Fact-checking the French election: the CrossCheck collaborative experience

OECD

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How it all started...

First Draft partners meeting in London, November 22, 2016
How it all started...
How it all started...

Designing Jan, 2017
Announcing Feb. 6, 2017
Launching Feb. 6, 2017
The bootcamp

First Draft: work together / see misinformation as a problem

3 days of intensive training

- Far away from Paris
- A must to set up collaborative work (trust)
- Setting the basis of collaboration: How? Why?
- Common settings of tools, knowledge, raising awareness
- Training and informal team building
Sharing tools

- Building a dedicated Google Trends dashboard to identify potential fake news amidst trending queries related to candidates
Sharing tools

- Using Google Image reverse Search and Google Earth Pro to authenticate pictures

*Bellingcat using Google Earth Pro to analyse disputed satellite imagery*
The workflow
A virtual collaborative newsroom

The importance of Slack conversations

- A “private” space to talk about journalism
- A flexible work in progress with no final set of tools or rules
- A possibility to share more between national, regional and local press, also in the fact-checking process
Measuring impact: metrics

More than 60 stories debunked in 10 weeks

Facebook (CrossCheck page)
- 180,598 followers
- 347,800 engagements, 1,207,642 video views

CrossCheck & Partners:
- 51,865 reactions, 18,669 shares

Twitter (CrossCheck account)
- 30,669 profile visits
- 1,919 mentions
- 6,158 retweets
- 3,959 favorites

The importance of sponsored contents

The importance of video VS text
Measuring impact: talks and research

What was unique? Collaboration in fact-checking

- The research project
  Nikos Smyrnaios, Toulouse University
  Emmanuel Marty, Nice Sophia Antipolis University (UNS)

- Interviews and conferences
  - OJA finalist @ 2017 ONA [Washington, Oct. 5-7]
  - More than 300 pages articles and links for CrossCheck in the AFP press review
  - Active participation to at least 20 conferences around the world (Leipzig to Singapore)
Measuring impact: future plans

Fact-checking around elections: UK and Germany projects

- UK: collaboration with Full Fact
- Germany: collaboration with DPA and Correctiv #WahlCheck17

CrossCheck in France: to be continued?

Request to replicate CrossCheck in other countries: methodology

Training curriculum to be launched soon
Thank you!

Questions

https://crosscheck.firstdraftnews.com