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# MEDIAEval 2016: A MULTIMODAL SYSTEM FOR THE VERIFYING MULTIMEDIA USE TASK

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## Why use a multimodal system ? Because there are several types of hoax !

- False information present in the text content
- Forged image
- Image reused for an other event

## Global Hypotheses

- Prediction is first made at the image-level, then propagated to the tweets that contain the image
- Translation if the detected language is different than english

## Text-based approach (run-T)

Detect if the message is style-wise similar to known hoax

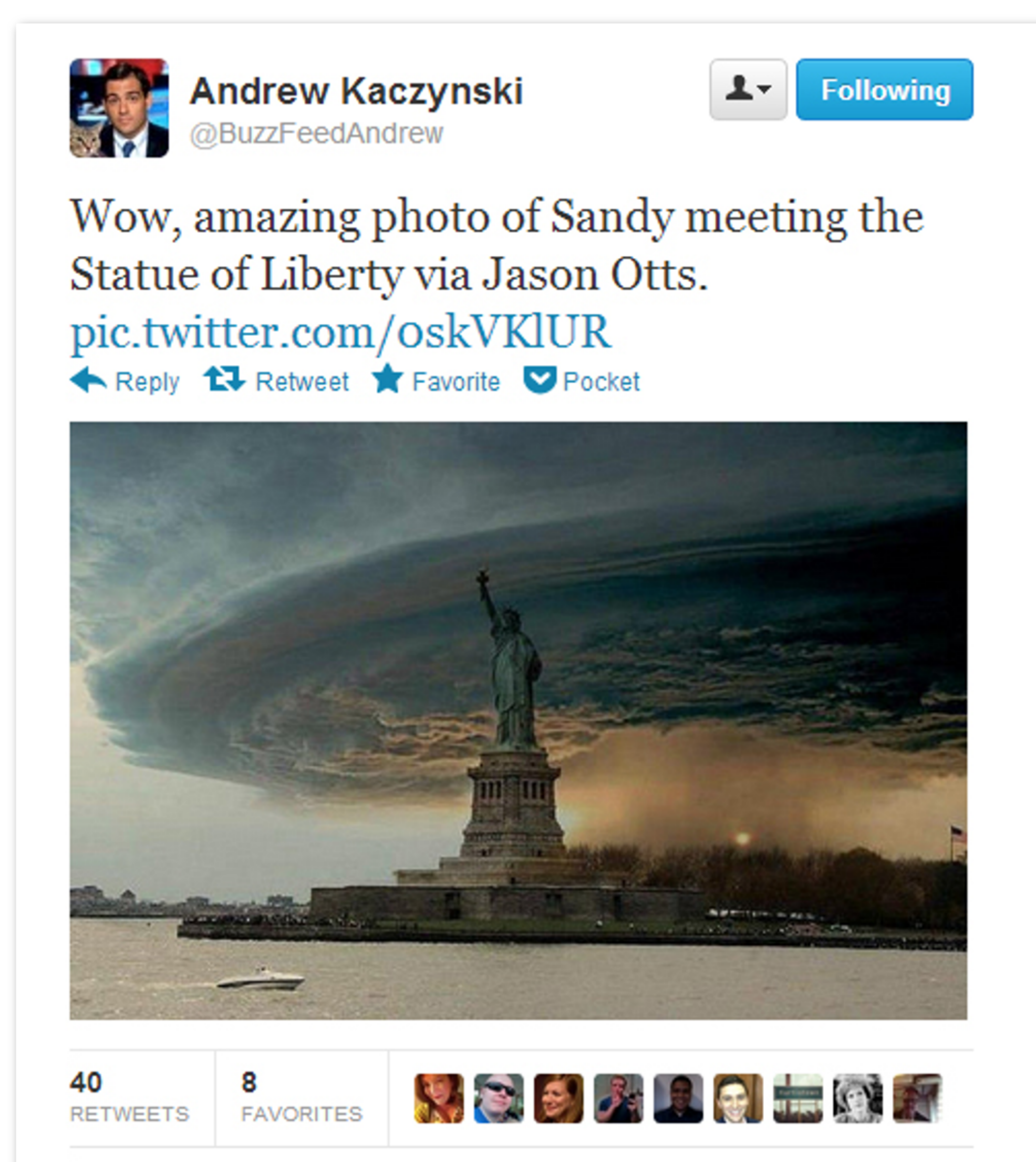
- Capture similar comments between an unknown image and an image from the training set (e.g. *It's photoshopped*) and similar genres of comments (e.g. presence of smileys)
- Prediction made by a  $k$ -Nearest-Neighbor approach (in this case  $k = 1$ )

