

# VISAVIS

Your visual  
fact checker

Closing Webinar  
18/02/2026

European **MEDIA AND  
INFORMATION** Fund  
Managed by  
Calouste Gulbenkian Foundation



# The project

Are images real, or made with artificial intelligence?

✓

✗

VISAVIS

VISAVIS

✓




✗

VISAVIS

# Get involved

VISAVIS

Your visual fact checker



Do you believe everything you see?

European MEDIA AND INFORMATION Fund  
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# Challenges

- **Visual mis/disinformation under researched**
  - ◆ Research strong focus on textual information
  - ◆ Images/Video (AI generated) less researched
- **Technical instruments to identify misinformation**
  - ◆ Oriented towards a more professional audience
  - ◆ Cumbersome to use
- **Vulnerable groups**
  - ◆ Young people predominantly consume visual information
  - ◆ Older people difficult to reach with media literacy interventions



# VISAVIS Methodology

- **Combine digital tools + media literacy + citizen science**
  - ◆ Experiment with easy to use instruments
  - ◆ Integrate in larger media literacy interventions
  - ◆ Focus on identifying and understanding visual misinformation
  - ◆ Scientific perspective: understand impact of interventions
  
- **Citizen science campaigns**
  - ◆ Belgium, Sweden, the Netherlands
  - ◆ Different age groups
  - ◆ General European Campaign



# Citizen science campaigns



# Citizen Science Research Methodology

- imec-SMIT-VUB long-term experience in citizen science research
- Non-experts actively contribute to scientific research ('citizen scientists')
- Participants collect or analyse real-world data
- Combines learning with hands-on experience
- Gives researchers insights into real behaviour and online experiences



# Testimonial



by providing people  
with the skills and tools





VISAVIS

Your visual  
fact checker

Geloof jij  
alles wat je  
ziet online?



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VISAVIS

Your visual  
fact checker

Denk jij  
dat deze  
afbeelding  
echt is?



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VISAVIS

Your visual  
fact checker

Is deze  
foto nep  
of echt?

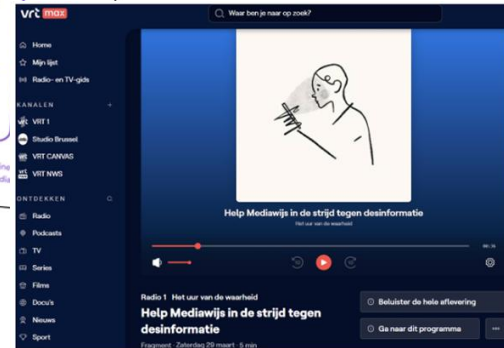


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# Belgium

# Recruitment: outreach activities

- Dissemination through **partner networks**
- Targeted **social media campaign**
- **Flemish Citizen Science Platform:** ledereenwetenschapper.be
- **Printing and distributing flyers** in large public libraries and universities across Flanders (Ghent, Brussels, Bruges, and Roeselare)
- **Flemish and Brussels universities:** implementation in their curricula
- **Media:** public broadcaster radio show 'The Hour of Truth'





# Recruitment: lessons learnt

- **Reaching young people proved difficult**
  - ◆ Collaboration with universities/colleges → engaged them, but less on a voluntary basis
- **Involving older adults was relatively easy**
- **Recruitment** mainly through **MW partner network** → may have limited diversity of people and/or skills (skewed towards higher skill levels)
- According to SciVil, a **60% (or higher) dropout rate** is normal → set the recruitment bar high to secure enough participants (200!)
- Involve **national radio**
- Traditional methods (libraries, flyers, etc.) were not very effective



