



fumbua<sup>✓</sup>

# GET SMARTER, DON'T GET **FOOLED**

**Level Up Your Digital Literacy**

**Your Information Integrity Mastery Toolkit**





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## Introduction

In this digital age we are bombarded with a constant flow of information making it increasingly difficult to distinguish between what is true and what is not. The spread of false information has impacted every aspect of our lives from the news we consume to the conversations we have with one another.



But there is hope.

Baraza Media Lab, together with fact-checking experts from Africa Check, Code for Africa, PesaCheck, and Africa Uncensored's Piga Firimbi, have come together under the Fumbua programme to develop a powerful toolkit that will empower you to protect yourself and interrupt the flow and spread of false information.

Thanks to the generous support of the United Nations Democracy Fund, through the Kofi Annan Foundation, this toolkit is made available to the public. Using simple and concise language, the toolkit will build your fact-checking skills and enable you to identify and tell the difference between misinformation, disinformation, and mal-information.

Equipped with this toolkit, we can all take steps towards building and protecting a more informed and educated society. Join us on this journey and help to build a future where the power of knowledge is respected and facts reign.





## What Is Information Disorder?

Information disorder is like a game of broken telephone that is interrupted by lies, half-truths and suggestions - except it's not a game and it is not just whispers getting distorted and derailed. Facts, logic, and trust in institutions are all lost in transmission leaving behind a menace that can cause real-world chaos, and harm, turn neighbours against each other and even impact the stability of countries.

Rumours, hate speech, unfounded conspiracy theories, harmful misunderstandings, and campaigns that are created deliberately to deceive and mislead are all part of information disorder. They are categorised as misinformation, disinformation and mal-information,<sup>1</sup> and are motivated by three major factors money, political influence and, causing trouble for the sake of it.

Let's take a closer look at some of these terms and what they mean.



It is the job of a fact-checker to amplify what the experts say, and not to claim to be an expert. We should always make this clear to our audience and cite our sources transparently, to allow the listeners to vet the information themselves and to build trust about the quality of our content.

1. <https://firstdraftnews.org/long-form-article/understanding-information-disorder/>



**F**alse information shared out of ignorance. The person sharing misinformation doesn't know it's false. It is often spread in our daily communication as we share stories we have heard or read.

This is false. The harmful use of alcohol can increase your risk of health problems.<sup>2</sup>

**F**alse information deliberately created to harm a person, social group, organisation, or country. The person sharing disinformation knows that what they are sharing is false.

**Examples:** Fake jobs advertisements that ask you to send money for them to process your application. Fake job ads seek to scam and get money from victims.

**F**actual private information publicly spread to cause harm. The person sharing malinformation deliberately sources private information about someone and makes it public with the intent of hurting their reputation or causing other harm.

**Example:** When someone shares screenshots of your secret conversations, or posts your private photos on a public platform or sends them to unintended recipients to embarrass you.



2. <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters?>

### 3. Cambridge Dictionary



## Facts, Truth and Honest Public Debate

Discussion helps people to reach general agreement and common understanding of the world. Without discussion it would be impossible to solve problems, reach compromise and make decisions or to work together all of which bring people together as communities and nations.

Healthy discussion is built on facts, truth and honest public debate.



### Fact

Something that **is known** to have **happened** or **to exist**, especially something for which **proof** exists, or about which **there is information**.<sup>3</sup> Facts do not change regardless who is measuring or checking them.

#### Examples:

- Dates
- Names
- Scientific findings
- Places

### Truth

A fact or principle that is thought to be true by most people.<sup>4</sup> A truth is something that is normally aligned with facts and may also extend to widely held beliefs.

#### Examples:

- Mount Kilimanjaro **in Tanzania** is the **highest mountain in Africa**.
- The Nile River, **the longest river in the world**, flows for **over 6,600 kilometres** through **six African countries** into **the Mediterranean Sea**.
- As of April 2023, Kenyan marathoner Eliud Kipchoge had won **more gold medals** and **Guinness World Records titles** than **any other** marathon runner **ever**.<sup>5</sup>

4. ibid

5. <https://www.guinnessworldrecords.com/world-records/87543-most-wins-of-the-world-marathon-majors-male>



## Honest Public Debate

A debate is a discussion about a subject on which people have different views. Public debate is a discussion that involves and affects a wider more general population rather than a particular group. An honest public debate anchors the discussion in fact and truth.

The specific features of honest public debate are -

- It is based on facts and evidence.
- It provides a clear understanding of what the issues are and sticks to the issues.
- It considers social and historical context.
- It incorporates critical thinking and embraces logic and coherence.



## Fact-Checking: Why it Matters

Fact-checking is the process of verifying the accuracy of claims or information. Fact-checkers verify information by checking credible publicly available records, conducting interviews with subject matter experts, contacting credible sources that have been quoted, and analysing data and statistics.<sup>6</sup>

Fact-checking is an important tool for promoting transparency, accountability, and accuracy in journalism and honesty in public debate.<sup>7</sup>

## Fact-checking helps to...<sup>8</sup>

- Prevent the spread of false information with harmful real-world consequences.
- Hold public figures and institutions accountable for their statements and actions.
- Promote transparency and openness in society.
- Educate the public and promote critical thinking skills.
- Identify bias, propaganda, and other forms of information pollution.
- Build public trust in the media, government, and institutions to foster a healthy democracy.
- Ensure that decisions and policies are based on accurate and reliable information.

6. <https://africacheck.org/get-involved/fact-checking-tips>

7. <https://africacheck.org/fact-checks/blog/why-fact-checking-matters>

8. Africa Check and MDDA (2019). Getting to the truth and why it matters: a fact-checking and investigative journalism toolkit.



## We cannot fact-check

Opinions

Beliefs

The future

## Who checks the fact checkers?

Fact-checkers are obligated to make their **proof**, **methods** and **conclusions** public, so that anyone reading the fact-check can tell if it is accurate or not. Any person is free to seek clarification and question inconsistencies, if any, in a fact-check.

The Short answer is:

