

Social Observatory for Disinformation and Social Media Analysis



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SOMA at a glance

Title

Social Observatory
for Disinformation
and Social Media
Analysis



Topic

H2020-ICT-2018-2
Future Hyper-
connected Sociality

ID

825469

Duration

30 months

Start Date
1/11/18



Funding scheme

Coordination &
Support Action



Costs

EUR 987.437



Consortium

5 partners





European Observatory for Content Verification

Real time monitoring for online
disinformation connected to all
relevant stakeholders



TRULY
m e d i a

An innovative **collaborative verification** tool

Aggregate Content



Find

Aggregate content from a variety of online sources

Filter Social Media streams to make discovery easier

Bring all content together in Truly Media collections

Curate Content



Organize

Collaborate in real time across teams distributed all around the world

Create networks within or across organizations

Check content



Verify

Quickly browse through all available data and metadata

Use effective built-in and 3rd party verification tools

Easily report findings through a universal verification checklist





Enhanced **twitter analytics** tool

**Intelligence
based on
measurable
data**

Activity | Network | Influence

Evaluate the credibility of Twitter content

Profile your sources and other Twitter accounts

Detect likely bots and fake accounts on Twitter

Frequently Asked Questions

1 Why are we doing this

Disinformation is exploding by the day

The 'bad guys' are too many and too powerful

We need to combine powers to have any chance of prevailing

2 Why should you do this

To be part of a pan-European effort to rebuild trust

To learn from practices of colleagues

To do your work easier

3 Who can join

Anyone who can argue that they are part of the 'good guys'

A quick background check is carried out for now, but soon specific rules will be agreed

4 How can you join

By sending a short profile of your team and up to three email addresses to be registered

Webinars are frequently organized for training

Work will start immediately after this

Frequently Asked Questions

→ **Is the use of the technological tools free?**

Not for private use. It is free for collaborating in the observatory

→ **Who does the work belong to?**

To the party who carried it out

→ **Is the European Commission involved in the Observatory?**

Only as funder of SOMA. The EC will never intervene in your work

→ **Will we intervene in your work?**

No. We will be working together but not control your work

→ **Are we competing with other initiatives?**

No – we can all work together

Frequently Asked Questions

→ **What do we ask of you?**

To be part of this and let us announce you as member.

To allow us to publish links to your findings.

→ **Are we asking you to sign on any terms for this?**

Not now. But terms will have to be set and agreed in this start period together with a core team of members

→ **Does this mean more human resources needed from you?**

This is up to you. Collaborating with others may mean less effort needed by everyone

→ **Can there be financial benefit in this for you?**

Not directly. But doing your work easier/faster can also bring financial benefit. Separate business model is also to be discussed later on...



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