

Misinformation Fingerprints



The most comprehensive dataset of provably false narratives online, purpose built for misinformation detection at scale.

NewsGuard's global team of misinformation analysts maintains the internet's most complete, machine-readable catalog of top false claims circulating online.

The Misinformation Fingerprints can be used:

- As **unique identifiers** to seed AI/ML tools that search for content containing mis- and disinformation claims across the internet and social media
- By human analysts to **understand mis- and disinformation risks**, and track emerging narratives before they enter the mainstream
- To **help government agencies and intelligence teams** evaluate real-time disinformation narratives
- By corporate communicators to **keep abreast of the evolving landscape of brand-related misinformation** that could harm client reputation

Request More Information

A Michigan State Police report shows evidence of voter fraud in the 2020 election

The False Narrative

A Michigan State Police report shows evidence of widespread voter fraud in the 2020 U.S. presidential election.

The Facts

The claim originates from a Michigan State Police report on voter form irregularities found by a city clerk before the 2020 U.S. presidential election. The report said Muskegon City Clerk Ann Hersh alerted local police in mid-October 2020 after noticing what she believed were fraudulent applications mixed in with legitimate ones among 8,000 voter registration applications a canvasser dropped off earlier in October. The same canvasser subsequently submitted another batch of 2,000 completed voter registration forms on Oct. 20, 2020, the last day before the 2020 election is held in the paperwork, according to a copy of the police report that was obtained and posted online by TheGatewayPundit.com, the media site promoting the claim.

The canvasser was an employee at DBI Strategies, a company with a progression agenda that conducts political field work such as voter registration drives. County attorney, press secretary for Michigan attorney general, told POLITICO in an August 2022 article. According to the police report, Hersh, the city clerk for Muskegon City, which is east of Grand Haven, Michigan harbor, suggested that information in some of the applications may have been fraudulent and that multiple applications contained similar handwriting, suggesting that they were not legitimate.

Although Michigan's Secretary of State office determined that some of the ballot applications were likely fraudulent, the Michigan State Police report did not find that the fraudulent applications had been discarded or destroyed, other than being alerted to the issue, Michigan

Why This False Narrative Emerged

This false claim appears to have first been surfaced in an Aug. 6, 2020, article by TheGatewayPundit.com, a disinformation site owned by NewsGuard's regularly published and monitored content. The GatewayPundit.com site is a media site promoting the Michigan State Police report about the fraudulent voter applications through pay-to-post services.

The article was titled, "QW WE HAVE PROOF FOR EVIDENCE: Massive 2020 Voter Fraud Uncovered in Michigan - Including Evidence: 800,000 Ballot Applications Found to be 'Questionable' - Report of the Paid City Clerk, State with Photos, Video Photos, and a Canvasser of Fraudulent Applications and Handwritten Signatures to Be Discarded!" The article stated: "The evidence from this report proves massive concealment of voter fraud involving thousands of fraudulent ballots in Michigan by an organization that set up emergency offices to spread during election time for the 2020 election."

Original Source: The GatewayPundit.com

Examples of this False Narrative

A Michigan State Police report shows evidence of widespread voter fraud in the 2020 U.S. presidential election. The report said Muskegon City Clerk Ann Hersh alerted local police in mid-October 2020 after noticing what she believed were fraudulent applications mixed in with legitimate ones among 8,000 voter registration applications a canvasser dropped off earlier in October. The same canvasser subsequently submitted another batch of 2,000 completed voter registration forms on Oct. 20, 2020, the last day before the 2020 election is held in the paperwork, according to a copy of the police report that was obtained and posted online by TheGatewayPundit.com, the media site promoting the claim.

Click to access another sample Misinformation Fingerprint

What makes NewsGuard's Misinformation Fingerprints different from fact-checking:

- Machine-readable formats enable the Fingerprints to be ingested by large language models
- Fingerprints are each designated with a "risk of harm" level to contextualize the relative urgency or impact of each false claim
- Information about where and when a narrative has spread increases understanding of how

the false claim is performing

- A navigable catalog of false narratives across different sectors enables users to surface the claims related to a specific geography, company, global issue, industry, or time frame
- Fingerprints are all researched and written by trained journalists conducting thorough research to cite provably false or egregiously misleading claims

Purpose-built for use by both human analysts and AI tools, NewsGuard's Misinformation Fingerprints™ provide a continuously updated view of the digital information environment—and a powerful way to track narratives that are emerging and spreading online.

Data contained in each Fingerprint include:

- Example language used to advance the false claim
- Variations of the false claim
- Detailed debunks citing trustworthy sources
- An explanation of where and when the narrative emerged
- Links containing the false claim
- Related keywords and hashtags
- A “risk of harm” designation



INSIGHTS POST

How NewsGuard's Misinformation Fingerprints Alert Companies and Governments to the Threats from Falsehoods Spreading Online

NewsGuard's constantly updated catalog of machine-readable false narratives helps teams in the AI, digital-platform, national defense, and reputation-management sectors stay abreast of emerging falsehoods circulating online to track and mitigate the spread of misinformation. Read on to learn more about the use cases of our Misinformation Fingerprints, and how they can help your team.

Read the Insights post

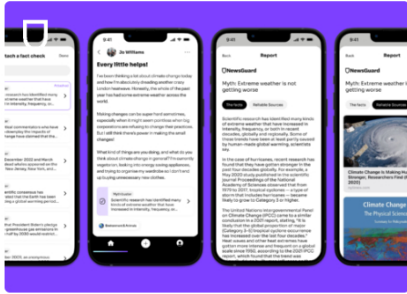


CASE STUDY

How the State Department and US Cyber Command used Misinformation Fingerprints™ to track state-sponsored disinformation

In September 2020, NewsGuard won a contest from the National Security Innovation Network, a joint U.S. State Department and U.S. Department of Defense program seeking solutions that would help the agencies “evaluate disinformation narrative themes in near real time.” Through the grant, NewsGuard's Misinformation Fingerprints™ were used with AI/ML social listening tools by U.S. Cyber Command to monitor content containing state-sponsored mis- and disinformation and to identify the main sources publishing known false narratives.

Read more



CASE STUDY

How The Ethos Network integrated Misinformation Fingerprints as fact-checks for social media users

ETHOS was a platform for Gen Z to connect, educate, and share information on the topics that matter to them the most. ETHOS integrated NewsGuard’s Misinformation Fingerprints into its user interface, enabling users to fact check information before they publish, and attach NewsGuard’s Misinformation Fingerprint entries to their posts, increasing trust and transparency in online discourse.

Read case study



WHITE PAPER

How we operationalized our Misinformation Fingerprints using AI tools

NewsGuard partnered with Blackbird.ai, an artificial intelligence company that monitors online discourse around harmful narratives, to test how NewsGuard’s Fingerprints could be paired with AI to detect misinformation at scale across the web. The test “surfaced a wide range of instances of both hoaxes on Twitter, YouTube, and the open web,” including large pages and accounts that had not been flagged by social media company fact-checkers.

Read the White Paper