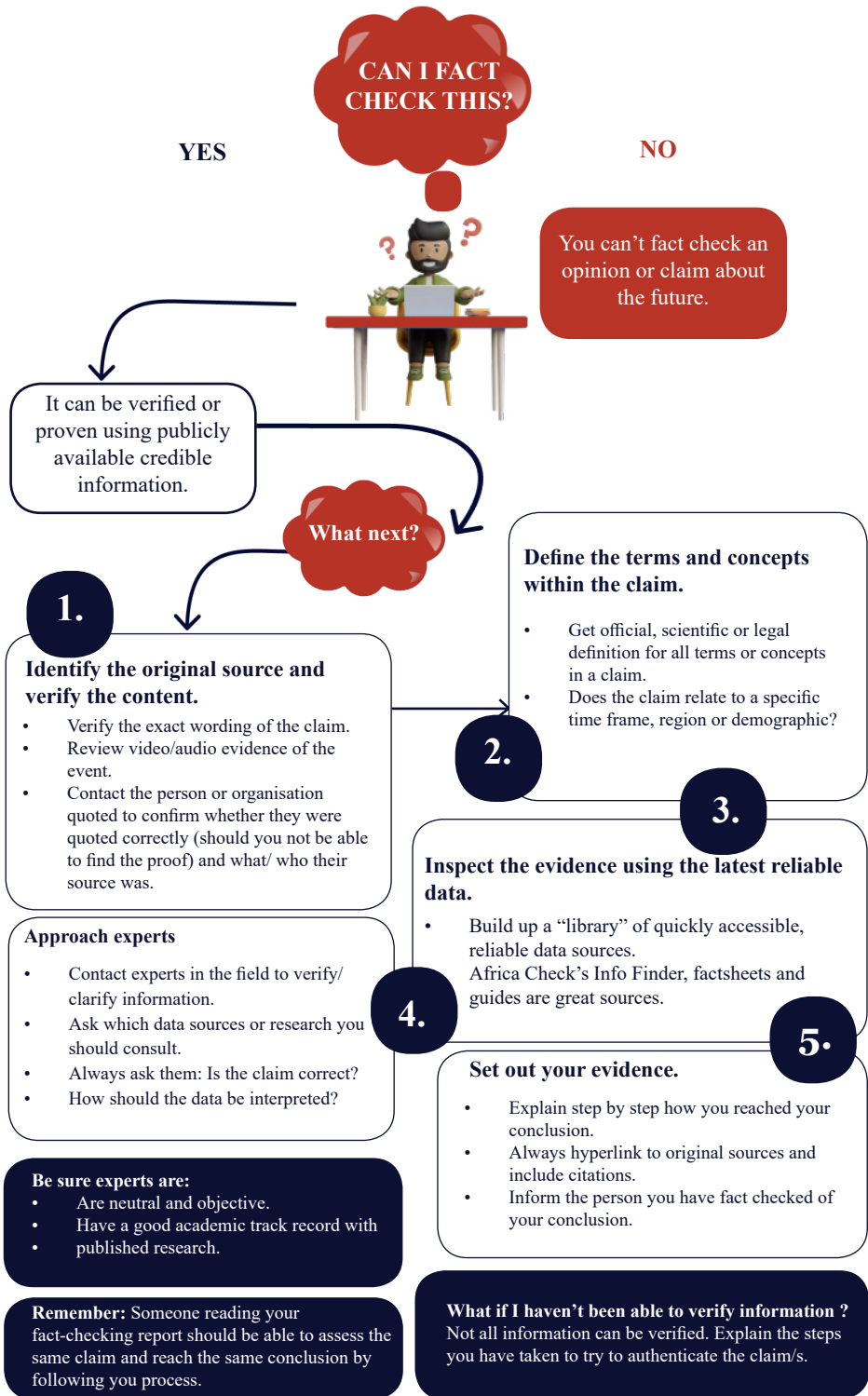
**YOU!**

In other words,transparency makes it possible for the public to hold fact checkers to account and for fact-checkers to check each other.





# THE FIVE-STEP FACT-CHECK





# Media and Digital Literacy

**D**igital literacy involves the ability to use technology effectively and efficiently. This includes understanding how to use digital tools like computers, smartphones, and the internet, as well as how to evaluate and use digital information<sup>9</sup>.



Media and information literacy “consists of the knowledge, the attitudes, and the sum of the skills needed to know when and what information is needed; where and how to obtain that information; how to evaluate it critically and organise it once it is found; and how to use it in an ethical way”.<sup>10</sup>

## Build your media and information literacy

- Be skeptical.<sup>11</sup> Question everything you read, watch or listen to. Don’t believe everything at face value. Ask questions, make connections, and evaluate evidence.



- Check the source. Make sure the source of the information is reliable and trustworthy. Look for credible sources that have a good reputation for accuracy and impartiality.

- Seek diverse perspectives to gain a more complete understanding of an issue. Know and understand the context of the media piece. Consider the history, politics, and culture of the time and place where the piece was created. Consider sources from different countries, cultures, and backgrounds.<sup>12</sup>



9. <https://unevoc.unesco.org/home/TVETipedia+Glossary/show=term?term=Digital+literacy#start>

10. <https://www.ifla.org/wp-content/uploads/2019/05/assets/information-literacy/publications/media-info-lit-recommend-en.fpd>

11. <https://britannicaeducation.com/wp-content/uploads/2020/10/Media-Literacy-Tip-Sheet-Kids-Pick-the-President.pdf>

12. <https://www.pnas.org/doi/10.1073/pnas.1920498117>



- Check the date. Be mindful of the date of a media piece, especially with online content. Older content may not be relevant or accurate anymore or may be used to deliberately misrepresent current events.



- Look for bias. Be aware of the author's perspective and any potential bias. Be mindful of your own biases: recognize your own biases and try to be objective when evaluating media.

- Media can evoke strong emotions, both positive and negative. Be aware of how media affects your emotions and consider how this may affect your perception of the content.



- Pay attention to the language. Be aware of the language used in the media. Be cautious of sensationalism, clickbait and emotionally charged language.

- Understand the platform. Different platforms have different standards for accuracy, fact-checking, and editorial oversight. Be aware of these differences and adjust your media consumption accordingly.



- Beware of media that tries to manipulate you. Some media may use propaganda, false information, or emotional manipulation.

- Stay informed. Stay up to date with current events and media trends to become more media literate.





## How to Spot False Information



Social media and messaging apps have become the backbone of communication. However, not all the information shared on these platforms is accurate or reliable.

False information can be quite obvious in some instances and at other times, hidden in plain sight. Key places where false information lives include social media platforms such as Facebook, Twitter, Instagram and TikTok and messaging apps including WhatsApp and Telegram.

False information is harmful to you and others. Knowing how to identify, avoid and debunk it will help to create a healthier information society.

## Where are you likely to find false information?



### Facebook

When consuming information from Facebook groups or pages which share content on political or social issues, crime, technology and health, there is a likelihood that false information may be shared to generate a buzz.

Social media pages, especially those which belong to politicians, public figures, political party bloggers, fan pages and media houses, may contain

false information both in the posts and in the comments section.

### Twitter

False information on Twitter can be found in popular hashtags, viral tweets (containing text, images and videos) and in the comments section.







### Instagram

Be on the lookout for viral Instagram posts from influencers and bloggers, Instagram stories and reels for false information.

### YouTube

Video content from influencers, YouTube Shorts and live broadcasts may contain false information.



### News sites

Viral news items and blog posts whose links have been shared on social media may contain false information or missing context.

### WhatsApp/Telegram groups and chats

Content forwarded via WhatsApp and Telegram many times may contain false information. The same is true of WhatsApp stories, especially those shared by many people from your contact list. If you are in a WhatsApp or Telegram group you are likely to receive false information either before it show up on social media or as a spillover from the social pages.



You can also consult a fact-checker to see if the content has been flagged for false information. For fact-checkers in Kenya

-  **PesaCheck** (<https://pesacheck.org/>),
-  **Africa Check** (<https://africacheck.org/>),
-  **Piga Firimbi** (<https://pigafirimbi.africauncensored.online/>),
-  **AFP Fact Check** (<https://factcheck.afp.com/afp-kenya/>).



