REVEALing hidden concepts in Social Media

Deliverable D8.2.3
Dissemination activities report

Editor(s): Ruben Bouwmeester
Responsible Partner: DW
Status-Version: Final Deliverable – v2.0
Date: 31/12/2016
EC Distribution: Public

Project Number: FP7-610928
Project Title: REVEAL
<table>
<thead>
<tr>
<th>Title of Deliverable:</th>
<th>Dissemination activities report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Delivery to the EC:</td>
<td>31/12/2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Workpackage responsible for the Deliverable:</th>
<th>WP8 – Training, Dissemination and Exploitation Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s):</td>
<td>Ruben Bouwmeester, Jochen Spangenberg</td>
</tr>
<tr>
<td>Contributor(s):</td>
<td>All partners</td>
</tr>
<tr>
<td>Reviewer(s):</td>
<td>INTRASOFT</td>
</tr>
<tr>
<td>Approved by:</td>
<td>All Partners</td>
</tr>
</tbody>
</table>

**Abstract:**
This deliverable presents the dissemination activities that have been carried out, the dissemination materials that have been produced and the effects that were achieved in the course of the reporting period from April 2015 (M18) up to - but partly excluding - December 2016 (M38). The initial dissemination strategy can be found in deliverable D8.2.1 – Dissemination plan and initial set of activities.

The REVEAL dissemination deliverable is to be used by consortium members and the European Commission in order to acquire a complete picture of the dissemination activities that have been performed. Furthermore, individually performed dissemination activities are presented, including participation at events and conferences, as well as publications to date.

An overriding aim of the dissemination strategy was to engage the REVEAL target audiences and project stakeholders. This engagement has shaped the project’s impact both within the project consortium, as well as in the greater community.

**Keyword List:**
Dissemination activities, dissemination material, website, Social Media, events, publications, conferences, journals, impact
## Document Revision History

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Modifications Introduced</th>
<th>Modified by</th>
</tr>
</thead>
<tbody>
<tr>
<td>V0.1</td>
<td>12/12/2016</td>
<td>Creation of the document structure and initial draft</td>
<td>DW</td>
</tr>
<tr>
<td>V0.2</td>
<td>14/12/2016</td>
<td>First round of internal comments, additions, modifications</td>
<td>DW</td>
</tr>
<tr>
<td>V0.3</td>
<td>15/12/2016</td>
<td>Inclusion of data/material provided by all project partners</td>
<td>DW/ALL</td>
</tr>
<tr>
<td>V1.0</td>
<td>16/12/2016</td>
<td>Completed first draft and sent for internal DW review</td>
<td>DW</td>
</tr>
<tr>
<td>V1.1</td>
<td>16/12/2016</td>
<td>DW internal reviewed version sent to consortium for final comments</td>
<td>ALL</td>
</tr>
<tr>
<td>V1.2</td>
<td>19/12/2016</td>
<td>Final additions / modifications included in final draft deliverable.</td>
<td>DW</td>
</tr>
<tr>
<td>V1.3</td>
<td>19/12/2016</td>
<td>Internal review by INTRASOFT</td>
<td>INTRA</td>
</tr>
<tr>
<td>V1.9</td>
<td>20/12/2016</td>
<td>Final formatting and addressing of internal review comments</td>
<td>DW</td>
</tr>
<tr>
<td>V2.0</td>
<td>31/12/2016</td>
<td>QA, Final Approval, Submission to EC</td>
<td>INTRA</td>
</tr>
</tbody>
</table>
CONTENTS

1 INTRODUCTION ............................................................................................................. 10

2 DISSEMINATION ACTIVITIES REPORTING ......................................................... 11
   2.1 WEBSITE ........................................................................................................... 11
   2.2 TWITTER .......................................................................................................... 18
   2.3 SLIDESHARE / PRESENTATION CHANNELS ............................................... 24
   2.4 YOUTUBE / VIDEO PRODUCTIONS .............................................................. 24
   2.5 DISSEMINATION EVENTS ............................................................................... 26
   2.6 PAPERS & PUBLICATIONS ........................................................................... 30
       2.6.1 Scientific papers and publications ............................................................ 30
       2.6.2 Other publications ................................................................................. 34
   2.7 PHYSICAL DISSEMINATION TOOLS ............................................................. 38
       2.7.1 Banners .................................................................................................. 38
       2.7.2 Flyers ..................................................................................................... 38

3 COLLABORATION WITH OTHER PROJECTS, INITIATIVES AND PEOPLE ..... 39

4 SUMMARY AND CONCLUSIONS ........................................................................... 42
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>REVEAL website</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Website - visits over time</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Website - visits by day of week</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Website - access via Social Media</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Website - visitor map</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>REVEAL Twitter channel</td>
<td>18</td>
</tr>
<tr>
<td>7</td>
<td>Twitter - tweets most retweeted</td>
<td>20</td>
</tr>
<tr>
<td>8</td>
<td>Twitter - most influential followers</td>
<td>21</td>
</tr>
<tr>
<td>9</td>
<td>Tweets showing engagement with diverse REVEAL target audiences</td>
<td>22</td>
</tr>
<tr>
<td>10</td>
<td>Tweets showing impact with diverse REVEAL target audiences</td>
<td>23</td>
</tr>
<tr>
<td>11</td>
<td>YouTube - Observational study video</td>
<td>25</td>
</tr>
<tr>
<td>12</td>
<td>Impressions of the REVEAL final workshop in Athens. Images by Jochen Spangenberg</td>
<td>30</td>
</tr>
<tr>
<td>13</td>
<td>Impressions of multiple events where REVEAL was presented</td>
<td>30</td>
</tr>
<tr>
<td>14</td>
<td>Article about REVEAL Project’s tweet verification assistant on Journalism.co.uk</td>
<td>36</td>
</tr>
<tr>
<td>15</td>
<td>Press release by INTRASOFT with a status update of the REVEAL project</td>
<td>37</td>
</tr>
<tr>
<td>16</td>
<td>Press release by First Draft introducing their Partner Network</td>
<td>37</td>
</tr>
<tr>
<td>17</td>
<td>REVEAL banners for Enterprise and Journalism use cases</td>
<td>38</td>
</tr>
<tr>
<td>18</td>
<td>REVEAL A5 flyers for Enterprise and Journalism use cases</td>
<td>39</td>
</tr>
</tbody>
</table>
LIST OF TABLES

TABLE 1: WEBSITE - METRICS ................................................................. 14
TABLE 2: WEBSITE - MOST POPULAR CONTENT ..................................... 17
TABLE 3: TWITTER - METRICS ............................................................... 19
TABLE 4: SLIDESHARE - METRICS ......................................................... 24
TABLE 5: YOUTUBE - METRICS .............................................................. 25
## DEFINITIONS, ACRONYMS AND ABBREVIATIONS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC</td>
<td>European Commission</td>
</tr>
<tr>
<td>DoW</td>
<td>Description of Work</td>
</tr>
<tr>
<td>OGC</td>
<td>Open Geospatial Consortium</td>
</tr>
<tr>
<td>SMIP</td>
<td>Single Most Important Point</td>
</tr>
<tr>
<td>UGC</td>
<td>User Generated Content</td>
</tr>
<tr>
<td>W3C</td>
<td>World Wide Web Consortium</td>
</tr>
</tbody>
</table>
Executive Summary

Over the last few years we have seen a significant increase in the use of Social Media content in journalism and business communities. At the same time, more and more content is being shared via social networks. Such content is not only shaping but also influencing the debate more than ever (example events are the 'Brexit' campaign or the US elections of November 2016). At the same time, awareness of related aspects, including verification of user-generated content or eyewitness media, has never been as prominent as it is at present and in the recent past. Hardly anybody could escape the '#Fake News' discussions that have made headlines again and again. All this also means that the REVEAL project was initiated and executed at the "right" time in a very favorable environment, considering the overriding topic of verification. It furthermore resulted in REVEAL having significant impact on the research community, as well as on industry and beyond, which is partly owed to the situation outlined above. All this was used to the project's advantage and was integrated in the REVEAL dissemination strategy.

