



# 事實查核及公平原則

## 理念與意義

胡元輝

中正大學傳播學系教授

台灣事實查核教育基金會董事長

2021/08

# 事實查證與公平原則（我國立法）

- 衛星廣播電視法第27條：製播新聞及評論，應注意**事實查證**及**公平原則**。
- 衛星廣播電視法第53條：製播新聞違反事實查證原則，致損害公共利益，處新臺幣**二十萬元以上二百萬元以下**罰鍰，並得令其**停止播送**該節目或廣告，或**採取必要之更正措施**。



# 事實查證與公平原則（英國立法）

## □ Communications Act 第319條

- news included in television and radio services is presented with **due impartiality**
- news included in television and radio services is reported with **due accuracy**

## □ Communications Act 第320條(due impartiality)

- matters of **political or industrial controversy**
- matters relating to **current public policy**



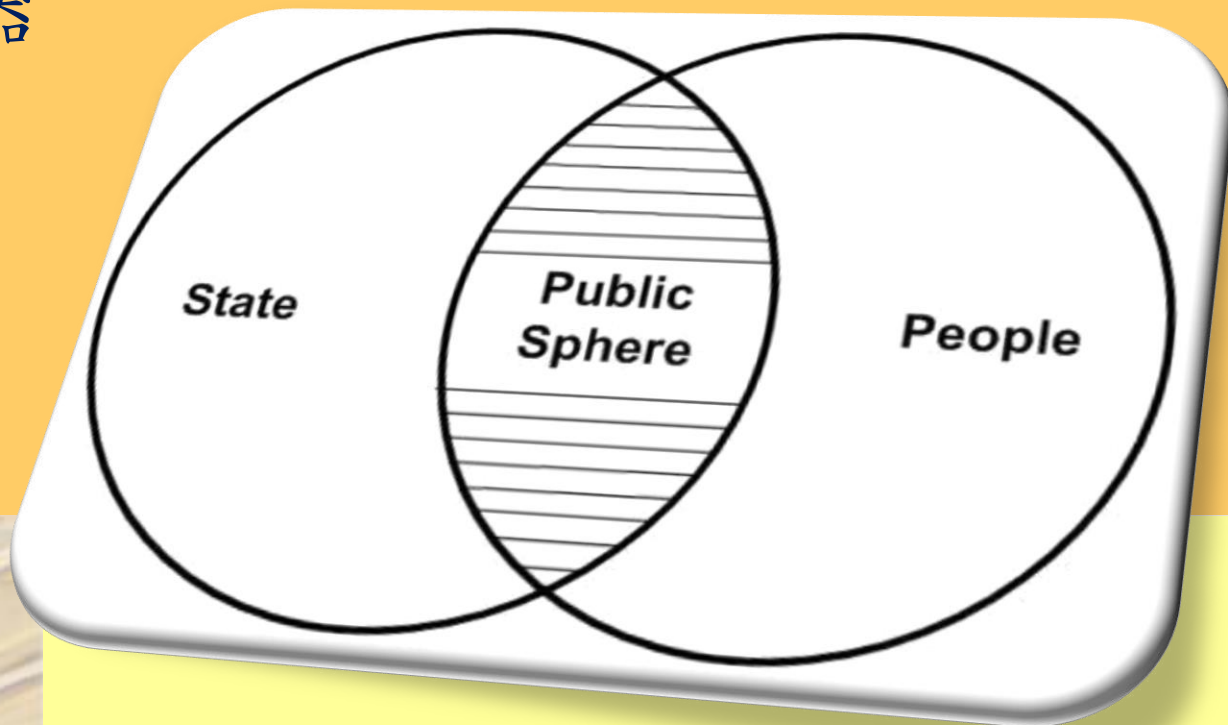
A top-down view of a wooden desk. In the upper left, a newspaper is spread out with the word 'NEWS' in large bold letters. Below it, a tablet displays a news article with the headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' and a photo of a factory. To the right of the tablet is a white cup of black coffee on a saucer. A blue pen lies diagonally in the bottom right corner. A central, light-brown rectangular box with a textured background contains the text '公平原則' in red.

# 公平原則



# 公平原則基本理念

- ❑ 媒體作為公共領域
- ❑ 媒體作為公共論壇
- ❑ 媒體作為公器



# 公平原則基本理念

□ 公共利益

□ 多样性



# 公職人員選舉罷免法

- 廣播電視事業從事選舉或罷免相關議題之論政、新聞報導或邀請候選人、提議人之領銜人或被罷免人參加節目，應為公正、公平之處理，不得為無正當理由之差別待遇。(49條)
- 廣播電視事業違反第四十九條第一項、第二項或第三項規定者，處新臺幣二十萬元以上二百萬元以下罰鍰。(110條)



# 總統副總統選舉罷免法

- 廣播電視事業從事選舉相關議題之論政、新聞報導或邀請候選人參加節目，應為**公正、公平**之處理，不得為無正當理由之差別待遇。(46條)
- 廣播電視事業違反第四十六條第一項或第二項規定者，處新臺幣二十萬元以上二百萬元以下罰鍰。(96條)





# 衛星廣播電視法第43條第2項


- 主管機關認為衛星廣播電視事業及境外衛星廣播電視事業之分公司或代理商**營運不當**，有損害訂戶或視聽眾權益之情事或有損害之虞者，應命衛星廣播電視事業及境外衛星廣播電視事業之分公司或代理商**限期改正**或為**其他必要之措施**。



# 英國Ofcom的廣電準則(Broadcasting Code)

## ■ Due Impartiality and Due Accuracy

- 「適當」(due)是公正概念的重要條件。公正本身意味著**不偏袒**一方。「適當」是指節目的主題與性質合適(adequate)或恰當(appropriate)。因此，「適當的公正」**並不意味著必須為每個觀點分配相同的時間，或者每個論點及論點的每個方面都必須被呈現**。根據主題的性質、節目和頻道的類型、觀眾對內容的可能期望，以及向觀眾傳達內容和方法的程度，實現適當公正性的方法可能會有所不同。



**Ofcom** making communications work for everyone

Your pages (0) Search the site

Home | Complaints | Phones and internet | TV, radio and on-demand | Post | Spectrum | Consultations | Research

Home ▶ TV, radio and on-demand ▶ Broadcasting codes ▶ The Ofcom Broadcasting Code  
▶ Section five: Due impartiality and due accuracy

### Section five: Due impartiality and due accuracy

05 January 2021

This section relates to the concept of "due impartiality" as it applies to news and other programmes.