# Tips for navigating social media safely

As you enjoy your daily dose of social media or news, remember:

- False information can come from a wide variety of accounts.
- Reels, stories, tweets and posts may contain false or inaccurate information in the images, videos, captions, audio or attached links.
- Stop and review the content before you share it with anyone. Reviewing the content will allow you to spot any red flags in the information.
- Look out for wonky or off-centre photos and videos as they may be manipulated.
- Sometimes videos and images may be unaltered but contain misleading context.
- Information may be shared as humour or satire but may also carry false connotations.
- Messages that come with the caveat “shared as received” or marked as “forwarded many times” are more likely to contain false or misleading information.
- Verify all links containing job opportunities, promotions, investment opportunities, and government grants as these are popularly used to carry out financial or phishing<sup>13</sup> scams.
- Outdated information may be reshared as new information or breaking news.
- Trending hashtags may be coordinated and contain deliberately false information.<sup>14</sup> (Learn more about influence operations on page 29).
- Content with catchy headlines, all caps and exclamation marks is likely to contain false information or is clickbait.
- If no credible news organisations are reporting a breaking story, chances are that it is false.
- Look out for stories which do not quote credible sources. A quick online search of the author of the content will enable you to find out more about them. Are they credible sources of information? Is the source of the content human or is it a bot? (Learn more about social media intelligence tools on Page 30).
- Watch out for spelling mistakes and odd-looking fonts and layouts as well.
- Next, check if the content is relevant to current events or it’s just old information being reshared.
- Not everyone who claims to be an expert on social media is an expert.



13. For definition of phishing scams, see: <https://www.ftc.gov/news-events/topics/identity-theft/phishing-scams>

14. <https://www.facebook.com/formedia/blog/third-party-fact-checking-tips-to-spot-false-news>



## Digital Verification

**D**igital verification is the process of proving that something is what it claims to be by using computer technologies.

### Verifying text

Is it tied to a number?

**Example of a claim with a number:**

“There are 51 counties in Kenya”.

So, how do you find out if this is true?

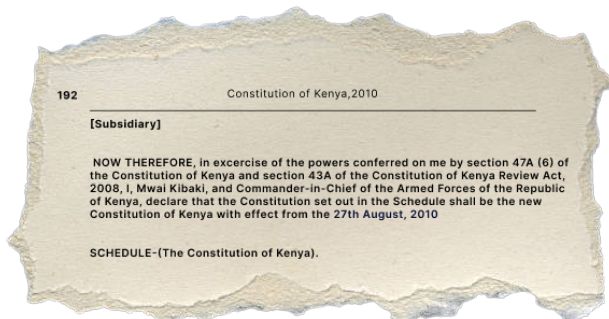
You go to the latest, most relevant credible source. This would be the Constitution of Kenya<sup>15</sup>, where you would find that there are 47 counties in Kenya.

Does it contain dates?

**Example of a claim with a date:**

“Kenya’s new constitution was promulgated on January 5, 2023”.

In that case, this claim can be debunked based on the actual date, which is August 27, 2010, as indicated in the Constitution of Kenya<sup>16</sup>.



<sup>15</sup> <http://kenyalaw.org/lex/actview.xql?actid=Const2010>

<sup>16</sup> *ibid*





## Does it contain a quote?

At times the entire quote may be made up by a non-existent person on a made-up, non-existing platform.

### Example of a claim with a non-existent organisation:

“Human beings are actually reptiles”- new research from the Institution of Scales Database (ISOD).

## Is it a claim of attribution?



A post may contain the right quote but be attributed to the wrong person.

For instance, you see a post with the quote: “I have a dream”- Barack Obama.

This post would be misleading because the quote “I have a dream” does not originate from Barack Obama but from Martin Luther King Jr.

## Does it make a historical claim

### Example of a historical claim:

Raila Odinga was Kenya’s first Prime Minister.

This is FALSE. Jomo Kenyatta was Kenya’s first Prime Minister.





## Correlation is not Causation

Just because things happen at the same time does not mean one caused the other.



### History Repeating

**1978:** Pope dies, Wales wins Grand Slam, Liverpool wins European Cup (Champions League)

**1981:** Prince Charles weds, Liverpool wins European Cup (Champions League)

**2005:** Pope Dies, Wales wins Grand Slam, Prince Charles weds, Liverpool wins Champions League

Just because a Pope died, it did not mean that Prince Charles would marry, or that Liverpool would win the European Cup despite these events happening within the same year in the past.<sup>17</sup>

## Be cautious about the following:<sup>18</sup>

- Never assume you know what someone meant. Ask them exactly what they were referring to.
- Define each word or idea in the statement.
- Make sure you understand what each word and/or idea means and give a simple explanation of it.



<sup>17</sup> [http://news.bbc.co.uk/sport2/hi/funny\\_old\\_game/4449773.stm](http://news.bbc.co.uk/sport2/hi/funny_old_game/4449773.stm)

<sup>18</sup> [africacheck.org/factsheets/guide-how-to-cite-africa-checks-research](http://africacheck.org/factsheets/guide-how-to-cite-africa-checks-research)



## Verifying images

Adding images and videos to your posts helps boost engagement. Individuals and groups sharing false information are now using images to get a wider reach.

### Examples of how images are used to spread false information:

- Attaching the wrong caption to old or recent images.
- Altering elements in a picture to create or suit a narrative.
- Falsely attributing claims to credible sources
- Using the wrong context
- Missing context

### Examples of how an authentic image was manipulated:

Kenyan Deputy President Rigathi Gachagua's face was photoshopped onto actor Daniel Kaluuya's face to claim that he was at Jay Z's Roc Nation event on February 4, 2023.<sup>19</sup>

Riggy G at the Roc Nation brunch



The actual image of Daniel Kaluuya



<sup>19</sup> <https://pigafirimbi.africauncensored.online/rigathi-gachagua-at-the-roc-nation-brunch-check/>



## Online tools for verifying images

Open source tools can help you pin down the origin of an image showing when it was taken and where.

Here's how to access and use these tools:

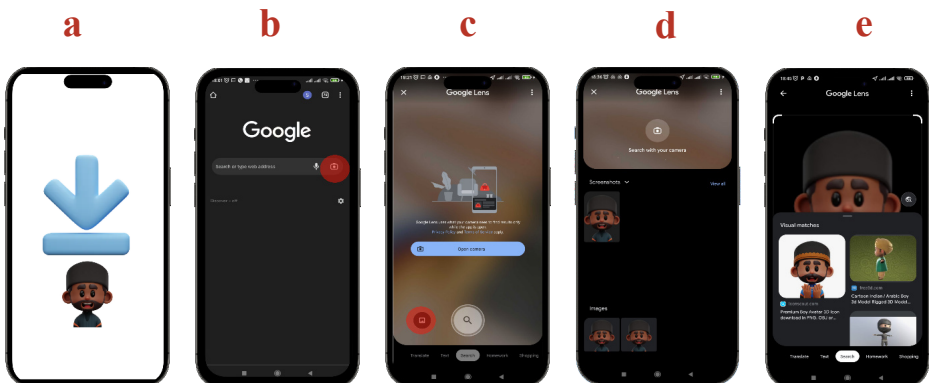


### 1. Google Reverse Image Search <sup>20</sup>

You apply the same process you would on a random Google search. However, instead of searching using words or phrases, you use images.

