

PHEME aims to model, identify, and verify rumours in social media...

Consortium

- The University of Sheffield (USFD)
- Universitaet des Saarlandes (USAAR)
- MODUL University Vienna (MOD)
- Ontotext AD (ONTO)
- ATOS Spain SA (ATOS)
- Kings College London (KCL)
- iHUB Lt (USH)
- swissInfo.ch (SWI)
- The University of Warwick (UWAR)

Duration

- 1st January 2014 – 31st December 2016

Thematic Priority/Domain

- FP7-ICT-2013-10 | Objective ICT-2013.4.1 Content analytics and language technologies

Community Contribution

- EUR 2,916,000

[HTTP://WWW.PHEME.EU](http://www.pHEME.eu)

 PhemeEU

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**Computing Veracity
across Media,
Languages, and
Social Networks**

[HTTP://WWW.PHEME.EU](http://www.pHEME.eu)

PHEME aims to model, identify, and verify rumours, as they spread in social media and online networks



"Michael Brown Jr." by Source (Wikipedia). Licensed under Fair use via Wikipedia



"Riotous Day 6, Picture 44" by Loosafirebird (CC BY-SA 4.0)

Legis

Scale: 1:100k

Home Reports Submit a Report

Most recent

80% True

20/10/2014, 15:10

Police reports indicate Mike Brown a suspect in robbery
#Ferguson @author456

600 retweets

Follow this rumour

About PHEME

Social networks have been used to spread accusations that Barack Obama was Muslim, allege vote-rigging in Kenyan elections and claim that the animals were set free from London Zoo during the 2012 riots. In all of these cases – and many more – an ability to quickly verify information and track its provenance would enable journalists, government, emergency services, health agencies and the private sector to respond more effectively.

The PHEME project aims to build new methods that will automatically verify online rumours as they spread around the globe. We coined the term phemes to describe internet memes, which are enhanced with truthfulness information.

The results will be evaluated in two real-world domains. For digital journalism, our models will be tested by the international service of the Swiss Broadcasting Corporation, swissinfo.ch. For healthcare, the Institute of Psychiatry at Kings College London, will look at online rumours related to new recreational drugs and then find out how quickly these feature in patients' medical records and discussions with doctors.

The techniques will be generic with many business applications, e.g. brand and reputation management, customer relationship management, semantic search and knowledge management. In addition to its high commercial relevance, PHEME will also benefit society and citizens by enabling government organisations to keep track of and react to rumours spreading online.

