

Fact-checking the French election: the CrossCheck collaborative experience

OECD

Paris, October 5, 2017

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@DavidDieudonne



How it all started...

**FIRST
DRAFT**

*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

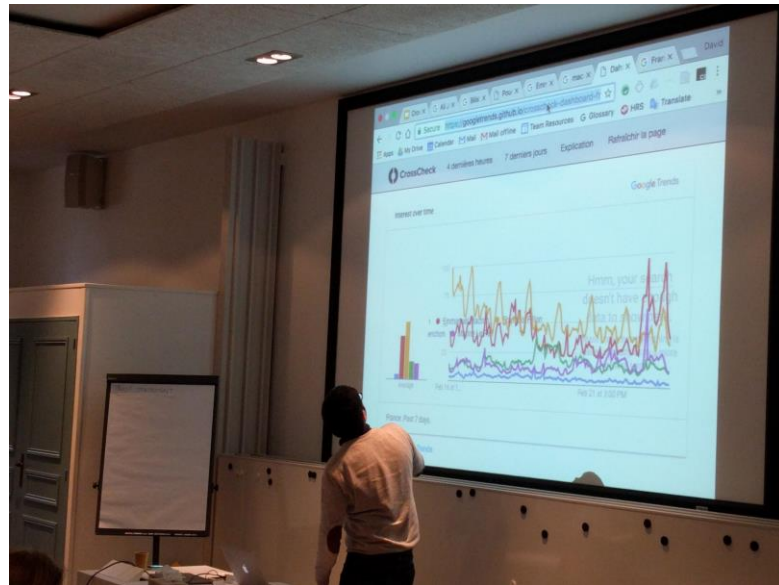
- Far away from Paris
- A must to set up collaborative work (trust)
- Setting the basis of collaboration : How? Why?
- Common settings of tools, knowledge, raising awareness
- Training and informal team building





Sharing tools

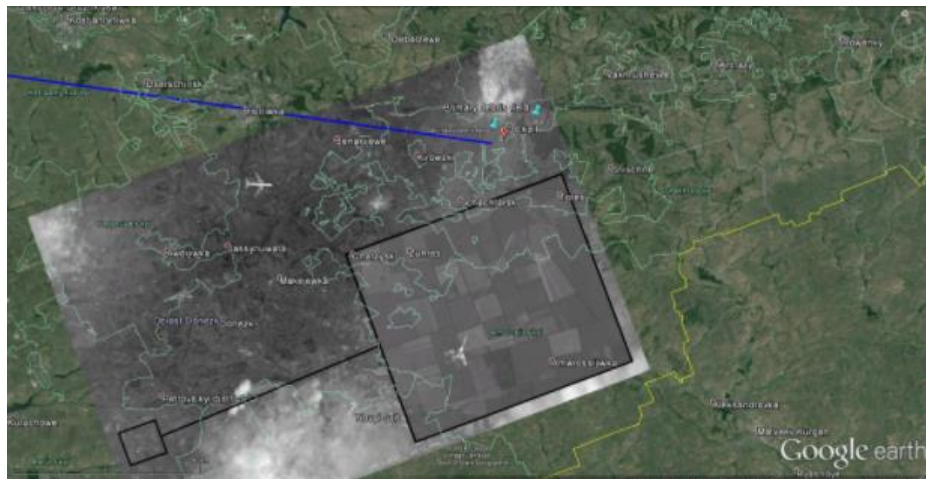
- Building a dedicated Google Trends dashboard to identify potential fake news amidst trending queries related to candidates



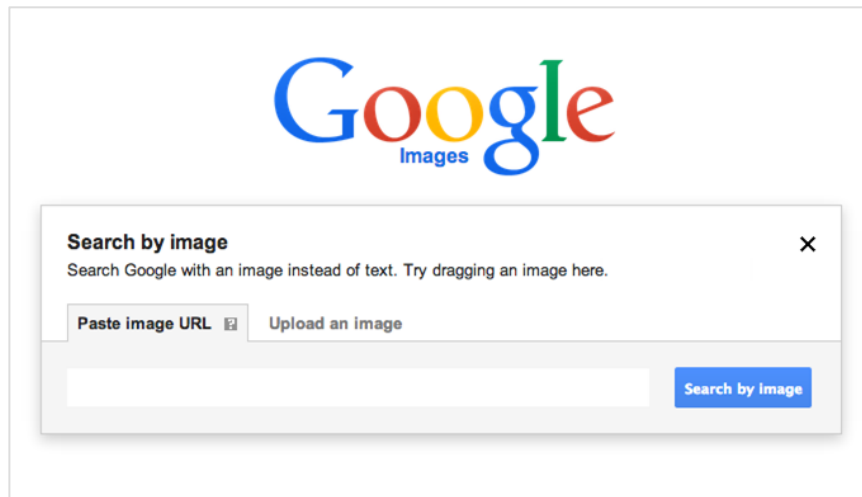
Camilo Moreno from Google News Lab presenting Google Trends dashboard at CrossCheck bootcamp