### Follow the steps below:

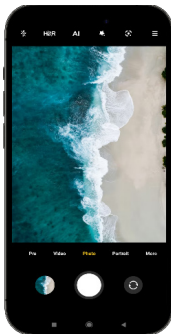
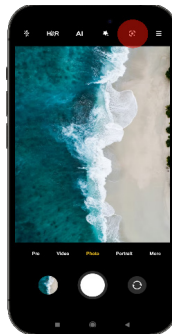
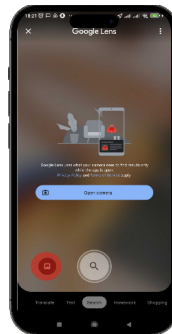
- a. Download the image you want to fact-check.
- b. On the Chrome browser, tap the camera icon illustrated below.
- c. The icon directs you to Google Lens.
- d. You can choose to either upload the image from your gallery or scan the image.
- e. Google will generate visual matches.





## You can also:

- a. Open your camera.
- b. Click on the lens icon at the top.
- c. It redirects you to Google Lens where you can either upload an image or scan an image to generate results.

**a****b****c**

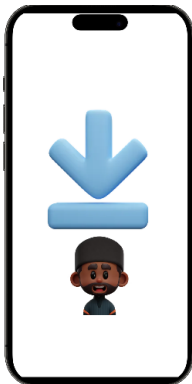


## 2. **Tineye**<sup>21</sup>

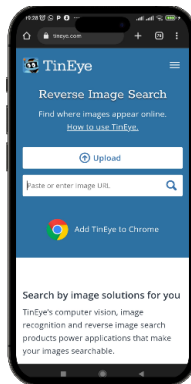
### Follow the steps below:

- Download the image you want to check or copy the post's URL.
- On your browser's search tab, type Tineye.com.
- You could choose between uploading the image or pasting the URL to generate matching results.

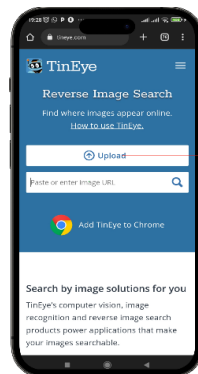
**a**



**b**



**c**



- The results there will show what was altered or when and where the image was first used.

<sup>21</sup> <https://tineye.com/>



### 3. Yandex<sup>22</sup>

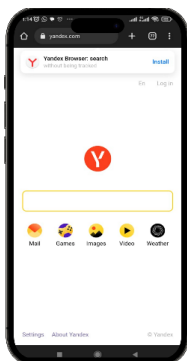
#### Follow the steps below:

- a . Download the image you want to check or copy the post's URL.
- b. Search for Yandex.com.
- c. Upload the image from your gallery.
- d . Click on images then the lens icon.

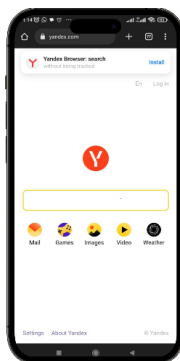
a



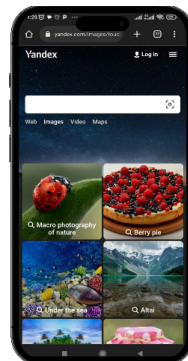
b



c



d



- e. The tool automatically generates visual matches.

Here are some tips to help to debunk images:

- What are people wearing in the picture?
- Visual clues like landmarks or physical features?
- Look out for inconsistent lighting in the picture?



## Verifying videos



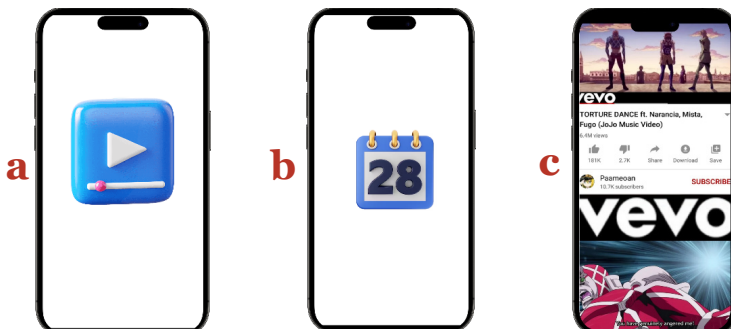
Videos are usually manipulated to drive a specific agenda or influence people to act in a particular way

These manipulations include:

- Editing videos to omit some sections.
- Merging two or more unrelated videos.
- Inserting misleading subtitles.
- Inserting AI generated voice overs or imitations voice actors.
- Videos shared in misleading context.

### Step-by-step process for video verification

- One method to find the earliest versions of a given video is to perform an image search of the video thumbnail<sup>23</sup> using instances of the video thumbnails and images.
- For videos with a description, tags or identifying text, search for the earliest videos matching the keywords using the date filter to order results.
- For videos that contain watermarks and logos, an internet search will give you an impression as to the reliability of a source of the video eg. **Vevo watermark**
- Check the video for clues such as distinctive streetscape, a building, church, mountain range, etc to determine the location of the video and if it matches the video description.



<sup>23</sup> <https://www.techtarget.com/whatis/definition/thumbnail>





## InVid & WeVerify

### Follow the steps below:

**Step1:** On your computer from Chrome Web Store download the InVID & WeVerify<sup>24</sup> extension.

**Step2:** Run the video through InVID & WeVerify to extract its key frames

**Step3:** Right-click on any of the images extracted from the video and choose a reverse image search function from the options provided.

**Step4:** Once you are directed to a reverse image search function of your choice, cross check the video against an existing database of similar videos

**Step5:** Finally identify any alterations made on the video you are verifying or if it is currently being used in the correct context

### More Tips For Verifying Videos

In case subtitles misrepresents what is being said in the video you can use Google Translate<sup>25</sup> to get the correct translation of the message in a language of your choice. For local language translations not covered by tools, find three random speakers fluent in the language to help translate and verify the content.

If you suspect that a video has been generated using artificial intelligence (AI) you can use watchframebyframe.com<sup>26</sup> to play the content in slow motion which will enable you to pick up any inconsistencies. Inconsistencies may include mismatched earrings, and misplaced body parts or hair among others.



<sup>24</sup> <https://chrome.google.com/webstore/detail/fake-news-debunker-by-inv/mhccpoafgdgbhjhfhkcmgkndkneenhe?hl=en>

<sup>25</sup> <https://translate.google.com/>

<sup>26</sup> <http://www.watchframebyframe.com/>



## Verifying Audio

The most common way in which audio is manipulated is by editing out sections or remixing sections of an audio clip to change the message.



Other ways in which audio can be manipulated:

- Voice over actors may mimic prominent people and pass the recording on as authentic content.
- Audio can be created using artificial intelligence for malicious purposes.
- Misinformation that first appeared as text can be voiced and shared as audio.

## A guide into verifying false information on audio

- Listen carefully to the sound quality of the audio. If the audio quality is distorted then it may have been synthetically produced.
- The longer the clip, the easier it is to pick out inconsistencies. For short audio clips, slow down the playback to achieve the same purpose. Most smartphones come with inbuilt features to play audio and video in slow motion.
- Use Youtube Translate to search for keywords containing false information and pinpoint the exact moment in the video when the claim was made.
- Use Google Translate to determine false information that has been posted in a different language.
-



## Verifying Websites

Some websites mimic legitimate websites with the intention of deceiving visitors and such websites may also share dubious promotions, and run phishing scams.