# Training courses



**Artificiële intelligentie (AI)**

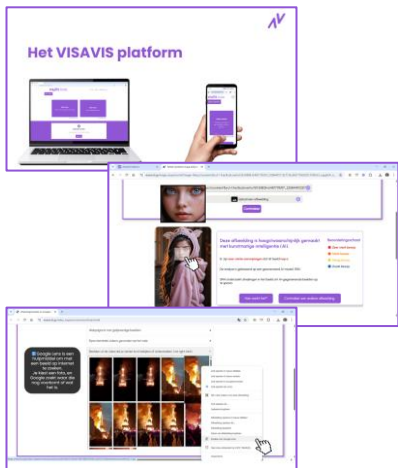
- Kunstmatige intelligentie
- = een verzamelterm voor systemen die **voorspellingen doen**, **beslissingen nemen** en **taken uitvoeren** op basis van menselijke input.
- AI lijkt vaak **zelfstandig** te werken en **leert voortdurend bij** van de gegevens die het krijgt.
- Als we het over AI hebben, bedoelen we vaak **generatieve AI** (GenAI): kan zelf **nieuwe inhoud** creëren.



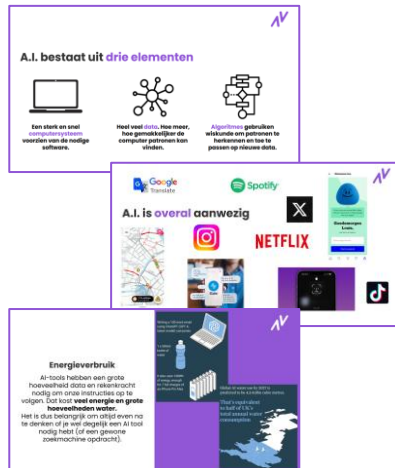
# Training courses

Three trainings – three themes

## 1. The VISAVIS platform



## 2. Image manipulation & AI



## 3. Disinformation

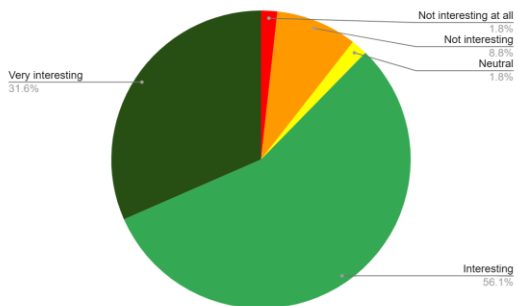




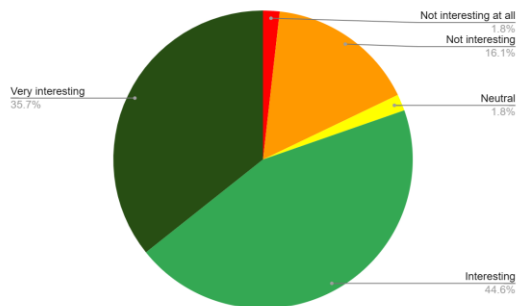
# Training courses

## Participant evaluations

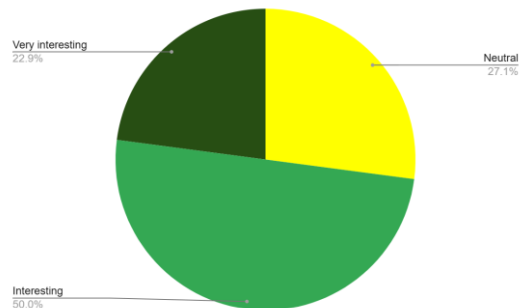
### Training 1



### Training 2



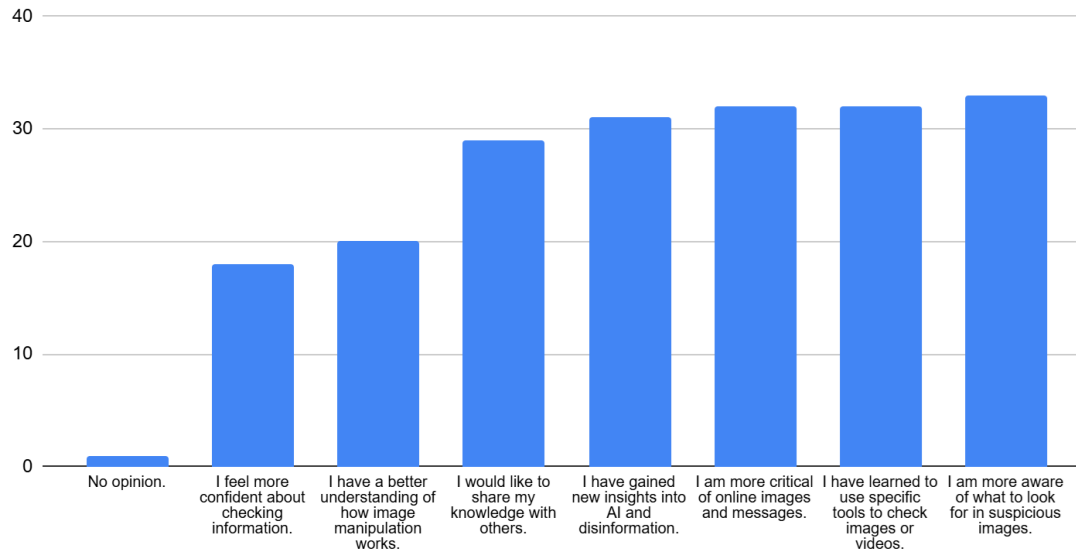
### Training 3





# Training courses

By participating in one or more training courses...



