



Google News Initiative



Election Fact-Checking Training Resources

Thank you for attending a Google News Initiative training!
We'd love [your feedback](#) on the session; you can also [get your certificate here](#).

Link to this handout: <https://bit.ly/rtdna>

Contact: [Mike Reilley](#) | mikereilley1@gmail.com | [@itsmikereilley](#) | [@journtoolbox](#) |
[Bluesky Social](#) | [LinkedIn](#) | [Post.news](#)

Additional Resources

Textbooks: [Data + Journalism](#) | [Journalist's Toolbox AI/Reporting](#) |

AI tools: [JournalistsToolbox.ai](#) | [Newsletter](#) | [Training Videos](#)

Google Training

- Discover all the courses and tools at the [News Initiative Training Center page](#)
- YouTube live trainings and past recordings: [YouTube.com/googlenewsinitiative](https://www.youtube.com/googlenewsinitiative)

Google Contacts

- Google News Initiative support: contactgni@google.com
- Pinpoint support: pinpoint-support@google.com
- Google Trends team: trendsdatateam@google.com

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Fun Staff Exercises

[Which Face Is Real?](#)

Test your ability to check for deepfakes.

[Google's Odd One Out](#)

Guess which of the four images are AI generated. Great practice

[Spot the Troll quiz](#)

[NY Times: AI fakes vs. real photos](#)

[Practice images for fact-checking | Folder with other images](#)

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Tools We're Covering

[Google Fact-Check Explorer](#)

[Google Image Search](#)

[TinEye](#)

[Rolliapp | Exercise](#)

[Google Trends](#)

[Google Pinpoint | Practice docs folder](#)

[Sora](#)

How hard is it going to be to tell the difference between real and fake videos? This OpenAI tool will create up to a minute of free video with just a 1-2 sentence prompt. Available now in limited Beta.

[WatchFramebyFrame.com](#)

Great for fact-checking videos. Paste URL into player and hit the arrow keys to look at each shot frame by frame. Watch for shadows out of place, etc. (You can watch frame by frame in YouTube by using the comma and period keys after pausing the video. Comma moves backward and period forward.) Test both out with this famous fake

(watch shadows of bird/kid):

<https://www.youtube.com/watch?v=DPXAK2IJmEQ> | [How to tell it's fake](#)

[MapChecking.com](#)

Fact-check/estimate crowd sizes (protests, rallies, etc.) | Video: [How to use it](#)

[Phone Validator](#)

Use this database to verify phone numbers. Good way to detect robo-call and spam numbers.

[Google Permissions](#)

Not sure if you can use an image or graphic generated by Google? Look it up here.

More Tools and Reading

GOOGLE TRENDS

- [Google Trends](#) - Platform for the analysis of the most searched topics and terms
- [Trends newsletter](#) - Sign up for a daily dose of trends and breakout searches
- Trends on X: twitter.com/googletrends
- Trends on Instagram [@googletrends](#)
- What are Google Trends? - [Explanation by Simon Rogers](#)

PINPOINT

- Visit g.co/pinpoint to sign up. Upload and analyze collections of documents, including transcription of audio and video files.
- To activate AI goodies in Pinpoint: [Request access to GenAI beta](#)
- Extract Structured Data [video](#) and [help page](#)
- [Pinpoint Help](#)
- Files to work with: <https://bit.ly/countrydocs>
 - Import them through Google Drive or download/re-upload into Pinpoint
 - Note that spreadsheets, audio and video files you import are all converted to PDFs in Pinpoint. You can export at the end as a spreadsheet or other format.

Studies | Articles | Videos

- [Poynter: How to Create a Newsroom Artificial Intelligence Ethics Policy](#)
- [DHS Study: Increasing Threat of Deepfake Identities](#)
- [CNN: The Era of Deepfakes in Politics is Upon Us](#)
- [Video: Tips on Spotting AI-Generated Images](#)
- [BBC Verify](#)
- [GIJN: Spotting Deepfakes in an Election Year: How AI Detection Tools Work — and Sometimes Fail](#)
- [Rest of the World Election AI Tracker](#)
A nonprofit publication that is tracking the most noteworthy incidents of AI-generated election content globally. Funded by the Ford Foundation, among others.