### How to verify that a website is an imposter

- If the website URL has been shortened or customised, check a preview to reveal the identity of the landing page URL. Or you could expand the link using a site like <https://urlex.org/>.
- Use the WHOIS<sup>27</sup> ( <https://www.whois.com/>) domain lookup to trace the ownership and tenure of a domain name and other details such as the registration date of the domain name, when it expires, where it was registered and so on.
- Pay special attention to the date of registration of a domain; legitimate domains are usually older than imposter domains.
- Not all website information is available on WhoIs, including that which is prohibited by data privacy laws.

“

The fact checking network is a collaboration. It's not a competition.... So it's quite different from media

”

*By Doreen Wainainah, Managing Editor, PesaCheck*

<sup>27</sup> <https://www.whois.com/>



## Verifying content on social media

**S**ocial media posts may contain false information usually in the form of text, manipulated images, videos and audio. Imposter accounts and parody/fan pages can also share false information and even ruin a reputation.



## Guide to verifying false information on social media

- False information is often believable so you must have a healthy level of skepticism.
- Beware of trending hashtags used to spread false information about controversial topics.
- Use the Facebook Transparency<sup>28</sup> feature to track the origin of a Facebook page - when the page was created and how many times the page has changed names if at all.
- For some Facebook and Twitter pages, a verification mark is often an indicator that the page in question is legitimate, but you should still check the content on these pages.
- Check your biases. Misinformation is designed to feed your biases, hopes and fears. Check if something sounds right before you believe it.





# Influence operations - The basics



**I**nfluence operations involve one group of people working together to manipulate or deceive another specific group of people for a certain outcome or to advance their own agenda. They may use lies, misleading information, or other sneaky tactics to try to change the way people think or behave in response to particular issues or to disrupt important events or conversations. Influence operations can be carried out by different people or groups, such as people who are trying to win an election, extremist groups,<sup>29</sup> or even foreign governments.

## 8 tips for detecting influence operations<sup>30</sup>

1. Stay on top of the latest tactics being used to sway opinion online.
2. Question the narrative. Be critical of the story or the message presented and ask yourself if it is trying to manipulate your emotions or beliefs.
3. Words matter. Pay attention to the language used. Look for patterns or keywords that may suggest a particular agenda.
4. Spot the automated accounts or bots. Look for unusual activity on social media and use tools to sniff out fake accounts or bots.
5. Follow the money. Ask yourself if there are any financial incentives for sharing the information and if anyone stands to gain from spreading it.
6. Look at the big picture. Put the information in context and see how it fits into the wider world of politics and society. For example, if there's a US dollar shortage in Kenya, how does that affect the country's economy and foreign trade?
7. Notice the noise. Keep an eye out for messages that are the same or similar that are being blasted across social media or news outlets in a coordinated effort.
8. Speak up. If something doesn't seem right, let the right people know so they can investigate. Report any suspicious activity or information to the appropriate authorities, to social media platforms or organisations with a mandate to investigate or punish such behaviour.

<sup>29</sup> <https://carnegieendowment.org/2022/02/09/global-perspectives-on-influence-operations-investigations-shared-challenges-unequal-resources-pub-86396>

<sup>30</sup> <https://foreignpolicy.com/2019/08/12/8-ways-to-stay-ahead-of-influence-operations/>



## Tools for social media intelligence and how to use them

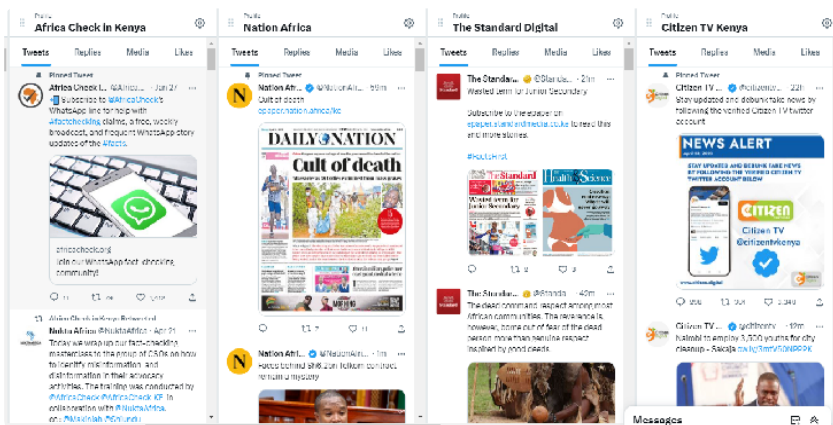
Social media intelligence tools are tools you can use to collect data from social media platforms (social media channels).

Some of the freely available tools you can use for social media listening are:

### TweetDeck

TweetDeck is used to obtain data from Twitter for example, tweets that contain certain words and hashtags. To use Tweetdeck:

1. Sign in to TweetDeck using the link: <https://tweetdeck.twitter.com/> (You will be required to link TweetDeck with your Twitter account).
2. To search tweets containing certain words or hashtags, add a column and search for the words or phrases you want to find.
3. Filter results from Twitter using the filter options feature on the tool. This includes filtering tweets that either include or exclude certain words, tweets posted from a certain location and within a specific time period, and tweets that contain media (videos, gifs, images, broadcasts and links). The filter feature also enables you to filter out tweets, replies and retweets.



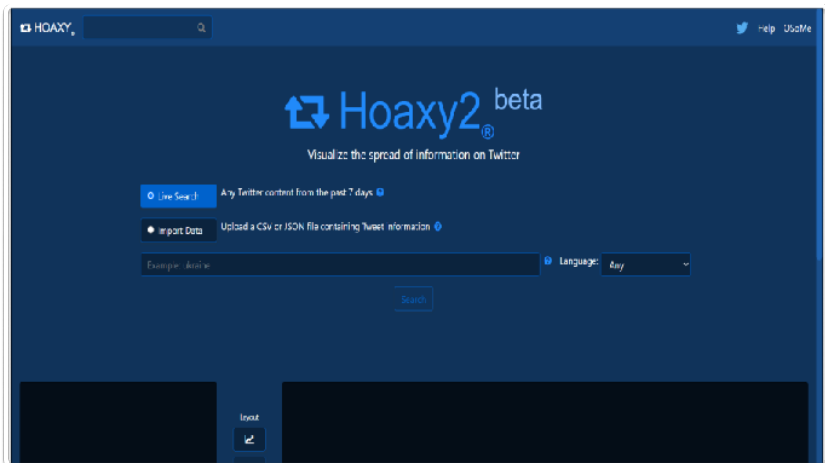


## Hoaxy



**H**oaxy enables you to map out the networks of Twitter accounts whose tweets contain certain keywords, phrases or hashtags. This tool enables you to identify a network of accounts that might be part of a disinformation network on Twitter through social network mapping. To use Hoaxy:

1. Use the link (<https://hoaxy.osome.iu.edu/>). (You will be required to sign in and link your Twitter account with Hoaxy).
2. Enter the phrase/hashtag that you would like to search Tweets that contain these phrases/ hashtags. The output will be a social network map of accounts that have tweets that contain the search words that you have used.



