

ClaimReview and TV/media - discussion notes

Status of this document: *This is a public document recording notes made during/after Dan Brickley visits to (and calls with) the Archive.org team working on TV-related fact checking, September 2017. It is shared as input into Schema.org and related discussions around improvements to ClaimReview.*

Followup discussion in <https://github.com/schemaorg/schemaorg/issues/1686> please.

Contact: Dan Brickley <danbri@google.com>

The Goals

Goal A: The [ClaimReview](#) schema already supports a wide variety of use cases which non-experts may not know how to implement given the current documentation. We would like to adjust the documentation on Schema.org to provide examples of a wider variety of sources, especially VideoObjects and Clips.

Goal B: The Clip schema definition should be reviewed to ensure that it supports use cases and implementations of online video clips

- See also: [schema.org issue tracker #1686](#)
- Tracey's [notes in Github](#) from Sept meeting.
- [Added](#) #1 rough cut to Schema.org github ([staged](#) on webschemas.org)

Example Use Cases

#1: Written fact check of a TV news video moment

PolitiFact reviews a claim made a half hour into a presidential debate; the debate was aired on three news networks. The clips also appeared in other news segments the next day. All of these broadcasts exist in the TV News Archive.

Candidate design: see link in [#1686](#),

#2: Written fact check of recurring individual talking point

PolitiFact reviews a claim that has been made multiple times at various rallies and public speeches. Several of these speeches have been captured by the TV News Archive as part of larger programs. Some of the speeches have not been captured by the TV News Archive, but were recorded by event attendees and posted to YouTube or Facebook Live.

#3: Written fact check of widespread talking point

PolitiFact reviews a claim that has been made by multiple different sources in multiple locations (e.g. as pundits or surrogates on news networks, in public speeches, in Tweets).

#4: Written fact check of a broadcast tweet

PolitiFact reviews a claim made in a tweet that was aired on TV news..

#5: Video fact check of a non-video claim

CNN reviews a claim made in a written format. The review itself is broadcast on television.

#6: Video fact check of a video claim

CNN reviews a claim made in a broadcast event (e.g. a claim made in a debate).he review itself is broadcast and contains a re-airing of the claim in question.

#7: Multimedia fact check of a non-video claim

CNN reviews a claim made in a written format. The review itself is broadcast on television, and is also written on cnn.com. The written version may or may not contain the aired version.

Documentation Possibilities / Questions

- Does the existing schema already support multiple itemReviewed or is that a singleton field?
 - Dan: I don't recall this coming up. It's general role and name/definition suggest a single value ("the" item, etc.). The item could have substructure (via hasPart ...) or be a ListItem, perhaps?
- If there is more than one itemReviewed allowed, can they be of different types?

- I'd suggest either making multiple reviews, or having the review be of a single more abstract item, which might then be associated with various more specific items.
- ((not directly schema related: Do claims over time, made in different contexts, count as the same claim for the purpose of a fact check?))
 - We've sidestepped this for now with schema.org, but note that we updated <http://schema.org/expires> to mention ClaimReview since some fact-checks go stale quickly.
- Can the fact check itself be VideoObject or Clip?
 - We have so many potentially reasonable variations here, I think we just need to pick a design and stick with it. While it would be nice to have symmetry between the claim review and the item reviewed, I'm also inclined to say that the (Claim)Review can have an embedded <http://schema.org/video> property that takes a VideoObject. For Clip, a design would be to use multiple types i.e. the fact check has "@type": ["ClaimReview", "Clip"] (in JSON-LD).
- What if the same fact check appears in multiple mediums?

Clip Schema Questions

- [tracey] Let's do whatever we come up with in pure JSON-LD, ideally a single block (as opposed to HTML markup attr tags intermixed throughout the page -- like archive.org started doing for non-TV items in Aug2017)
- [tracey] stick with simpler/shorter duration time period specifiers -- logical HH:MM:SS is fine, etc. we have some existing schema code and tags already for non-TV that we can springboard a bit from.
- [Dan] do we distinguish case of streaming UI vs downloadable files?
- [Dan] TODO: Podcast usecase. What about podcasts? I think my colleague Vicki has been looking at markup to describe them - it would be good to have an example where a podcast is a claimreview.
- [Dan] TODO: Add super basic scholarly article citation example. A normalish fact check but it mentions an academic paper (FAIR = open) which backs up the review (according to the reviewer at least).
- Dan/Dan discussion: do we need a deepMediaLink or similar property that is neutral w.r.t. URL structure of e.g. YT vs Archive.org but works across them?
 - We might need to distinguish URLs that have start and stop in them (like archive.org's) from e.g. Youtube's which only afaik has start time.
 - https://youtu.be/B_889oBKkNU?t=4m41s
- Transcript - currently takes text, we should make it work with html pages and with srt formats, URLs and their media types.
 - See <https://developers.google.com/structured-data/testing-tool/?url=https>

[://gist.github.com/danbri/d7414acef85c073f024e4c35cecc55a/raw/73cc24c22e3b81c6fb71f16aaa7efc8da143b7c8/gistfile1.txt](https://gist.github.com/danbri/d7414acef85c073f024e4c35cecc55a/raw/73cc24c22e3b81c6fb71f16aaa7efc8da143b7c8/gistfile1.txt)

- Consider <https://blog.archive.org/2017/10/05/tv-news-record-1340-fact-checks-collected-and-counting/>
 - Pointers out from archive.org to fact checker sites
 - On fact checker corresponding pages, itemReviewed could be Clip on archive.org
 - Is this same as syndication? Or pointing to larger content items like a whole show...?
- See also <https://www.w3.org/TR/mediaont-10/> - anything useful there

NEW:

- QUESTION: How do we disambiguate speakers; how can we specify an externally defined entity (e.g. everypolitician / dbpedia / wikipedia).
- We suggest that the attributes of the person should be based on when the claim was made, not when the fact check was published / not when the schema was generated.

General thoughts: schema should be flexible enough to adapt to many-to-many situations;

--linking a fact check in *any* format to an object in *any* format.

--layers within layers -- when tv news broadcasts a claim or fact check made in another format (ie broadcast fact check of a meme, something like that. You have one example like this.)

--fact checks associated with more than one individual

Etc.

TODO: Dan S to Make an archive.org version of the clip example (using someone other than Obama or Trump just to keep things interesting) -- <http://webschemas.org/ClaimReview> example 2