n = 58



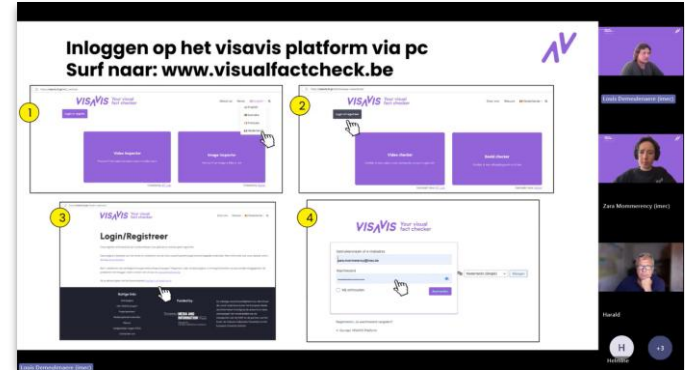
# Support

## Support webinar - May 8

- Was not mandatory.
- For people who were having difficulty getting started.

## Separate mailbox for Belgian participants ([visavis@mediawijs.be](mailto:visavis@mediawijs.be))

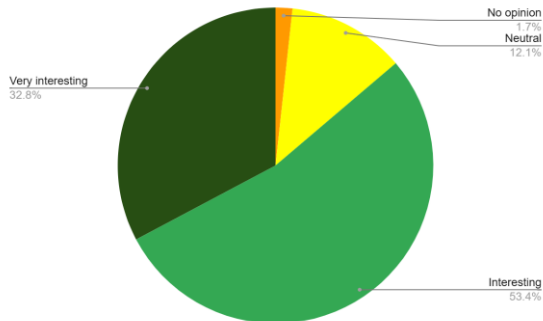
- Was monitored several times a week.
- Personal approach to specific questions.
- Was greatly appreciated by participants.





# Interactive exercises

- **Each week: 1 new exercise**
  - ◆ **8 exercises** in total
- Created **engagement** & weekly contact
- Used **contemporary examples / tailored to older group**



## Kun jij zien wat écht is? Of laat jij je misleiden?

Online beelden vliegen ons om de oren, maar niet alles is wat het lijkt. Foto's en video's kunnen razendsnel worden aangepast—soms om te misleiden, soms als grap, maar altijd met impact.

Denk jij dat je nep van echt kunt onderscheiden? Test je skills met onze oefeningen.

