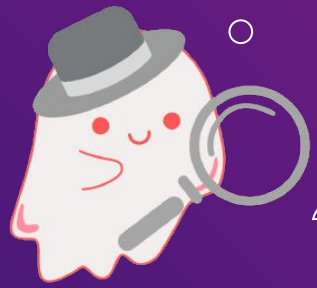
MENU ANALYSIS CONTACT

TEAM 19

VERITAS



Jiayan Huang, Iman Edris, Saman Nawaz, Himani Padhiar

EXAMPLES: REAL NEWS VS FAKE NEWS

EXAMPLES: REAL NEWS VS FAKE NEWS

BOTH ARE FAKE

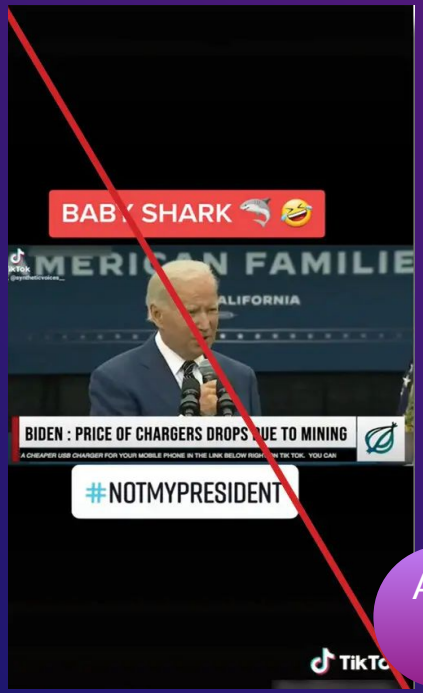
IMPACTS

“False stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke.” (Cambridge dictionary)

- **Manipulate political opinions**
- Causes **“irresistible damages”** to people and companies.
- Develops **fear, uncertainty, panic, bullying, and violence**
- Lead people to **believe false information**
- Make mindless decision

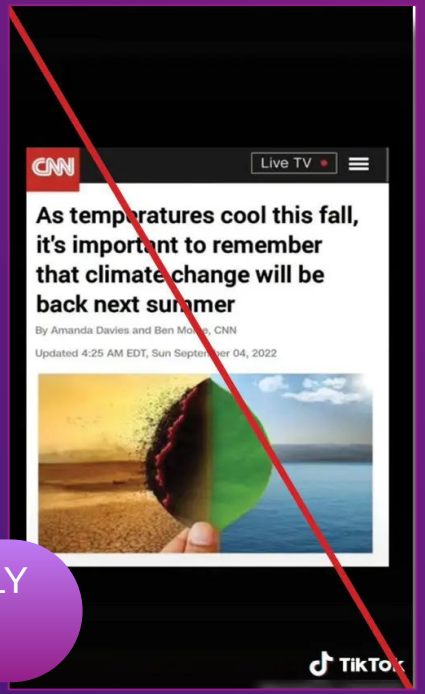
- When a user encounters fake news from social media platforms and believes it, they **create more fake news**
- Canada's Centre for International Governance Innovation (CIGI) survey discovered **only 10% of Canadians have never** fallen for fake news
- **An average of 86%** of North Americans have fallen for fake news

FAKE NEWS!



1.6B

ACTIVE USERS ON **TIKTOK** GLOBALLY
(Gen Z – 60% of TikTok)



SINCE THE PANDEMIC, SOCIAL MEDIA HAS BECOME THE GO TO LOCATION FOR USERS TO FIND THEIR NEWS

MAKING IT EASIER TO FALL FOR FAKE NEWS

OF THE VIDEOS GRANTED FROM TIKTOK SEARCH ENGINE CONTAIN MISINFORMATION

SOUCE: NEWSGUARD

OF YOUTH USE TIKTOK OR INSTAGRAM AS THEIR MAIN SEARCH ENGINE

SOUCE: THE NEW YORK TIMES

AGENDA

01

PRODUCT & CLIENT PROTOTYPE

WHAT IS VERITAS? HOW TO USE IT?

02

IMPACTS OF OUR PRODUCT

HOW DOES VERITAS HELP USERS?

