

How to verify visual content online

Tips and tricks for verifying images and videos,
and a look at how they are often manipulated.

Verification: the five pillars of visual verification

Provenance

Where did the content originate?
What journey has it been on since then?

Source

Who sent it to you? Who sent it to them? Where did they find it? How it traveled will tell you a lot about that piece of content.

Date

When was it created?

Location

Where was the content or account created?

Motivation

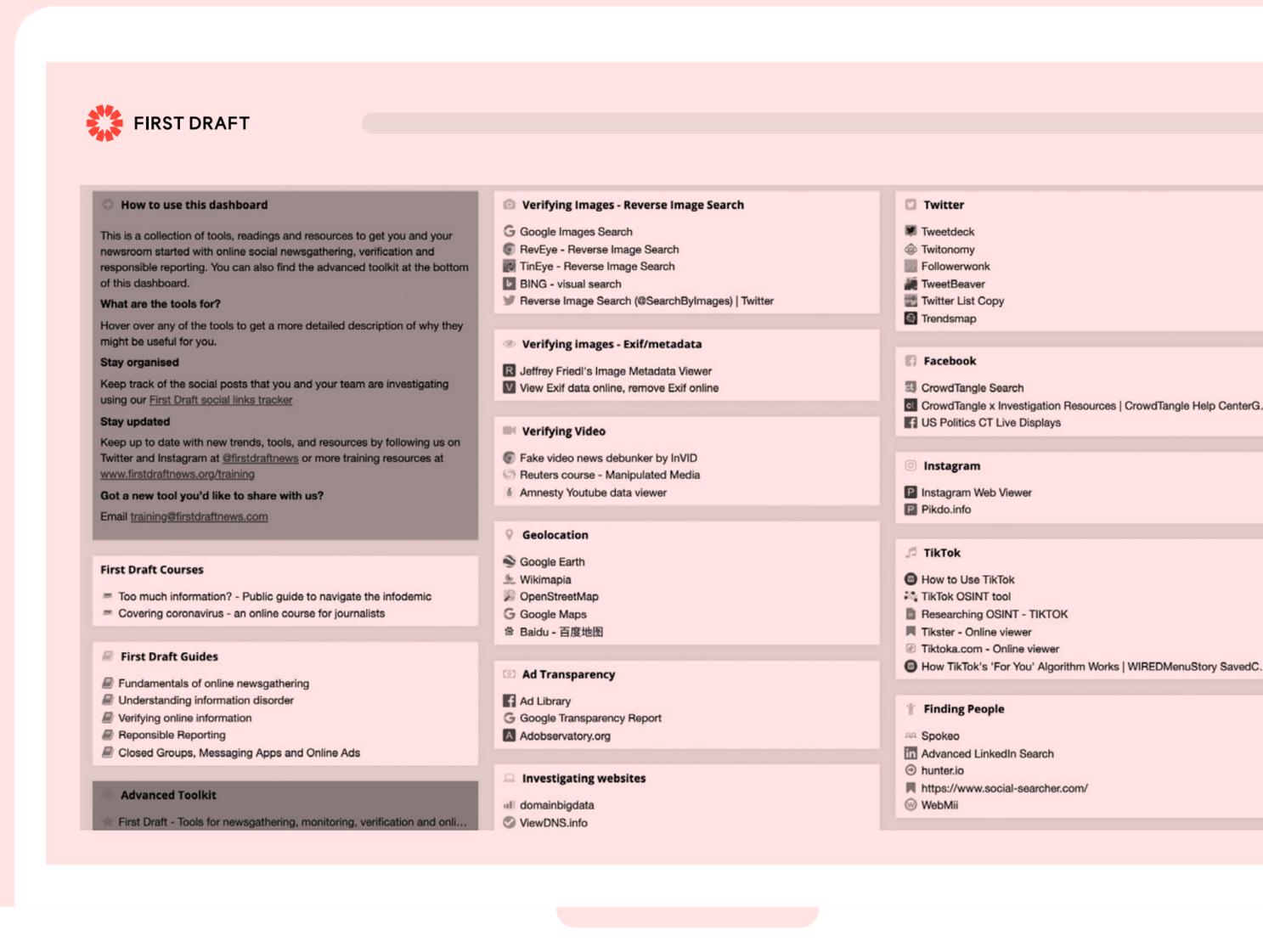
Why might this account have been made?
What motives do the creators have for producing the content?

Here are some toolkits that will come in handy when tackling misinformation.

Basic Toolkit - An online dashboard with essential tools to research, monitor, verify and cover disinformation.

Advanced Toolkit - An online dashboard constantly updated with the latest tools, websites, resources, API scrapers and more.

Mobile journalism toolkit - A free app toolkit specifically designed for mobile phones, with tools, how-to guides, games and challenges.



Just as you can ask search engines to check for facts and names, you can also ask them whether an image has been previously published online.

Google Chrome

Right-click on any image, hit “Search Google for image” and see if a picture has appeared online before.

Yandex

Enter an image address or upload a file to search a huge image database.

TinEye

Search on TinEye and you can sort results by date, making it useful for finding the original.

RevEye browser extension

Right click on a pic and immediately perform a search on any or all of the above platforms and more.

Bing

The main search bar has an option to “Try Visual Search”. You can upload an image, copy in a URL or even take a photo to search.



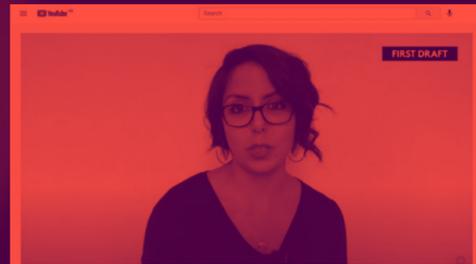
Verifying online information →

Discover our Essential Guide.



Health fact checking - AFP Fact Check →

Learn the concepts you'll need to master to fact check claims around health.



How to reverse image search to verify stories on your phone →

Watch a tutorial on how to perform a reverse image search.



Basic verification tools - AFP Fact Check →

Get an introduction to the tools used most often by fact checkers.



The media manipulation casebook →

(Technology & Social Change Project at Harvard Kennedy School's Shorenstein Center) Read up on the life cycle method for understanding media manipulation and disinformation.

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

Learn more at firstdraftnews.org/vaccineinsights/#training

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| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES | 7. | HOW TO TRACE SOURCES |
| 3. | HOW TO SEARCH ONLINE | 8. | HOW TO AVOID AMPLIFYING MISINFORMATION |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA | 9. | HOW TO PUBLISH RESPONSIBLY |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

How to trace sources