EDMO
European Digital Media Observatory

BUSINESS CASE

The success story of DE FACTO, ADMO, and BROD hubs

EDMO hubs

Sector

Academia, Media, Public research

Requirements

Interdisciplinary hub, public website, tools and databases for fact-checking

Solution

Web portal with CMS features

The **European Digital Media Observatory (EDMO)** is a European multidisciplinary community gathering digital literacy experts, media practitioners, academic researchers, fact-checkers and other relevant actors. The main purpose of all the hubs is to actively detect, analyze and expose disinformation campaigns across Europe, while improving public awareness, providing tools for detecting fake news, and designing effective responses for local audiences. XWiki SAS provided the technical solution for the following three EDMO hubs: DE FACTO, ADMO, and BROD.

DE FACTO
Des clés pour mieux s'informer

DE FACTO is the French hub that unites fact-checkers, researchers, and educational entities to fight disinformation in France. The hub aims to provide a pluralistic, open and independent platform that focuses on the challenges of information in the digital age and facilitates verification, analysis and media education in this key EU region. This platform brings together fact-checks from leading French media – French Press Agency (also known as AFP), 20 Minutes, Libération, Les Surligneurs, France Info – as well as tutorials, analyses and tools to decipher fake news.
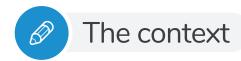
Adria Digital Media Observatory

ADMO or Adria Digital Media Observatory is the umbrella name for the Croatian and Slovenian hub operation for tackling disinformation and cooperation with EDMO on multiple levels by a multidisciplinary and intersectoral approach. The hub brings fact-checked information, media literacy training programs, and research. The project also aims to encourage governments and regulators to strengthen the collective response to disinformation threats to democracy.
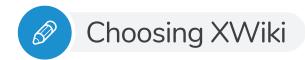
Bulgarian-Romanian Observatory of Digital Media

BROD stands for Bulgarian-Romanian Observatory of Digital Media. It brings together some of the most renowned researchers, media literacy providers, journalists, and policy partners active in the region, and the biggest fact-checker worldwide, AFP with its fact-checking operations in Bulgaria and Romania. They also provide tools, videos, tutorials, articles, and other educational resources created by the Hub's partners aiming to assist teachers, journalists, and citizens in enhancing their media literacy and competences.

1 THE PROBLEM

✏ The context

EDMO and its subsequent hubs appeared as part of European Commission's objective to fight threats raised by disinformation in the media sectors while promoting a free, diverse and pluralistic media environment. In 2020 the initial list of hubs was made and approved, in which DE FACTO was also included. The future hubs needed a technical solution with a wide range of tools for writing, publishing, crosschecking information that would later act as the backbone for the development of digital hubs for other European regions.

✏ Choosing XWiki

DE FACTO sprung up from discussions between AFP and the Sciences Po médialab. The AFP R&D team got in touch with XWiki SAS more than 15 years ago for the first time to develop XWiki Watch – a collaborative feed reader. AFP proposed XWiki SAS to take part in the initiative to bring to the consortium its technical know-how in structuring advanced content collaboratively. Thanks to the excellent collaboration on DE FACTO, XWiki was further recommended to be part of the consortiums that developed ADMO and BROD.

> " *Being a French actor with a large experience in collaborative research projects and an open-source programmable wiki, able to deal with both the backend and frontend of the project, we were convinced that XWiki was the perfect solution to build upon the DE FACTO observatory.*
>
> *- Denis Teyssou, head of AFP Medialab R&D*

For XWiki SAS, taking part in these European hubs fighting disinformation is very important and inline with the company's values. Creating an information ecosystem that is more transparent, with greater diversity and democracy values at its core requires not only strong and accurate journalism, research analyses and media literacy resources, but also the setup of innovative collaborative and open solutions. With its collaboration, openness, and decentralization embedded values, open-source software plays a significant role in how information is managed, checked, published, and debated.