In sum and as a first conclusion, the REVEAL consortium is confident to state that dissemination work performed is considered as excellent, reaching and even exceeding initially formulated goals. Visibility of the project was extremely high. At numerous events in which consortium partners participated, and with a great variety of activities carried out, we reached not only a large number of people, but — more importantly — we reached the "right" people. We established ourselves as an authority in the ‘Verification of Social Media’ sphere.

Very close ties to a large and diverse network have been established in this reporting period as well as throughout the whole project duration. This network includes all the targeted communities as set out in the initial Dissemination Plan, such as the European Commission, the scientific and industrial community, and the community at large.

The trustworthy reputation and standing that the REVEAL project has created over time is reflected, for example, in the fact that REVEAL was approached by "First Draft News" to join its partner network. This network includes authorities and well established players from the news industry as well as social networks such as the New York Times, AlJazeera, BuzzfeedNews, Eurovision, Channel 4 News, YouTube, Facebook, Twitter, Amnesty International, and many more. All partner organizations are authorities in the news and information business and active in or passionate about the field of UGC and its verification (more information here). The partnership is based on the idea that the scale of the challenges that society faces around filtering factual information and authentic content can only be tackled via a global collaboration of organizations working together to find solutions.

Engagement of REVEAL’s audiences via its presence on social networks (in particular Twitter), face-to-face discussions, organization of and representation at relevant events, an impressive list of publications (both academic and non-academic), being featured and portrayed in influential journals, magazines and newsletters, combined with other activities as outlined in this deliverable, clearly supports our claim that the project has reached a rather high level in terms of information diffusion and reputation building. We feel that we can confidently claim of being among the top influencers in the field of Social Media verification.

The impact of the REVEAL project is tangible and diverse. At Deutsche Welle, for example, REVEAL has led to the implementation of a training programme and specific workflows to support better understanding of Social Media verification. Increased awareness has been brought to the business development and strategic departments of a variety of REVEAL partners (e.g. DW and SAG). For developer partners of solutions or components (e.g. ATC), REVEAL has led to the opening of
numerous new business opportunities. For the scientific partners (e.g. CERTH, IT Inno, NCSR'D, Uni Koblenz, Alcatel – now Nokia and SINTEF), REVEAL represented an ideal opportunity to closely tie research results and activities to industry needs and requirements, also gaining respective visibility across domains. This was accompanied well by KU Leuven investigating and publishing about important legal aspects of relevance. Overall project coordination rested in the capable hands of Intrasoft.

The relevance of work carried out and standing of the project is furthermore evident in the fact that REVEAL project partners have been invited to a great variety of conferences and events that dealt with various facets of Social Media verification. Furthermore, lots of positive feedback has been received on the tools and components that have been developed and released by REVEAL's technology and solution developers.

Looking back at months M18-M38 of REVEAL, the project consortium feels it has performed dissemination on the highest level and achieved remarkable results: REVEAL is a member of the First Draft News Partner Network; it is actively involved in the UGC verification activities of the European Broadcasting Union's "Eurovision" network; it is a partner of the European Journalism Centre's "News Impact Summit series" (a set of conferences that held its 17th edition in mid-December 2016 in Amsterdam); it was featured in the trade press; numerous presentations were delivered; at conferences very positive feedback was received on the work done; many high quality papers have been published; and the tools and technology that have been developed as well as the approach taken are well received.

Rounding up, it can be stated that the REVEAL dissemination activities have followed the project's dissemination strategy and – from the measurable results obtained – it shows that we have been successful in that respect, too, especially with the REVEAL website, the REVEAL Twitter channel and our publications. The impact we have been able to generate is tangible and diverse. We have influenced the way journalists work (in particular at Deutsche Welle and other public broadcasters in Europe), supported the case for social media's value and benefits in the business sector (in particular at Software AG) and we have discussed and offered solutions on a European and even global scale by REVEAL’s contributions to a variety of channels and networks and via the tools that REVEAL has made publicly available for everyone to use.

We conclude that the project has reached all its dissemination goals and more. REVEAL will miss being part of the international scene of Social Media verification, and it is likely that this scene will miss REVEAL a little bit, too. Nevertheless, the excellent contacts made and cooperations formed, as well as plans for future exploitation, will survive well into the future and well beyond the formal end of the REVEAL project.
1 Introduction

This deliverable presents the dissemination activities that have been carried out, the dissemination materials that have been produced and the effects that were achieved in the course of the reporting period from April 2015 (M18) up to the project end in December 2016 (M38). The dissemination strategy that builds the foundation for this work can be found in deliverable "D8.2.1 – Dissemination plan and initial set of activities”.

This REVEAL dissemination deliverable is to be used by consortium members and the European Commission in order to obtain a complete picture of the dissemination activities that have been performed. Furthermore, dissemination activities carried out on a partner level are presented, including participation at events and conferences, as well as publications.

The deliverable is based on the activities of all project partners, carried out both individually and collaboratively. Information has been included up until an internal delivery deadline of 15th December 2016, which is 16 calendar days before the deliverable is due and the formal termination of the REVEAL project (31 December 2016). This is the final dissemination deliverable.

The reader is also referred to the REVEAL website on http://revealproject.eu which contains the most recent status of the project. It will be kept accessible online at least as long as it is contractually required and may include further contributions after the project is terminated officially.
2 Dissemination activities reporting

Measuring the effects of REVEAL's dissemination efforts is not only helpful for the project, but also crucial in order to understand the impact of REVEAL.

In the chapters that follow the dissemination tools that are used within the REVEAL project are described. The dissemination activities that have been carried out in the period under consideration (months 18-38) are reported. The exact reporting period is 01 April 2015 until 30 November 2016 for all the Social Network channels as it is impossible to report on December 2016 since this deliverable needs to be prepared and submitted before the end of the month. We aim to include all dissemination activities, also presentations or publications done in December 2016 as far as possible. (If any major activities (especially regarding activities on the website and social media outreach) take place in the last days of 2016 or beyond, we will include them accordingly in the final review presentation.) Per dissemination tool/channel we describe the purpose and the status of the tool/channel at the time of reporting. We have analyzed the reported numbers (when available) and have drawn respective conclusions thereof (if feasible).

2.1 Website

The REVEAL website is designed as a ‘a place to return to’ with key information about the latest developments of the project, news about verification (from tools to initiatives to the market and its actors) as well as information about the project partners, public deliverables, publications, events, etc. The website includes descriptions and links to tools that have been developed in the project, research papers, presentations, videos and demos elaborating on the scenarios and research challenges addressed by REVEAL. The REVEAL website has been the main communication tool to disseminate news, events and achievements.

In order to make the website a place to return to with a higher frequency of content for a focused target audience, it has been designed in a ‘magazine-like style’.

The higher frequency of publications (compared to the ‘average’ EU research project website) is achieved by a publication schedule for the dissemination leader (DW). It was aimed to publish new content on a frequent basis (two to four publications per month on average). To do so, DW used the following editorial formats:

- **Verify This Week** – weekly articles. The editorial team collects interesting information dealing with Social Media analysis and verification issues and writes up short articles referring to external sources, issues of interest and the like. This has already proven to generate a wider audience (also reaching outside the EC co-funded research context) that visits the REVEAL website. Deutsche Welle writes up these articles and is in constant exchange with all REVEAL partners in order to incorporate their input as well.