# 英國Ofcom的廣電準則(Broadcasting Code)

- 在處理重大政治與產業爭議以及與當前公共政策有關的重大事項時，必須在每個節目或明確關聯且及時播出的節目中包含**廣泛的重要觀點**並給予**適當重視**(due weight)。不得歪曲觀點和事實。
- (適當的公正)可以在一個節目或視為整體的系列節目中達成。
- 任何**政治人物**不得在任何新聞節目中擔任主播、訪談人或記者，除非相當例外的，在編輯上有正當理由。在這種情況下，必須向觀眾**表明該人的政治傾向**。



# 公平原則的意涵



議題	實踐
政治、選舉	時間相當
多元族群	觀點多元
涉己事件	正反並陳(爭議事件)
重大爭議議題	近用機會(受訪者、觀眾)



# 我國案例1：違反選罷法 遭開罰220萬元

（中央社）中央選舉委員會今天(2016年5月4日)表示，立法委員選舉期間，三立新聞台因為違反公職人員選舉罷免法相關規定，依法開罰220萬元。

中選會表示，民眾檢舉三立新聞台在今年1月6日下午8時49分至10時45分播送「新台灣加油」節目，僅單獨邀請新北市第12選舉區立委候選人黃國昌，違反選罷法規定，決議處新台幣20萬元罰鍰。

中選會指出，選罷法規定，「邀請候選人參加節目應為公正公平之處理」，委員會議決認定標準是廣播電視事業邀請候選人參加節目，**應給予競選同一公職的同一選舉區全部候選人相同機會**。（註：1月16日投票）



## 我國案例2：違反衛廣法 限期改正

（NCC新聞稿） NCC第860次委員會議審議中天公司涉營運不當限期改正一案，就中天新聞台於改正期限1個月內，仍未具體檢討有關103年換照許可處分附帶要求「…落實獨立審查人制度」部分，決議以違反衛廣法第43條第2項規定**有營運不當致有損害視聽眾權益之情事**，…核處新臺幣50萬元並要求1個內限期改正。

中天新聞台因**過度播送特定人物新聞報導，妨害新聞多元**，未落實新聞內控及自律機制，並經民眾大量申訴等節，前經本會第848次委員會議決議，依違反衛廣法規定，有營運不當致有損視聽眾權益之情事，命中天電視公司依期改正。… NCC並於108年5月10日發出非裁罰性不利益處分，命中天公司應就前揭改正事項，於1個月內進行改正及為必要措施。

# 英國案例1：Bloomberg

- 2005年4月英國大選期間，Bloomberg 電視台大幅現場報導工黨商業宣言(Business Manifesto)發表會，並訪問當時的首相布萊爾，卻未給予其他主要黨派類似報導，違反適當公正原則，被Ofcom處分須連續三天在上午11點整播出對其報導不公的裁定。



## Ofcom Content Sanctions Committee

Consideration of Sanction against	BLOOMBERG LP
For	Breaches of Section 3.3 (Programme Content: Major matter – Due Impartiality) of Ofcom's Programme Code (ex-ITC)
On	28 April 2005
Decision	A Direction to transmit Ofcom's statement of finding on three consecutive days at 11:00

### Summary

For the reasons set out in full in the Decision, the Ofcom Content Sanctions Committee found as follows:

- (1) Bloomberg LP is licensed by Ofcom to run the service known as Bloomberg Television ("Bloomberg TV").
- (2) On 28 April 2005, during the UK General Election, Bloomberg TV broadcast live coverage of the Labour Party launch of its 'Business Manifesto' from Bloomberg's London auditorium. This was followed by long interviews with the Labour Party leader, Tony Blair, and two other senior members of the party.
- (3) Three viewers complained that Bloomberg had not been duly impartial because no equivalent coverage was given to any other political party during the General Election campaign.

# 英國案例2：Talk Radio

- Ofcom認定新聞集團所屬廣播電台Talk Radio於2018年3月16日、7月27日、8月6日播出的George Galloway節目，評論前俄羅斯雙面間諜斯克里帕爾(Sergei Skripal)和女兒尤莉亞(Yulia Skripal)中毒案，以及指控工黨反猶太主義的內容，違反適當公正原則，裁罰7萬5千英鎊。



## Sanction (124)19 Talksport Limited

### Decision by Ofcom

#### Sanction: to be imposed on Talksport Limited

For material broadcast on Talk Radio on 16 March, 27 July and 6 August 2018<sup>1</sup>

#### Ofcom's Decision of Sanction against:

Talksport Ltd ("Talksport" or the "Licensee") in respect of its service **Talk Radio** (DN000015BA/5)

#### For:

Breaches of the Ofcom Broadcasting Code (the "Code")<sup>2</sup> in respect of:

Rule 5.11: "...due impartiality must be preserved on matters of major political and industrial controversy and major matters relating to current public policy by the person providing a service...in each programme or in clearly linked and timely programmes"; and