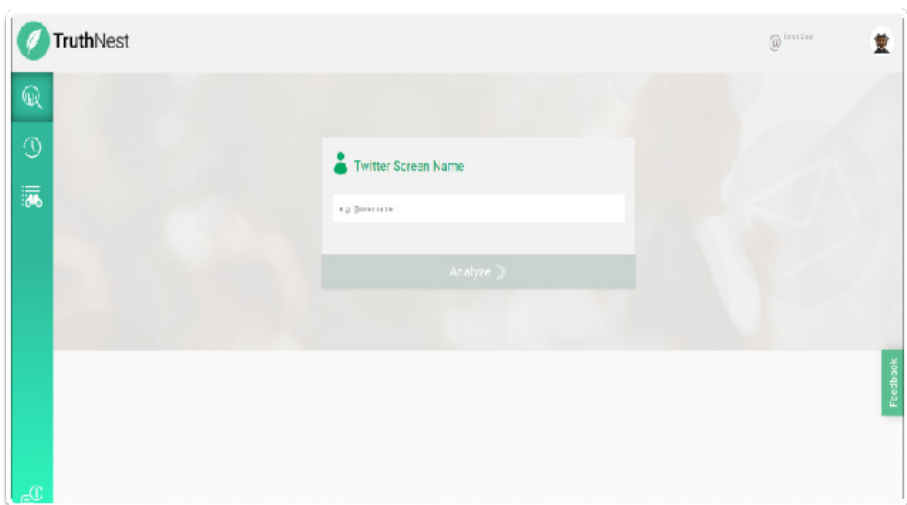


## Truthnest



**T**ruithnest (<https://www.truthnest.com/>) enables you to find the personality of a Twitter account including the likelihood of an account being a bot, the list of hashtags the account has used in its previous tweets, and suspicious accounts (accounts with extreme activities) that are followed by that specific Twitter account. These insights will help you to identify accounts that are used to spread false information and disinformation. To use Truthnest:

1. Sign-in to Truthnest (You will be required to link your Twitter account with Truthnest).
2. Enter the username of the Twitter account that you are interested in getting more insights from as discussed in the paragraph above.





## Who Posted What?

**W**ho Posted What? (<https://whopostedwhat.com/>) is used for searching publicly available data on Facebook including posts that contain certain keywords or phrases that you may be interested in.

To use Who Posted What:

1. Use the link (<https://whopostedwhat.com/>).  
(You will need to log in to your Facebook account to use the tool).
2. Enter the keywords or phrases that you would like to search for in posts in the search box along with any other details you are interested in.

**3. Search**

**Specific day**  
Posts about  on

**Specific month**  
Posts about  on

**Specific year**  
Posts about  on

*Example: Find all posts about [Facebook](#) from [October 2005](#)*

---

**Timerange**  
Posts about  from  until

*Example: Find all posts about [Facebook](#) from [4th June 2005](#) until [8th July 2005](#)*

---

**Location**  
Posts about  from the location (UID)

A screengrab from Who Posted What illustrating search features to search Facebook posts such as searching posts by day, month, year, time range and even from searching posts from certain locations

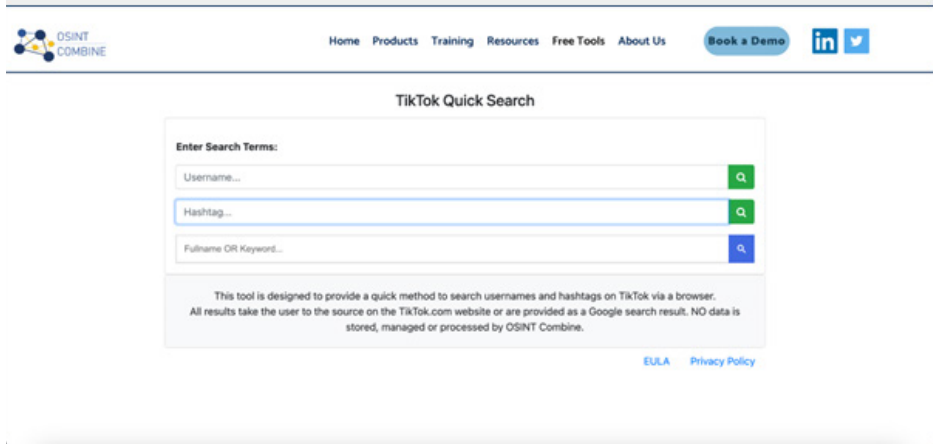
(Source: Who Posted What)



## OSINT Combine

OSINT Combine allows you to search for hashtags and usernames from TikTok via a browser. To use OSINT Combine:

1. Use the link (<https://www.osintcombine.com/tiktok-quick-search>).
2. Enter the hashtags that you are interested in and search for TikTok posts that contain them.
3. You can also search for TikTok usernames using this tool.



The screenshot shows the OSINT Combine website's 'TikTok Quick Search' interface. The header includes the OSINT Combine logo, navigation links (Home, Products, Training, Resources, Free Tools, About Us), a 'Book a Demo' button, and social media icons for LinkedIn and Twitter. The main search area is titled 'TikTok Quick Search' and contains three input fields: 'Username...', 'Hashtag...', and 'Fullname OR Keyword...'. Each field has a green search button with a magnifying glass icon. Below the input fields, a disclaimer states: 'This tool is designed to provide a quick method to search usernames and hashtags on TikTok via a browser. All results take the user to the source on the TikTok.com website or are provided as a Google search result. NO data is stored, managed or processed by OSINT Combine.' At the bottom right of the disclaimer, there are links for 'EULA' and 'Privacy Policy'.



# Using Google Search like a pro

Here are tips and tricks that will help you improve your Google searches.

## Double quotation marks (“ ”)

Double quotation marks extracts the exact match in results of the words/phrase inside the quotation marks. For example, “False news in Kenya” will give results that contain the exact match of the phrase/words in double quotation marks.

## Logical operators (AND and OR )

The AND operator extracts search results that contain both the words/phrases joined by the logical operator AND. For example, False AND Kenya will extract google search results that contain the words “False” and “Kenya”.

The OR logical operator extracts results that contain either of the words/phrases between the OR logical operator. For example, False OR Kenya will extract results that contain either the words false or Kenya.

## Hashtag (#)

When you insert a hashtag before a search word (phrase) on Google, it will extract all results that contain the hashtag word. For example, #FalseNews will extract results that contain the hashtag words #FalseNews.

## The minus sign (-)

When you insert a minus word before a word in your Google search, the Google output will contain results that do not contain the search word. For example, misinformation news disinformation search on Google search, will extract results that contain misinformation news and exclude results that contain disinformation.





## Political and Election Disinformation

### What is electoral and political disinformation?

**P**olitical disinformation is the intentional use of misleading information against political candidates, parties, processes and campaigns with the aim of gaining political advantage.

Electoral disinformation (also called election disinformation) is the deliberate distribution of false information about electoral processes such as voting, civic education, political candidates and parties, electoral bodies, the judiciary, the executive and the police, military forces and their role in the electoral cycle.

### What does political and election disinformation look like?

#### Propaganda against political candidates and independent institutions

- Competing political interests are a breeding ground for propaganda and smear campaigns. These are often designed to discredit political opponents by branding them as corrupt (without any evidence), anti-religious or any other label that will paint them as unsuitable for election. This also includes fake allegations about manifestos.<sup>31 32</sup>
- During elections there is usually a concerted effort to discredit independent institutions such as the Independent Electoral and Boundaries Commission (IEBC), the National Cohesion and Integration Commission (NCIC), the justice system and security forces with the aim of portraying their leadership as partisan and/or compromised.<sup>33</sup>

#### Negative ethnic stereotyping

- Negative ethnic stereotyping uses coded words and ethnic stereotypes to build on misinformation and disinformation targeting ethnic communities.
- Negative ethnic stereotyping capitalises on the weaponisation of preference for certain cultural practices.