- **Research Reviews** – the editorial team looks at what other people / projects are doing in the Social Media analysis and verification field and reports about it.

- **Activities** – REVEAL partners report about activities they undertake in the project context, i.e. report about events they attended, their development work and results, and such. This way, the audience can keep up to date with what the REVEAL project partners are up to.
- **Project outcomes** – REVEAL partners report about their achievements in the project. This varies from research done, lessons learned to descriptions of tools that have been developed and how to use them.

The lead for all this is in the hands of DW, but all REVEAL project partners have been encouraged to actively contribute and publish their own articles on the website. In addition to the above, the website also keeps our target audiences informed about REVEAL’s intermediate and final results.

![REVEAL website](image)

Figure 1: REVEAL website

We use **PIWIK** (the open source alternative to Google Analytics) to measure the traffic on the REVEAL website.

The website is linked to other Social Media dissemination channels like Twitter and SlideShare. Crosslinking of content between platforms is done to increase the impact of each single platform.

In this reporting period (01 April 2015 until 16 December 2016 – more will follow before the final project review) we have published:

- 13 Verify This Week articles
- 46 other articles (in reverse order, with the newest article listed first):
  - [REVEAL Results Vol 1: Verification tools, knowledge and code](#)
  - [Pants on fire: content verification tools and other ways to deal with the fake news problem](#)
  - [With REVEAL along the way of the customer journey](#)
- Rules, laws, implications ...
- REVEAL @ NEM Summit
- REVEAL partners with First Draft News
- REVEAL @ First Draft partner meeting and NEM Summit
- REVEAL @ Monitoring Forum Munich on 7 Dec
- Automated Multimedia Verification @ MediaEval 2016
- REVEAL Workshop Review & Resources
- Few days to go – last minute chance to join (free!) REVEAL workshop
- REVEAL workshop on 16 Sept 2016
- Observational study – how do journalists really verify UGC?
- Dealing with UGC and its ownership – Interview with DW’s Head of Social Media News
- Online Hate Speech & Content Policing
- A roadmap to the truth
- Preview: REVEAL at DW Global Media Forum
- Predicting News Popularity by Mining Online Discussions
- Delfi revisited: The MTE & Index.hu v. Hungary case
- Automating Verification? IJF 2016
- Event time
- How to find breaking news on Twitter
- Year 2 – View & Read Some Project Highlights
- Geoparse Benchmark Open Dataset
- Best Wishes to All!
- REVEAL at EC’s Media Literacy EG Meeting
- REVEAL @ WIFS 2015
- The Deutsche Welle Image Forensics Dataset
- ICT 2015 revisited
- REVEAL @ ICT 2015
- Semi-Automated Extraction of Attributed Verification and Debunking Reports from Social Media
- UGC in News @ Prix Italia
- Send in the Robots: Automated Journalism and its Potential Impact on Media Pluralism
- Preview: REVEAL @ Prix Italia
- news:rewired revisited
- REVEAL @ news:rewired
- REVEAL expert seminar on the Right to be Forgotten (RTBF)
- Delfi AS vs Estonia
- REVEAL at CBMI 2015
- Meet(ing) the Verified Pixel Project
- UPDATE: Web Multimedia Verification Workshop
- REVEAL @ EBU TV Assembly
- Multimedia Forensic Investigations
- REVEAL @ Pacific Asia workshop on Intelligence and Security Informatics (PAISI)
- REVEAL @ News Impact Summit
Via PIWIK we have gathered the following data analysis for the REVEAL website:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>1350</td>
<td>1544</td>
<td>31768</td>
<td>1588</td>
</tr>
<tr>
<td>Visits</td>
<td>226</td>
<td>660</td>
<td>16314</td>
<td>816</td>
</tr>
<tr>
<td>Average visit duration</td>
<td>5min17s</td>
<td>2min 46s</td>
<td>2min 1s</td>
<td>2min 1s</td>
</tr>
<tr>
<td>Actions per visit</td>
<td>5,2</td>
<td>2,6</td>
<td>2,2</td>
<td>2,2</td>
</tr>
<tr>
<td>Returning visits</td>
<td>46%</td>
<td>36%</td>
<td>4892 (30%)</td>
<td>30%</td>
</tr>
<tr>
<td>Average Visit duration</td>
<td>7min27s</td>
<td>4min 34s</td>
<td>3min 16s</td>
<td>3min 16s</td>
</tr>
<tr>
<td>returning visit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Countries from which the</td>
<td>43</td>
<td>58</td>
<td>140</td>
<td>140</td>
</tr>
<tr>
<td>website is visited</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Website - metrics

The reporting period used is 01 April 2015 – 30 November 2016 in order to be able to report numbers per month, the numbers of the beginning of December 2016 reflect the numbers of November 2016.

The numbers clearly show that the website has been very well visited over this reporting period. All target KPIs that have been determined at the start of the project have been met. In comparison to the previous period of reporting of visits per month we have an increase of 24%.

The average visit duration went down from 2 minutes and 46 seconds to 2 minutes and 1 second and the actions per visit went from 2.6 to 2.2 actions. This can indicate that the access channels to the REVEAL website have become clear over time and the users know what information to find where. The majority of visitors do not need to browse on the REVEAL website anymore to find what they are looking for. Also the fact that articles are directly linked in Twitter brings users directly to what they are interested in. Any other action taken on the website is a bonus. A high bounce rate (users leaving the website from the entry page without further browsing) of around 65% for our most popular content supports the theory that users access the REVEAL website in a very targeted way. They read the article they have been pointed to and then move away from the website again.

For the period under consideration, there are 30% of returning visitors, which sums up to 4892 visits for this period. That shows that we have succeeded in our strategy to make the website a place to return to. Returning visitors are also more engaged with the website, which is indicated by the longer average time per visit spent on the website.

In total, the website has been visited by people residing in 140 countries. Visitors do not only come from Europe, but also from further afield. This is an indicator that both the REVEAL project and the topic / R&D challenges are clearly of global (or general) interest. (Note: In this context, it needs to be stated that the visitor location analysis is based on the preferred language that viewers use in their browser.)
There is a clear peak in visitors visible on the 7th of June 2016. This seems to originate from a combination of factors:

- First Draft News appealed to their Twitter network to contribute to a survey that REVEAL had published to better understand the issues around social media verification.
- The ARD had just published a blog post in which they explained how they have verified social media content around a bomb attack in Istanbul for which they used a methodology described in the REVEAL publication ‘How to find breaking news on Twitter’.
- The REVEAL consortium had a consortium meeting in Southampton and was sharing their progress with the world via Twitter, frequently pointing to the latest articles on the REVEAL website.

The data on unique visitors per day shows that we are reaching a professional audience that is visiting the REVEAL website mostly during office hours. On weekends, usage of the website is significantly lower.

The analysis of where our visitors originate concerning Social Networks shows that the REVEAL presence is mainly found via Twitter (1266 visits). It can be concluded that the strategy to have Twitter and the REVEAL website strengthen each other seems to work well. The amount of users that find us via Facebook (252 visits) and LinkedIn (34 visits) are low. However, from the outset it was our strategy to clearly concentrate resources and activities on a well-established and regular Twitter presence, and use other Social Networks less actively, but with a more static presence.
The visitor map shows that the REVEAL website is most frequently visited from the US and Germany. It needs to be noted that the visitor location analysis is based on the preferred language that viewers use in their browser. It furthermore has to be stated that a highly engaged verification community resides in the US. The map shown below shows that REVEAL also reaches target audiences outside the EU.