European **MEDIA AND INFORMATION** Fund  
Macedonian Cultural Foundation

### Oefening 1:

✓ **Echt of nep?  
Ontmasker de  
gemanipuleerde  
beelden!**

VISA~~V~~IS



### Oefening 2:

✓ **Ontdek de  
waarheid achter  
de video's!**

VISA~~V~~IS



### Oefening 3:

✓ **Hoe zou jij dit  
factchecken?**

VISA~~V~~IS



### Oefening 4:

✓ **Ontdek het  
motief achter de  
misleiding!**

VISA~~V~~IS





Vraag 5 van 12  
Is deze foto echt of nep?



Echt    Nep



juist antwoord !

Dit beeld is inderdaad nep. Als je het van dichtbij bekijkt, merk je allerlei onvolmaaktheden op. Die verklappen dat het hier niet gaat om een echte foto. Het verband rond de rechterarm van de soldate ziet er bijvoorbeeld wazig uit en loopt over in de lakens op het bed. Maar vooral de stopcontacten op de achtergrond, met willekeurige gaatjes waar geen stekker in past, verklappen dat het een nepbeeld is.

Volgende

Vraag 2 van 5

Bekijk de onderstaande video die werd gedeeld op YouTube. In de video wordt beweerd dat er in 2020 een grote explosie heeft plaatsgevonden in de haven van Beiroet. Klopt die bewering?

Wil de video niet laden? Klik dan [hier](#) om de video alsnog te bekijken.



Deze bewering is waar.

Deze bewering is onwaar.

Goed gedaan! Deze video is correct en geeft de feiten weer zoals ze echt gebeurd zijn.

- De ontloffing vond plaats op 4 augustus 2020 in de haven van Beiroet, de hoofdstad van Libanon.
- Er kwam een grote hoeveelheid ammoniumnitraat tot ontloffing, wat leidde tot veel schade, slachtoffers en wereldwijde aandacht.
- De informatie in de video komt van een betrouwbare bron (The Guardian) en klopt met wat andere media en officiële instanties toen hebben bevestigd.
- Ook andere bronnen bevestigen de ontloffing: [VRT NWS](#), [National Geographic](#), [BBC](#)

Conclusie: De video is betrouwbaar en toont de gebeurtenis zoals die echt gebeurd is.



# Follow up

## Weekly mail on Friday

- Weekly “check-ins” with participants.
- Helped maintain and increase engagement.

## WhatsApp Channel

- To stay informed about
  - ◆ Project updates
  - ◆ Tips
  - ◆ Interactive exercises
  - ◆ Latest news
- One-way communication
- No obligation





# Belgian campaign: 8 lessons learnt

1. **Do not underestimate** older audiences
2. **Know** your audience: assess beforehand who you are addressing and what prior knowledge they have
3. Use **examples** that connect to participants' interests and **everyday life**
4. **Take time** for concerns and questions = practice active listening
5. Strong engagement around **ethical and societal discussions** on AI
6. Disinformation is a widely relevant topic
7. **Balance** between raising awareness and allowing hands-on experimentation (e.g., generating an image)
8. Use **evaluation** forms to refine sessions and align expectations



# Sweden



# Recruitment:

## Reaching young people

Collaboration with colleges. This worked fine but less on a voluntary basis.

## Reaching older people

Collaboration with the city of Göteborg. Open meeting places, meeting points for seniors.



# Swedish campaign - Young adults

All workshops were in person meetings.

We met the young adults in two locations in three different workshops.





# Swedish campaign - Seniors

All workshops were in person meetings.

We met the seniors in three different workshops in 10 different locations.





# Swedish campaign

150 individuals

40 young adults

110 seniors



# Swedish campaign

The average age of the seniors in the Swedish campaign was about 75 years.





## Swedish campaign

About 50 seniors participated in workshops and tested the platform without participating further in the project officially.

This was because they either lack an email-address or they felt the technology threshold was too high.



