

The Verification Checklist

(based on First Draft handouts on photo and video verification)

1. **Timeline:** Are you looking at the ORIGINAL piece of content?

- Search for keywords or hashtags related to the image or video on social media.
- Conduct a reverse image search.
- Conduct a web search for the video's URL.
- Conduct a date search on social media websites to see whether older versions exist.
- Communicate with the original source.

2. **Source:** WHO created the piece of content?

- Search for the uploader's username online.
- Conduct a reverse image search on the uploader's social media profile photo.
- Research the domain ownership of the uploader's blog or website.
- Communicate with the uploader via social media.
- Question the source and correlate their answers with image metadata and their digital footprint.

3. **Date:** WHEN was the piece of content captured?

- Check the timestamp on social media to see when the image or video was first shared online.
- Compare the post's timestamp with when the news event took place.
- Compare the post's timestamp with other pieces of content to crosscheck visual clues such as the weather.
- Compare the image's metadata with these other checks.

4. **Location:** WHERE was the piece of content captured?

- Investigate visual clues such as signage, architecture, and clothing in the image or video to establish a broad geographical region.
- Cross-reference the image or video with other photos taken from the same news event.

- Cross-reference the landmarks and landscape of the image or video using satellite and street view imagery.
- Confirm the latitude and longitude coordinates of the location using mapping tools.
- Determine whether the source is able to confirm other landmarks in their field of vision that match those shown on online maps.

5. **Motivation:** WHY was the piece of content captured?

- Review other content in the uploader's social media account.
- Search for the uploader's real name online and see whether the person is connected to any activist or advocacy organizations.
- Search for the uploader's real name online and confirm their reasons for capturing image or video in that location (e.g. visiting on holiday, is a journalist, works locally).
- Communicate with the source and confirm circumstances surrounding the photo.