03

SERVER PROTOTYPE

Server-side vs User-side

04

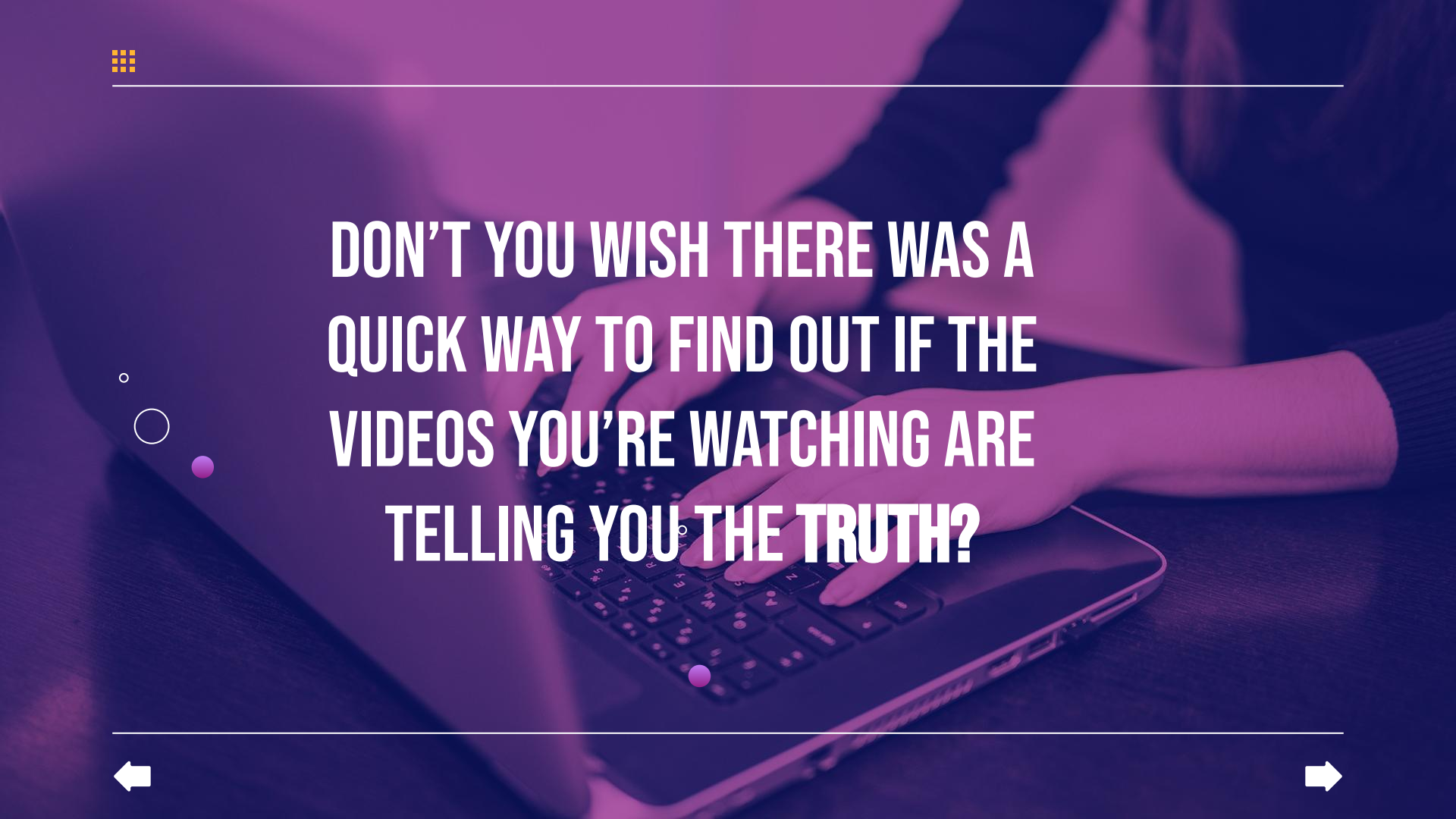
RISKS / COMPETITORS

WHAT DOESN'T GO WELL?

05

FINANCES OF VERITAS

COST OF IMPLEMENTATION


DON’T YOU WISH THERE WAS A QUICK WAY TO FIND OUT IF THE VIDEOS YOU’RE WATCHING ARE TELLING YOU THE TRUTH?

01

MEET VERITAS

VERITAS™

A software integrated extension that provide users fact-check experience and literary evidence against “fake news” that are posted and shared on TikTok.

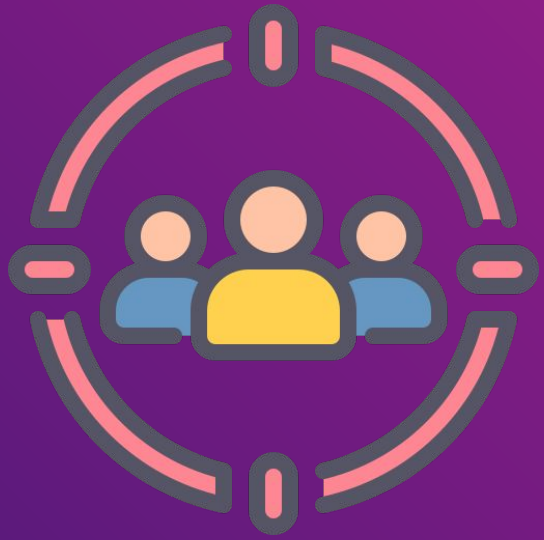
DESIGN BACKGROUND

- **Veritas = “Truth” in latin**
  - Uncovering the truth from your social media For You Page
- A “ghost with a magnifying glass” represented as an AI character icon on TikTok with the featured task to open a fact-check reading page for users.
- Useful for those with disabilities
  - Use of images, colours, text-to-speech