# The Swedish campaign



# Swedish campaign

First workshop

**AI and source criticism**



# Swedish campaign

Second workshop

**Digital self defence**



# Swedish campaign

Third workshop

**AI, democracy and elections**

# Evaluation of the VISAVIS project, Swedish campaign- 2025

45 answers

# 1. What did you think of the different workshops?

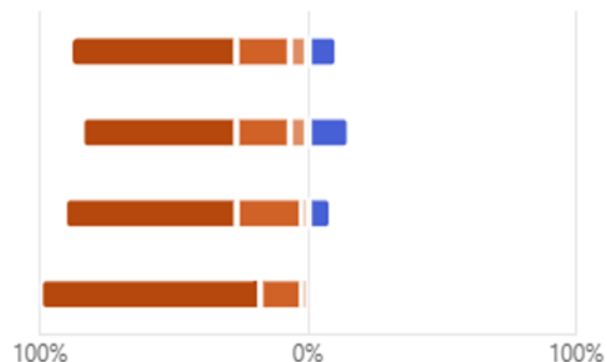
● Mycket bra ● Ganska bra ● Varken bra eller dåligt ● Dåligt ● Mycket dåligt ● Deltog inte

Tillfälle 1: AI och källkritik

Tillfälle 2: Digitalt självförsvar

Tillfälle 3: AI, val och demokrati

Tillfälle 4: Vi sammanfattar hela utbildningen!



Workshop 1 – AI and source criticism. Workshop 2 – Digital self defense.

Workshop 3 – AI, elections and democracy. Workshop 4 - summarizes the entire course.

## 2. Have you gained new knowledge through the project?

● Ja 45  
● Nej 0



Yes – 45  
No - 0

### 3. How did you experience the course as a whole?

7. Hur har du upplevt kursen i sin helhet?

● Mycket bra	35
● Ganska bra	9
● Varken bra eller dåligt	1
● Dåligt	0
● Mycket dåligt	0

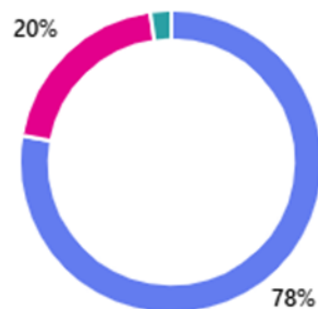
Very good – 35

Good – 9

Neither nor – 1

Bad – 0

Very bad - 0



## 4. How have you experienced the lecturers' knowledge?

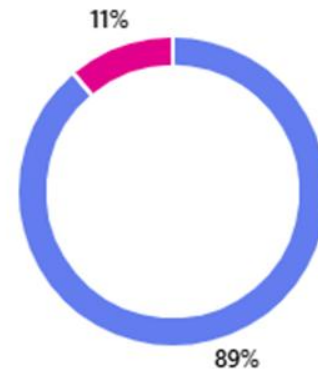
● Mycket bra	40
● Ganska bra	5
● Dåliga	0
● Mycket dåliga	0

Very good – 40

Good – 5

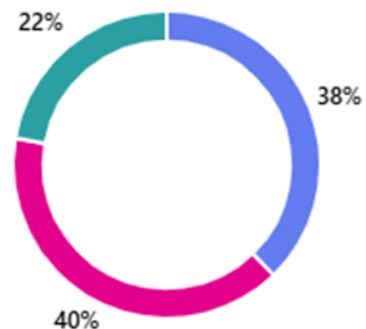
Bad – 0

Very bad - 0



## 5. To what extent has your knowledge been strengthened?

● Väldigt mycket	17
● Mycket	18
● Ganska mycket	10
● Inget	0

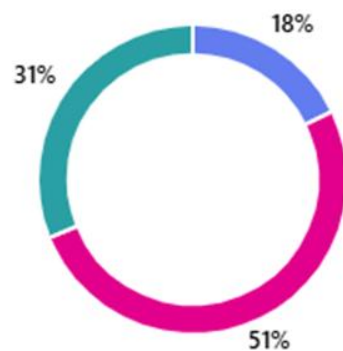


Very much – 17  
Much – 18  
quite a lot – 10  
None - 0

## 6. Do you feel better equipped to review what you encounter in different media?

● Mycket väl rustad	8
● Väl rustad	23
● Något rustad	14
● Inte alls rustad	0

Very well equipped - 8  
Well equipped - 23  
Somewhat equipped - 14  
Not at all equipped - 0







