



## Google is Introducing a New Feature for Fact Checking

### ABSTRACT

The article reviews the recent introduction of Google's Fact Check Tool available in the Google News section. The tool is focused on the examination of articles that claim to be correct by checking the facts stated in the articles, based on an algorithmic process in cooperation with review systems. The Fact Check Tool is currently in beta version, accessible on certain websites in the United States and the United Kingdom. The algorithmic process is not yet final and requires improvements in order to state an objective approach towards the reviewing of articles without human affecting the checking.

### KEY WORDS

Google. Fact-checking. Tools. Data+. Search.

Claims of false information spread within social media are on the rise, as citizen journalism and media sharing, of videos in particular, is within reach of the general population and not limited to large organisations, often with special interests as they once were. Some online portals eager to generate traffic and translate that into revenue often publish articles without checking the facts, therefore their articles likely incline to misinform their readers.

Google, the largest search engine on the Internet, has launched a new tool that purports to check the reliability and truthful accuracy of online articles. The "Fact Check Tool" is added to the Google News section in a form of a tag, which marks the trustworthiness of the information in the article.

The review of the articles is based on an algorithmic process cooperating with schema.org, ClaimReview Markup, or Share the Fact widget developed by the Duke University Reporters Lab and Jigsaw. The Duke students Lucas Fagan, Ethan Holland, Caroline Wang with mentoring by Professor Jun Yang participated in the Data+ research project aimed at finding a data-driven solution for fact-checking with a focus on creating automated fact-checking.

The research targets the video record of Trump's 2018 State of the Union speech collected from 10 television channels, including CNN, BBC, Fox and MSNBC. To transcribe the audio, the research lab selected the Google Cloud Speech-to-Text API, examining the transcribed sentences. Sentences with less than 0.9% of reliability are unused in the further research study. In the total of 395 sentences transcribed, the transcription quality of 370 sentences is marked as near perfect to perfect. The collected information is sequentially filtered with the Claim Buster API based on their check-worthy factual claims. The following step is to match the 199 check-worthy facts in the Share the Fact database and consequently, the system finds 30 matches, marking them as fact-checked.



**PICTURE 1:** Data Pipeline, with State of the Union as example

Source: Data Pipeline, with State of the Union as example. [online]. [2018-10-17]. Available at: <[https://bigdata.duke.edu/sites/bigdata.duke.edu/files/site-images/Group\\_12\\_Exec\\_Summary\\_1.pdf](https://bigdata.duke.edu/sites/bigdata.duke.edu/files/site-images/Group_12_Exec_Summary_1.pdf)>

The purpose of the project is to give an outline of the principle in order to fact-check an audio record and its interpretation in online news portals. The study shows the reliability of the selected sources that are allegedly credible.

The Fact Check tool is not a complete invention. A similar markup has been used for 7 years, mainly to tag the character of articles. The Fact Check tool is currently in beta version and the only way to grant access is to be a fact checker, journalist or researcher.

According to Cong Yu, the goal is to decrease the time consumable locating work done on a specific topic by fact-checkers. Based on Reporters Lab, there are 156 active fact checking organisations worldwide that actively check reports in the domestic language. The Slovak active non-profit organisation is Demagog, funded by Vysehrad Fund, located in Bratislava and its affiliated non-profit organisation with a team of three professional journalists, assisted by students, is located in Prague, and focuses on political discussions marking them as true or false.

Fact checks are currently available only in the United States and the United Kingdom, used by the most recognisable news portals including PolitiFact and Snopes. The question of the public arises about who decides on the truth of the fact or otherwise, public opinion is persuaded by multiple approaches and the judgement of the journalist is likely to be influenced by their subjective attitude to a specific subject. The Fact Check tool requires improvement to acquire general admission from the public, otherwise, the society may mark the tool as purposive and subjective, based on the publisher and its owners, an argument that gains traction when taking in consideration Google's own bias and even analysis of PolitiFact on how they gather and ultimately present their data to favour or hinder an individual's credibility at their discretion.

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