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SocialTruth

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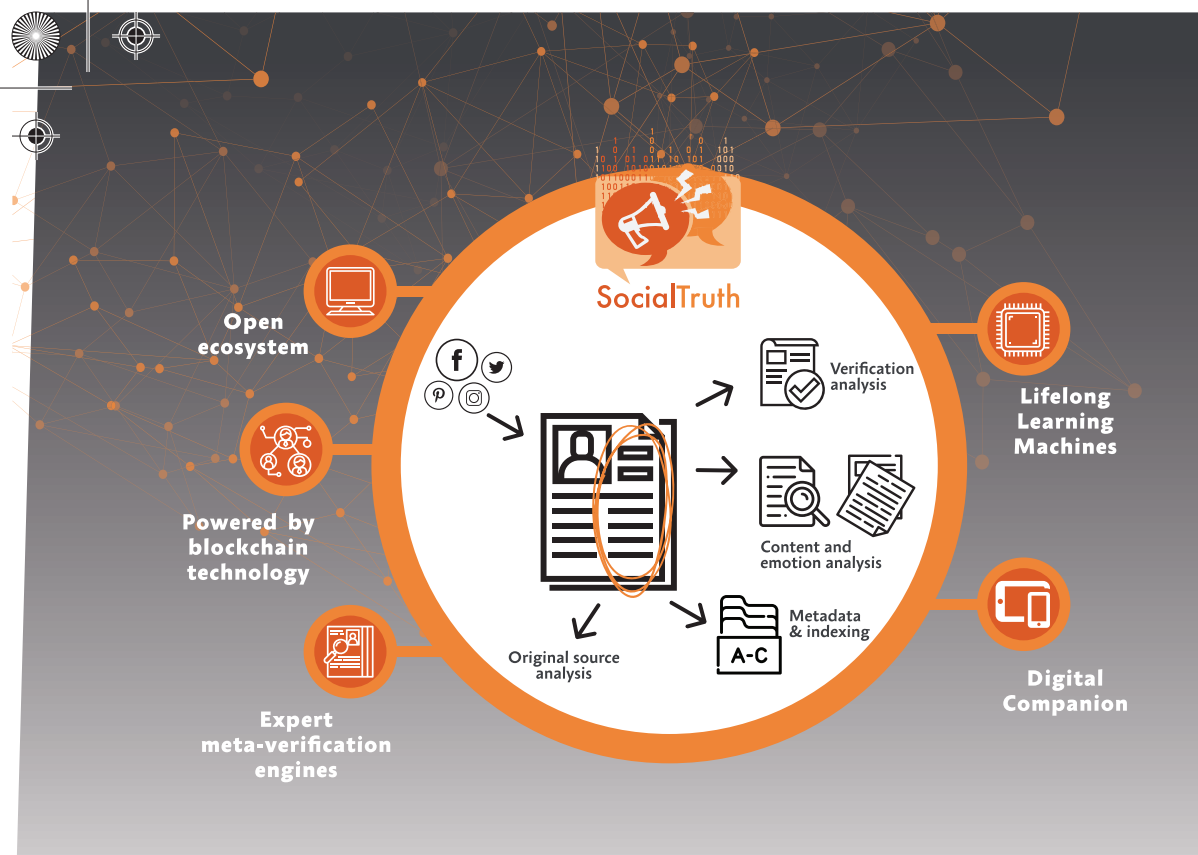


SocialTruth

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.



Open ecosystem with standard interfaces and no vendor lock-in, favouring pluralism and the deployment of reusable, interoperable and interchangeable verification services.

Powered by blockchain technology, for distributed reputation and trust, enhanced security and auditability, with no intermediaries and central authorities.

Expert meta-verification engines with open design that can intelligently fuse multiple verification results.

Lifelong Learning Machines that constantly accumulate experience and learn new paradigms of fake news.

Digital Companion ensuring convenient access to both professional and individual users.

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