# 英國案例3：RT、CGTN

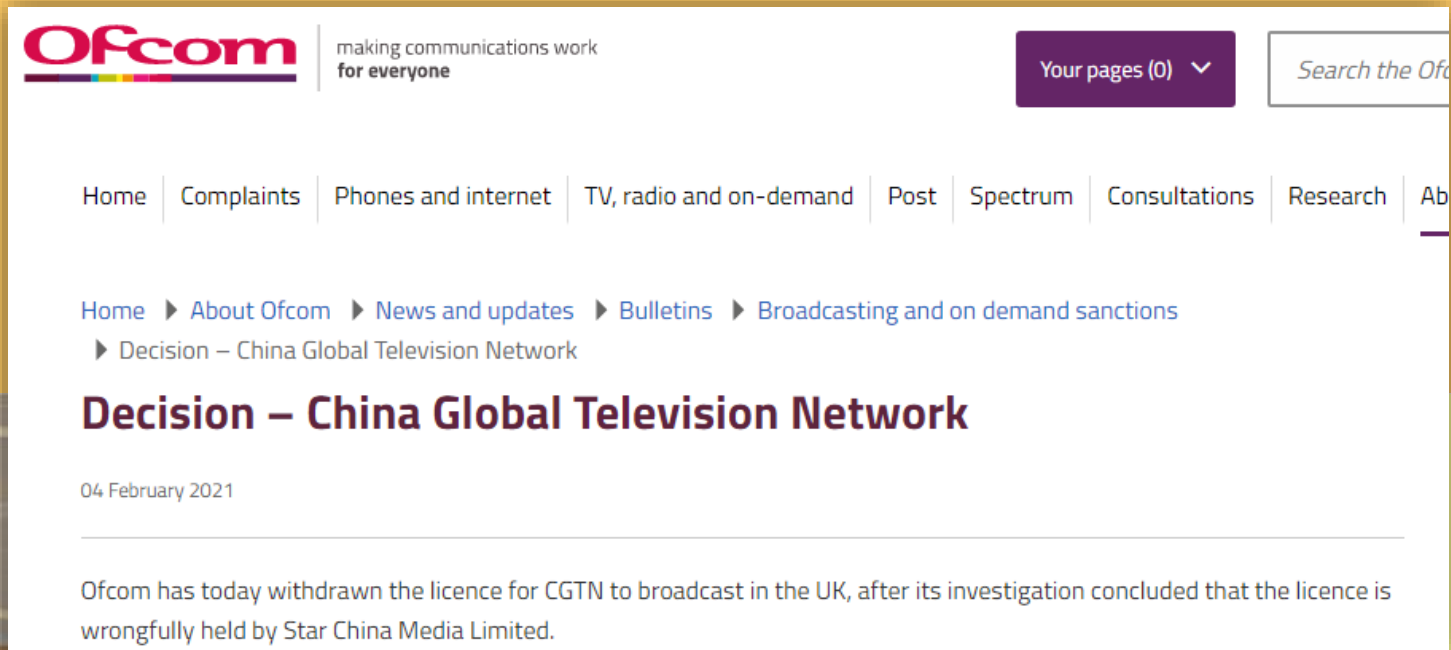
- Ofcom認定俄羅斯RT頻道於2018年3月17日至4月26日間，有關前俄羅斯雙面間諜中毒案、敘利亞武裝衝突與烏克蘭政府對納粹主義的立場等報導違反公正與正確原則，裁罰20萬英鎊。
- Ofcom認定中國環球電視網(CGTN)頻道於2019年8月11日至11月21日間關於香港抗議事件的報導違反公正與正確原則，裁罰12萬5千英鎊。

Sanction (117)19 Autonomous Non-Profit Organisation (ANO) TV Novosti	
<u>Sanction: Decision by Ofcom</u>	
Sanction: to be imposed on Autonomous Non-Profit Organisation (ANO) TV Novosti	
For material broadcast on RT between 17 March and 26 April 2018 <sup>1</sup>	
Ofcom's Decision of Sanction against:	Autonomous Non-Profit Organisation (ANO) TV Novosti ("TV Novosti" or the "Licensee") in respect of its service RT (TLC000881BA/2). <sup>2</sup>
For:	Breaches of the Ofcom Broadcasting Code (the "Code") <sup>3</sup> in respect of:  Rule 5.1: "News, in whatever form must be reported with due accuracy and presented with due impartiality";

Sanction 138 (20) CGTN	
<u>Sanction: Decision by Ofcom</u>	
Sanction: to be imposed on Star China Media Limited (SCML)	
For material broadcast on China Global Television Network Channel (CGTN) between 11 August 2019 and 21 November 2019 <sup>1</sup> .	
Ofcom's Sanction against:	SCML (the "Licensee") in respect of its service <b>CGTN</b> (previously TLC000575BA/2 <sup>2</sup> ).
For:	Breaches of the Ofcom Broadcasting Code (the "Code") <sup>3</sup> :  Rule 5.1: "News, in whatever form, must be reported with due accuracy and presented with due impartiality";

# 英國案例4：撤銷CGTN執照

- Ofcom於2021年2月4日撤銷CGTN執照。
- CGTN 的執照持有者 Star China Media Limited未承擔編輯責任，不符法律規定。轉換給CGTNC的申請亦不予同意，因為它是由中共控制的機構控制。基於相關事實及言論自由權，決定撤銷其執照。



The screenshot shows the Ofcom website header with the logo and tagline "making communications work for everyone". A navigation menu includes links for Home, Complaints, Phones and internet, TV, radio and on-demand, Post, Spectrum, Consultations, Research, and About. A search bar is located on the right. Below the navigation menu, a breadcrumb trail reads: Home > About Ofcom > News and updates > Bulletins > Broadcasting and on demand sanctions > Decision – China Global Television Network. The main heading is "Decision – China Global Television Network" in a large, bold, dark blue font. Below this, the date "04 February 2021" is displayed. The main text states: "Ofcom has today withdrawn the licence for CGTN to broadcast in the UK, after its investigation concluded that the licence is wrongfully held by Star China Media Limited."

**Ofcom** making communications work for everyone

Your pages (0) ▾ Search the Ofcom website

Home | Complaints | Phones and internet | TV, radio and on-demand | Post | Spectrum | Consultations | Research | About

Home > About Ofcom > News and updates > Bulletins > Broadcasting and on demand sanctions > Decision – China Global Television Network

## Decision – China Global Television Network

04 February 2021

Ofcom has today withdrawn the licence for CGTN to broadcast in the UK, after its investigation concluded that the licence is wrongfully held by Star China Media Limited.


A collage of news-related items. At the top left, a newspaper with the word 'NEWS' in large letters is visible, with sub-headlines like 'ECOLOGY: TIME TO FALL BACK' and 'MOVE YOUR BUSINESS TO CHINA'. Below it, a smartphone shows a news app interface. To the right, a white cup of black coffee sits on a saucer. In the bottom center, a tablet displays a news article with the headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' and a photo of a large industrial building. A blue pen lies on the right side of the tablet. The entire scene is set against a light brown, textured background.

# 新聞查證



# 新聞工作的格言

- 第一要義是查證，第二要義是查證，第三要義還是查證。→ Journalism as a discipline of verification



In the end, the discipline of verification is what separates journalism from entertainment, propaganda, fiction, or art.