# Data analysis

# What research data did we collect?



demographic  
questionnaire



pre-questionnaire



post-questionnaire



platform data



# Analysis

- A combination of **quantitative and qualitative analysis** (e.g. descriptive statistics, pre/post test mean comparisons, correlations, qualitative analysis of open-ended questions, etc.)
- **Outcome variables** that we asked about:
  - **AWARENESS:** How aware are people about the mis/disinformation problem? (e.g. mis/disinformation is a problem, identifying common forms and topics of mis/disinformation, etc.)
  - **SKILLS SELF-ASSESSMENT (FEELING):** We asked respondents to assess their own mis/disinformation verification skills (e.g. confidence in identifying fake content)
  - **BEHAVIOUR:** We asked them about their behaviour with regard to mis/disinformation (e.g. level of caution, actions taken, behaviour changes, intention to use verification tools in the future, etc.)



# Some preliminary results

## EXAMPLE

- **Confidence** in identifying mis/disinformation content (n=53) (both for people in Sweden and Belgium)
- **Question:** How confident are you in your ability to identify manipulated or misleading images and videos online?
- **Scale:** 0 to 5 Likert scale (with 0 = not confident and 5 = very confident)

pre-test mean	post-test mean	Wilcoxon signed-rank test (comparing means)
2.81	3.11	$Z = -2.191 / p = 0.028^*$



# Some preliminary results

Confidence score change	Frequency	Percentage
-2	1	1.9%
-1	9	17%
0	21	39.5%
1	18	34%
2	3	5.7%
3	1	1.9%
<b>Total</b>	<b>53</b>	<b>100%</b>

- We calculated the a **confidence change score**
- 22 respondents (41.6%) reported an improved score in the post-test. For 21 (39.5%) the score remained the same. For 10 (18.9%) respondents it decreased.
- We looked at **correlations** between the confidence change scores and campaign involvement variables (e.g. trainings, exercises, tool usage) and found a significant correlation between confidence change and number of sessions attended (Belgium only for now)



# Some preliminary results

## Some other variables (pre/post comparisons)

- **AWARENESS**

- Misinformation problem (Do you think mis/disinformation is a problem?) → no significant mean difference between pre/post
- Influence of misleading content (How likely is it that manipulated or misleading images and videos can influence people's beliefs or actions?) → No significant mean difference between pre/post
  - **EXPLANATION:** Awareness was already quite high for most participants
- Coming into contact with misleading content (How frequently do you encounter fake, manipulated, or AI-generated images or videos online?) → Significant mean difference between pre/post
  - **EXPLANATION:** Did they encounter it more? Or did they become more aware?



# Next steps

- Finalize the pre- and post-test variable comparisons → Did changes occur? What is the effect of campaign engagement (e.g. trainings, exercises, tool usage) on this change?
- Look into the effect of other variables (e.g. gender, media habits, etc.) on outcome variables (e.g. awareness, behaviour, etc.) → Are changes different for different groups of people?
- Conduct a content analysis on the images and/or videos that people checked with the verification tools (e.g. source of the content, topic of the content, etc.) → Gain insight into the types of images/videos people check with verification tools

