



THALES



SocialTruth

www.socialtruth.eu



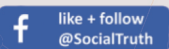
SocialTruth

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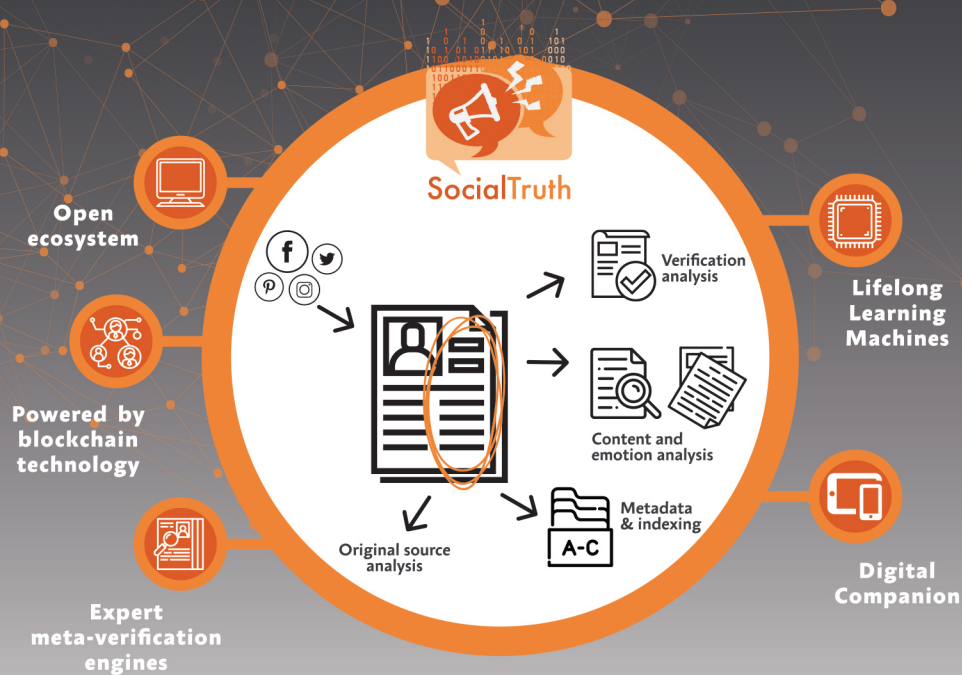


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EMBEDDING VERACITY

IN SOCIAL MEDIA AND THE WEB

SocialTruth's aims to create an open, democratic, pluralistic and distributed ecosystem that allows easy access to various verification services (both internal and third-party), ensuring scalability and establishing trust in a completely decentralized environment.



Background

Social networks, media and web platforms are the standard way in how our societies operate for the purposes of communication, information exchange, conducting business, co-creation, learning and knowledge acquisition. However, the lack of control over the digital content being published and shared, has led the information veracity to be in dispute.

SocialTruth project focuses on creating an open, democratic, pluralistic and distributed ecosystem that enables easy access to various verification services, ensuring scalability and establishing trust in a completely decentralized environment.

The SocialTruth solution

SocialTruth's aims to create an open, democratic, pluralistic and distributed ecosystem that allows easy access to various verification services (both internal and third-party), ensuring scalability and establishing trust in a completely decentralized environment.

Applications of SocialTruth

SocialTruth will integrate its content verification services with various platforms: web search; journalists tools; content development; and browser add-on, and will deploy services them in different application scenarios. Each scenario will provide opportunities for validating different aspects of the SocialTruth meta-verification paradigm:

- Checking sources in the production process
- Digital companion for content verification
- Search engine rankings & advertising preventions for fraudulent sites
- External sources reliability check in the educational domain

Benefits



Individual users to verify the content of Social Media and stop spreading false information



Media organisations, story writers and journalists to cross-check and combine various multimedia information sources



Search engines, Social Media platforms to improve information veracity