Bill Kovach

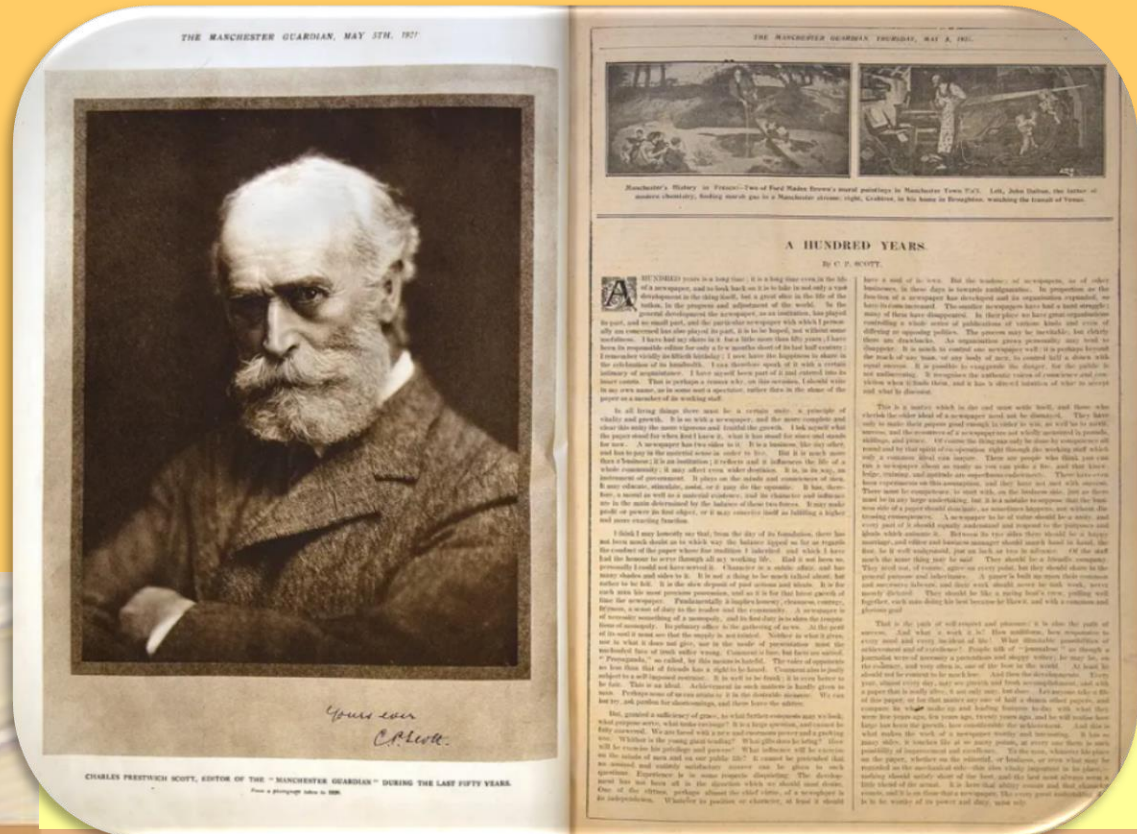


# 英國衛報

英國衛報奠基者 C. P. Scott :

*Comment is free, but facts are sacred.*

事實不容歪曲，意見大可自由



照片來源: The Guardian

# 英國公視BBC

- BBC的編輯準則(Editorial Guidelines)所列第一編輯原則：**正確性(Accuracy)**
- BBC 致力於在其所有產出中實現應有的正確性，此一承諾對於我們的聲譽和觀眾的信任至關緊要。

## The BBC's Editorial Values and Standards



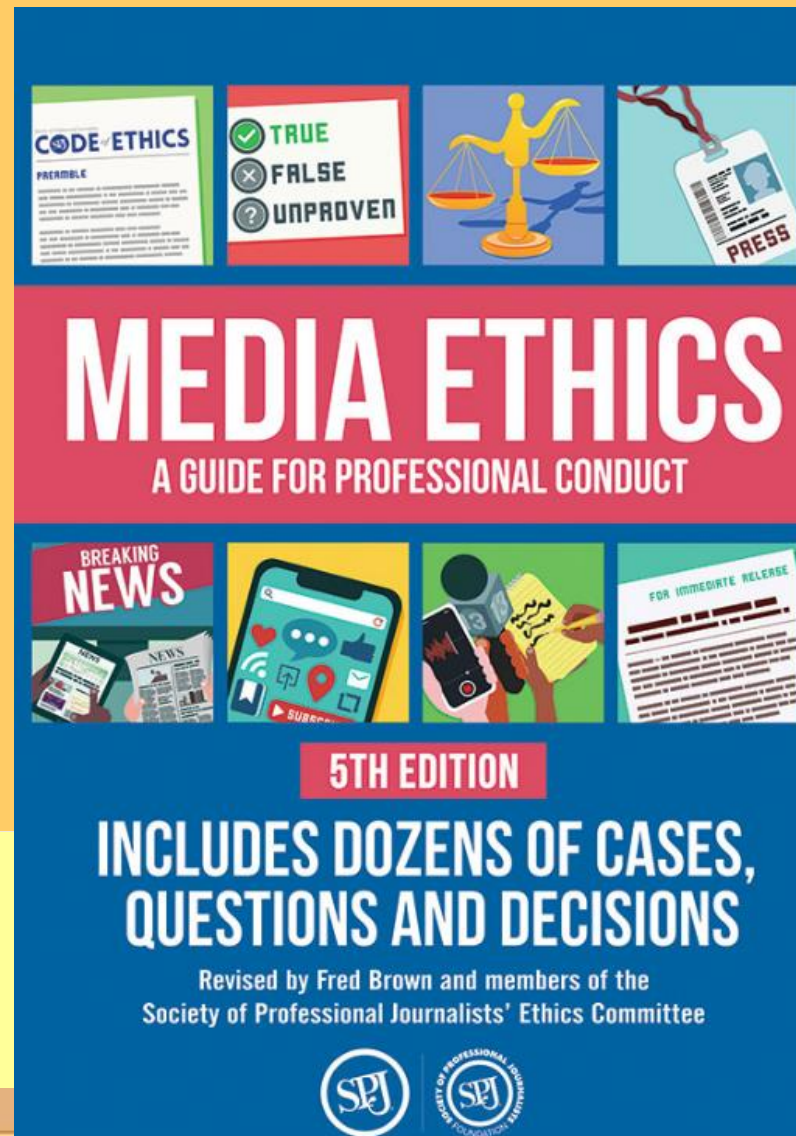
GUIDELINES



GUIDANCE

# 美國專業新聞工作者協會(SPJ)

- 倫理守則(Code of Ethics)所列四項基本原則的第一原則：**力求真實報道**(Seek Truth and Report It)
- 專業新聞的道德在於正確與公正。新聞工作者應當誠實、勇敢地蒐集、報導與詮釋資訊。







民主要義在於人民自治  
人民自治仰賴正確資訊

# 新聞查證做法

## □ Bill Kovach與Tom Rosenstiel

- 新聞工作係查證的專業，以類科學取徑來取得正確的事實，再藉由清理的過程找出事情的真相。
- 奠基於透明、原創與謙遜等核心概念。
- 查證的技能奠基於懷疑認知法(skeptical knowing)

## □ 實際作業：核對已見諸媒體的資料、第一手的觀察或相關人士的訪談等。





# 衛星廣播電視法第27條

- 製播新聞及評論，應注意事實查證及公平原則。
- 衛星廣播電視事業及境外衛星廣播電視事業之分公司或代理商播送之節目或廣告內容，不得有下列情形之一：

.....

