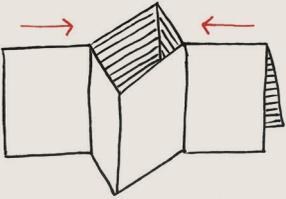


Open out, turn over and re-fold to see the **Photo Visual Verification Guide**



## Visual Verification Guide: **VIDEO**

### Key



Each step is presented in graded traffic light colours to acknowledge that it is rarely possible to be 100% confident in every aspect of an eyewitness video

### 2. Do you know who captured the video?

- YES** We questioned the source and their answers correlated with weather reports, the device used and their own online footprint
- We communicated with the uploader via social media to confirm that they captured the video
- By running full name searches, reverse searching the user's profile photo, and/or researching the domain ownership of their blog or website, we were able to identify the uploader
- We communicated with the uploader via social media to confirm that they captured the video
- NO** It was uploaded to a social network but the username does not appear elsewhere online. The uploader wants to remain anonymous
- NO** It came in via an anonymous email or chat app number

### 1. Are you looking at the original version?

- NO** By searching keywords on each social network we found earlier versions of the video
- A reverse image search of the video thumbnail reveals other versions online but we are unable to confirm which is the original
- A web search for the URL shortcode suggests it is the first version shared online but we have been unable to speak to the uploader
- We can find no other versions of the video online
- YES** It was sent to us directly and we have spoken to the source

### 3. Do you know where the video was captured?

- NO** The visual clues in the video are too limited for us to confirm where it was captured
- A translation of any accompanying text provides clues to where it was shot but we have been unable to identify the location
- We have used visual clues such as signage, architecture and clothing to assume a broad geographical region
- We have cross-referenced landscape and landmarks using mapping tools and have confirmed the lat/long coordinates
- YES** We questioned the source and their answers about where the video was captured correlated with other visual identifiers from the area

### 4. Do you know when the video was captured?

- NO** The video was sent to us anonymously and there is no metadata available
- We checked the timestamp on the earliest version uploaded to a social network, but we have no data to confirm when it was captured
- The social time stamp shows it was uploaded shortly after the event occurred and it features visual evidence that correlates with other eyewitness reports
- We questioned the source and were able to confirm that they were at the location when the video was captured
- YES** We confirmed that the weather conditions and any shadows visible in the image correlate with the time, date and location given by the source

### 5. Do you know why the video was captured?

- NO** We do not know who shot the video so we can't ascertain what their motivations might have been
- The social media account was created very recently and/or social searches reveal the uploader rarely posts online so there is little evidence to confirm their movements or motivations
- Wider online searches of the uploader's real name reveals that they are connected with an activist or advocacy organisation but there is no additional information to know their motivation in this case
- Searches of the uploader's social media activity leading up to the event confirm their reasons for capturing the video, i.e. holidaymaker, journalist, works locally
- YES** We spoke to the source who confirmed the circumstances surrounding the video

## Key

NO



YES

Each step is presented in graded traffic light colours to acknowledge that it is rarely possible to be 100% confident in every aspect of an eyewitness photograph

# Visual Verification Guide: PHOTOS

**FIRST DRAFT** Getting news right from the source

## 1. Are you looking at the **original** version?

**NO** A reverse image search returns identical photos indexed online before the event in question took place

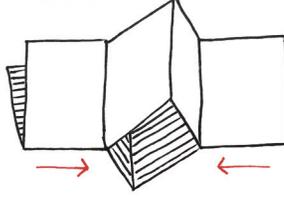
A reverse image search returns similar results with some identical features, suggesting it might be a composite of two different images

A date search on each social network reveals it to be the first of many versions shared online but we have not yet received confirmation from the uploader

We are unable to find other versions online and basic shadow and reflection checks suggest that it has not been manipulated

**YES** It was sent to us directly and we have spoken to the source

Open out, turn over and re-fold to see the **Video Visual Verification Guide**



firstdraftnews.com



## 2. Do you know **who** captured the photo?

**NO** It came in via an anonymous email or chat app number

It was uploaded to a social network but the username does not appear elsewhere online. The uploader wants to remain anonymous

By running full name searches, reverse searching the user's profile photo, and/or researching the domain ownership of their blog or website, we were able to identify the uploader

We communicated with the uploader via social media to confirm that they took the photo

**YES** We questioned the source and their answers correlated with EXIF data, weather reports and their own online footprint

## 5. Do you know **why** the photo was captured?

**NO** We do not know who took the photo so we can't ascertain what their motivations might have been

The social media account was created very recently and/or social searches reveal the uploader rarely posts online so there is little evidence to confirm their movements or motivations

Wider online searches of the uploader's real name reveals that they are connected with an activist or advocacy organisation but there is no additional information to know their motivation in this case

Searches of the uploader's social media activity leading up to the event confirm their reasons for capturing the photo, i.e. holidaymaker, journalist, works locally

**YES** The photographer confirmed the photo circumstances surrounding the photo

## 3. Do you know **where** the photo was captured?

**NO** There was no location data available and it contains no visual clues to investigate

We have cross-referenced with other photos coming from the scene but there is no satellite or street view imagery available to confirm the location

We have used visual clues such as signage, architecture and clothing to establish a broad geographical region

We have cross-referenced landscape and landmarks using mapping tools and have confirmed the lat/long coordinates

**YES** The source was able to confirm other landmarks in their field of vision, which matched those shown on online maps

## 4. Do you know **when** the photo was captured?

**NO** It was sent to us anonymously and there is no EXIF data available

We checked the timestamp on the social network to see when it was first shared online but we have no EXIF data confirming when it was taken

The social time stamp shows it was uploaded shortly after the event occurred and it features visual evidence that correlates with other eyewitness reports

We confirmed that the weather conditions and any shadows visible in the image correlate with the time, date and location given by the source

**YES** It contains EXIF data that, combined with other checks, confirms when it was taken