

# VIKIMEDIJA

## Dirbtinis intelektas ir virsmo technologijos

2019-11-21, Girus Merkys, direktorius

DELFI PLUS<sup>+</sup>

 **Debunk.eu**  
Debunking disinformation together

 **Qalio.it**

Who we are?



**DELFI PLUS<sup>+</sup>**

# DISINFORMATION IN LITHUANIA

Notorious disinformation cases against:



Minister of defense

Claims:

- Corruption
- Praising annexation of Crimea
- Sexual harassment



Outcomes:

DEBUNKED



The three presidents of the Baltic States

Claim:

- Donald Trump hangs up on all three presidents of the Baltic states

Outcome:

DEBUNKED



NATO

Claim:

- A girl raped by NATO soldiers

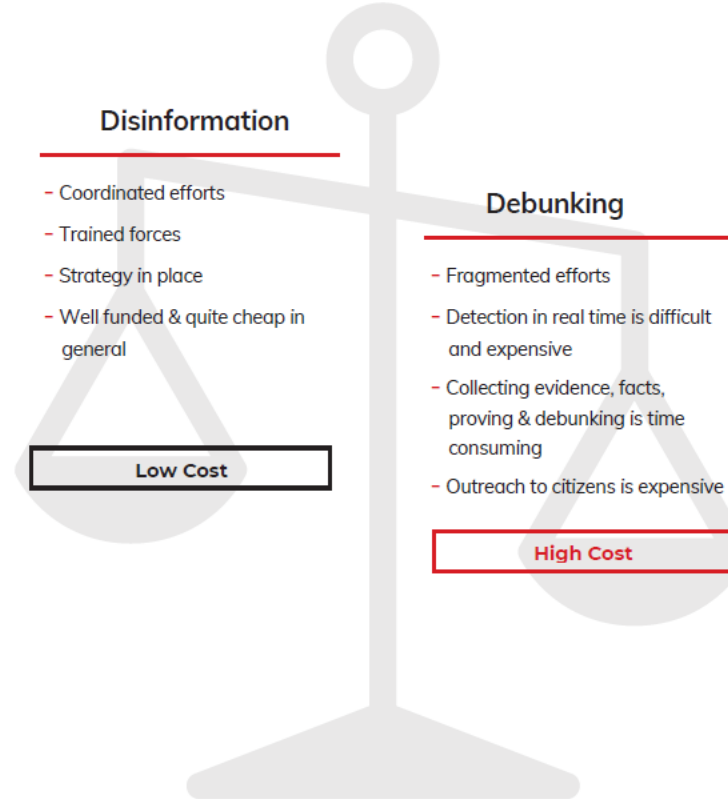
Outcome:

DEBUNKED

# UNDERSTANDING THE CONTEXT

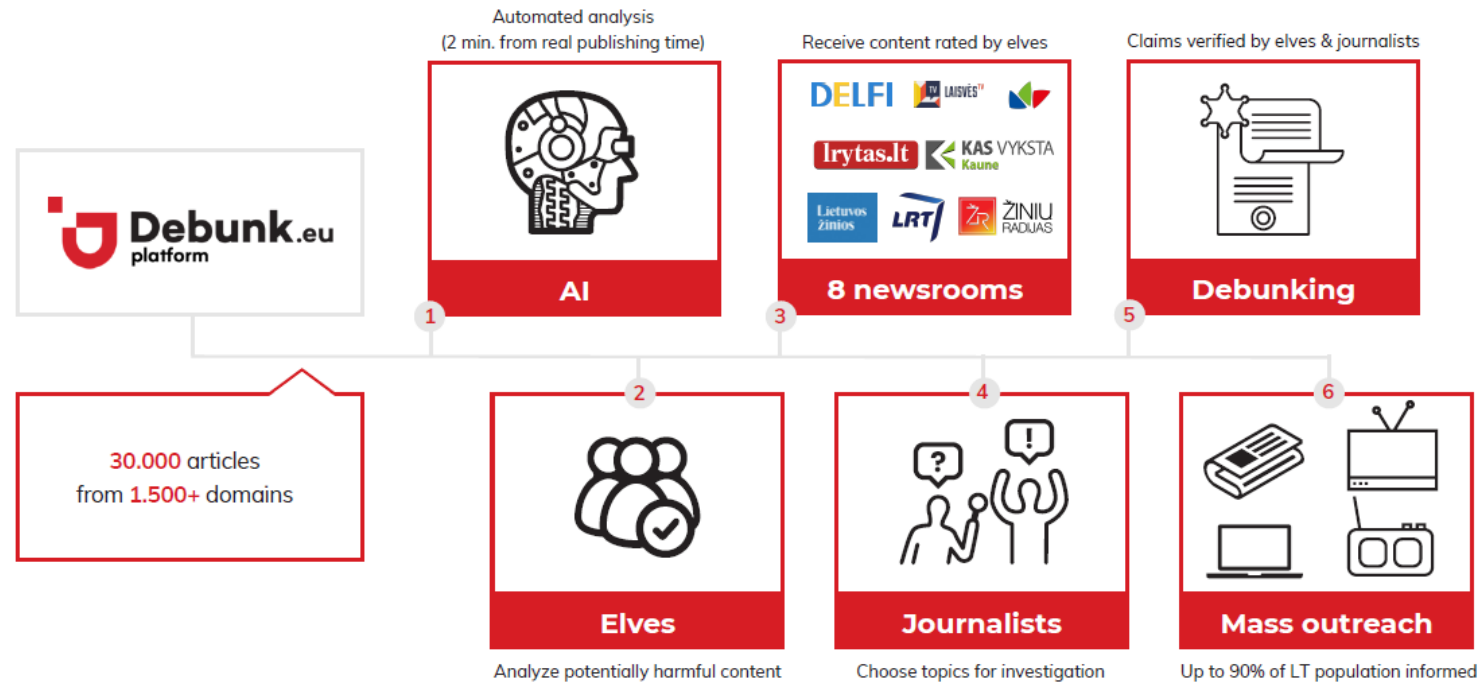
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## Scales of cost



# OUR PROCESS

Setting new standards: **debunking process in Lithuania**



From 2017

## DEBUNK EU IN A NUTSHELL

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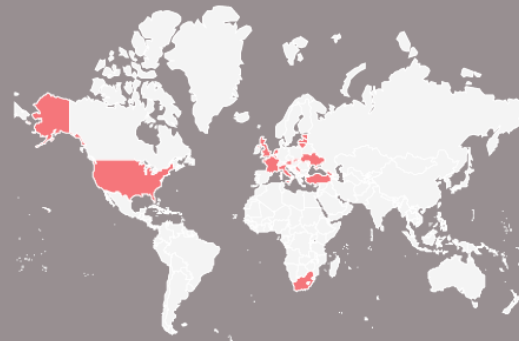
**212** debunked articles

**13 000 000** views

**50** active Lithuanian elves

# DEBUNK EU COVERED IN

## Conferences & events



- Austria ● Belgium ● Estonia ● France ● Georgia ● Italy ● Latvia
- Lithuania ● Netherlands ● Serbia ● Slovakia ● South Africa ● Turkey
- Ukraine ● United Kingdom ● United States

60+ events

16 countries

## Media

121 interviews and mentions in global media, including:



**INDEPENDENT**



Nemokamų skelbimų portalas

- How we increased project value **2.2 times?**
- We now have **465 000** real users (2019 09)
- We now have **40 000** RE objects (2019 09)
- How we use artificial intelligence & other technologies



# DELFI PLUS<sup>+</sup>

- **Why now?**
- **Market analysis**
- **MVP & Agile**
- **A/B testing**
- **BIG DATA**
- **AI** (recommender)



A. Užkalnis



E. Umbrasaitė



G. Drukteinis



R. Zemkauskas



**Harvard  
Business  
Review**

**The  
Economist**

**People and  
magazines**

**Bloomberg**

## FUNDING

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- **Google (2 projects)**
- **USA (3 projects)**
- **UK (2 projects)**

## What next?

Contact person

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