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Building Resilience to Foreign Authoritarian Disinformation in Southeast Europe

Vasil Shivachev, COO @ Identrics

February 2023

about us

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Vasil Shivachev

Vasil has 20 years' experience in information technologies and services, having held diverse roles, ranging from DevOps Engineer to managing a IT retail company. He's an avid audio and technophile, who collects turntables and rare and historic components for music and home theatre systems.

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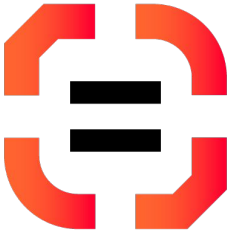
The company in a nutshell



- **20+ years** in MI(Media Intelligence) and RI(Risk Intelligence) industry.
- One of the biggest global collectors of open data - **170K+ monitored sources** (traditional and social media, blogs, forums, telegram, comments and etc.) **200+ languages**
- Tailored **knowledge extraction** from unstructured data
- Design and maintenance of **knowledge bases**
- **Text generation** and automated abstracting

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open sources intelligence

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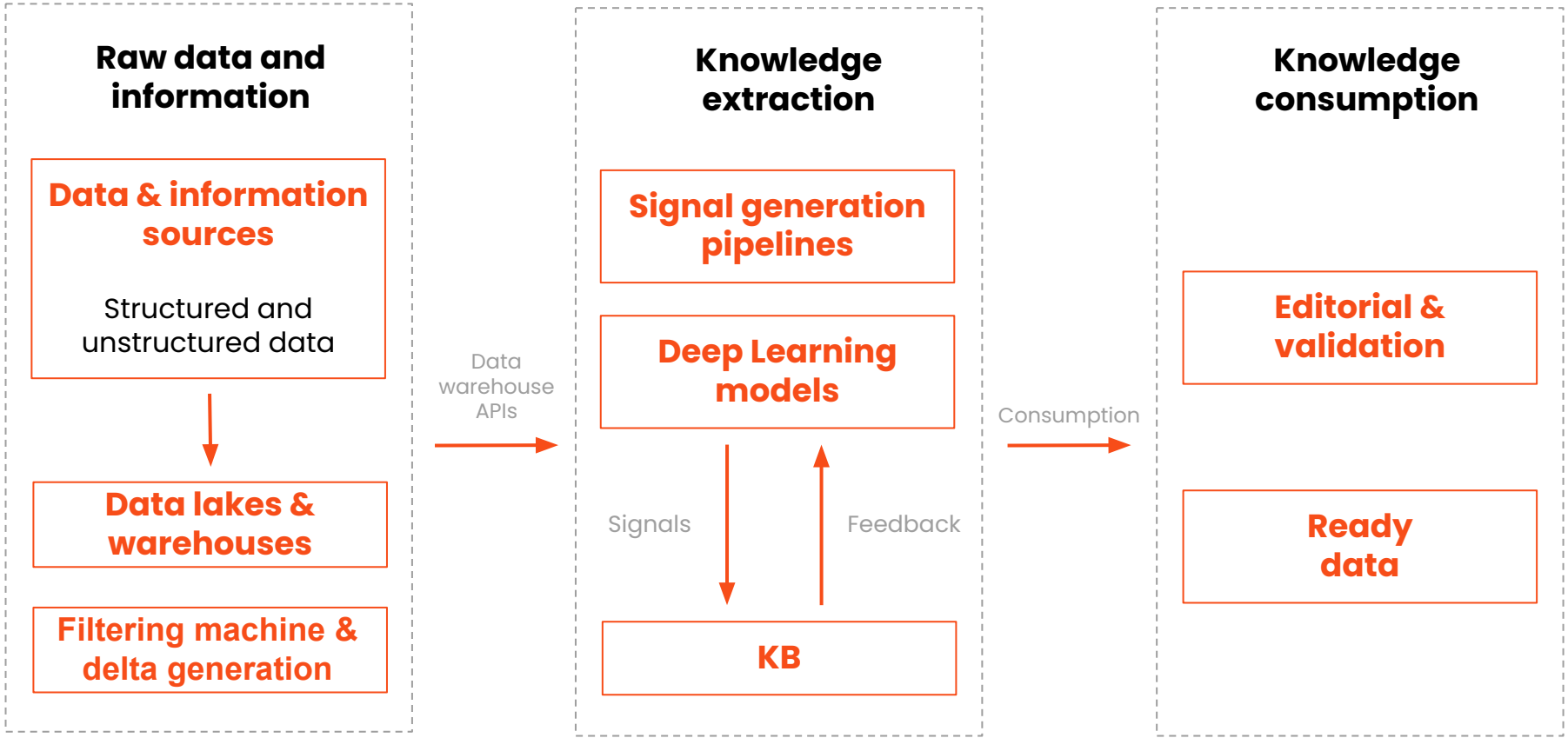
Raw data and information
Data & information sources
Structured and unstructured data
Data lakes & warehouses
Filtering machine & delta generation
Data warehouse APIs
Knowledge extraction
Signal generation pipelines
Deep Learning models
Signals
Feedback
KB
Consumption
Knowledge consumption
Editorial & validation
Ready data

