

## **Application of the Fake News Detection Model for Non-Governmental Organizations (NGOs)**

Use Case: Detection of Misinformation Related to Social Impact Issues such as Climate Change, Human Rights, or Public Health

**Market: NGOs, international organizations, and development agencies.**

In critical issues such as climate change, human rights, and public health, misinformation can negatively influence public opinion and affect the impact of awareness and social action campaigns. Our fake news detection module, based on Advanced LLM, is designed to identify and stop the spread of false news in real-time, protecting the accuracy of facts on sensitive issues and ensuring that decisions are based on reliable information.

### **How It Works:**

1. **Monitoring of Media and Social Networks:** The system continuously monitors media outlets, social media platforms, and digital sources discussing topics related to climate change, human rights, or public health. It processes texts, videos (converted to audio), and audios to detect signs of misinformation.
2. **Voice Differentiation in Multimedia Content:** If false information is spread through interviews or videos with multiple participants, the system can differentiate voices, allowing for precise identification of who is disseminating misinformation and its origin.
3. **Fake News Detection:** Using Advanced LLM, the system analyzes content to detect inconsistencies, manipulations, or false information related to sensitive social issues. It compares data with reliable sources and classifies information as true or potentially false.
4. **Automated Alerts and Response:** Once misinformation is detected, the system issues automatic alerts for NGOs and international organizations to take immediate action, such as issuing corrections or countering false information with verified data.
5. **Reports and Strategic Analysis:** The system generates detailed reports that include the origin of misinformation and the trend of its spread, allowing NGOs to adjust their awareness and communication campaigns to maximize positive impact.

### **Advantages of the Model for NGOs and International Organizations:**

- **Protection of Critical Issues:** The system protects the accuracy of information on sensitive topics such as climate change, human rights, and public health, preventing misinformation from affecting public perception and informed decision-making.
- **Real-Time Monitoring:** The system continuously detects fake news, enabling NGOs and organizations to quickly react to misinformation, issuing proactive responses to protect the integrity of their campaigns.
- **Multiformat Processing and Voice Differentiation:** The module can analyze texts, audios, and videos related to social impact issues. Additionally, the ability to differentiate voices helps identify those responsible for misinformation, facilitating corrective actions.

- Improved Efficiency of Social Campaigns: By ensuring that awareness and communication campaigns are based on verified facts, the system guarantees that NGOs' decisions and actions are grounded in reliable information, increasing their effectiveness.
- Prevention of Public Opinion Manipulation: The system helps curb the manipulation of public opinion by identifying and stopping the spread of false news, ensuring that the public receives accurate information and can support causes based on real facts.

### **Key System Integrations:**

#### 1. Integration with Media Monitoring Platforms:

- Recommended platforms: Meltwater, Cision.
- How it works: The system integrates with media monitoring platforms to track mentions related to social impact issues, detecting misinformation and helping NGOs counter it in real-time.

#### 2. Integration with Fact-Checking Tools:

- Recommended platforms: Snopes, FactCheck.org, PolitiFact.
- How it works: The system uses fact-checking tools to automatically validate news related to climate change, human rights, or public health, ensuring that NGOs and international organizations act on verified information.

#### 3. Integration with Social Media Monitoring Platforms:

- Recommended platforms: Brandwatch, Hootsuite Insights.
- How it works: The system can integrate with social media monitoring platforms to identify misinformation in real-time and generate alerts for NGOs to take immediate action.

#### 4. Integration with Crisis Management and Communication Systems:

- Recommended platforms: Everbridge, IntraPoint.
- How it works: In critical situations such as pandemics or social crises, the system can integrate with crisis management tools, issuing early alerts and enabling NGOs to manage communication effectively.

#### 5. Integration with Business Intelligence (BI) Platforms:

- Recommended platforms: Tableau, Power BI.
- How it works: Reports generated on fake news and its spread can be integrated into Business Intelligence platforms to provide detailed analysis on the impact of misinformation on social campaigns and NGO actions.

#### 6. Integration with CRM and Social Project Management Tools:

- Recommended platforms: Salesforce, Zoho CRM.
- How it works: Alerts about false news related to critical issues can be integrated into NGOs' project management systems, helping to adjust campaigns based on informational challenges.

### **Benefits for NGOs and International Organizations:**

- Protection of accuracy on social impact issues, ensuring that campaigns are based on verified data.
- Prevention of public opinion manipulation, ensuring that people receive reliable information on issues such as climate change or human rights.
- Real-time monitoring to detect and stop misinformation before it negatively affects social campaigns.
- Increased effectiveness of campaigns, ensuring that decisions and actions are based on real facts.
- Strategic and proactive analysis to improve responses to crises and misinformation, protecting the reputation and mission of NGOs.

**Conclusion:**

The fake news detection module for NGOs and international organizations provides a crucial tool for protecting the accuracy of facts on sensitive issues such as climate change, human rights, and public health. With the ability to process texts, audios, and videos, and to differentiate voices, the system enables NGOs to detect and stop misinformation before it affects public perception or compromises the effectiveness of their initiatives.