Geolocating Images

[Digital Investigations Substack Newsletter](#)

Craig Silverman's excellent newsletter on fact-checking tools and techniques.

[GeoSpy](#)

A freemium tool to identify the location of an uploaded photo. Paid version [GeoSpy Pro](#), will analyze large sets of images and generate insights from the data.

[Picarta](#)

Photo geolocation

[Geolocation Estimation](#)

Free tool. Upload a photo to find the location.

Facial Recognition

[Pimeyes](#)

Use it for facial recognition in photos

[FaceCheck.id](#)

Facial recognition tool. Freemium account

[Face++](#)

Performs a variety of facial recognition functions.

Audio AI Detection

Note: [Testing has shown](#) that many deepfake detection tools show inconsistent results. Still, here are a few worth testing. The technology is getting better.

[AI Voice Detector](#)

Upload audio to scan. Also available as a browser extension. Expensive upgrades.

[Deepfake-o-Meter](#)

Check images, video and audio. Free but requires signup. Several AI detectors produce results in a PDF.

[AI or Not](#)

Audio, image and video detection tool. Free for images but charges for audio and video. Prices start \$9 a month.

[Resemble Detect](#)

Paid tool that does spectral audio analysis and detects tiny artifacts. It's good, but only handles up to 1 minute of audio. Claims "90% accuracy."

[PlayHT](#)

Freemium text-to-voice and voice cloning tool. Also has detection capabilities. Paid tool.

[Eleven Labs AI Speech Classifier](#)

Free tool. Detects if audio has been created in its own AI text-to-audio or video tools.

[Spectrum Analyzer](#)

Fact-check audio

[GIJN: How to Investigate Audio Deepfakes](#)

Video AI Detection

[Sensity.ai](#)

Deepfake video detection. \$200 annual fee.

[DeepWare](#)

Detects AI-generated videos. Upload a video or use a link (latter part of the tool is under construction). Results have been inconsistent but it's worth a try.

[InVid Video News Verification](#)

Also available as a Google Chrome plug-in

Deepfake to test: [Video of Eminem](#) supporting the Economic Freedom Fighters (EFF), South Africa's third-largest political party.

Also: Watch Frame By Frame.

Text AI Detection

Several free ones at the top of the [Journalist's Toolbox AI's plagiarism page](#). Good not just for checking AI-created stories but AI-created press releases as well, as many of them are bogus. Don't rely just on one tool. Use a few on each story/release to make sure you're getting the right read.

Instructors: Use this only as a detection tool, not to sign blame. Speak with the students and give them a chance to “come clean” about the use of AI or plagiarism. Make AI use/disclosure policies clear in newsrooms or on syllabi.

Tips for Detecting AI Video and Audio Deepfakes

- Probe the metadata and domain history of origin sites. Online tools such as [WHOIS](#) can trace the fakes to the original social media account or poster. [RiskIQ](#), too.
- Use the [Phone Validator](#) database to verify phone numbers. Good way to detect robo-call and spam numbers.
- Look for things that seem “off” in videos with frame-by-frame analysis.
- Analyze accompanying text and captions for tell-tale wording and typos. Check for Political slogans, too.
- Cross-check audio with native speakers.
- US Federal Communications Commission has banned the use of AI tools in Robocalls
- Try tool-specific detection portals. [ElevenLabs' AI speech classifier](#) can only detect clips created with ElevenLabs tools.
 - a. Try the [PlayHT Classifier tool](#) to flag general signs of AI manipulation in audio. [AI or Not tool](#) and [Sensity.ai](#).
- Develop expert industry sources. Forensic organizations such as [Reality Defender](#), [Loccus.AI](#), [Respecher](#).
- Consider paid-for detectors that work with multiple languages.
- Monitor for jarring or unlikely word choices.

Source: GIJN

More Tools

[Google Earth and Earth Measure Tool](#)

Fact-check locations with Streetview. Check distances and area with the measure tool.

Follow [@searchthisimage](#) bot on Twitter. Then when you see a photo in a tweet you want searched, just reply under the tweet with @searchthisimage and wait for a bit. The bot should reply on the tweet with a link to the search results.

[Google Scholar](#)

Look up articles in academic journals and case law to fact-check candidate claims and their bios.