四、製播新聞**違反事實查證原則，致損害公共利益。**

- ...涉有前項第四款情事者，應由該事業建置之**自律規範機制調查**後作成調查報告，提送主管機關審議。



# NCC事實查證參考原則(1)

類目	細項說明
宣示	<ol style="list-style-type: none"><li>1. 媒體為社會公器，製播新聞時應基於承擔公共責任及維護消費者權益之前提，將事實查證理念落實至採、編、播等環節，並明確責任歸屬。</li><li>2. 對於播送之內容應力求證據充足、避免無根據猜測，以確保產出內容的正確性。</li><li>3. 如發生錯誤應勇於承認，並即時為後續適當之處理。</li></ol>
查證	<p>應持質疑態度客觀檢視事件訊息之正確性、合理性，妥就消息來源、訊息內容正確性進行嚴謹之查證。</p> <p>針對所有消息內容，包括網路資料或外電消息，均應多方求證，避免單一消息來源；尤其針對涉公共事務新聞，應至政府澄清專區及具公信力之第三方查核中心查證。</p> <p>引用網路訊息應注意事項：</p> <ol style="list-style-type: none"><li>1) 應小心內容農場或不實、惡意網站，注意其真實性，並檢視網站經營者、誠信紀錄，必要時與獨立機構確認消息真偽。</li><li>2) 應注意網路爆料內容之爆料者可信度，並直接採訪爆料者，或向內容中提及的相關單位、當事人等確實查證。</li><li>3) 對於來自網路而來源不明的圖片或影片，應注意是否經過變造、拼湊、修改，必要時請影像處理專家協助辨識。</li><li>4) 引用來自特定利益團體或遊說團體之內容應特別注意。</li><li>5) 注意資訊的合法性，例如是否違反著作權法、是否侵害他人隱私。</li></ol> <p>4. 引用外電消息應注意事項：</p> <ol style="list-style-type: none"><li>1) 注意消息是否來自國際主要媒體，並判斷其可信度，例如是否已採訪相關當事人等。</li><li>2) 在不同國外媒體之間比較新聞內容的差異，如有疑問，應再查證，例如直接向該媒體詢問，或者儘可能聯繫報導中所涉當事人，以證實其真實性。</li></ol> <p>5. 若消息內容無法查證，檢視是否有使用必要性，以避免導致觀眾對事件的重大誤導性印象。</p>

# NCC事實查證參考原則(2)

類目	細項說明
提報	<p>採訪時或採訪後須盡力留下完整紀錄，並保留所有查證過程資料以供事後查驗。</p> <p>對於匿名爆料、來源不明或證據不足之新聞資料，均須小心查證並依製播規範之規定將新聞資料及查證過程向主管報告。</p> <p>新聞內容播出後，不論主動發現或當事人投訴新聞內容有誤，皆須依製播規範之規定通報負責主管。</p> <p>製播規範應就可疑或爭議之新聞資料建立提報機制，明確規定提報流程與負責主管。</p>
呈現	<p>新聞報導應盡量揭露消息來源，方便民眾訊息判斷。</p> <p>若對消息來源有保護義務時，應於新聞呈現時進行必要之隱匿。</p> <p>若因故無法就訊息充分查證或需要引用匿名之消息來源，應該於報導中予以說明，方便觀眾辨識。</p> <p>新聞節目命題、推論、結語皆應有所本，禁止利用評論和畫面編輯導致觀眾對事件產生誤導。</p> <p>新聞報導若須以動畫或模擬畫面呈現時應予註明，避免混淆觀眾。</p>
更正	<p>新聞事件之發展可能隨時間演變，若已有所澄清應為及時更新或為必要之平衡報導。</p> <p>發現報導之內容有事實錯誤時，應依廣電法及衛廣法相關規定辦理，快速、清楚地於同一時間之節目呈現更正內容。</p>

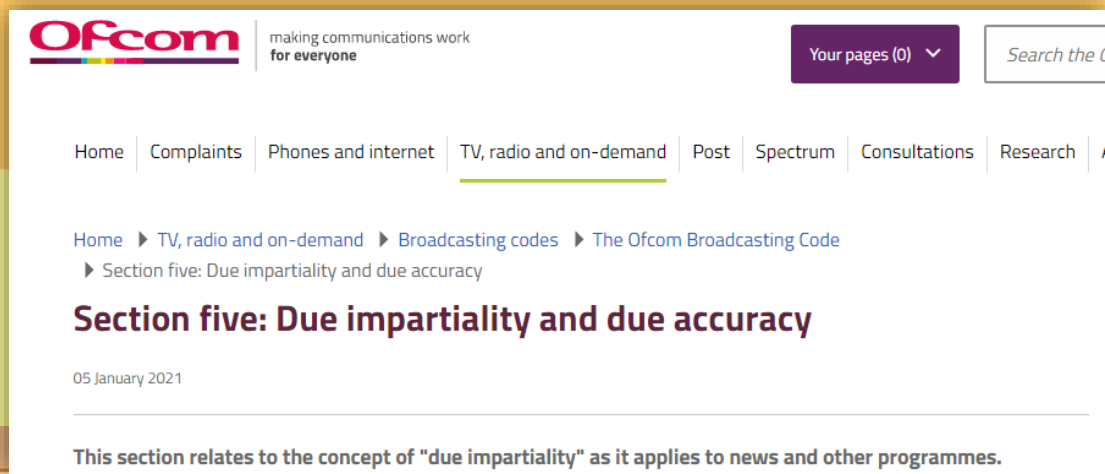

# 事實查證及公平原則處理要點

- ❑ NCC於今(108年9月11)日第873次委員會議審議通過違反事實查證及公平原則處理要點，俾利業者遵循及檢視內部自律規範，並使電視內容監理有所參據。
- ❑ 基於監理機關職權，同時考量目前傳播環境，NCC認有建立第二類解釋性行政規則之必要，因此參考英國、日本、美國、澳洲等相關國外管制規範及我國業者自律規範，研訂違反事實查證及公平原則處理要點草案，擬續召開公開說明會，並循法制作業程序辦理。