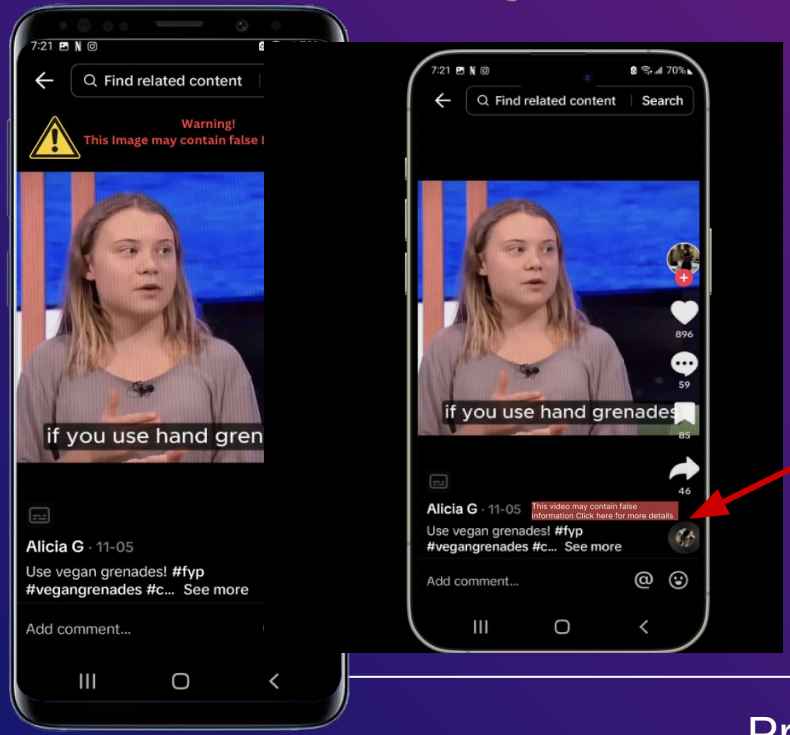
TARGET AUDIENCE OF TIKTOK

- 25% of users are Teenagers
  - 12-18
- 22.4% of users are Young Adults
  - 18-25
- 21.7% of users are Millennials
  - 26-42
- 20.3% of users 40-49
- 11% of users are 50+

OUR FOCUS



DEMO



PAGE ALERT NOTIFICATION

[Prototype Link]

02 IMPACT OF OUR PRODUCT

WHY WOULD TIKTOK INVEST IN VERITAS?

MORE TRUSTWORTHY

Prevent countries banning access to the app because of fake news.

Giving Tiktok a **better reputation.**

MORE USER ENGAGEMENT

A new way to **engage users** to the platform.

Increase the public's usage of TikTok, especially as misinformation no longer becomes an issue

NEW TO THE SOCIAL MEDIA WORLD

Downloads will exceed competitors as TikTok will be the first interface with this feature.

Educate and identify users about fake news and reducing the percentage of deception.

The International Governance Innovation survey mentioned 89% of Canadians DO NOT TRUST social media companies

A rate higher than they distrust cyber criminals

03 SERVER PROTOTYPE

THE DIGITAL LITERACY SERIES

FAKE NEWS

AI IN SYSTEMATIC REVIEW META-ANALYSIS

- **Train systems to detect false data using:**
- **Language approach:** grammar and syntax
- **Topic-agnostic approach:** content and topic-agnostic features
- **Knowledge-based approach:** experts, crowdsourcing, computation oriented fact checking.

Software Tools

covidence

DistillerSR

EPPI Reviewer

Rayyan QCRI
The systematic reviews app

IT Companies

TELUS Business

SysAid

IBM

CGI

04 RISKS AND COMPETITORS

Oigetit
Fake News Filter

Oigetit uses AI **filtering** technology to fact-check one million articles

Multimedia links within articles, such as tweets, videos, and photos, are not always accounted for by the algorithm.

05 FINANCES OF VERITAS

COSTS

LABOUR

AI PRODUCT MANAGER
DEVELOPERS
DATA ENGINEER

SOFTWARE
HARDWARE
DEVELOPMENT

TECHNOLOGY

THIRD-PARTY

IBM + TIKTOK

COST BREAKDOWN - HIGH LEVEL

LABOUR

$400K - $800K+

- Employee Wages
- Employee Benefits/Payroll Taxes
- Machinery
- Devices (Laptop)
- Training

TECHNOLOGY

$100K+

- Software
- Subscriptions/Licenses
- $40k-$70k+ on AI Solution per year
- Testing environments/QA
- Security

PARTNERSHIP

$10K-$15K+

- IBM
- TIK TOK
- Third party resources (Training Data)

IBM

TikTok

WHERE DO WE WANT TO VENTURE OUT PRODUCT?

MOST POPULAR

U.S, Indonesia, Brazil,
Mexico, Russia

ROADMAP OF VERITAS

Planning and Analysis

Building + Testing VERITAS

Integrating VERITAS with TIKTOK

Expansion of VERITAS for different platforms (Instagram, Youtube)

WE ARE CALLING FOR RECRUITERS!

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