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our experience fighting hate speech and propaganda

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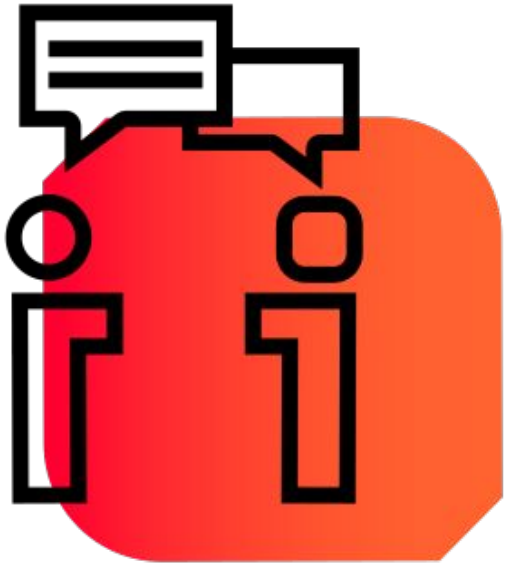
dis
mis
mal

information



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hate speech detection models

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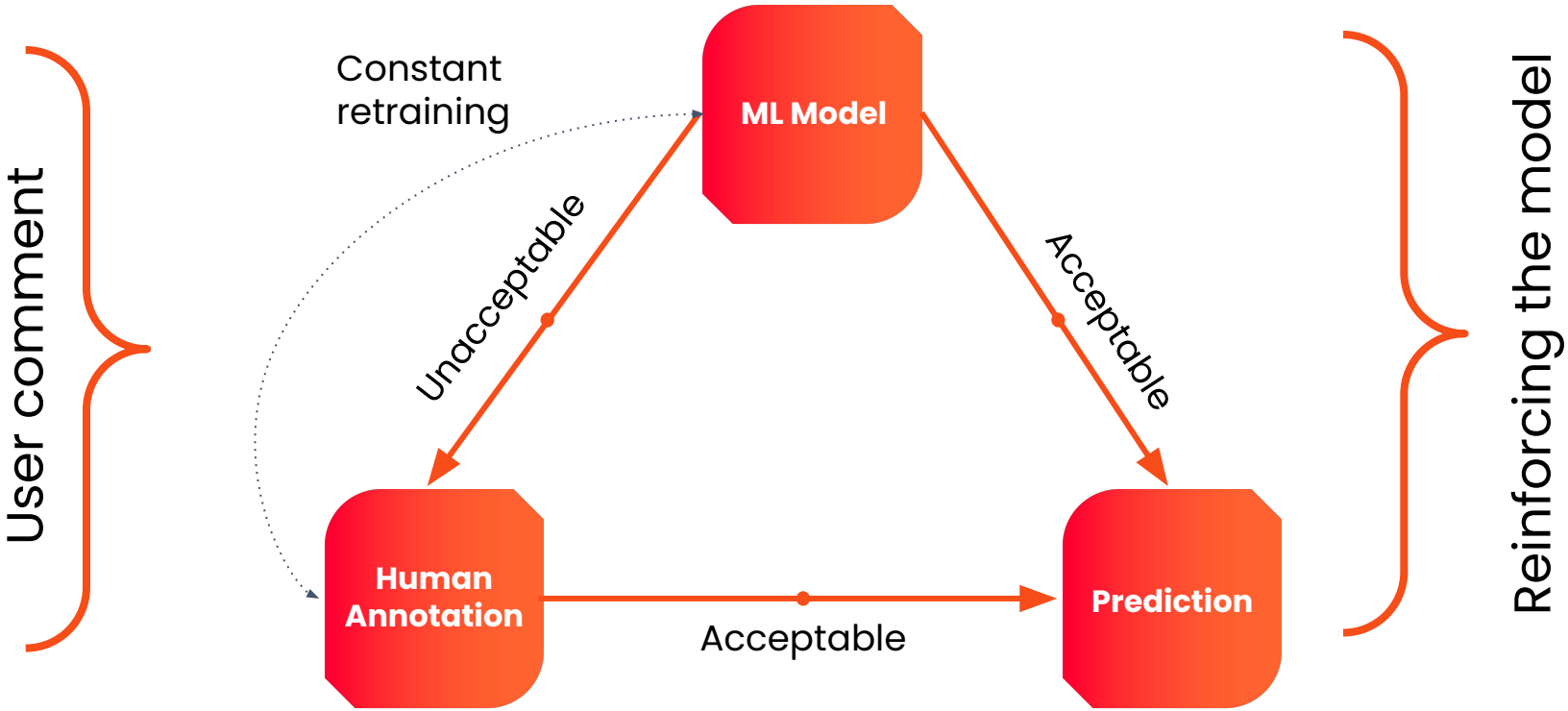
Hate speech detection models



context

77.9% readers have read the comments at some point

18.8% readers spent more time with comments

32.0% readers spent same amount of time with both

The University of Texas at Austin
Center for Media Engagement
Moody College of Communication

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context

46.2% to learn about the opinions of others

40.1% to be entertained or amused by others' comments

33.9% to see how your opinion of the story or topic compares to others' view

29.9% to get more information on a story

27.9% to get additional reporting/updates to a story

26.4% to gauge the pulse of the community

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issue / need

