



Making Facts Matter

Dulce Ramos

@WikiRamos

International Fact-Checking Network

Providing facts where opinions are formed

Paris, October 2015

Why Am I Standing Here?



¿Los políticos mienten?



El Sabueso
te lo dice



What Is The IFCN And What Do We Do?

INFORM

[Global Fact](#)

[The Week in FC](#)

ADVOCATE



TRAIN



Poynter.



bit.ly/FactCourse

Fact-Checkers Around The World



Duke Reporter's Lab *(As of June 30th)*

- 126 active
- 64 inactive

👉 **Up 20 per cent
compared to 2016**

Why Do Facts Matter?

WHY DO FACTS
MATTER?

**WE ARE GATHERED HERE
TO MOURN THE PASSING
OF OUR DEAR FRIEND,
FACTS**





What Research Tells Us Now

- [Wood and Porter, 2016.](#)
- Presented 8,100 subjects corrections to claims made by politicians on 36 different topics.
- Backfire effect just in one: The misperception that WMD were found in Iraq.



Transparency And The Code of Principles


 60 applicants /  35 signatories.


With a commitment to:

 Nonpartisanship and fairness.

 Transparency of sources.

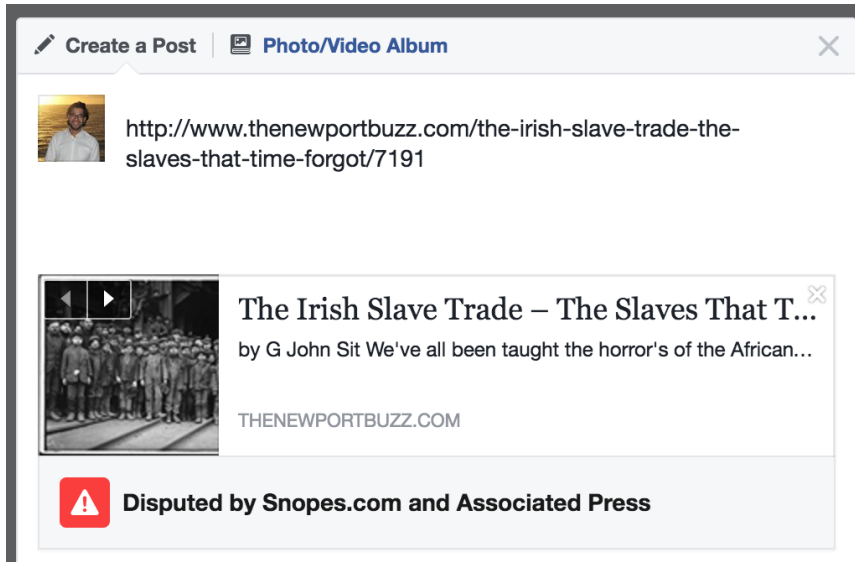
 Open and honest corrections.

 Transparency of funding and organization.

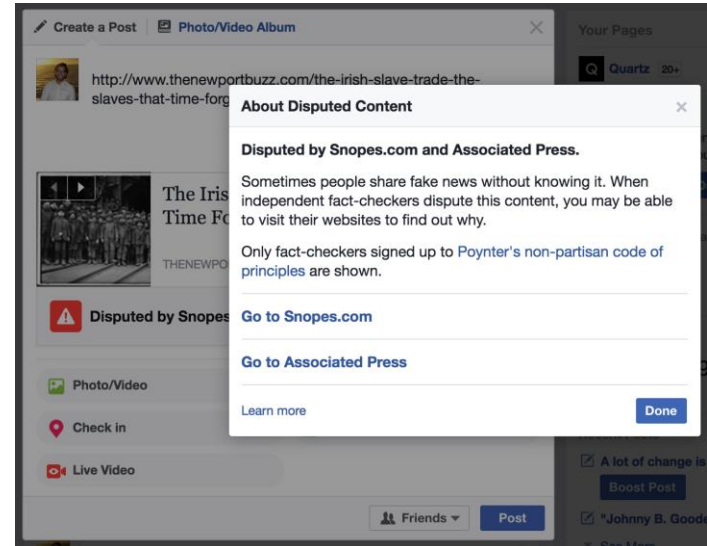
 Transparency of methodology.

Our efforts

Partnership with Facebook: Third Party Fact-Checking



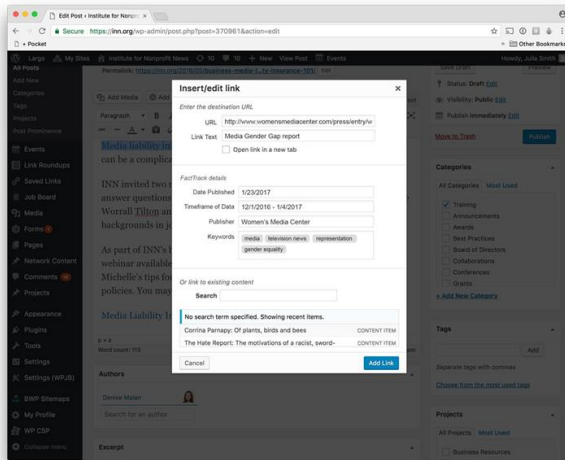
Facebook post interface showing a link to <http://www.thenewportbuzz.com/the-irish-slave-trade-the-slaves-that-time-forgot/7191>. Below the link is a video player with a thumbnail image of a group of men in historical attire. The video title is "The Irish Slave Trade – The Slaves That T..." and the author is "by G John Sit We've all been taught the horror's of the African...". The source is "THENEWPORTBUZZ.COM". A red warning icon with a triangle and exclamation mark is displayed below the video, with the text "Disputed by Snopes.com and Associated Press".



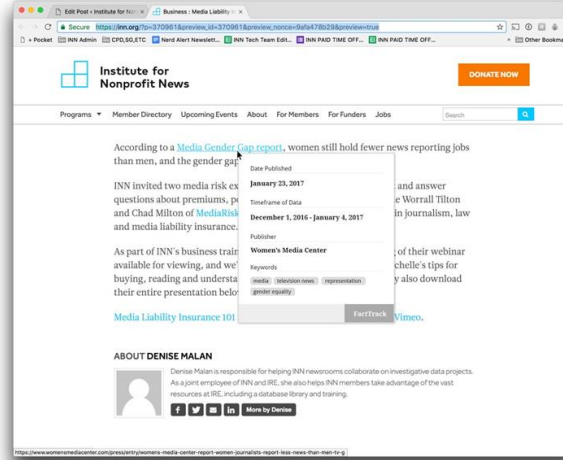
Facebook post interface showing a link to <http://www.thenewportbuzz.com/the-irish-slave-trade-the-slaves-that-time-forg>. A white pop-up window titled "About Disputed Content" is overlaid on the post. The pop-up contains the following text: "Disputed by Snopes.com and Associated Press. Sometimes people share fake news without knowing it. When independent fact-checkers dispute this content, you may be able to visit their websites to find out why. Only fact-checkers signed up to Poynter's non-partisan code of principles are shown." Below the text are two buttons: "Go to Snopes.com" and "Go to Associated Press". At the bottom right of the pop-up is a "Done" button. The background shows the Facebook post interface with a video player and a "Disputed by Snopes" warning icon.

Our efforts

FactTrack: A new leap forward in transparency of sourcing is required.



Backend view (fact-checker CMS)



Frontend view (on individual website)

Our challenges



Evaluating our partnerships.



Funding.



Be where the audience is.



Keep innovating.



Questions?

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