

Blackbird.ai



PROBLEM:

AI technologies are needed to detect misinformation at scale across the open web, but such technologies are incapable of picking up on the nuances of misinformation, requiring intervention from human intelligence.

NEWSGUARD'S SOLUTION:

NewsGuard compiled the first exhaustive data set of the major misinformation narratives online that was curated by humans but designed for AI: its Misinformation Fingerprints™. NewsGuard partnered with Blackbird.ai, an artificial intelligence company that monitors online discourse around harmful narratives, to test how NewsGuard's Fingerprints™ could be paired with AI to detect misinformation at scale across the web. Using two Fingerprints™ in a test case, the two companies were able to prove the combined power of their solutions. The test “surfaced a wide range of instances of both hoaxes on Twitter, YouTube, and the open web,” including large pages and accounts that had not been flagged by social media company fact-checkers. The results were published in a joint whitepaper, which found that the ability to augment manual assessment of online claims with AI systems can provide benefits in several areas, including hoax detection and mitigation, early detection of emergent harmful narratives and platform content moderation.

“Our findings illuminate the benefits of Blackbird.ai’s AI in providing automatic detection of hoaxes and related stories at scale when combined with NewsGuard’s human experts crafting machine-readable narratives that provide a unique identifier, or “fingerprint,” to empower Blackbird’s AI tools to hunt down online hoaxes.”

– **Joint Whitepaper by NewsGuard and Blackbird.ai**

