AI4TRUST: Artificial intelligence to reduce online disinformation

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Fake news is a big challenge for society, and artificial intelligence can help. The European project will improve factchecking by testing new methodologies and tools and automatically analyzing text, audio and video sources in 7 different languages

Combining human skills with the potential of artificial intelligence to counter online misinformation.

That is the goal of the **European AI4Trust** project coordinated by Trento-based **Fondazione Bruno Kessler**. The project partners, from Estonia, France, Germany, Greece, Italy, the Netherlands, Poland, Romania, Spain, the United Kingdom and Switzerland, will meet for the kick-off meeting at FBK's Povo premises on March 9 and 10.

The project will have a duration of three years and a total funding of 5,950,000 euros by the European Union, of which 1,043,500 euros allocated to FBK.

Through the program, a platform will be built that will **combine the input of artificial intelligence and that of expert fact-checkers.** The system will monitor a number of social media and information sources in near real-time, using the latest artificial intelligence algorithms to analyze text, audio and video in seven languages. It will therefore be able to **select content with a high risk of misinformation** so that it can be flagged for review by professional fact-checkers, whose input will provide additional information for improving the algorithms.

Reports tailored to the needs of media workers and policy makers will also be developed, with the aim of providing reliable information to prevent the uncontrolled spread of disinformation.

"The platform," AI4Trust coordinator **Riccardo Gallotti** (FBK) explained, "aims to become a place where we can assess the risk of consuming unreliable information, but above all to create a reliable online environment that, by involving researchers, media professionals and policy makers, can facilitate the creation and distribution of reliable information and counter-narratives, automatically countering disinformation."

"Disinformation," Gallotti added, "can cause people to question the veracity of facts and news, making it more difficult to make informed decisions, to the detriment of civic participation and the proper functioning of society. Our goal in AI4TRUST is to create a trustworthy online environment for communications professionals to foster a culture of critical information based on verified sources, thereby countering disinformation and preserving trust in the media and democratic institutions."

AI4Trust project partners:

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