Apart from the numbers presented above it is interesting to see what content on the REVEAL website is most popular. The six most visited content items are listed below. It is interesting to note that in the final reporting period the sub-sites ‘About REVEAL’ and ‘Project Partners’ have risen in popularity (besides our more detailed articles). This indicates a further interest in the development of the REVEAL project.

Also the article ‘REVEAL Workshop on 16 September 2016’ is very well read. This article is particularly interesting as it invites our target audience to the final REVEAL workshop where we have presented multiple tools resulting from the project. These tools were listed in the article ‘REVEAL Workshop Review & Resources’ which was read a total of 456 times.

In the first phase of dissemination, we have created a large user base of the website and general awareness for the topic of verification and the verification landscape in general, for example with the ‘Verify This Week’ articles.

In the second phase of dissemination activities the aim was to engage our users more and present project results as well as discuss issues of topical interest. Both detailed articles with a focus on hands on implementation of verification processes and more generic articles as well as public deliverables were published. In this phase we also moved away from the ‘Verify this Week’ format because First Draft News emerged as the biggest hub for Social Media verification knowledge sharing. REVEAL managed to turn this development around and publish an article on the First Draft
News website and support each other’s work on Twitter. REVEAL also became member of the First Draft News Partner Network.

In the third phase of dissemination activities REVEAL managed to really engage with its audiences, for example via ‘calls for action’ via the website and Twitter, and share hands on working processes for dealing with UGC and tools that journalists can instantly use in their daily workflow.

The popularity of the articles confirms the effectiveness of the dissemination phases that we use as guidelines for the dissemination activities of REVEAL. We have clearly shaped and exploited phase 3 – Impact. For further details see the table below (reporting period from 01 April 2015 until 30 November 2016).

<table>
<thead>
<tr>
<th>Article</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVEAL</td>
<td>About REVEAL</td>
</tr>
<tr>
<td>REVEAL</td>
<td>Project Partners</td>
</tr>
<tr>
<td>REVEAL</td>
<td>REVEAL Workshop on 16 September 2016</td>
</tr>
<tr>
<td>REVEAL</td>
<td>News</td>
</tr>
<tr>
<td>REVEAL</td>
<td>How To Find Breaking News On Twitter</td>
</tr>
<tr>
<td>REVEAL</td>
<td>Publications</td>
</tr>
</tbody>
</table>

Table 2: Website - most popular content
2.2 Twitter

Twitter is extremely useful to inform and engage with our target audiences and their respective communities. Being part of the right communities has proven to be crucial for dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and news about the verification sphere (tools, initiatives, projects, services, strategies, players etc.) have regularly — almost on a daily basis - been provided via Twitter.

Via Twitter it is also easy for our followers to engage with the REVEAL project, either by following, mentioning, retweeting or commenting on our tweets or by following up our calls to action and contribute to questionnaires, test prototypes and give feedback on the work done.

![REVEAL Twitter channel](image-url)
Via Twitonomy the following data analysis for the REVEAL Twitter channel has been gathered:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>107</td>
<td>1268</td>
<td>3158</td>
</tr>
<tr>
<td>Followers</td>
<td>101</td>
<td>361</td>
<td>975</td>
</tr>
<tr>
<td>Retweets of our tweets</td>
<td>46 (43%)</td>
<td>262 (21%)</td>
<td>857 (27%)</td>
</tr>
<tr>
<td>Retweets of our retweeted tweets(^1)</td>
<td>120 (score = 2.63)</td>
<td>677 (score = 2.58)</td>
<td>2711 (score = 3.16)</td>
</tr>
<tr>
<td>Mentions(^2)</td>
<td>64 (score = 0.6)</td>
<td>543 (score = 0.43)</td>
<td>1620 (score = 0.51)</td>
</tr>
<tr>
<td>Favorited tweets</td>
<td>28 (26%)</td>
<td>216 (17%)</td>
<td>785 (25%)</td>
</tr>
</tbody>
</table>

Table 3: Twitter - metrics

Looking at the above data we can conclude the following: After 38 months we have a follower base on Twitter of 975 account holders. This follower base is interested in what we have to say (indicating that we have achieved becoming an authority), which can be derived from the percentage of retweets: 27% of our tweets are being retweeted. Then, the follower base of our followers have retweeted those tweets a total of 2711 times. This implies a factor 3.16 to the amount of retweets. We have been mentioned 1620 times and 785 (25%) of our tweets have been “favoured”, indicating the relevance of what we have to say and the engagement with our audience. All of this gives us a potential reach of 2.038.126 views (total aggregate number of followers of the people who mentioned @REVEALEU).

The number of followers, retweets and mentions have increased every year indicating that Twitter was precisely the right Social Media channel for the REVEAL project to engage with its audience. The numbers are excellent indicating that our audience has been able to find us and our work and values our contribution to the challenges that the media industry faces relating to trust and truth in the digital age.

All initially set targeted KPIs have been reached. What needs to be mentioned specifically is that a follower base of around 1,000 for an EU-funded research project can be considered very satisfactory.

\(^{1}\) Average number of retweets for REVEAL tweets by others. The higher this number, the more the user is considered a valuable source of information by others.

\(^{2}\) Average number of favorites for REVEAL favourited by others. The higher this number, the more the user is considered a valuable source of information by others.
Apart from having 975 followers it is most interesting to see who these followers are, and whether they belong to our target audience, meaning influencers whom we have been trying to reach. Below, we present an overview of REVEAL’s most influential followers (those who have the most followers themselves). This overview shows that there is a valuable mix of many of our target audiences; journalists, people working for the European Commission, Social Media managers, computer scientists and authorities / experts on the topic Social Media Verification (e.g. people like Mark Little, Henk van Ess and Craig Silverman). It is also interesting to notice that the REVEAL project is followed closely by start-ups in the fields of Social Media aggregation and verification.
The REVEAL Twitter channel has proven to be very efficient to engage with our audiences. Below we present a small selection of tweets of which we are particularly proud. They give a flavor of what we got up to and illustrate the engagement with top influencers among our target audience.
Figure 9: Tweets showing engagement with diverse REVEAL target audiences
Figure 10: Tweets showing impact with diverse REVEAL target audiences.
2.3 SlideShare / Presentation Channels

Presentations used for public appearances are made available via the REVEAL SlideShare account and/or the REVEAL website. It is aimed to give the viewer a deeper insight into the project and the individual aspects of it. Over this reporting period (01 April 2015 - 13 December 2016) we have published 13 new presentations on the REVEAL SlideShare channel:

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geoparsing and Real-time Social Media Analytics - technical and social challenges</td>
<td>82</td>
</tr>
<tr>
<td>Veracity &amp; Velocity of Social Media Content during Breaking News</td>
<td>262</td>
</tr>
<tr>
<td>REVEAL Project - Trust and Credibility Analysis</td>
<td>359</td>
</tr>
<tr>
<td>&quot;Extracting Attributed Verification and Debunking Reports from Social Media: MediaEval-2015 Trust and Credibility Analysis of Image and Video&quot;</td>
<td>299</td>
</tr>
<tr>
<td>Prix Italia 2015 - Verification in Social Newsgathering</td>
<td>254</td>
</tr>
<tr>
<td>Verification of UGC/Eyewitness Media: Challenges and Approaches</td>
<td>385</td>
</tr>
<tr>
<td>Web image size prediction for efficient focused image crawling</td>
<td>619</td>
</tr>
<tr>
<td>News-oriented multimedia search over multiple social networks</td>
<td>395</td>
</tr>
<tr>
<td>WWW2015 - RDSM2015 Workshop - Trust and Credibility Analysis</td>
<td>643</td>
</tr>
<tr>
<td>Geotagging Social Media Content with a Refined Language Modelling Approach</td>
<td>403</td>
</tr>
<tr>
<td>Mediarevealr: A social multimedia monitoring and intelligence system for Web multimedia verification</td>
<td>593</td>
</tr>
<tr>
<td>Cross-Media Konferenz &quot;Think Cross - Change Media&quot; in Magdeburg, Germany</td>
<td>530</td>
</tr>
<tr>
<td>News Impact Summit - Verification, Investigation and Digital Ethics – Hamburg, Germany</td>
<td>357</td>
</tr>
</tbody>
</table>

Table 4: SlideShare - metrics

These presentations are about work done in the REVEAL project and are either published on or linked to from the REVEAL SlideShare channel. All KPIs for SlideShare (see page 22 of D8.2.1) have been met.