## Source-based approach (run-S)

Detect if the message is related to a trustworthy source

- 2 type of sources searched: news-related organisms (e.g. press agencies) and explicit citations of the source of the image (e.g. the pattern *photographed by + Name*)
- Predict *real* if a trustworthy source is detected, *fake* else

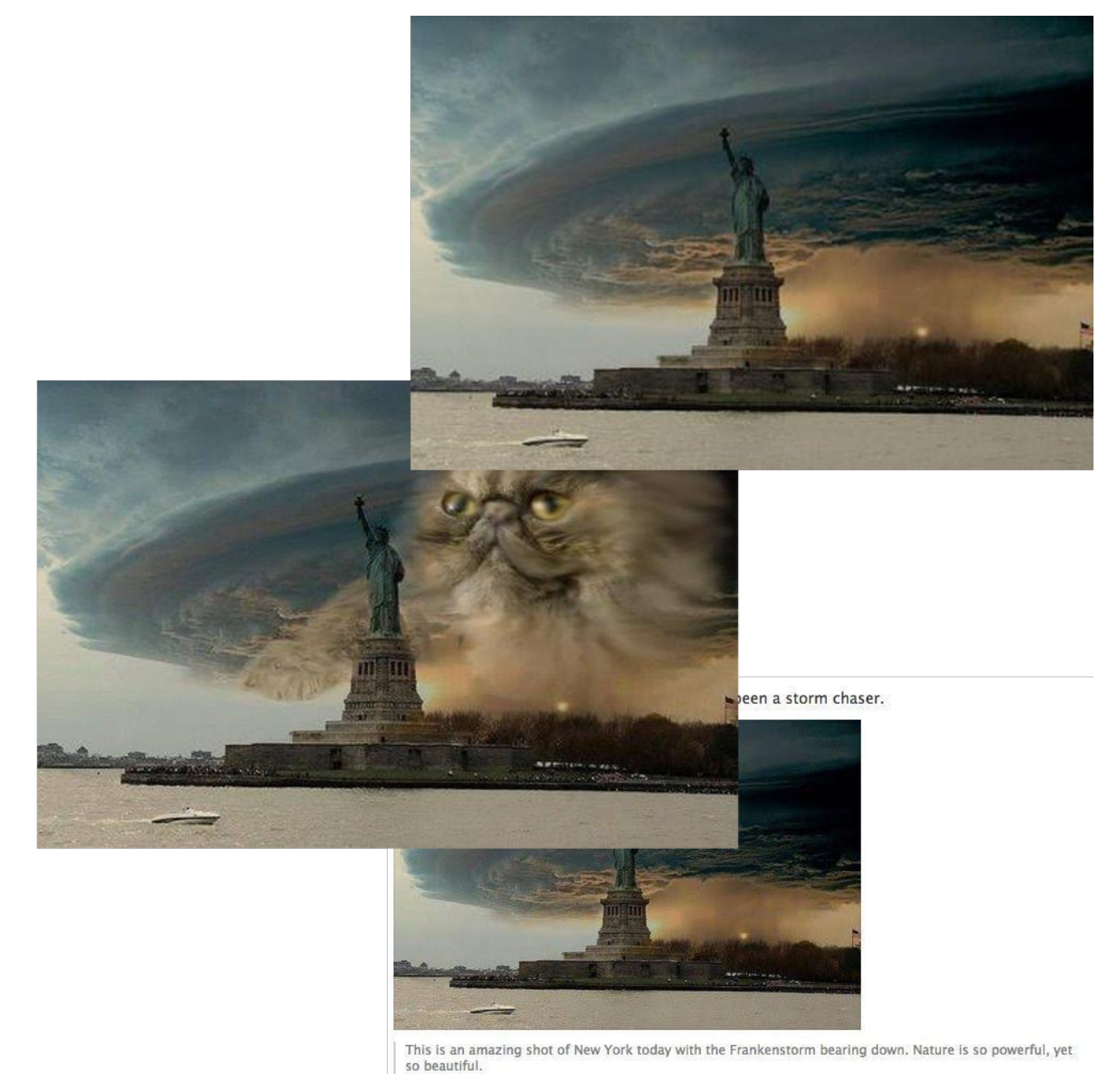
## Example



## Image-based approach (run-I)

Detect a known image

- Compare an unknown image to an image database of 8 000 known images (7 500 fake and 500 real images)
- Database images extracted from 5 specialized websites
- Description of an image by a deep CNN layer output (4096-dimensional descriptor)
- Predict *real* (resp. *fake*) if a *real* (resp. *fake*) similar image is found in the database, *uncertain* else