31 <https://pesacheck.org/false-kenya-kwanza-manifesto-does-not-mention-plans-to-convert-meru-university-of-science-and-f1fed365c1a4>

32 <https://africacheck.org/fact-checks/spotchecks/beware-fake-and-incendiary-kenya-kwanza-coalition-manifesto>

33 <https://pesacheck.org/fake-this-purported-kenya-news-screenshot-claiming-that-iebc-vice-chair-juliana-chererwas-absa-bank-9aa1b04abcf0>



## Why and how does political and election disinformation spread?

Depending on who is running for elective office and which party is sponsoring them, the stakes are often high. At the core of the scramble for power and high office are money and influence.

Political disinformation actors and election disinformation actors use the same tactics and techniques. These include:

- **Doctored newspaper front pages.** False information shows up in the form of doctored front pages of leading newspapers<sup>34</sup> with sensational headlines and images of prominent individuals. — The Daily Nation (<https://nation.africa/kenya>), The Standard (<https://www.standardmedia.co.ke/>), and The Star (<https://www.the-star.co.ke/>) — The nature of the fake pages and stories suggests that they seek to achieve a particular political purpose.



- **Fake digital cards/news alerts** Digital cards and news alerts are graphic images used by news publications to disseminate news highlights to their audiences. Fabricated digital cards that imitate media branding have been used to disseminate falsehoods, sometimes quoting public figures, other times spreading propaganda, or inciting ethnic division, or potentially polarising citizens and edging them towards violence.



- **Fabricated screenshots of news stories.** Another way in which political false information is shared is through fabricated or doctored screenshots that are made to look like they were taken from websites of legitimate news organisations. While the stories have no basis in fact, the fact that they seem to have been published by legitimate sources contributes to their believability and therefore virality.



<sup>34</sup> <https://pesacheck.org/how-to-recognise-a-fake-newspaper-front-page-on-social-media-7a920db4d350>



- **Ghost polls**

Many charts and graphs on social media are designed to appear like results of polls conducted by legitimate survey companies, and seek to shape the online discussion about the supposed ranking of political candidates. Polling organisations routinely have to disown posts attributed to them.



- **Recycled false information**



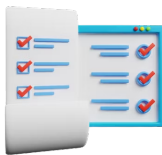
Certain pieces of false information resurface during every election cycle. Some of this false information has previously been debunked, and a simple search would show debunks that have been done by various fact-checking organisations.

- **Spreading unverified election results**

Some political candidates and other independent actors take advantage of the public thirst for information and set up parallel tallying centres from where they publish fabricated or misleading results, declaring a win ahead of the official declaration of results by the electoral commission. Some candidates use this as a strategy to lay grounds for rejecting election results.



- **Fake affidavits**



Election disputes are a breeding ground for false information. One of the most prominent forms is the swearing of affidavits by politicians using false information.<sup>35</sup> Even if the politician retracts or withdraws the affidavit during the actual petition hearing, the media will have published the contents of the false affidavits spreading damaging narratives that affect the credibility of the election.<sup>36</sup>

- **Bot accounts and keyboard warriors**

Bad actors use bot accounts and keyboard warriors to amplify disinformation. The content is pushed and amplified in an artificial way to reach a wide reach of audience and to make the disinformation content easily believable rather than allowing it to spread organically through normal sharing on social media.<sup>37</sup>



35 <https://nation.africa/kenya/news/politics/the-hair-raising-allegations-made-in-john-githongo-s-court-affidavit--3923962>

36 <https://www.pd.co.ke/august-9/github-changes-tune-logs-147099/>

37 <https://disinfo.africa/early-detection-and-counteracting-hate-speech-during-the-2022-kenyan-elections-c0f183b7bdd1>



# Electoral opinion polls

**O**pinion polls are popular tools for gauging public sentiment about specific topics and candidates. They are used by political parties, media and independent organisations alike. They can be useful for helping to build consensus and understanding what the public cares about. They can also be misused to reaffirm political power and to gain advantage over rivals.



## 10 tips to vet electoral opinion polls in Kenya

1. Look for the methodology used in the poll, including the sample size, sampling method, and margin of error.
2. Check the wording of the questions asked in the poll to see if they are biased or leading.
3. Verify that the poll was conducted by a reputable organisation or polling firm.
4. Check if the poll was conducted in a specific region or demographic group, and if it can be generalised to the entire population.
5. Determine if the poll is based on likely voters or registered voters, as this can affect the results.
6. Look at the dates when the poll was conducted to see if there were any events or news stories that could have affected the results.
7. Check if the poll was conducted online, by phone, or in-person, as this can affect the response rate and the accuracy of the results.
8. Look at the past performance of the polling organisation to see if they have a track record of accuracy or bias.
9. Compare the results of the poll with other recent polls on the same topic to see if they are consistent.
10. Consider the context and potential biases of the news outlet reporting the poll results.

### Further reading:

<https://africacheck.org/fact-checks/guides/guide-what-you-should-know-about-opinion-polls-ahead-kenyas-2022-election>

<https://africacheck.org/sites/default/files/Covering-Polls-A-handbook-for-journalists.pdf>

<https://africacheck.org/fact-checks/guides/guide-understanding-and-reporting-opinion-polls>

<https://www.britishtollingcouncil.org/wordpress/wp-content/uploads/2022/04/bpc-guide-for-journalists-2022.pdf>



## Gender(ed) Disinformation

**G**ender(ed) disinformation is a term used to describe the creation, sharing, or dissemination of false content which:

- Attacks or undermines people on the basis of their gender.
- Weaponises gender(ed) narratives to promote political, social or economic objectives.
- Uses gender(ed) stereotypes to intimidate.
- Uses sexual orientation to discredit, humiliate or embarrass.
- Uses harmful narratives on gender(ed) roles<sup>38</sup> to push public debates.



## What does gender(ed) disinformation look like?

- Publicly posting fake sexualised information, doctored graphics, images and videos that violate what we considered as the basic socially acceptable behaviour for people in the country.
- Posting doctored images, videos, memes to discredit or ridicule someone in public.
- Traditional stereotypes, for instance portraying females as weak and in need of male protection and showing them as incapable of leading without the men.
- Use of your gender role to portray you to be incapable of occupying public office due to ulterior motives.
- Use of gender stereotypical characteristics and physical appearance to challenge or intimidate an individual against vying for a position or talking about policy .

These strategies seek to remove you from a position of power and visibility, and can also discourage people from entering politics in the first place.

38. <https://www.plannedparenthood.org/learn/gender-identity/sex-gender-identity/what-are-gender-roles-and-stereotypes>



The goal of these attacks is to use gender to frame specific politicians and government officials as untrustworthy, unintelligent, or unqualified to hold office or participate in democratic politics.

They deny individuals the full expression of themselves.

**Example of a stereotype:** Men do not cry or express emotion. Women can't be independent, smart or assertive.

## How you can fight gender(ed) disinformation

- Call it out. Sometimes biases and stereotypes are hard for people to recognise unless someone points it out.<sup>39</sup> Call it out loudly.
- Discuss it with friends and family members and help others understand how sexism and gender stereotypes can be hurtful.
- Respect people regardless of their identity.