2.4 YouTube / Video Productions

The REVEAL YouTube channel already contains ten videos in total. In this reporting period (01 April 2015 - 30 November 2016) four more videos have been published by or about REVEAL. To date (15 December 2016), all videos combined have been viewed 1749 times in total.
Via YouTube we have gathered the following data for the REVEAL YouTube channel:

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observational study - how do journalists really verify user generated content?</td>
<td>107</td>
</tr>
<tr>
<td>REVEAL</td>
<td>Year 2</td>
</tr>
<tr>
<td>The #UGCxperiment</td>
<td>EBU SkillsXchange</td>
</tr>
<tr>
<td>Jochen Spangenberg: Sourcing and verifying stories on social media</td>
<td>115</td>
</tr>
<tr>
<td>IRSS 2014 Overview</td>
<td>345</td>
</tr>
<tr>
<td>Interview</td>
<td>REVEAL @ NewsXchange</td>
</tr>
<tr>
<td>REVEAL Team @WWW’14</td>
<td>SNOW workshop</td>
</tr>
<tr>
<td>Interview with Jeff Jarvis on Social Media in Journalism</td>
<td>558</td>
</tr>
<tr>
<td>EC co-funded project REVEAL</td>
<td>230</td>
</tr>
</tbody>
</table>

Table 5: YouTube metrics

A highlight that needs to be specifically mentioned should be that we had the opportunity to do a video interview with Jeff Jarvis (author of ‘What Would Google Do?’ and the blog buzzmachine, professor at City University of New York and a journalist) on the topic “Social Media in journalism” at the Global Media Forum 2014 in Bonn.

The last video produced is an explainer piece about the observational study that was done by IT Inno at Deutsche Welle in order to get better insight into the daily verification processes of journalists.
2.5 Dissemination Events

An important part of the dissemination activities has been to participate in national and international events such as conferences, trade fairs, workshops, summer schools and the like.

The following list is an overview of presentations and participations of the consortium or individual participants in the context of REVEAL from 01 April 2015 until 15 December 2016.

- **Scheduled for 5 January 2017** (taking place outside the REVEAL timeframe): Symeon Papadopoulos (on behalf of CERTH) will present the REVEAL Disturbing Image Detector in a Demo session at the MMM2017, Reykjavik, Iceland. The demonstration will showcase the tool functionalities and application potential both as a stand-alone tool and as an integrated REVEAL component.

- **13 December 2016**: Jochen Spangenberg attended the last News Impact Summit of 2016, organised by the European Journalism Centre and supported by Google News Lab, held in Amsterdam. The day's topic: "Emotions and Digital Storytelling." REVEAL has been a partner of the conference series since March 2015.

- **12 December 2016**: Jun Sun of Uni Koblenz attended a workshop at the ICDM2016 conference (IEEE International Conference on Data Mining) and presented the use case of network user-role analysis in REVEAL and its underlying techniques.

- **7 December 2016**: REVEAL was represented at the Monitoring Forum 2016 in Munich, Germany, with an information booth. The REVEAL partner Software AG was there to showcase the REVEAL enterprise application and get in contact with Social Media and community managers, analysts, strategists, and influencers.

- **23-24 November 2016**: REVEAL was represented at the NEM Summit 2016 in Porto, Portugal, with an information booth. The stand was staffed by Nikos Sarris of ATC and Jochen Spangenberg of DW. At times, Petter Bæ Brandtzæg of Sintef and Paul Walland of ITInnovation also joined in. They showcased project results and engaged with attendees of the summit and NEM Initiative members.

- **26 October 2016**: demonstration of REVEAL and TruthNest in the SciFy Academy Open Data in Athens. By Nikos Sarris (ATC). Presentation photos and video (in Greek) available here.

- **20-21 October 2016**: Verifying Multimedia Use Task @ MediaEval 2016, Hilversum, Netherlands. A REVEAL team including Stuart E. Middleton (ITINNO) and Christina Boididou and Giorgos Kordopatis-Zilos (CERTH) competed in automated verification tasks. More information here.


- **16 October 2016**: presentation of In-depth Exploration of Geotagging Performance, Amsterdam, Netherlands. By Symeon Papadopoulos (CERTH). Presentation available here.
11 October 2016: UK ESRC seminar series – Microenterprise, technology and big data Southampton, UK. Stuart E. Middleton (ITINNO) presented the REVEAL project to the UK social science research community. Presentation available here.

- 26-27 September 2016: ICT Proposers Day in Bratislava, Slovenia. Nikos Sarris (ATC) and Jochen Spangenberg (DW) attended and discussed sustainable use and exploitation possibilities of REVEAL project outcomes.

- 16 September 2016: REVEAL Social Media Verification Workshop 2016 in Athens, Greece. This was the big and ultimate REVEAL workshop. It included two keynote speeches (one by Sam Dubberley of Eyewitness Media Hub, one by Dhruti Shah of the BBC) and presentations by the REVEAL, InVID and Pheme projects, knowledge sharing and demos of results of the three projects.

- 12-14 September 2016: “Social Media Verification Challenges, Approaches and Applications”, keynote speech by Yiannis Kompatsiaris on the 3rd Internet Science conference, Florence, Italy.


- 27-29 June 2016: Jochen Spangenberg represented REVEAL at the Second European Media & Information Literacy Forum in Riga, Latvia. The event was organised by UNESCO in co-operation with the European Commission. Jochen participated on a panel and gave a presentation, outlining practices and challenges regarding verification of eyewitness media. Here’s the agenda.

- 20-22 June 2016: REVEAL was presented at the International Conference on Distributed and Event-Based Systems (DEBS), a conference attended by experts worldwide in the area of event processing in big data, complex event processing, middleware infrastructures, and applications. Christos Vlassopoulos form NCSR “Demokritos” presented work on detecting the top active posts and the most popular comments in a streaming social network medium, with on-line algorithms.

- 13-15 June 2016: REVEAL was presented at Deutsche Welle’s Global Media Forum, an event attended by more than 2,000 people from all over the world. Representatives from DW and ATC held a number of hands-on workshops in a dedicated area that was accessible throughout this prestigious 3-day event. REVEAL was represented by Nikos Sarris (ATC) and Julia Bayer, Ruben Bouwmeester and Jochen Spangenberg (all of DW). Aditionally, Jochen Spangenberg spoke on a panel entitled “Fact and fancy – how verification can protect our news.” This took place on Monday, 13 June 2016.

- 6-9 June 2016: REVEAL was presented by Yiannis Kompatsiaris at the International Conference on Multimedia Retrieval (ICMR), a conference attended by more than 100 experts worldwide in the area of multimedia analysis and retrieval. Yiannis demonstrated a system for Multimodal Event Detection and Summarization in Large Scale Image Collections in a dedicated demo session.
• 17 May 2016: Markos Zampoglou spoke at the “Social Media in the Newsroom (SMNews)” Workshop, in the context of the ICWSM 2016 conference in Cologne, Germany. His talk was entitled “Web and Social Media Image Forensics for News Professionals”. It included presenting recent progress on the REVEAL Media Verification Assistant service. The presentation was delivered to an audience of experts from the fields of computer science, social media analytics, and journalism.

