



## How the UK Government Used NewsGuard's Pulsar Integration To Detect Misinformation Narratives

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**How the UK Department for Culture, Media & Sport use Pulsar to detect misinformation narratives**

**Challenge**

Misinformation can be found in almost all of today's online conversations - recognizing it and putting in place strategies to address it, is fast becoming an important function of PR & communications teams. This is easier said than done, however, when the conversation picks momentum to obscure the voices worthy of attention.

The department of Culture, Media and Sport is the UK governmental body tasked with leading the nation on matters that bear around the nation's biggest events, and using that information to guide both public and near government communications.

Senior Digital Communications Officer Karen Moriarty, who along with his team is responsible for analyzing public conversations and incorporating subsequent insight into communications strategies, knew that one of the most important events of the year for his team to keep tabs on would be the historic coronation of King Charles III.

The attention this event generated was colossal - with direct revenues across social networks, print media and online news coming to over 2.5 billion. This presented a challenge for Moriarty and team, whose efforts on the day were predominantly focused on public safety and wellbeing.

**Quote:** We wanted to understand the spread of misinformation, both across media and on news platforms, and Pulsar was really helpful in enabling us to get a fuller picture of this.

**Karen Moriarty**  
Senior Communications Officer, DCMS

## Where NewsGuard comes in

Pulsar's ability to track misinformation is supported by NewsGuard's integration of Reliability Ratings data provided to Pulsar clients within the platform. NewsGuard analysts assess news and information sources using nine apolitical journalistic criteria to rate them with a trust score between 0-100. This added metric provides crucial context to Pulsar users, allowing them to understand the proportion of media coverage from unreliable news sources, and inform their approach to crisis management based on the trust scores of the news outlets that mention them – or are mentioned alongside them.

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- Kieran Moriarty, Senior Communications Officer, DCMS

By combining NewsGuard's journalistically sourced trust scores with Pulsar's Visibility score, the [unique partnership](#) combines the human insight of NewsGuard's analysts and Pulsar's AI-powered intelligence, allowing organizations to glean more from social, news, search, web, forum, audience, and first-party data.

The use of Pulsar and NewsGuard's underlying data has empowered DCMS to achieve a deeper and more nuanced understanding of how misinformation spreads within the context of UK cultural events such as the May 2023 coronation of King Charles III. Armed with this knowledge, the DCMS is well-equipped to create targeted communication strategies to counter misinformation effectively.

**Case Study - DCMS**

If there were to also get actionable insights around misinformation within the conversation, and reveal the additional impact false narratives can have on public perceptions, that and beyond, then they were going to require a tool able to identify, aggregate and visualize all this information.

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**Solution**

Kieran and his team leveraged Pulsar TRAC's capacity for detecting misinformation. This allows from an integrator with experts in misinformation knowledge. The visibility ratings between 0-100 that the NewsGuard provides them help to track news sources are made accessible to Pulsar users, allowing them to quickly isolate misinformation content, authors and audiences within a conversation.

So what kinds of insight were Kieran and team able to uncover?

For one thing, they were able to get a snapshot of how misinformation spread in terms of news volume, in terms of visibility in popular Pulsar metrics that details how likely a piece of content is to be read, shared from non-credible sources were playing an active part in the conversation. Secondly, they could spot and isolate both active and semi-generated content.

**Key findings**

Kieran and team were able to discover how different types of misinformation were disseminated to publishers and networks, for consumption by different types of consuming. Studying how users who shared these links described themselves and identified online revealed key attributes and differences these communities in the English-speaking world.

This project highlights for us the impact of non-traditional news media's role in the UK. A key insight from an exploration of our focus beyond more familiar sources like British print media. By following the thread of the links and conversations we saw on social, we can see where narratives originate before they gain in the UK mainstream.

The team also leveraged the platform's entity detection capabilities to learn who was most discussed in context of this conversation space, unfortunately also. One major insight revealed both here and elsewhere was the importance of American individuals and news outlets in shaping both global and even domestic, British opinion.

It's been an iterative process throughout. Pulsar were really helpful in helping us through what we were able to see. The team provided the help we needed to get products set up on about twelve.

**BR** Department for Culture, Media and Sport

**PULSAR** **NewsGuard**

Read the full case study [here](#). To learn more about NewsGuard for audience intelligence platforms, contact us at [partnerships@newsguardtech.com](mailto:partnerships@newsguardtech.com).

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