



## Debunking Disinformation: A Training Program for Czech Journalism Students

### **Become An Expert Fact Checker and Hoax Buster!**

Opening Workshop for Brno students Program  
Brno: March 14-16, 2018

#### **Day 1 - March 14, 2018**

#### **Factchecking, verification, „fake news“**

*Trainer: Fergus Bell*

*Coordinator: Jaroslav Valuch (mob: 702170427)*

*Venue: FSS MU, Joštova 10, 602 00 Brno (room U42)*

#### **9:00 Registration**

#### **9:20 Opening remarks (TOL) - Jaroslav Valuch**

#### **9:30 - 11:00 Session 1**

##### **SOCIAL NEWSGATHERING: MONITORING**

- This session will teach participants how to set up personal and organization wide social monitoring systems.
- There will be an introduction to large scale monitoring operations and techniques for monitoring both planned events and breaking news.
- The session will highlight the types of tools and combination of tools that can aid social monitoring. It will specifically cover the creation of effective Twitter lists and Tweetdeck columns.

##### **SOCIAL NEWSGATHERING: SEARCH AND DISCOVERY**

- This session will help participants identify the differences between social and traditional sources and the necessary approach to finding useful editorial content.
- It will highlight the types of tools and combination of tools that can aid social search and discovery including how to search social using native functionality on the social platforms.
- Techniques for finding sources and eyewitnesses during breaking news will be covered extensively.

#### **11:00 Coffee break**

#### **11:20 - 12:30 Session 2**

##### **VERIFICATION AS A PROCESS**

- This session will focus on how one verifies UGC and social content and also how participants can go about creating their own processes. The session will also help participants understand how to add context to this new content and where it fits within their existing editorial output and eco-system.



- The approach to this subject is “verification as a process” - an effective technique that provides strong takeaways for any individual journalist or newsroom.

**12:30 - 13:30 Lunch**

**13:30 - 15:00 Session 3**

**EXERCISE: BREAKING NEWS SCENARIO**

- The objective of the session is to apply the theoretical concepts and learned skills from the previous session to a fictional breaking news/newsgathering scenario.
- Fergus will provide details of events as they unfold. Participants will be expected to discuss their options at each stage, explaining and debating the process of verification as well as identifying and addressing the ethical hurdles they encounter.

**15:00 Coffee break**

**15:20 - 17:00 Session 4**

**ETHICS, LEGAL BEST PRACTICE & SAFETY**

- Ethics relating to UGC are essential to the sustainability of digital newsgathering and is fast becoming an issue directly linked with both the maintaining of trust from audiences and the competitiveness of broadcasters in local news markets. This module explores how newsrooms can be ethical and competitive when they communicate with individuals or seek access to their content. Participants will also consider how to keep staff and contributors safe.
- This session will also give an overview of legal best practice covering the following areas:
  - Rights and permissions
  - Crediting UGC
  - Embedding vs broadcast

**FAKE NEWS**

- This session will define the types of fake content that are starting to have an impact today’s newsgathering and identify current industry thinking on potential solutions.
- Fergus will identify how verification theory and practice developed since 2010 can be applied to the “fake news” phenomenon as well as technical processes that will allow newsrooms to identify fake news sites and fake social accounts.

**17:00 End**

**18:00-19:30 Public Event with One World Film Festival in Brno – Share with your friends and contacts**

*(Christiaan Triebert, Fergus Bell)*

*Venue: FSS MU, Joštova 10, 602 00 Brno (auditorium)*



**Day 2 - March 15, 2018**

*Trainer: Christiaan Triebert, Bellingcat*

*Coordinator: Jaroslav Valuch*

*Venue: FSS MU, Joštova 10, 602 00 Brno (room M011)*

**Digital Forensics** (case studies, reversed searches, shadows, geolocation, exercise...)

**9:00 Registration**

**9:20 - 11:00 Session 1**

Introduction to Open Source Investigations: Finding Facts in the Post-Truth World  
*What is open source investigation? A selection of case-studies.*

**11:00 Coffee break**

**11:20 - 12:30 Session 2**

Basic verification techniques. Meta-data, reverse image search, searching YouTube stills, etc.

**12:30 - 13:30 Lunch**

**13:30 - 15:00 Session 3**

Advanced verification techniques: geolocation and working with satellite imagery. Prepared case-study by Christiaan to work with.

**15:00 Coffee break**

**15:20 - 17:00 Session 4**

Advanced verification techniques: geolocation and working with satellite imagery. Prepared case-study by Christiaan to work with.