• 6 May 2016: Jochen Spangenberg spoke at the EU-SEA Big Data Summit. While his talk on 6 May was on the topic “Big Data in Media: Focus on Journalism and News”, preceding the two-day conference, he hosted a verification session and presented to an audience of about 180 people from the media and telco industry on 4 May.

• 12 April 2016: three REVEAL papers were accepted for presentation at SNOW 2016, a one-day workshop that took place in Montreal, Canada. The workshop was held in conjunction with the 25th International World Wide Web Conference (WWW 2016). Abstracts of the REVEAL papers can be found on the workshop website.

• 7 April 2016: Deutsche Welle’s Jochen Spangenberg spoke on a panel at the International Journalism Festival in Perugia, Italy. The topic: how can technology support journalists with verification. Session title: Automating verification: how far can we go? There’s a video of the entire session available, plus a blog post on the REVEAL home page.

• 16 March 2016: Nikos Sarris of ATC and Irene Matzakou of INTRASOFT presented REVEAL at the EC’s Info Day on Media and Content Convergence in Brussels. There was also a REVEAL poster session, and attendees used the opportunity to discuss the current state of affairs of the REVEAL applications with Nikos and Irene.

• 16-18 March 2016: Marc Dorchain and Gabi Strobel of SAG presented REVEAL at the 2016 CeBIT in Hanover. They answered questions of an interested audience and showcased SAG’s REVEAL work. SAG had stand C11 in Hall 4 (More information about SAG’s CeBIT presence can be found here).

• 4 March 2016: Linda Rath-Wiggins and Jochen Spangenberg attended the Crossmedia Day 2016 in Leipzig, Germany. They showcased the prototype and concept of the REVEAL journalism application, and discussed verification issues and challenges all day with a journalism-centric audience.

• 1 December 2015: Jochen Spangenberg of DW participated and presented at the Media Literacy Expert Group Meeting of the European Commission, Directorate-General for Communications Networks, Content and Technology, in Brussels. More information about the day, speakers and topics can be found on the event website.

• 16 November 2015: Markos Zampoglou of CERTH-ITI talked about Social Media Verification at the Thematic Meeting “Multimedia Truthfulness Verification in Legal Environment and Social Media”, colocated with WIFS 2015, in Rome, Italy. At the same event, DW’s Jochen Spangenberg gave a presentation about the relevance of Social Media for the news business. The audience consisted of academics, legal experts and industry representatives. For more information see the meeting’s homepage.

• 20-22 October 2015: REVEAL was represented at the ICT 2015 in Lisbon, Portugal, with its own stand.
• **21 September 2015**: REVEAL’s/DW’s Jochen Spangenberg participated in a 3-hour panel discussion at *Prix Italia* entitled *News and User Generated Content*. Jochen also gave a presentation on the topic of UGC verification. Also on the panel: Malachy Browne of Reported.ly; Anne-Marie Lupu-Morel of the EBU; Julien Pain of France 24; Adam Rendle of Taylor Wessing; and Dhruti Shah of the BBC. The session was moderated by Jenni Sargent of EyewitnessMediaHub / First Draft News and Tom Trewhinnard of Checkdesk / Meedan.

• **18 July 2015**: REVEAL was presented at the *Global Communication Association’s Annual Conference GCA2015* in Berlin by Jochen Spangenberg (DW), who gave a talk there entitled *User-generated Content and its Implications for Journalism – Focus Verification*.

• **16 July 2015**: Jochen Spangenberg of Deutsche Welle presented REVEAL and issues of eyewitness media at *news:rewired* in London. This was followed by a panel discussion with Dhruvi Shah of BBCNews / BBC_HaveYourSay and James Neufeld of SAMdesk. The session’s title: “Sourcing stories on social media.” You can view Jochen’s slides and listen to an on-demand audio of his speech on the *news:rewired website*.

• **29 June 2015**: REVEAL carried out a workshop entitled “Web Multimedia Verification” at the *ICME 2015* conference in Torino, Italy. It was jointly organized with the co-funded research projects MAVEN and REWIND (now completed). In addition to the workshop coordination, REVEAL was represented with a keynote speech by Jochen Spangenberg, Deutsche Welle entitled *User Generated Content and its Implications for Journalism – Focus on Verification* and a paper presentation entitled *Detecting Image Splicing in the Wild*, by Markos Zampoglou of CERTH-ITI. Further details can be found on the workshop website.

• **10-12 June 2015**: Katerina Andreadou of CERTH presented REVEAL at *CBMI 2015* in Prague. She delivered two presentations. Both are available online: Web image size prediction for efficient focused image crawling & News-oriented multimedia search over multiple social networks

• **8-11 June 2015**: Symeon Papadopoulos of CERTH presented REVEAL at *ICCSS in Helsinki*. The presentation can be accessed here: Learning to Classify Users in Online Interaction Networks

• **3 June 2015**: Presentation by Jochen Spangenberg (DW) at *EUROVISION’s 21st TV Assembly, operated by EBU*, hosted by BBC North in Salford, UK. A summary can be found here.

• **13 May 2015**: REVEAL was presented at the PAISI workshop, co-located with PA-KDD 2015 in Ho Chi Minh City, Vietnam. The presentation by Symeon Papadopoulos of CERTH on a “Social multimedia monitoring and intelligence system for Web multimedia verification” can be found here. His other presentation was entitled “Geotagging Social Media Content with a Refined Language Modelling Approach” and is also available online.

Please note: in the list above, we did not list presentations or appearances that were made in conjunction with a publication. In other words: the publications listed in chapter 2.6 Papers & Publications below were often accompanied by a respective presentation. If that was the case, the presentation accompanying a publication listed in chapter 2.6 is not listed again in this chapter.
2.6 Papers & Publications

Project results are being collected and processed continuously as achievements are made, in order to present them properly to the scientific community as well as to the general public. An important way to pass on what is being achieved in and with REVEAL is via means of publications.

All papers and other publications (e.g. book chapters, company magazines) that are produced in the project’s lifetime have been listed on the REVEAL website (if possible from a legal/copyright perspective, they will also be made accessible from there). For the whole project period this resulted in a total of 64 scientific papers and publications.

2.6.1 Scientific papers and publications

The following scientific papers and publications have been produced in this reporting period (M18-38):


- “A web-based service for disturbing image detection.” By Markos Zampoglou, Symeon Papadopoulos, Yiannis Kompatsiaris and Jochen Spangenberg. Accepted conference paper for MMM2017, the 23rd International Conference on Multimedia Modeling. 4-6 January 2017, Reykjavik, Iceland. Publication forthcoming (the submitted version is available [here](#)).
• “Short Guide to Gamification Findings of the REVEAL Project and Practical Application in Enterprise Online Communities.” By Dorchain, Marc, Strobel, Gabriele and Scheid, Martin. December 2016. Available at SSRN [here].

• “Trust and Distrust in Online Fact-Checking Services.” By Brandtzaeg, P.B., & Følstad, A. (Accepted for publication). Communications of the ACM. 2016.


• “Young journalists and networked individualism: Time collapse among younger journalists in social media.” By Brandtzaeg, P.B., & Chaparro Domínguez, M, A.. Accepted paper of ECREA the 6th European Communication Conference, Prague, 9-12 November 2016.


• “Online Learning of Event Definitions.” By Nikos Katzouris, Alexander Artikis and Georgios Paliouras. In Theory and Practice of Logic Programming (TPLP), special issue for the 32nd International Conference on Logic Programming (ICLP 2016), New York City, USA. Accepted Paper available here.