# 英國Ofcom的廣電準則

- Code：新聞中的顯著錯誤通常應在播出時迅速予以承認和更正。...應該適當安排更正。
- Guidance：正確性意味正確取得事實。在遵守以「適當正確性」報導新聞的要求時，廣電業者應參考上文所述的「適當公正性」中對「應有」的闡明。例如，若某件事具有特別的公共利益，那麼以適當正確性呈現該事項的要求將相應提高。



The screenshot shows the Ofcom website interface. At the top, the Ofcom logo is on the left, followed by the tagline 'making communications work for everyone'. On the right, there is a search bar and a dropdown menu for 'Your pages (0)'. Below the header is a navigation menu with links: Home, Complaints, Phones and internet, TV, radio and on-demand (which is underlined), Post, Spectrum, Consultations, and Research. The main content area shows a breadcrumb trail: Home > TV, radio and on-demand > Broadcasting codes > The Ofcom Broadcasting Code > Section five: Due impartiality and due accuracy. The title 'Section five: Due impartiality and due accuracy' is displayed in a large, bold font. Below the title, the date '05 January 2021' is shown. At the bottom, a paragraph begins: 'This section relates to the concept of "due impartiality" as it applies to news and other programmes.'



# NCC 內容裁處案件統計 (事實查證)

- 109年1月至110年6月，NCC共計裁處**4家電視台9件**涉及事實查證之違法內容。每件處分金額最高60萬元，最低20萬元，裁處金額總計**460萬元**。
- 內容涉及國家機器蒐集參與政治活動之民眾個人資料，登革熱防疫地方經費補助，登革熱防疫援外經費，執政撒錢，特定人士收受具體金額散布不實選舉資訊，討論確診病例未經查證之個人資料，以網路影片於節目中評論東南亞疫情，以及美國中情局長訪台等未盡合理查證責任之訊息。



# 台灣電視新聞案例



# 英國案例：Loveworld UK

- Ofcom認定Loveworld UK 頻道於2020年12月1日17:00至12月2日22:15的「全球祈禱日」節目，有關COVID-19疫情的內容違反適當正確原則，裁罰12萬5千英鎊。
- 違法內容：疫情是被安排的，病毒被用來作為一種欺騙計劃，藉以在全球實施數位貨幣科技官僚主義與極權政府。5G 科技與冠狀病毒有關，會導致全球疾病和死亡。



Sanction 140 (21)

## Sanction: Decision by Ofcom

Decision: Sanction: to be imposed on Loveworld Limited ("LL")

For material broadcast on Loveworld Television Network ("Loveworld") on 1 December 2020<sup>1</sup>.

**Ofcom's Sanction Decision against:** Loveworld Limited ("LL" or the "Licensee") in respect of its service **Loveworld UK** (TLC5000787BA/1).

**For:** Breach of the Ofcom Broadcasting Code (the "Code")<sup>2</sup>:

Rule 2.1: "Generally accepted standards must be applied to the contents of television and radio services [...] so as to provide adequate protection for members of the public from the inclusion in such services of harmful and/or offensive material".

Rule 5.1: "News, in whatever form, must be reported with due accuracy and presented with due impartiality".

**Decision:** To impose a financial penalty (payable to HM Paymaster General) of £125,000

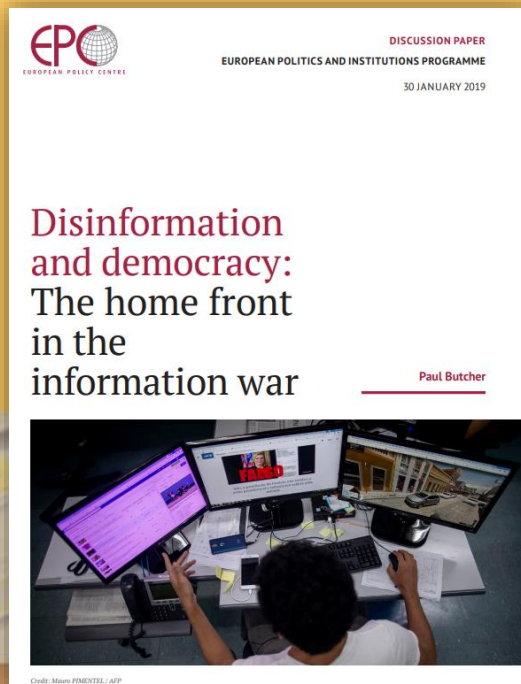


A top-down view of a wooden desk. In the upper left, a newspaper is partially visible with the word 'NEWS' in large bold letters. Below it, a tablet displays a news article with the headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' and a photo of a large industrial building. To the right of the tablet is a white cup of black coffee on a saucer. A blue pen lies on the desk to the right of the tablet. A large, light-brown rectangular box with a textured background is centered over the image, containing the text '不實訊息' in red.

不實訊息

# 假訊息與民主(European Policy Center)

- Only a few years ago, the internet was widely seen as a **force for good** in supporting democracy. . . . . But a number of high-profile political events in the past few years have shaken our confidence in the internet's **democratic potential**.



## 1. A threat to democracy?

Only a few years ago, the internet was widely seen as a force for good in supporting democracy. The Occupy movement and the Arab Spring – which became known as the 'Facebook Revolution' – were hailed at the time for demonstrating social media's power to give ordinary citizens a voice and even effect real change.

But a number of high-profile political events in the past few years have shaken our confidence in the internet's democratic potential. Starting with the double blows of the decision of the British electorate to leave the European Union in the 'Brexit' referendum and the election of Donald Trump as President of the United States, followed by elections in several European countries where radical illiberal parties put in strong showings, 'fake news' has become a matter of acute political concern for the role it may have played in influencing these outcomes. It is difficult to prove whether or not disinformation had a decisive impact, but there is no doubt that it had a wide reach: an analysis by *BuzzFeed* found that **fabricated news stories reached a greater online audience than 'real' news** in the final months of the US election campaign.<sup>1</sup>

In any case, disinformation has raised concerns among internet watchdogs, academics and the general public. A 2017 report on internet freedom by Freedom House concluded that "online manipulation and disinformation tactics played an important role in elections in at least 18 countries over the past year... [contributing] to a seventh consecutive year of overall decline in internet freedom".<sup>2</sup> A Eurobarometer survey in February 2018 found that 83% of European citizens believe that **fake news represents "a danger to democracy"**.<sup>3</sup>

**The appeal of disinformation for illiberal politicians is that it is a convenient tool for extremist discourse to compete with and ultimately crowd out rational, informed debate.**

his opposition to migrant quotas.<sup>4</sup> In each case, the **disputed stories reflected poorly on 'establishment' candidates and favoured the narrative of illiberal or populist actors.**

The appeal of disinformation for illiberal politicians is that it is a convenient tool for extremist discourse to **compete with and ultimately crowd out rational, informed debate**. In a media environment where revenue depends to a great extent on the number of clicks an article can generate, there is demand for ever more dramatic or sensational headlines as news outlets compete for readers. Content that triggers a strong emotional response is prioritised over sensible, fact-based reporting. In this way, the low standards set by fake news cross over into mainstream journalism as well, with negative consequences for the public debate all around.

