the end of facts? taking on fake news

www.factcheckni.org - @FactCheckNI
PSA Schools Competition
BREAKING: COUNTELESS PEOPLE ON FACEBOOK

STILL SHARING FAKE NEWS SITES, DISREGARDING ANY USE OF LOGIC OR CRITICAL THINKING
Top 5 Fake Election Stories by Facebook Engagement (three months before election)

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” (960,000, Ending the Fed)

“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL! Breaking News” (789,000, The Political Insider)

“It’s OVER: Hillary’s ISIS Email Just Leaked & It’s Worse Than Anyone Could Have Imagined” (754,000, Ending the Fed)

“Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office” (701,000, Ending the Fed)

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” (567,000, Denver Guardian)

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook source: Facebook data via Buzzsumo.
Total Facebook Engagements for Top 20 Election Stories

- **Mainstream News**
  - Feb.–April: 15 million
  - May–July: 12 million
  - Aug–Election Day: 9 million

- **Fake News**
  - Feb.–April: 3 million
  - May–July: 7.3 million
  - Aug–Election Day: 8.7 million

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook. Source: Facebook data via BuzzSumo.
A FACT is something that can be checked and backed up with evidence.

An OPINION is something that is based on a belief or a view.
149 fact-checking initiatives in 53 countries
Tripled over the past four years
International Fact-Checking Network (IFCN) Code of Principles

A commitment to:

• **Nonpartisanship and fairness**
• **Transparency of sources**
• **Transparency of funding & organization**
• **Transparency of methodology**
• **Open and honest corrections**
FactCheckNI is an independent fact-checking organisation.

We provide free tools, information and advice so that anyone can check the claims that we hear from politicians and the media.
#Brexit

**Does Northern Ireland sell 60% of its goods to Great Britain?**

CLAIM: 60% of sales from Northern Ireland go to Great Britain. CONCLUSION: Accurate; however the true figure is closer to 56%.

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**Do 30,000 people cross Ireland-Northern Ireland border daily?**

CLAIM: 30,000 people cross Ireland-Northern Ireland border daily. CONCLUSION: Accurate. Indeed, this may be an underestimation, excluding train and other road journeys.

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**Must the SoS call a post-Brexit border poll?**

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**What is EU to Northern Ireland net migration?**

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**Is Northern Ireland a net contributor to the EU?**

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Opinions are often presented as facts.

Critical thinking is being able to distinguish between fact and opinion.
QUICK TIPS
Search by image
Search Google with an image instead of text.

Paste image URL | Upload an image

www.google.co.uk/imghp
If you use Chrome, your browser has a built-in viral image debunker...

"HEARTBREAKING," reads the caption written by the teen meteorology sensation @BjornClydeNOXX. "This is a picture of Hurricane Sandy making landfall in New York!! #Retweet = #Prayer."

Instant retweet, no questions asked, right? Resist the temptation.
A rock fall on the Antrim coast road?

On 9 August 2017, Jim Owens of Belfast posted a picture of a large rock falling onto the Antrim coast road:
Currently sitting on US 52 in Ohio just across from Ashland KY ... - Imgur

https://imgur.com/gallery/yFwVkMS

480 x 270 - Witnesses state a coyote and a roadrunner were near the scene moments before this huge boulder fell to the road. by gibzlerAug 6 2015. Currently sitting on US ...

UPDATE: Route U.S. 52 expected to reopen in Lawrence County Ohio ...

www.tristateupdate.com/story/.../boulder-blocking-us-52-near-ironton-oh

640 x 640 - 10 Apr 2015 - The road will be closed for sometime. ... rubble, the massive 1,500-ton boulder has been cleared from U.S. Route 52 in Lawrence County OH.

Gabi Butler - This photo was taken today of a major rock... | Facebook

https://www.facebook.com/GabiButlerCheer/.../a/1017013505005720/?... 

640 x 640 - This photo was taken today of a major rock slide in Ohio. Sources have confirmed once they removed the boulder they found the remains of a coyote underneath ...
This photo was taken today of a major rock slide in Ohio. Sources have confirmed once they removed the boulder they found the remains of a coyote underneath. Witnesses say they saw a roadrunner speeding away quickly from the scene just after impact.
Error Level Analysis (ELA)
TO THOSE WHO FACT CHECK THEIR MEMES

BEFORE POSTING THEM.
“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln
Our First Champions!