2.6.2 Other publications

Next to scientific publications and our project-controlled channels (the REVEAL website, REVEAL’s social network channels etc) REVEAL is also disseminated via other channels, i.e. publications on external websites, in company publications (of project partners and third parties), via interviews with REVEAL partners and such like. The following ‘other publications’ have been produced in this reporting period (this overview might not be complete, as it is highly likely that some publications in which REVEAL was mentioned escaped our attention):

- **Pants on fire: content verification tools and other ways to deal with the fake news problem.** Description of how REVEAL tools could be useful to address the phenomenon of ‘fake news’, in a blog post of the CiTiP – KU Leuven directed to researchers, legal experts and policy advisors. Published on 13 December 2016 (the article also appeared on the REVEAL website in a slightly modified form on the same date).

- **The perils of app development – compliance with API Terms & Conditions.** Summary of the research findings in the area of compliance with the API Terms and Conditions of the social media platforms targeted by REVEAL, in a blog post of the CiTiP – KU Leuven directed to researchers, legal experts and policy advisors. Published on 15 November 2016.

- **Meetings of the Media Literacy Expert Group.** Press release by the European Commission reporting about the respective meetings. Last updated on 15 November 2016. (REVEAL was represented in the November 2015 meeting and mentioned in the respective communication).

- **Tool for journalists: REVEAL Project’s tweet verification assistant.** Article about the ‘tweet verification assistant’ tool developed in the REVEAL project. Published on journalism.co.uk on 28 September 2016.

- **REVEAL and InVID partnering with First Draft News.** Press release by DW Innovation about REVEAL and InVID joining the First Draft News Partner Network. Published on the DW Innovation blog on 16 September 2016.
- **First Draft Partner Network.** Press release by First Draft News about their Partner Network, in which REVEAL is a member. Published on First Draft News website in September 2016.

- **Facebook and Twitter join coalition to improve social media newsgathering.** Reporting by the Guardian on the First Draft Partner Network. Published on theguardian.com on 13 September 2016.

- **INTRASOFT leading Social Media verification Project for journalists and enterprises.** Press release by INTRASOFT promoting the REVEAL workshop in September 2016. Published on the INTRASOFT website on 29 August 2016.

- **Media & Learning News.** REVEAL mentioned as a European project supporting social media verification in the Media and Learning News Newsletter, dated 11 August 2016. Published by the Media & Learning Association.

- **Anschlag in Istanbul: Verifikation via Youtube und Twitter.** Article about hands-on verification by the ARD / tagesschau.de (main German news bulletin) in which they follow REVEAL guidelines for finding breaking news on Twitter. Published on the blog of tagesschau.de on 7 June 2016.

- **Innovative trust model to help journalists verify social media content.** Article about the novel solutions to assist journalists in assessing the accuracy of eyewitness media that have been developed in the REVEAL project. Published on Phys.org on 19 May 2016.

- **Trübe Quellen.** Review of REVEAL paper. Published on European Journalism Observatory website on 9 May 2016.

- **Trübe Quellen.** Review of REVEAL paper. Published on tagespiegel.de on 8 May 2016.

- **DW drives innovative solutions for verifying online content.** Press release by Deutsche Welle about the start of Verify Media as a spin-off of the REVEAL project. Published on DW.com on 11 March 2016.

- **How to find breaking news on Twitter.** Article on First Draft News in which tips and tricks on how to search Twitter for breaking news are explained. Published on First Draft News website on 19 February 2016.

- **Here’s how to stop Twitter’s new timeline affecting your newsgathering.** Article about the use of Twitter for journalism in which REVEAL research on keywords for finding breaking news in Twitter is referred to. Published on First Draft News website on 10 February 2016.

- **Will verification kill fact-checking?** Article in which Nikos Sarris (ATC) is interviewed about the REVEAL project. Published on Poynter.org on 21 October 2015.

- **How the REVEAL Project aims to help journalists verify eyewitness media.** Article about the work done in the REVEAL project. Published on journalism.co.uk on 9 October 2015.

- **REVEAL and PHEME: Telling fact from fiction on social networks.** Press release by the EC about the collaboration between the two EC funded research projects REVEAL and PHEME. Published on the Digital Single Market website on 12 August 2015.
• **Look inside our toolbox for verification and analysis tips.** Article about the verification processes used at Deutsche Welle in which REVEAL impact at DW is reflected. Published on dw.com on 21 June 2015.

• **Verifeye Media wants to bring ethics back into eyewitness news.** Article pointing to REVEAL as a research initiative investigating the issues around using UGC for reporting from an academic standpoint. Published on Journalism.co.uk on 1 June 2015.

• **New DW app will have geolocated push alerts for eyewitness media.** Article on implementation of an ‘eyewitness channel’ in the new DW App in which REVEAL is mentioned. Published on Journalism.co.uk on 20 May 2015.

• **Verification, Investigation and Digital Ethics.** A round up by the Europen Journalism Centre of the News Impact Summit Hamburg, Germany on 31 March 2015 in which REVEAL was a partner. Published on the conference website.

![Tool for journalists: Reveal Project’s tweet verification assistant](image)

**Figure 14.** Article about REVEAL Project’s tweet verification assistant on journalism.co.uk
Figure 15: Press release by INTRASOFT with a status update of the REVEAL project

Figure 16: Press release by First Draft introducing their Partner Network
2.7 Physical Dissemination tools

In the chapters that follow “physical” dissemination tools that have been developed within the reporting period are described.

2.7.1 Banners

In order to boost REVEAL’s presence at conferences and trade fairs, two banners were developed: one per use case of the REVEAL project (journalism and enterprise).

We have produced the banners in order for the audience to create an initial visual interest in the project (an “eye-catcher”). This is done by making use of a large, topic-based image in combination with clear, high-level information with a convincing marketing text, namely ‘Social Media Management Made Easy’ and ‘Social Media Verification Made Easy’, triggering interest. More detailed information about the REVEAL project is then provided by a REVEAL representative or a presentation that is given. The design is fitting in with the overall project identity (created at the outset of the project and described in great detail in Deliverable D8.2.1). The banners are supported in visual identity by the flyers (“giveaways”) that have also been developed.

![REVEAL banners for Enterprise and Journalism use cases](image)

2.7.2 Flyers

After the initial REVEAL brochure had proven its value to inform our audiences about the aims of the project, there then followed the need to inform audiences at trade fairs and conferences about the updated aims and status of the REVEAL project. These new flyers have been made to support the banners, but also function in their own right. They contain information about the specific use cases and aims of the project, and provide information about how REVEAL is striving to achieve its aims. Next to that, of course, clear contact information for anyone in need of more specific information is provided.
Collaboration with other projects, initiatives and people

Collaboration with other projects and initiatives (both being EU co-funded and not) often leads to new insights or a head start in research or software development efforts. Exchanging ideas, findings and approaches furthermore results in cross-fertilization, while also being important for respective dissemination efforts. Especially, the latter leads to significant impact and awareness in industry – all paving the way for subsequent uptake of research results. REVEAL has made full use of these opportunities and feels it has achieved major results in this respect in the reporting period by collaborating with individual projects on a project-to-project level, (e.g. by exchanging insights and know-how) as well as being present at respective events and collaborate more broadly there (e.g. at events such as the New European Media Summit in Porto, Portugal in November 2016; participation in the MediaEval challenge in October 2016; or the big REVEAL workshop that was organized with projects PHEME and InVID in Athens, Greece, in September 2016).

On the REVEAL website in the section ‘Related EU Projects’, we present a list of research projects and activities in the REVEAL cluster and topical area that deal with related topics and have been of interest for collaboration. Working contacts have been maintained with, among others, the ongoing projects PHEME, Sense4us, HUMANE and the European Centre for Social Media. Results from terminated projects in which REVEAL partners had been involved (e.g. SocialSensor) continued to be taken into account for REVEAL developments.