**When it requires too much effort or expertise to tell the difference between fact and fiction, a common response is to turn away from politics altogether. Such disillusioned citizens may even come to lose faith in democracy itself.**

It can also contribute to political apathy by sowing doubt and confusion to such an extent that citizens, overwhelmed and unable to say for sure what is really true, simply **retreat from politics**. This is what the RAND Corporation has described as the "firehose of falsehood" technique, used to great effect in Putin's Russia and now being exported to serve Russia's interests abroad: a "challenge to the very notion of an independent accounting of facts", in which all news becomes perceived as potentially fake, and politics too complicated to be worth following.<sup>5</sup> When it requires too much effort or expertise to tell the difference between fact and fiction, a common response is to turn away from politics altogether. Such disillusioned citizens may even come to **lose faith in democracy itself**.



# 民主的危機與挑戰

- 英國下議院對策報告：  
我們的民主正處於危險之境，現在是起而行動，  
保衛我們的共享價值以及完整民主制度的時候了。



House of Commons  
Digital, Culture, Media and  
Sport Committee

## Disinformation and 'fake news': Interim Report

Fifth Report of Session 2017–19

*Report, together with formal minutes relating  
to the report*

*Ordered by the House of Commons  
to be printed 24 July 2018*

# 假訊息的社會影響

- ❑ 個人福祉的危害(外傷)
- ❑ 公共生活的失序(外傷)
- ❑ 社會裂縫的深化(內傷)
- ❑ 人際信賴的破壞(內傷)



# 假訊息治理(長短兼施、標本兼具)

短期

媒體組織自律

平台業者自律

事實查核機制

創新打假科技

長期

健全媒體結構

提升公眾素養

# 瑞典事實查核組織Viralgranskaren

□ "It's more important than ever to be critical online."

**With fact-checking**

**Without fact-checking**



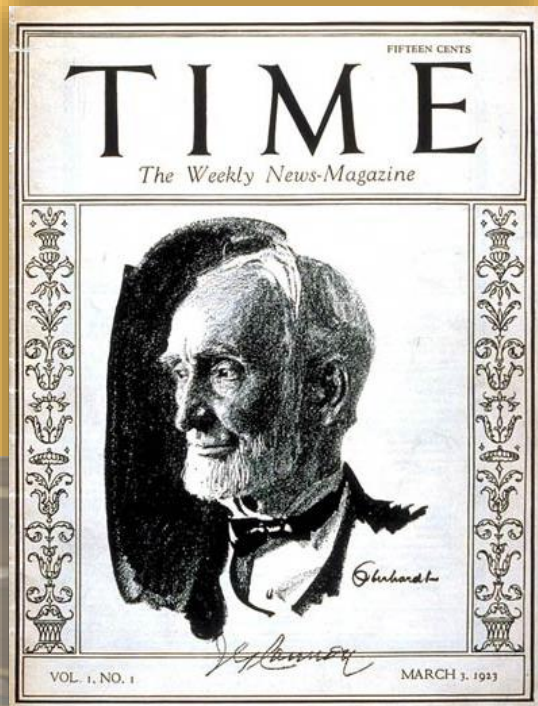
A top-down view of a wooden desk. In the upper left, a newspaper is spread out with the word 'NEWS' in large bold letters. Below it, a tablet displays a news article with the headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' and a photo of a factory. To the right of the tablet is a white cup of black coffee on a saucer. A blue pen lies diagonally in the bottom right corner. A semi-transparent tan rectangle with the text '事實查核' is centered over the image.

# 事實查核



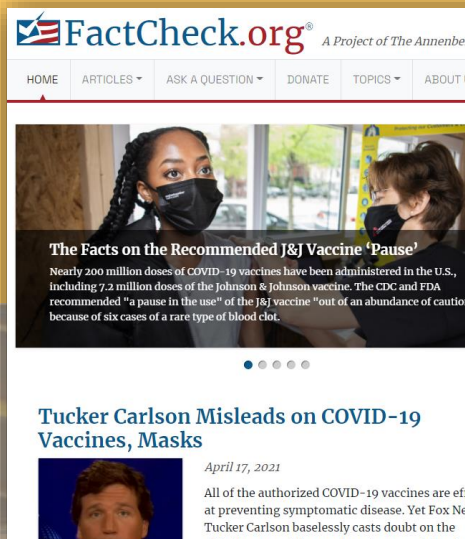
# 內部事實查核

- **內部事實查核** (Internal fact-checking) 在1920至1930年代已出現於美國雜誌業，21世紀崛起的事實查核計畫被視為**外部事實查核** (External fact-checking)。



# 外部事實查核

□ **內部事實查核** (Internal fact-checking) 係於媒體內部所進行，**外部事實查核** (External fact-checking) 則是由第三方組織來進行。



SciCheck's COVID-

The president cites a statistic derived from a two-decade-old study that has come under attack by other experts on sexual assault.