✎ Needs

The technical solution for DE FACTO had to fulfill the following requirements:

- Provide a tool to unite fact-checkers, researchers and educational institutions to fight disinformation
- Align brand and design with the EDMO identity
- Be hosted and have the infrastructure to ensure publication exchanges with the central EDMO hub
- Handle rights for a variety of user groups and stakeholders
- Provide technical features for a manual and automatic editorial process to publish and enrich fact-checks
- Add structured metadata to fact-checks and integrate with external tools over REST APIs to add metadata to the existing fact-checks
- Provide a faceted search feature
- Structure information into pre-defined sections and templates that can be reused for other hubs
- Support for inserting dynamic tweets, videos, diagrams
- Provide web mining tools for extracting data and storing it in a data repository for tracking how information is spread

2 THE SOLUTION

The solution implemented was a public website with content management features for the publishing flow for DE FACTO, solution which later has been validated and used as a basis for ADMO and BROD as well. To address all the needs, XWiki SAS carried out the following services:

- Hosting, installation, and setup of a public wiki with a standardized structure and sections for replication in other hubs
- Customization of the website's structure and design
- Features development and customization:
  - RSS feed connected with fact-checker partners for automatic import of articles
  - Carousel template with the aim of promoting specific content
  - Social media macro to share content on various social networks
  - Contrib extension that allows to create a Quiz section in which several quizzes created by Les Surligneurs can be integrated
  - Dedicated faceted search to search fact-check by topic, fact-checking organization, keyword, publication date tracking how disinformation is disseminated
  - ClaimReview tagging system widely adopted by fact-checkers in order to ease fact-check indexing and metadata sharing. It provides in particular the following fields:

    - Claims, media source, media topics
    - Geographical zone
    - Link to the original publication

- Implementation of the fact-check pivot format created in collaboration with AFP and Sciences Po. This feature enhances interoperability between fact-checked metadata representation and eases the import and export of aggregated fact-check content and metadata, streamlining in particular the bridge between DE FACTO and EDMO
- Developed multiple web mining tools for collecting, structuring, and analyzing data from a variety of sources
- Integrated AFP and Sciences Po médialab tools for adding metadata about disinformation propagation metrics on social networks
- Installed Matomo analytics tool

Most of these features were further implemented into the ADMO and BROD hubs with several improvements across time. Some of these improvements include the structuration of fact-check metadata in BROD with Ontotext and ATC in particular, which will be included in the near future in ADMO as well. These enhancements came from the need to align the formats used by all partners and integrate tools that will provide data regarding information propagation statistics and other metadata.

Furthermore, XWiki SAS took part in several events about disinformation, in particular Infox sur Seine 2023 where it presented a demo of the DE FACTO platform. The feedback from users was positive overall, as pointed out by François Bancilhon, from the Infox sur Seine organization committee:

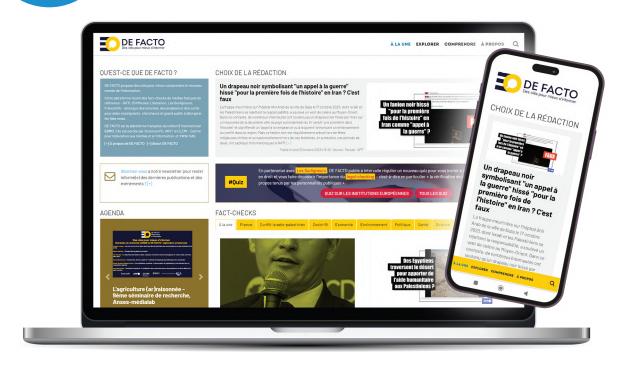> " *The DE FACTO platform clearly increases the impact of fact-checking activities in France and provides a useful repository of media literacy resources and of innovative research. The pivot format created by the DE FACTO consortium will help researchers harness rich datasets of claims and fact-checks for conducting both quantitative and qualitative analyses.*
>
> *- François Bancilhon, Infox sur Seine committee member*

3 THE RESULTS

All three hubs are connected and can exchange data with other European fact-checking platforms and the EDMO portal. DE FACTO, ADMO, and BROD benefit from both structured data with a backend workplace for the project partners and flexibility in uploading a variety of formats for the fact checks.

DE FACTO
Des clés pour mieux s'informer

January 2022 – February 2024

994 fact-checks | Feb 2024

185,488 visits

324,448 pageviews

258,934 unique pageviews
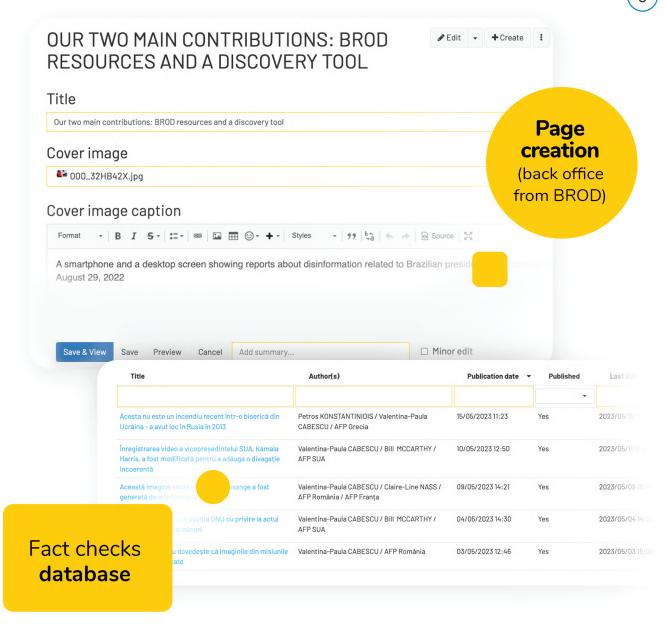
Adria Digital Media Observatory

