



**TOL Information Verification Course:  
Tools and Tactics for Identifying Fake News and Propaganda**

**Third Workshop: Brno, 12 - 13 May 2017**

**Venue: Masaryk University, Jostova 10 (room AVC 5.34)**

**Turning Disinformation and Fake News into a Story and Impact through Collaboration**

**DAY I.**

8:45 - 9:15 Registration

9:15 - 11:00 Making a Story from Disinformation I. (Julia Bayer)

- From the first steps to a finished product (introduction and expectations)
- Telling a story with user-generated content (UGC) and the criteria to pick a story

11:00 - 11:20 Coffee Break

11:20 - 12:30 Making a Story from Disinformation II. (Julia Bayer)

- Research of topics and more on UGC
- A guide through tools to monitor (viral) topics and building up your own network.
- Learn how to search with the right keywords.
- How to use social media platforms to find specific UGC.

12:30 - 13:30 Lunch

13:30 - 15:00 Making a Story from Disinformation III. (Julia Bayer)

- Case study – finding and verifying a story
- Collaboration on Truly Media: verification is about team work. (Truly Media is a collaboration platform where journalists can find, organize, and verify UGC in real-time)

15:00 - 15:30 Coffee Break

15:30 - 17:00 Launching a Fact-Checking Initiative (Jaroslav Valůch and Julia Bayer)

- Facilitated brainstorming and planning

17:30 - Group Dinner (Lokál u Cajpla, Kozí 115/3, Brno)

## DAY II.

9:00 - 11:00 Hands-on Data Visualization (Jan Bocek)

11:00 - 11:20 Coffee Break

11:20 - 12:30 Making a Story from Disinformation IV (Julia Bayer)

- From start to finish
- Publishing and distribution

12:30 - 13:30 Lunch

13:30 - 14:45 Making a Story from Disinformation V (Working in Groups)

14:45 - 15:00 Coffee Break

15:00 - 16:30 Making a Story from Disinformation VI (Teamwork and final team presentations with Julia Bayer)

### Speaker bios:

**Julia Bayer** is a social media journalist, trainer and innovation manager working for Deutsche Welle, Germany's international broadcaster. At the DW research and innovation projects unit, she and her colleagues are developing a new online collaboration platform Truly Media designed to support the aggregation, curation and verification of User Generated Content (UGC). At DW's social media news desk, Julia researches and verifies UGC for (breaking) news. For the Deutsche Welle Akademie, she travels around the world training journalists and NGOs in social media (verification, newsgathering, distribution and mobile journalism) In her spare time, Julia blogs about a zero waste lifestyle and is living it.

**Jan Bocek** was the co-founder of the data journalism department in 2012 for the IHNET.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 open data enthusiast, Jan graduated with degrees in journalism, political science, and informatics from Masaryk University in Brno, where he currently teaches data visualization.

**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.