Sharing tools



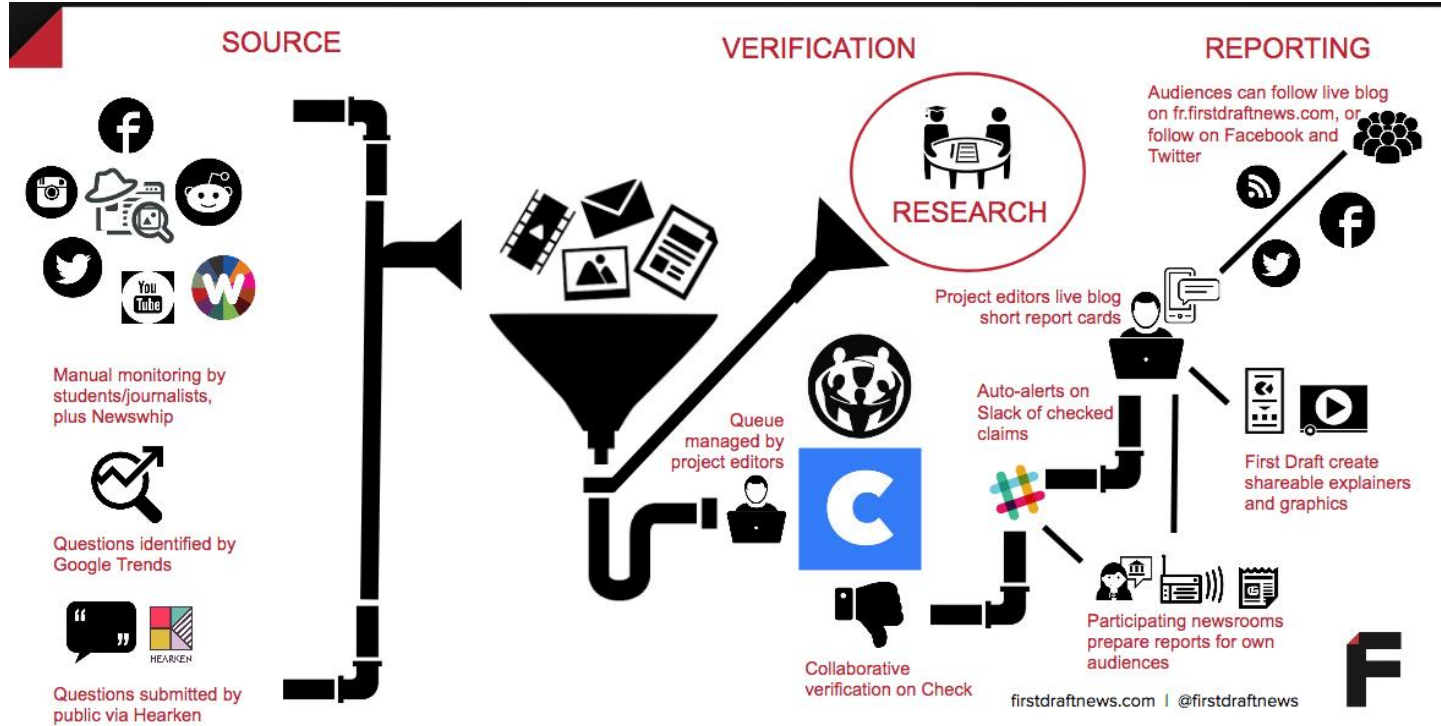
Bellingcat using Google Earth Pro to analyse disputed satellite imagery



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



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

CrossCheck April 18 · 🌐

Contrairement à ce qu'affirmait dans un premier temps Valeurs actuelles, l'homme qui a couvert François Fillon de farine n'est pas fiché S. Il fa été par précaution entre 2012 et 2015, après plusieurs voyages.
<https://crosscheck.firstdraftnews.com/.../enfarineur-tilion-.../>

Contrary to what was claimed in a first time Valeurs actuelles, the man who covered François Fillon flour is not registered. It was a precaution between 2012 and 2015, after several trips.
<https://crosscheck.firstdraftnews.com/checked-french/enfarineur-tilion-fiche-s/>
🔗 Rate this translation

L'enfarineur de François Fillon est-il fiché S ?
CROSSCHECK.FIRSTDRAFTNEWS.COM [Learn More](#)

1,072,513 people reached [View Results](#)

265 Reactions 87 Comments 57 Shares

👍 Like 🗨 Comment ➦ Share 📺 Buffer

👤 Mariejuana Cia, Bernadette Blanc and 263 others [Top Comments](#)



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

The importance of sponsored contents

Twitter (CrossCheck account)

- 30,669 profile visits
- 1,919 mentions
- 6,158 retweets
- 3,959 favorites

The importance of video VS text



Measuring impact: talks and research

What was unique? Collaboration in fact-checking

- The research project

Nikos Smyrnaiois, 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

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