September 2023 – February 2024

186 fact-checks in HR | Feb 2024

37 fact-checks in SI | Feb 2024

1884 visits

5,636 pageviews

4,186 unique pageviews

Bulgarian-Romanian Observatory of Digital Media

May 2023 – February 2024

265 fact-checks in RO | Feb 2024

122 fact-checks in BG | Feb 2024

3984 visits

15,705 pageviews

10,367 unique page views

OUR TWO MAIN CONTRIBUTIONS: BROD RESOURCES AND A DISCOVERY TOOL

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Title

Our two main contributions: BROD resources and a discovery tool

Cover image

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Cover image caption

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A smartphone and a desktop screen showing reports about disinformation related to Brazilian presi... August 29, 2022

Save & View Save Preview Cancel Add summary... ☐ Minor edit

Page creation
(back office from BROD)

Title	Author(s)	Publication date ▾	Published	Last Up...
			▾	
Acesta nu este un incendiu recent într-o biserică din Ucraina - a avut loc în Rusia în 2013	Petros KONSTANTINIDIS / Valentina-Paula CABESCU / AFP Grecia	15/05/2023 11:23	Yes	2023/05/15
Înregistrarea video a vicepreședintelui SUA, Kamala Harris, a fost modificată pentru a adăuga o divagație incoerentă	Valentina-Paula CABESCU / Bill MCCARTHY / AFP SUA	10/05/2023 12:50	Yes	2023/05/11
Această imagine virală ...ssange a fost generată de inteligență ...	Valentina-Paula CABESCU / Claire-Line NASS / AFP România / AFP Franța	09/05/2023 14:21	Yes	2023/05/09
...ză poziția ONU cu privire la actul ...și minori	Valentina-Paula CABESCU / Bill MCCARTHY / AFP SUA	04/05/2023 14:30	Yes	2023/05/04
...u dovedește că imaginile din misiunile ...ate	Valentina-Paula CABESCU / AFP România	03/05/2023 12:46	Yes	2023/05/03

Fact checks database

> *The XWiki open-source platform has proven itself to be the right choice for the BROD hub. It seamlessly supports content and navigation in three different languages, provides easy connection to EDMO, and acts as a central repository for our fact-checks, media literacy materials, and research results. Publishing new content is very intuitive and fast, which is particularly important for our news section. In addition, BROD builds on the technical components and fact-check metadata format co-created by XWiki in the French EDMO Hub DE FACTO and the Adriatic Hub ADMO.*
>
> *- Kalina Bontcheva, member of the EDMO Advisory Board*

About XWiki SAS

XWiki SAS is the company that provides solutions and services on top of the **100% OPEN-SOURCE XWIKI PROJECT**.

With **20 YEARS OF EXPERIENCE** on the professional collaborative solutions market and more than **30 000 DOWNLOADS PER MONTH**, XWiki SAS has developed over **500 PROJECTS** all over the world.

A skilled team works with you on your project from start to finish, trains both your technical & business users and provides you with hosting & technical support services.

They trust us

"[...] We selected XWiki for its latest documentation features, its capacity to handle millions of pages, its capabilities to build custom modifications and its thriving developer community."
 - Engineering manager, **Amazon**

"Thanks to XWiki we have moved from a complex and hard to follow process to manage the Guidelines documents to a controlled online environment allowing to reduce the time spent and increase the quality of the documents provided to each country."
 - Marc Noujaim - Senior IT Project Manager, **SCOR**

"Thanks to XWiki, our clients benefit from an up-to-date documentation of our products, everywhere in the world."
 - Philippe Franck - Product Director, **EasyVista**

"Said it before, XWiki is awesome & so is the support."
- Patrick Masson - General Manager, **Open Source Initiative**

Our services

Consulting

Data imports

Development

Hosting

Support

Training

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