○ *Examples:*





# VISAVIS Platform & Verification Tools



# Demonstration



# Media literacy materials



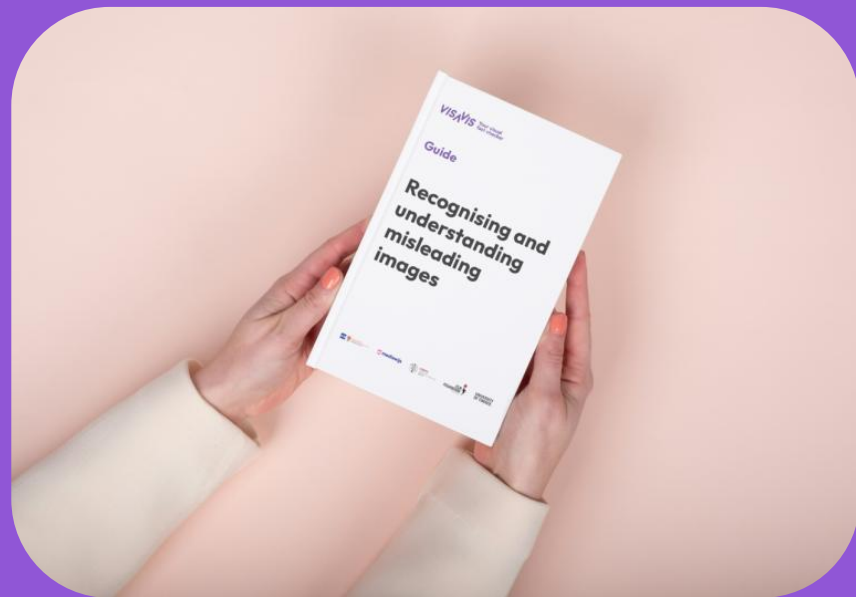
## Practical guide

For recognizing and understanding misleading images.

Includes:

- Explanatory glossary
- Tips for working with older people on misleading images
- Step-by-step guide: How can you fact-check images and videos?
- Analysing images with Google Lens®

*Available in English, Dutch & Swedish*





## Interactive exercises

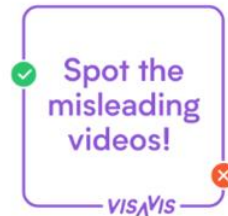
Learn how to distinguish real images from misleading ones.

Learn to spot misleading images and videos with our interactive exercises.

### Exercise 1



### Exercise 2



*Available in English, Dutch & Swedish*

Question 1 of 10

Which image is **real**?



Question 9 of 10

Is this image **real** or **fake**?



Real Fake

Question 4 of 10

Is this image **real** or **fake**?



Real

Fake





### Question 2 of 7

Is this video **real or fake**?

Is the video not loading? Click [here](#) to watch it.



Real

Fake

### Question 4 of 7

This video shows how a lithium battery in a passenger's luggage caught fire during the flight. The fire started in the overhead compartment above the seats.

Is this video **real or fake**?

Is the video not loading? Click [here](#) to watch it.



Real

Fake

# Informative articles on the platform

Both about using the tools and about media literacy skills.

*Available in English, Dutch & Swedish*



## Smart prompting: get more out of AI with the COFFEE model

August 21, 2025

If you want to work smart and efficiently with generative AI, there's one thing you need to understand: everything starts with asking the right questions (also called 'prompts'). The better... [Read More >](#)



## How to recognize AI images

August 28, 2025

It is becoming increasingly difficult to tell whether an image is real or fake. Where you once needed serious Photoshop skills, today anyone can create or edit an image in... [Read More >](#)

## Video Inspector

Find out if the video has been used in a false claim

## Guide on using the Video Inspector

April 24, 2025

The Video Inspector tool on the VISAVIS platform is designed to provide pieces of evidence to show whether a video has been reused in the past, particularly in the context... [Read More >](#)

## Presentations & exercises



## Presentations & exercises – Belgian VISAVIS campaign

August 18, 2025

Participants in the Belgian VISAVIS campaign took part in three interactive and practical training sessions. In addition, participants received a weekly exercise through the Qualifio platform. The tasks were varied... [Read More >](#)



Where are we  
now?



# EU campaign

- Social media campaign
- Webpage with hands-on tips
- ML actors: download and endorse!