Below, we provide some highlights and extracts of REVEAL’s collaboration activities (please note: some of what is featured below has also been included in the previous Dissemination report – but as some of these collaborations have been ongoing, we thought it wise to include it here again for the sake of completeness).
REVEAL continued to be an active participant in and contributor to the [European Centre for Social Media](http://www.revealproject.eu).


Together with CEA (France) from [USEMP](http://www.usemp.info), CERTH has collaborated on the problem of multimedia geotagging. The joint effort has led to a top geotagging performance (in terms of precision) in the two recent editions of the [MediaEval Placing task](http://www.mediamerch.com) (2015/2016).

In the EC H2020 project [HUMANE](http://www.humane-project.eu), REVEAL (among other case studies) was studied from the aspect of a human-machine network in order to validate the HUMANE typology and methodologies proposed.

Furthermore, REVEAL project partners continued to be active participants in other projects, co-funded by the EC, that cover related research areas. Those to mention are especially [EUMSSI](http://www.eumssi-project.eu), [MultiSensor](http://www.multisensor-project.eu), [InVID](http://www.invid-project.eu) and [USEMP](http://www.usemp.info). Exchanges with these projects continued on various levels. For example Nikos Sarris (ATC) is a member of the advisory board in InVID.

Aleksandra Kuczerawy (KU Leuven) was invited, based on her work in REVEAL, to participate in the works of the [Expert Committee of the Council of Europe](http://www.coe.int) that works on a draft recommendation on Internet intermediaries and the preparation of a study on human rights dimensions of automated data processing techniques (in particular algorithms) and possible regulatory implications.

Additionally, the REVEAL project kept up and extended collaborations with tech start-ups, verification initiatives and platforms like [Scribble Live](http://www.scribblelive.com), [Emergent.info](http://www.emergent.info) (now no longer operational) [SAMdesk.io](http://www.samdesk.io), [tame.it](http://www.tame.it), [Eyewitness Media Hub](http://www.eyewitnessmediahub.org), [Storyful](http://www.storyful.com), [Bellingcat](http://www.bellingcat.com), [First Draft News](http://www.firstdraftnews.org), [The EBU's Eurovision network](http://www.eurovision-newsroom.org), [journalism.co.uk](http://www.journalism.co.uk), the [ARD Innovation network](http://www.ard.de) of German public broadcasters, [GoogleNewsLab](http://www.google.com/newswall), [The European Journalism Centre](http://www.ejc.eu) (especially its [News Impact Summit](http://www.ejc.eu/news-impact-summit) series), to name but a few.

REVEAL continued and intensified discussions with representatives of those named above about the state of the art, working processes, data and information exchanges, best practices, verification software and collaborative activities in order to inspire and be inspired. Numerous exchanges took place and found their way into each other's working practices and approaches (to take just one example: DW representatives are active members and recipients of information from the EBU's verification network, while DW's REVEAL staff, in return, update the EBU's Eurovision team as well as individual public broadcaster members with REVEAL achievements.)

Finally, a lot is about people, as we also mentioned in the previous Dissemination Deliverable! This is especially so when it comes to reaching out to the business community. REVEAL is proud to say that we have further extended our partner network and intensified existing contacts, all of them on a personal basis guided by trust and respect for one another. Contacts with leading figures from the verification sphere that have been intensified in the reporting period include (small extract):

- Craig Silverman formerly of emergent.info and a fellow at the Tow Centre for Digital Journalism at Columbia University, now Managing Editor of Buzzfeed Canada
- Fergus Bell formerly of Samdesk.io, formerly Social Media editor at news agency AP, now with his own consultancy [Dig Deeper](http://www.digdeeper.co.uk)
- Denis Teyssou of French news agency AFP
- Trushar Barot, and Matthew Eltringham of the BBC
- **Michael Wegener** of Germany’s main news program tagesschau (ARD Aktuell)
- **Malachy Brown** of the New York Times (formerly @reportedly and before that Storyful)
- **Tom Trewinnard** of @Meedan
- **Eliot Higgins** of Bellingcat
- Hauke Janssen of German news magazine “Der Spiegel”
- **Anne-Marie Lupu** of the European Broadcasting Union
- **Steffen Konrath** of Liquid Newsroom
- **Sam Dubberley, Jenni Sargent** and **Claire Wardle** of Eyewitness Media Hub (the latter acting as Research Director at the Tow Centre for Digital Journalism at Columbia University from May 2015 – Nov 2016, thereafter joining First Draft News full-time. Jenni Sargent also works as managing editor of First Draft News in addition to her work with Eyewitness Media Hub)
- **Wilfried Rütten** and **Rina Tsubaki** of the European Journalism Centre
- **Eoghan mac Suibhne** of Storyful
- **Charlie Becket** of the POLIS Institute at the London School of Economics

Newly established contacts in the reporting period include (but are not limited to):

- **Alex Murray**, **Mark Frankel** and **Dhruti Shah** of the BBC
- **Mark Little**, formerly CEO of Storyful and thereafter, until Nov 2016, at Twitter
- **Aine Kerr** of Facebook
- **Mandy Jenkins** of Storyful
- **Matt Cooke** and **Isa Sonnenfeld** of Google News Lab
- **Wolfgang Wichmann** and **Chris Tanneberger** of tagesschau / ARD Aktuell
- **Adam Thomas** of the European Journalism Centre (who took over from **Wilfried Rütten** in December 2016)
- **Majd Kalifeh** of VRT Belgium
- and many, many more.

As a final note we would like to state that some collaboration activities are also being carried out as part of Task 8.4, namely “REVEAL community building”, led by project coordinator INTRASOFT.
4 Summary and Conclusions

This document comprises the third and final edition of the dissemination reporting for the REVEAL project. It presents the dissemination activities that have been undertaken in the reporting period, what dissemination materials have been produced, extracts of how and where REVEAL was communicated (via project channels and third party channels) and what effects were achieved in the course of the reporting period from April 2015 (M18) up to the end of the project's lifetime in December 2016 (M38).

To recap, let us look back at REVEAL's dissemination strategy as it was outlined in greater detail in the first dissemination Deliverable D8.2.1. The strategy consisted of the following three phases that largely corresponded to REVEAL's three project years, but also had some overlaps. The phases were:

- Phase 1 – General Awareness & Reputation
- Phase 2 – Engagement
- Phase 3 - Impact

In Deliverable D8.2.2, we then reported about activities and achievements from M9 until M18 (until May 2015). Having started with a number of awareness and reputation building activities in that reporting period, we then shifted the focus of our activities to engaging more with the REVEAL target audience.

The reporting period under consideration in this Deliverable (D8.2.3) now reports about activities from M18 to M38 of the project. In this period we initially continued the deepened engagement with our audience, while the focus then slowly shifted to what we had labelled as the "Impact Phase". Looking at what we did overall and produced as well as initiated ourselves in terms of project dissemination, the results we achieved, and judging by invitations we received in the reporting period (e.g. to participate in expert networks, to attend conferences as speakers, to (co)author papers, reports and articles, to be featured by third parties in their publications) – all this in tandem with the contributions we made – we feel that we can convincingly (and proudly) say that full impact has been achieved.

REVEAL is "there to stay" and its legacy will live on! This will be the case through individuals who participated in the REVEAL project who will continue to be involved in future UGC verification initiatives and activities, and tangible project outcomes such as software, code, know-how, publications and such like. From the REVEAL consortium’s point of view, we are of the opinion that we have exceeded our initially set goals and delivered outstanding value for money in terms of dissemination.