

## Module 3 - CrowdTangle + Buzzsumo

[00:00:02] Hello, welcome to this video!

[00:00:04] It is time we look at some of the tools and how fact-checkers use them, right? I wanted to show you two of them, BuzzSumo and CrowdTangle. They are extremely helpful because they allow fact-checkers to see what is going viral and on which platform. BuzzSumo is a paid tool, but it is free for IFCN members. I recommend you register for the trial 30-day period, and you play around with it and see what type of content and information you can get. We also have CrowdTangle, a Facebook tool, so to use it, you need a Facebook account and Facebook's authorization to access it.

[00:01:02] This video will be different from the others because I have to share my screen so you can see what I'm talking about. I hope it goes well, and I will start sharing my screen right now.

[00:01:15] Okay, let's begin with the first site BuzzSumo. This is BuzzSumo's welcome page after we log in and key in our password. You can see there is a lot of information, there are many things to check here. I want to go straight to the content. I will click on content, and I want to see what's going viral on social media, online. I apologize, but I'll search for the word vaccine in Portuguese; it is "vacina" to search for content and not get distracted by the language. As you can see, the first two URLs that come up are YouTube videos—right here—and they both speak about the dangers of the COVID-19 vaccine and that hundreds of people have allegedly died after being vaccinated in Israel. What's important here? First, both links show similar content, and both have, look at the total engagement 5.9 million for the first and 3.4 million for the second. And this topic is quite popular on Facebook, a bit less on Twitter, and here, Pinterest and Reddit. So we need to check this URL or this one; here, of course, we have to post our fact-check immediately on Facebook, where the topic is really growing. If you move your mouse over Facebook's blue circle, we can see that out of the 5.9 million interactions; we have 1.8 million likes, 3.7 million shares, and the rest are comments. A lot, quite a big number. And let's look at the second link. Here we also have 1.1 million likes and 2.1 million shares, and there are over 2020 comments, 220 thousand, sorry. So, what are we checking first? And this is similar on YouTube. So today, we have to make an editorial decision. Let's check the July 15th, 2020 video that has an engagement of almost six million. A more recent video of January 6th, 2021, has half the engagement. This is a purely journalistic and editorial decision, but we definitely have to check these two links before others on the list, right? If there were any other fake or potentially fake content. Why? Because, of course, there's greater engagement. Now we want to see what's popular on Twitter. Because let's suppose that our fact-checking unit works a lot on Twitter. Let's look at Twitter and vaccines. The search box is right here at the top. You can see it up here, and now I'll filter the search on Twitter. So look how interesting, let's suppose these two pieces of information are false. In this case, when looking at this link, I'd have to go on Twitter quickly because it is more popular on Twitter than on Facebook. So this is BuzzSumo and the information we can see on it.

[00:04:43] There are many others, of course; I don't want to spend more time on BuzzSumo; let's go to CrowdTangle. CrowdTangle is a new tool where we can create lists of pages we want to follow to monitor what people are talking about. For example, again, in Portuguese, because my Facebook is in Portuguese, my CrowdTangle is in Portuguese. Here we can see mayors, parties, ministries, President Bolsonaro, and so on. But let me show you how to do a vaccine search on all pages. I will write vaccine or "vacina" in Portuguese, and this field right here is interesting. I will select "overperforming." This means that I want to see the Facebook posts that are performing better than the average. I

want to see the overperforming ones in the past, let's say, two hours. And here we have two UOL links. I don't know what the content is, I haven't read it, I don't know what they say, but let's suppose it is fake content. And here, at the bottom, we have the information we need to analyze. What does this mean? This means this post is doing 11.4 times better than the average post on this page. It is very interesting. And here is the curve; I think it is relatively stagnant; it is not growing too much. If we compare it to, for example, right here, it is 7.8, and it's a bit higher. And this other link. Look, it went up, and I think it is falling. So if the content keeps going up, let's see if I can find another one going up, this one started down here, and it is growing, see? It's essential to look at this curve. This helps us quickly see the engagement it has achieved, the reactions to each post, the number of comments, and the total number of shares. So this is Facebook's tool, and it is pretty helpful for fact-checkers. The difference between CrowdTangle and BuzzSumo is that BuzzSumo is broader, we can see more social media, but on CrowdTangle, for now, we can only see what happens on Facebook.

[00:07:16] Okay, I will stop sharing my screen to tell that soon, in our next video, we'll look at some tools that help us identify when something is true or false. This is it for now, and I will see you soon.