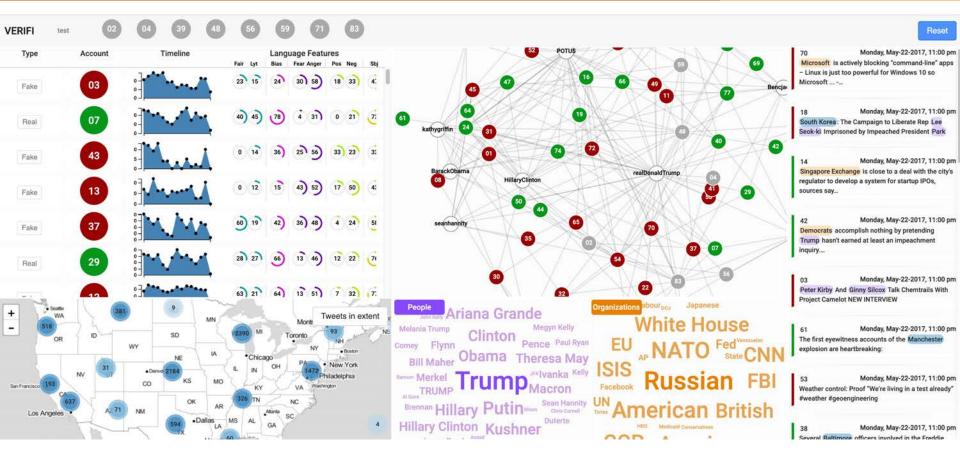


Figure 2: Screenshot of FAKTA for a document retrieved for the claim "ISIS infilitrates the United States."









EN ✓ climate change



#### PRO/CON LIST DOCUMENTS

Filter



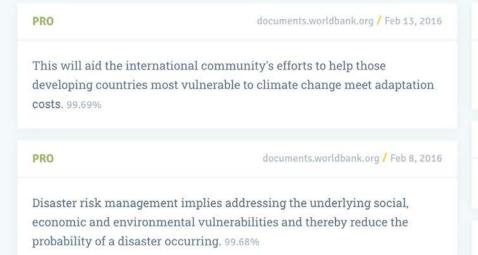
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**Y** 

Found 30 arguments (15 pro; 15 con) in 8 documents (classified 119 sentences in 2.3 s)



Indeed, in many countries, these existing mechanisms are already insufficient of the current level of vulnerability. 99.29%

CON documents.worldbank.org / Feb 8, 2016

Disasters are associated with extreme events. 99.26%

CON

CON



## https://botometer.osome.iu.edu/

### Botometer<sub>®</sub>

An OSoMe project (bot•o•meter)



Botometer (formerly BotOrNot) checks the activity of a Twitter account and gives it a score. Higher scores mean more bot-like activity.



### Thank you!





We thank our many talented crowd workers for their contributions to our research!











Lab: ir.ischool.utexas.edu