Mediawijs  
Advertentie · 1.5k

Doubting an image or video? Check the reactions and the account! You can find this and other tips on [www.visualfactcheck.eu](http://www.visualfactcheck.eu) ✓  
VISAVIS is supported by #EMIFund

**VISA VIS**

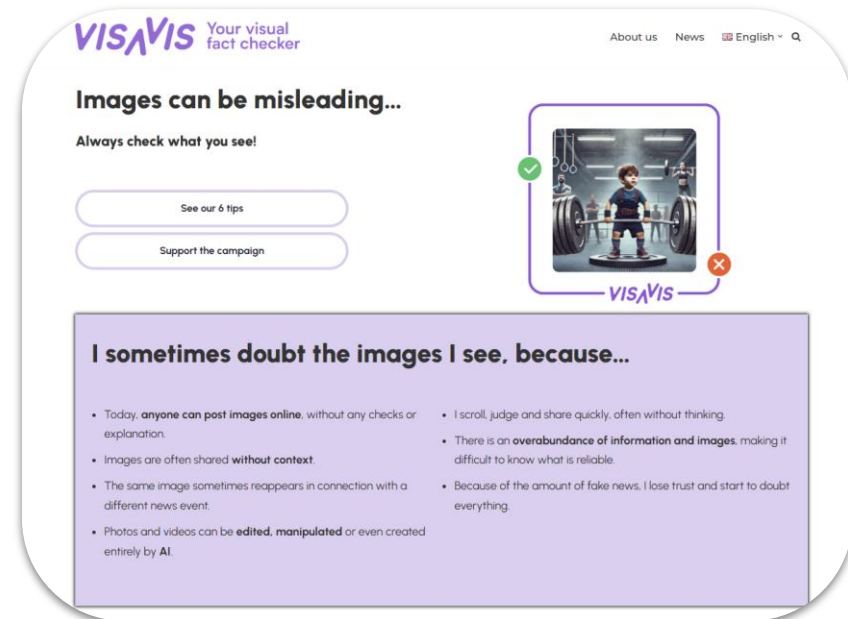
Doubting an image or video? Check the reactions and the account.



[www.visualfactcheck.eu](http://www.visualfactcheck.eu)  
Find out more  
Images and videos o...

Meer informatie

Vind ik leuk · Opmerking plaatsen · Delen



**VISA VIS** Your visual fact checker


About us · News · English · Q

## Images can be misleading...

Always check what you see!

See our 6 tips

Support the campaign



**VISA VIS**

### I sometimes doubt the images I see, because...

- Today, **anyone can post images online**, without any checks or explanation.
- Images are often shared **without context**.
- The same image sometimes reappears in connection with a different news event.
- Photos and videos can be **edited, manipulated** or even created entirely by AI.
- I scroll, judge and share quickly, often without thinking.
- There is an **overabundance of information and images**, making it difficult to know what is reliable.
- Because of the amount of fake news, I lose trust and start to doubt everything.

[www.visualfactcheck.eu/campaign](http://www.visualfactcheck.eu/campaign)



# EU campaign

## 6 tips for fact-checking images

vis,vis



Does an image or video spark strong emotions? Take a pause.

vis,vis



Check the reactions and the account.

vis,vis



Check the context.

vis,vis



Look at the details.

vis,vis

Always check multiple sources.



vis,vis

Use verification tools.



## Got it?

Test yourself with short exercises and discover how well you recognise misleading images. You will see real examples and learn step by step what to look out for.

[Go to exercises](#)

## Support the campaign

Would you like to support the campaign?

Download the illustrations of the 6 tips and share them on your own social media. Or, as an organisation, add your endorsement to the campaign.

[Download](#)

[Endorse](#)

[www.visualfactcheck.eu/campaign](http://www.visualfactcheck.eu/campaign)



# Evaluating verification skills in practice

- *Objective:* Assess how AI-based verification tools support citizens' visual media literacy in real-world contexts
- *Design:* Participants test the Image Inspector and Video Inspector using self-selected public content
- *Measures:* Changes in judgment, trust in sources (incl. AI), verification behavior, confidence, and training experience
- *Status:* Ongoing field study in the Netherlands (aim 150+, young people (18+), data collection through March 2026)



Questions?

# THANK YOU



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