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# can machines make sense of what is happening in the world?

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News distribution in the past...

Known audience

Channel: word of mouth

Reporter: familiar source

# Reporters and audiences were within closed societies...

The wise man

The wise guy

The wan nabe

The bad guy

# But things have changed...



# Information cannot easily be discovered, sorted or trusted...
## Can machines help?

# In synC3 we try to discover information by finding:

- **What's up**

We discover current events by grouping similar articles from mainstream news sources
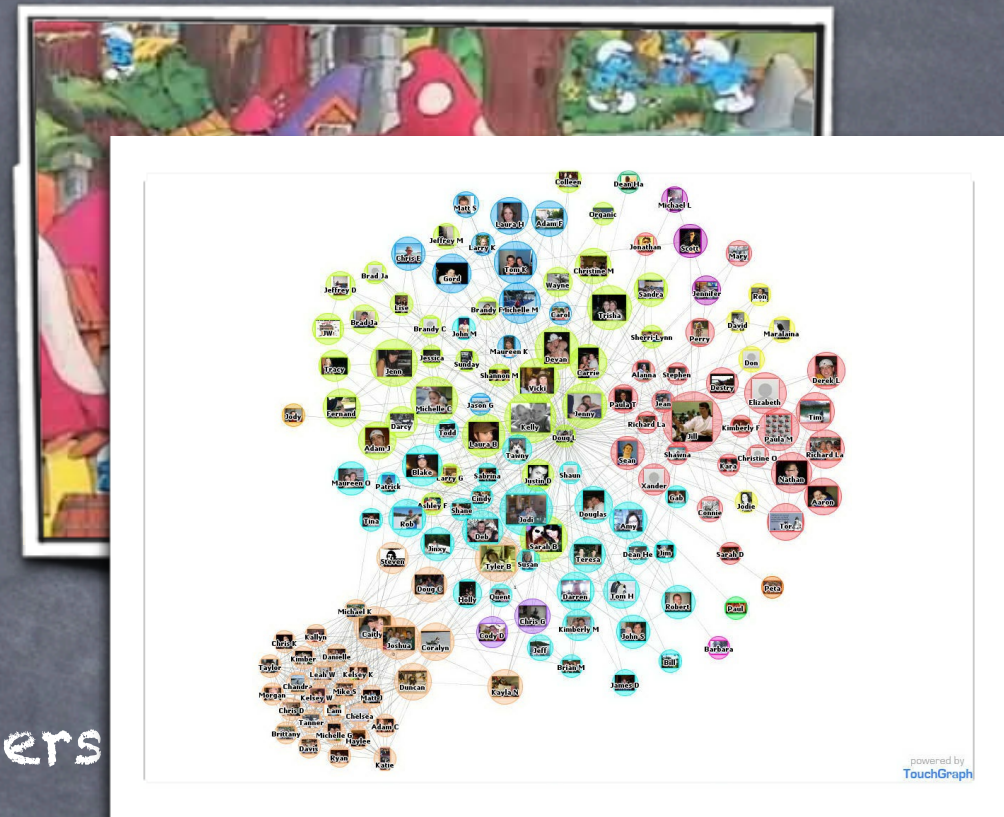
- **What do people think about this?**

We find relevant blog posts and link them to the mainstream news

- **How do people feel about this?**

We classify the opinions found in blog posts according to the sentiments they express

# Micro-blogging is becoming a primary source for information

- Twitter: 200M users, 250M tweets/day

- Facebook: Average user has 130 friends

  - 800 million active users

  - 900 million objects people interact with

  - 4,74 hops in average between any two users



Channel

word of mouth ⟹ e-word of mouth

In social sensor we try to discover and group information from social media

# But is it true?



HEAVEN Looks
A lot like
NEW JERSEY

dec 19th 2011
6:00

# But is it true?

- Can we tell if a hot lead in social media corresponds to an actual event?

- Can we distinguish a hoax from a true story?

- Can we filter out propaganda?

- How can we teach a machine to distinguish truth from lie?

# In the same way journalists do...

C C C

Journalists examine the...

Contributor

Content

Context

We are automating
the journalists way...

C C C

through the

**social sensor**

ALETHIOMETER

machines can
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