[Verification Handbook](#)

Case studies and examples of how to verify photos, video and other news.

[Google Scholar](#)

Look up scholarly literature and case law to fact-check candidate claims during campaigns.

[Advanced Search](#): How to boost Google search and use [search refinements](#)

[Advanced Video Search](#)

[Wayback Machine](#) - This tool can recover a site or a web page in its original state

New ['About This image' feature](#) in search results

[Covering the 2024 elections? Here are some tips and resources from IRE experts](#)

Tips include fact-checking. From Investigative Reporters & Editors

Hack: To open new documents: Type docs.new or sheets.new into our browser field. Just be logged into your Google Drive. Works in any browser.

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Exercise

[Folder with images to fact-check](#)

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Sample Search Operators

Search within a site for a topic: `site:cdc.gov SARS`

Search for a file format/topic: `filetype:xlsx us mass shootings`

Search for words around (near) each other:
`"trump" AROUND(20) "South Carolina" (or other state or topic)`

Search for a file type: `filetype:xlsx us mass shootings`

Joe Biden - Hunter Biden
Stories with Biden but without Hunter

Trump + Pence + insurrection
Stories with all three terms in it. (add more details to shrink results)

Insurrection `Inurl:trump`
Use `inurl:` to find a web address with a specific word(s) in it

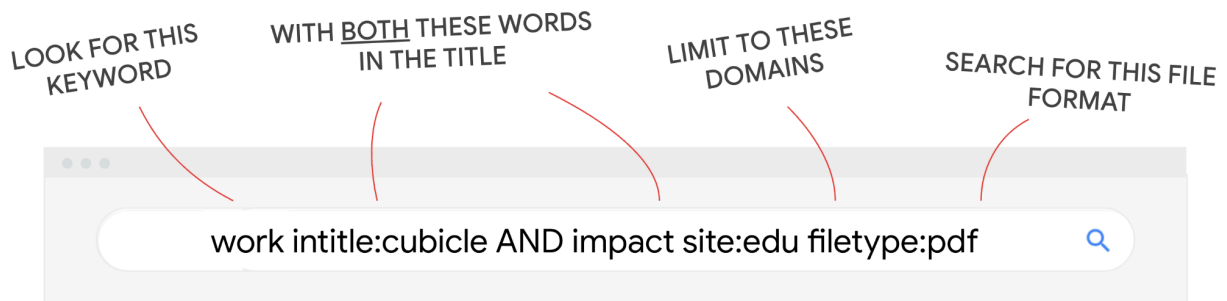
`Site:reddit.com intitle: trump indictment`
Use `Intitle:` to find a word or phrase that's in the headline or subheads of the story or post.

`site:twitter.com/*/lists/fake news`
Search for Twitter lists on a specific topic. You can swap X for Twitter and see if you get the same results.

`Cache:government.se | cache:bbc.co.uk/news`
Find a cached page to a website. See if a candidate has removed something from his or her page and find the older version to screengrab it.

You can string them together for deeper searches:

`Site:linkedin.com intitle:"prompt engineer" (inurl:in OR inurl:pub) -intitle:directory -inurl:dir -inurl:jobs`



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Google Generative AI Search and Gemini

AI tools are still evolving and developing, so your mileage may vary some with using them for fact-checking. Here are a few things I've used and what I've learned ...

1. Turn on Generative AI search in Google Search Labs:

<https://labs.google.com/search/install>

Click the slider button so it's on and Generative AI search results will appear above regular search. You can turn it off to go back to standard search. Google is testing this search feature.

Google Sheets and Docs: Log-in to [Google Workspace](#) to test out features coming to Sheets, like "Help Me Organize" prompts, and Google Docs "Help Me Write" (good for outlining, not writing news articles).

2. ChatGPT for Google Chrome Plug-in. Install here:

<https://chrome.google.com/webstore/category/extensions>

This will run ChatGPT results in the upper right corner of any Google.com search you run. (Works only on my desktop for now; available for Edge and Firefox)

Bing Chat Chrome Extension. Install here:

<https://chrome.google.com/webstore/detail/bing-chat-gpt-4-in-google/pcnhobmoglanpljipbomknafhdlcgcnng/related?hl=en>

This will run Bing Chat results in the upper right corner of any Google.com search you run (desktop only for now)

