“FACT VS. FAKE NEWS: KEEPING IT REAL IN AN AI WORLD”

KATIE TAYLOR-THOMPSON

MANAGING DIRECTOR
KATIE LINGO
FACT OR FICTION?

@KATIELINGOYORK WWW.KATIELINGO.CO.UK
FACT OR FICTION?
FACT OR FICTION?
We’re all familiar with fake news.

“The connection between journalism and the public is fraying.”

- Reuters Institute Digital News Report 2023
At best, poor content erodes trust.

At worst...

• It influences elections
• It impacts people’s health
• It fuels wars.
Then we have AI.
How do we fight misleading content?

We can follow these tips from LexisNexis and the European Commission, asking ourselves the following questions...
WHO said it?

• Do they have clear expertise (think Google’s EEAT) including author bios, credentials and associations?

• Are they biased? Would they have reason to bend the truth e.g., a salon promoting health benefits of sunbeds?

• Are they transparent about who they are? What can you find out on Whoxy.com?
Do they CITE THEIR SOURCES?

- External links are a given, but are they linking to the primary source e.g., a journal, or just a random stat?

- Have you cross-referenced the content with other publications?

- Do they reference relevant bodies for their industry e.g., NHS for health, Law Society for law, FCA for finance?
Do they have a good REPUTATION?

• Google will generally rank high-quality sites higher based on YMYL and EEAT guidelines

• Sites with a good trust flow (Majestic) have relevant inbound links, including those from universities, local news outlets, industry bodies

• An August 2023 Google update prioritised government and health websites for rich snippets
How does it make you FEEL?

• If the content has provoked an emotional response in you, it may be biased and will need investigating, e.g., political content

• Always check your facts before publishing based on your emotional reaction (think Twitter’s/X’s ‘read before you retweet’)

@KATIELINGOYORK WWW.KATIELINGO.CO.UK
Alternatively: do your own research!

• Interview experts using tools like Qwoted or HARO to find people with the right credentials
• Send a Freedom of Information request in writing but beware of the caveats (see guide to FOI requests here)
• Conduct surveys and publish them on relevant forums, ensuring all sources are named and checked for expertise
Helpful fact-checking tools

- **Full Fact**: Impartial UK-based charity dedicated to fighting misinformation
- **Meta’s Third-Party Fact-Checking Program**: Journalistic partnership with the International Fact-Checking Network, also used by organisations like Reuters
- **NewsGuard**: Reliability ratings for news and information
- **Reuters Fact Check**: The news agency checks recently published stories to debunk myths
- **Facebook Content Ratings**: Guidelines on how Facebook checks facts from altered to satire and false
- **Google Image Checker (pending)**: Gives information on when an image was originally published
Most trusted news sites

• Your UK readers will love you if you cite these sources…*

* Reuters Digital News Report 2023
THE TAKEAWAYS

1. Inaccurate or fake content RUINS LIVES

2. People are sceptical of online content so we must foster TRUST

3. AI content has the potential to be INACCURATE or MALICIOUS

4. Before you hit publish, ask yourself WHO said it and WHY?

5. Don’t be afraid to question sources or DO YOUR OWN RESEARCH
Because of COURSE I’m going to cite my sources...