<sup>39</sup> <https://www.plannedparenthood.org/learn/gender-identity/sex-gender-identity/what-are-gender-roles-and-stereotypes>



## Amplifying Accurate Information

False information travels further, faster, deeper, and more broadly than accurate information, according to research by the Massachusetts Institute of Technology (MIT). It also takes true stories about six times as long to reach 1,500 people as it does for false stories to reach the same number of people<sup>40</sup>.

The same report further indicates that people, not bots, are primarily responsible for the spread of misleading information<sup>41</sup>.

For this reason, it is important to collaborate towards amplifying accurate information.



## Here's How To Amplify Accurate Information

### Social media content creation

You can fight fake news by sharing accurate information online, via different formats such as Twitter threads, graphics, podcasts and videos.

Some freely available tools for content creation include Canva<sup>42</sup> and Figma<sup>43</sup> for graphics design; Capcut<sup>44</sup> and Inshot<sup>45</sup> to create videos, Podbean<sup>46</sup>, Anchor<sup>47</sup>, Castbox<sup>48</sup>, Soundcloud<sup>49</sup> to create podcasts; Hootsuite<sup>50</sup>, Later<sup>51</sup> and Social Oomph<sup>52</sup> for social media content management.

### Social Media Campaigns

Examples are:

# FumbuaUkweli<sup>53</sup>

# SambazaUkweli<sup>55</sup>

# StandUp4Facts<sup>54</sup>

# BeSmartKnowTheFacts<sup>56</sup>

40 <https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>

41 <https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>

42 <https://www.canva.com/>

43 <https://www.figma.com/>

44 <https://www.capcut.com/>

45 <https://inshot.com/>

46 <https://www.podbean.com/>

47 <https://podcasters.spotify.com/pod/login>

48 <https://castbox.fm/>

49 <https://soundcloud.com/>

50 <https://www.hootsuite.com/>

51 <https://later.com/>

52 <https://www.socialoomph.com/>

53 [https://twitter.com/hashtag/FumbuaUkweli?src=hashtag\\_click](https://twitter.com/hashtag/FumbuaUkweli?src=hashtag_click)

54 [https://twitter.com/search?q=%23SambazaUkweli&src=hashtag\\_click](https://twitter.com/search?q=%23SambazaUkweli&src=hashtag_click)

55 [https://twitter.com/hashtag/StandUp4Facts?src=hashtag\\_click](https://twitter.com/hashtag/StandUp4Facts?src=hashtag_click)

56 [https://twitter.com/hashtag/BeSmartKnowTheFacts?src=hashtag\\_click](https://twitter.com/hashtag/BeSmartKnowTheFacts?src=hashtag_click)



## Using influencers



**B**ased on their ability to attract massive audiences, social media influencers can amplify factual information that serves as entertainment and creates awareness on the impact of mis- and disinformation.

## Translate and share accurate information

Recreating content in Kiswahili and local languages, to reach a wider audience also helps.

## Report abuse

- Use the media literacy skills you've learned to call out false information you come across on your favourite local television or radio station.
- If the inaccurate information is in a newspaper, write to the public editor of the news publication.
- Every social media platform has a report button that you can use to flag any false information that has been shared or posted.

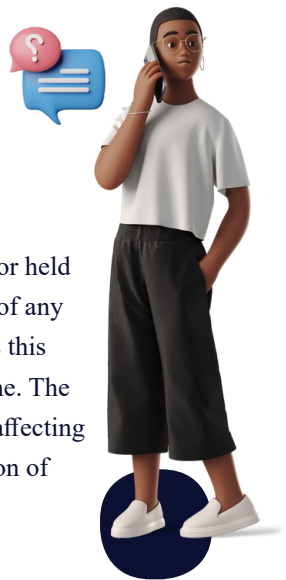
## Fact-checkers at your service

Talk to fact-checkers on WhatsApp through their tip lines:

- **Africa Check** - +254 729 305 650 (<https://t.co/ysK3u0d5sZ>)
- **PesaCheck** - +254 780 542 626 (<https://t.co/zAxs6pdIKB>)

Flag any content you find suspicious and send it through these tip lines for fact checking. The tiplines also give you access to fact-checks as soon as they are published. You can then forward accurate information instead of fake news.





## Access To Information

Every Kenyan has a right to access information held by the state or held by another person if it is required for the exercise or protection of any right or fundamental freedom. The Constitution of Kenya guarantees this right, and the Access to Information Act, defines how this can be done. The state is required to publish and publicise any important information affecting the nation. Every person also has the right to the correction or deletion of untrue or misleading information that affects them.

### How to file a request for information

1. Download the request form, available on the Katiba Institute website<sup>57</sup> and fill it out.
2. Send it to the government entity you want information from.

### Do not pay for information.

You are not supposed to be charged for the submission of an application.  
(You may be asked to pay for printing).

The authority you approach is only allowed to withhold information if it will:<sup>58</sup>

- Undermine the national security of Kenya.
- Hinder the due process of law.
- Jeopardise the safety, health, or life of any person.
- Invade the privacy of an individual, among other reasons.

If the Ministry takes more than **21 days** to respond, send your complaint through the Commission on Administrative Justice (The Office of the Ombudsman).<sup>59</sup>

**Tel: +254-20-2270000/2303000/2603765/2441211/8030666**

**Email: [info@ombudsman.go.ke](mailto:info@ombudsman.go.ke)**

<sup>57</sup> <https://katibainstitute.org/access-to-information/>

<sup>58</sup> <https://www.ca.go.ke/wp-content/uploads/2019/04/Guidelines-on-Access-to-Information-Requests.pdf>

<sup>59</sup> <http://cmis.ombudsman.go.ke/>



## Sample 2

## Access to Information Request Template

Art. 35 Constitution of Kenya; s.4 -12 Access to Information Act, 2016

(This form should be filled in duplicate)

SECTION A (to be filled by the applicant)			
<b>Date of request</b>	<b>DD</b>	<b>MM</b>	<b>YYYY</b>
Name of the applicant(s) <i>(If institution, name of citizen in charge)</i>			
Applicant(s)' national ID card number			
Applicant(s)' Email: .....		Phone: .....	
Name of the public or private entity (PE)(from whom information is being requested) .....			
Chief Executive Officer/designate/the head of entity / information access officer (if known) .....			
Description of the required information: Identify the documents as specifically as possible: i. .... ii. .... iii. ....			
Relevant period of information (dd/mm/yyyy)	<b>From</b>		<b>To</b>
	.....		.....
Preferred form of access (tick appropriately)	i. Inspection <input type="checkbox"/>		iv. Entity's website <input type="checkbox"/>
	ii. Hard copies <input type="checkbox"/>		v. Other <input type="checkbox"/>
	iii. Soft copies <input type="checkbox"/>		
<i>(Attach further details in the attached separate sheet provided, if necessary)</i>			



*Signatures*



*Signatures*





**Visit Us: Keystone Park, Block B, 2nd Floor, 95 Riverside Drive, Nairobi, Kenya**

**Email Us: [info@barazalab.com](mailto:info@barazalab.com), [complaints@barazalab.com](mailto:complaints@barazalab.com)**

**Call Us on: +254 700 046 018**