**17:00 End**

**17:45 - 20:00 Group Dinner Lokál U Caipia** (Kozí 115/3, Brno) *Jaroslav Valuch and Christiaan Triebert*

**Day 3 - March 16, 2018**

**Data Journalism and Visualizations**

*Trainers: Jan Boček and Petr Kočí*

*Coordinator: Jaroslav Valuch*

*Venue: FSS MU, Joštova 10, 602 00 Brno (room Studio 5.27)*

**9:00 - 11:00 Session 1**



#### Getting, Analyzing and Visualizing Data (Jan Boček)

- Historical milestones
- Predispositions of data visualizations - how our brain perceives length, angles, shapes and colors
- Graph as a visual metaphor
- Effective visualization, junk chart
- manipulative visualizations
- Data journalism: sources, analysis and publishing data

**11:00 - 11:20 Coffee break**

**11:20 - 12:30 Session 2**

#### Data Journalism (Petr Kočí)

- Experiences from the IHNED.cz and Czech Radio newsrooms - most interesting fails and troubles

**12:30 - 13:30 Lunch**

**13:30 - 15:00 Session 3**

#### Exercise: Visualizing data for an election campaign

- Collect data, visualize them and run a better campaign than the other parties

**15:00 - 15:20 Coffee break**

**15:20 - 17:00 Session 4**

#### Exercise: Visualizing data for an election campaign

- Presenting results

**17:00 End - Jaroslav Valuch**

#### **Bios:**

##### **Fergus Bell:**

Fergus Bell is an experienced journalist, editor and leading expert in digital newsgathering and the verification of user-generated content. He founded his consultancy, Dig Deeper Media, in 2015 and advises broadcasters and publishers across Europe on social and digital newsgathering and newsroom innovation. He also advises a number of news-focused start-ups in the UK and the US.

He was the Associated Press' first global social media and UGC editor and played a major role in setting the current industry standards on verification. He has also previously led newsroom partnerships and innovation for SAM desk, a social newsgathering tool for newsrooms.

Fergus is a founding member of the Google News Lab supported First Draft News Coalition and is a graduate of the University of Leeds.



Fergus trains journalists on monitoring and searching social media for news content and information, verification, ethics of digital newsgathering, rights management and approaches to "fake news."

**Christiaan Triebert:**

Christiaan Triebert (1991) is a journalist focused on conflict and development. As a member of *Bellingcat*, a open source investigative collective, he provides worldwide training in new verification and analysis techniques. He has published in *Al Jazeera*, *The Daily Beast*, *Foreign Policy*, and *The New York Times*, and also works with monitoring organisation *Airwars*. His work was awarded with the European Press Prize in 2017. In addition to his digital research, Christiaan has worked as a (photo)journalist in a variety of conflict areas such as Ukraine, Iraq, and Syria. He holds a master's degree in Conflict, Security & Development from King's College London and two bachelor degrees (IRIO and Philosophy of a Specific Discipline) from the University of Groningen. Twitter: @trbrtc.

**Jan Boček:**

Jan was co-founder of the data journalism department in 2012 for the IHNEC.cz news portal. Since 2014, he works in the same capacity for Czech Radio. He is interested particularly in education, health, and social topics. Jan was awarded a journalism award in 2015 for his article "Russians against Russians: Country in Undeclared Civil War." An opendata enthusiast, Jan graduated with degrees in journalism, political science, and informatics from Masaryk University in Brno, where he currently teaches data visualization.

**Petr Kočí:**

Petr is a journalist who has specialized in data journalism since 2012. He worked as a journalist and editor for the daily *Lidove noviny* daily (1997-2004), *Nedelni svet* (2004-2006), the weekly *Tyden*, *lupa.cz* (a site covering the Czech internet), and the daily *Hospodarske noviny*. He graduated with a degree in journalism and media studies from Charles University in Prague

**Jaroslav Valuch:**

Jaroslav Valuch is project leader at Press Start, a new global crowdfunding platform developed by TOL for journalists in countries where the press cannot work freely. Jaroslav is an expert in media literacy, social media activism, and communication with crisis-affected populations, having worked with dozens of organizations and civic initiatives in Europe, the Middle East, and Southeast Asia. He joined the Budapest Centre for Mass Atrocities Prevention as a senior researcher and recently led a nationwide communications campaign focused on raising awareness about, monitoring, and mapping hate-motivated violence and hate speech, a program organized by the Office of the Government.

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