narrative can be hijack through storm of controversy hate comments

some articles generate engagement and large amount of **comments**

moderators have **limited resource** to check all comments for hate speech

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approach

data science team supported by media' moderators

dataset created with the media' moderators

as a result **model** with result verified and accepted by media's moderators

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result

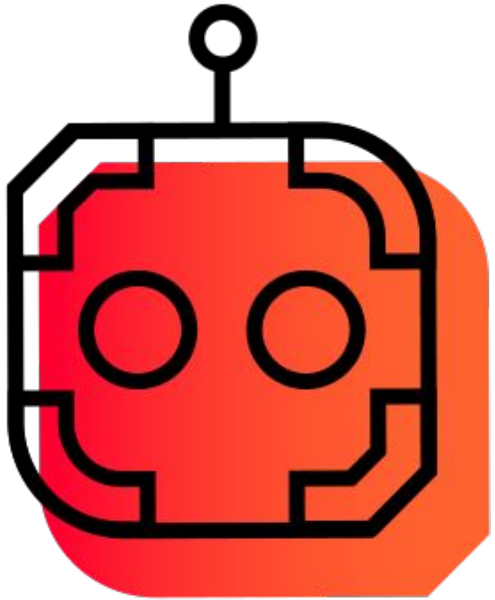
no hate comments - 0.85 precision

hate comments - 0.78 precision

accept / reject (**active learning**) strategy (Human-in-the-loop)

Supervised approach - generate alarms / signals for possible hate speech

Custom model per media



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Next opportunity

Continuous improvement - HITL strategy

Reusable approach - for style based propaganda and disinformation detection

Custom model for advertisement detection

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THANK YOU

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