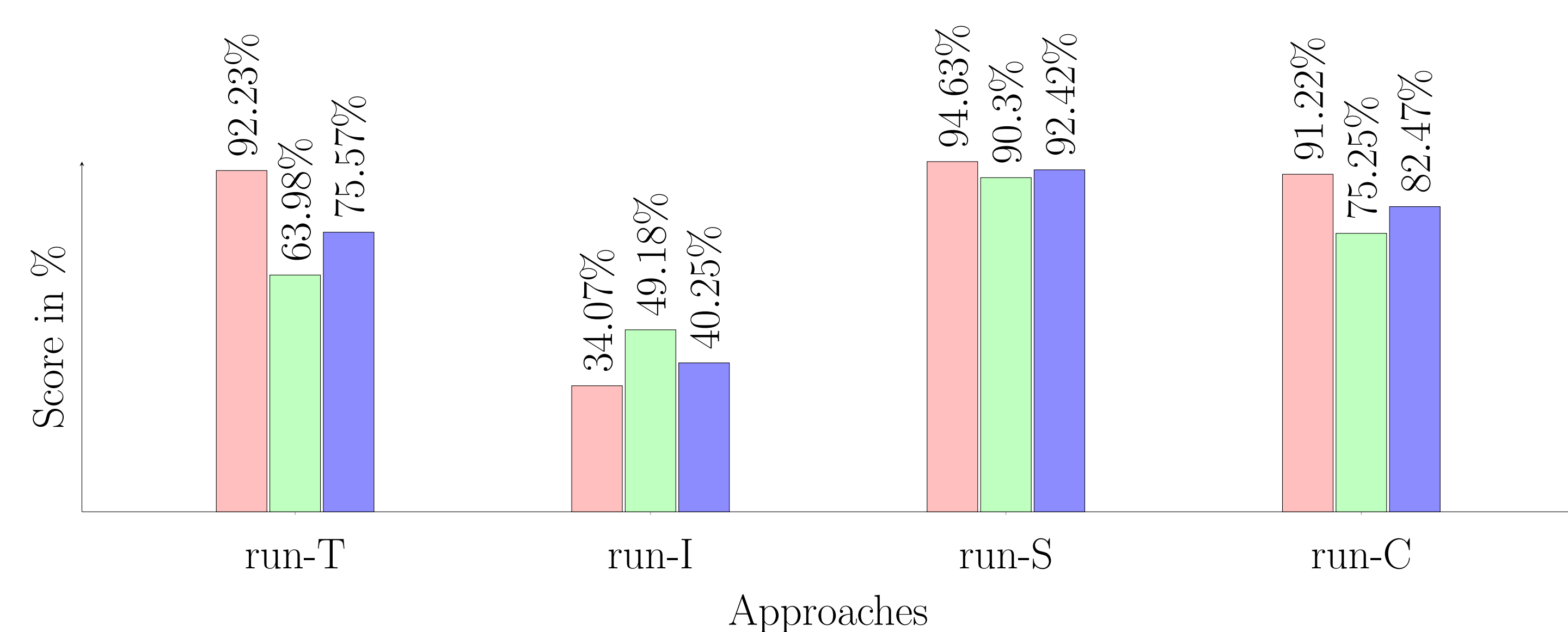


## Combination approach (run-C)

Combine the three previous predictions

- Late fusion: learn the best combination
- Boosting algorithm (adaboost.MH, parameters of the machine learning algorithm are set by cross-validation on the training data)

## Results



- 2 228 messages to classify, corresponding to 130 images
- 86 % to the test tweets are associated with one or more images (the rest is associated with video)

## Conclusion

- Text-based approach: competes with the source-based approach in terms of recall but tends to classify every tweet as *fake*
- Image-based approach: low precision compared with estimations on the training set. This may be due to: (1) small and unbalanced reference database; (2) original image and forged ones are sometimes very similar; (3) presence of stamps
- Combination-based approach: does not offer any gain due to overfitting

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