Glenn Kessler · 5 days ago

ing GOP attacks  
ructure plan

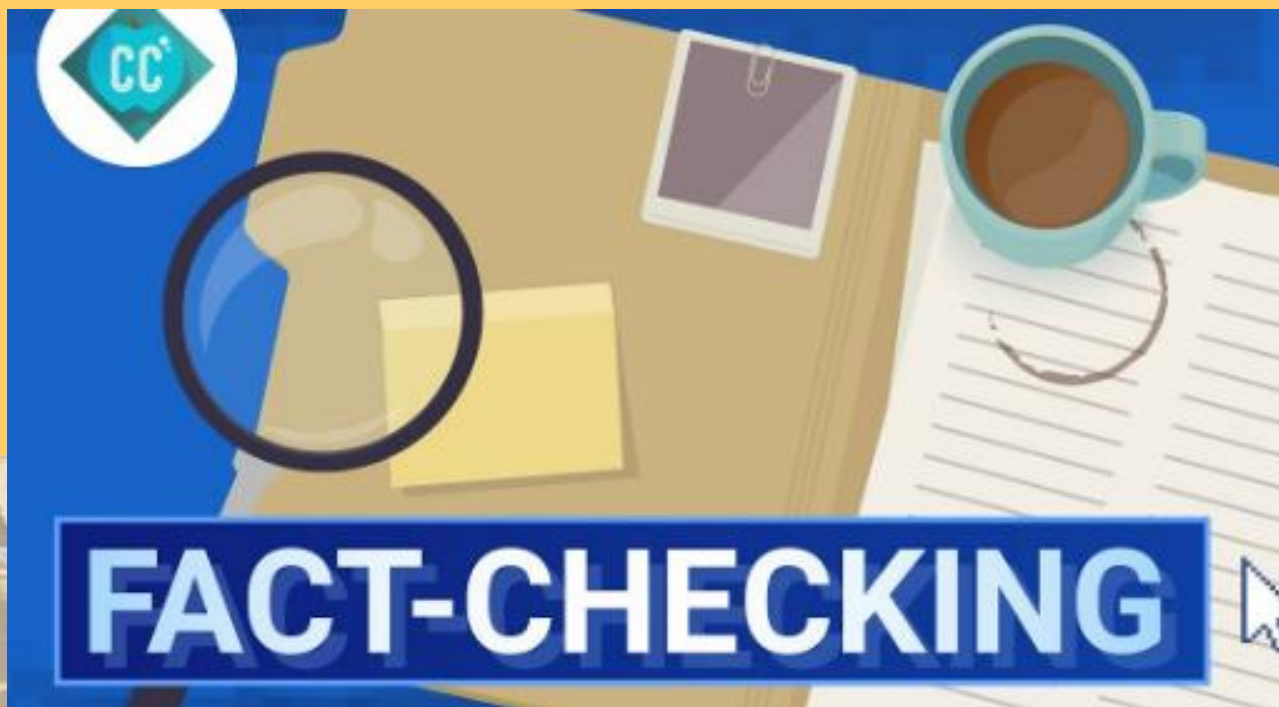
nd Roy Blunt (R-Mo.) have  
lity numbers to attack Biden's

days ago

the 'average  
t six times'

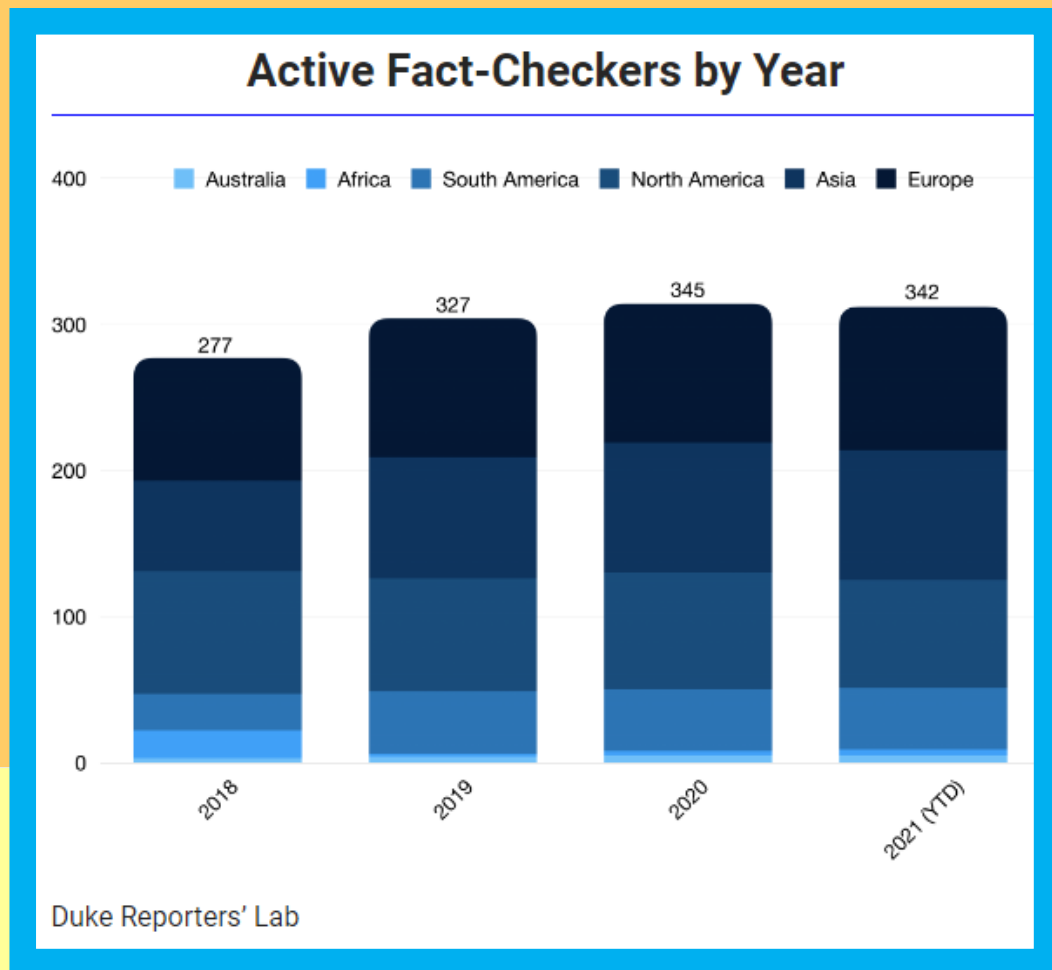
# 事實查核

- 所謂事實查核，乃是針對事實性的陳述查核其是否真實或正確，換言之，事實查核所查者乃陳述是否符合事實？至於評論性的陳述則不在查核之列。



# 事實查核計畫快速成長

- 事實查核機制近十餘年於全球快速崛起，根據美國杜克大學記者實驗室(The Duke Reporters' Lab)調查，迄2021年6月，全球已有**341**個活躍運營的事實查核計畫，分布於**102**個國家。





# 事實查核計畫何以崛起？

- ❑ 媒體失去公信與政治人物說謊
- ❑ 2016英國脫歐公投與美國總統選舉



照片來源:美聯社



# 事實查核計畫類型多元

- 計畫屬性：新聞室(newsroom)與非政府組織(NGO)模式
- 查核對象：網路傳言、都市傳說、媒體報導、政治人物言論
- 查核議題：醫療保健、消費訊息、科學報導、政治政策
- 查核方式：專人查證/群眾外包/自動化事實查核



Columbia Journalism Review.

The Fact-Check Industry

# 國際事實查核網絡 (IFCN)

- 國際事實查核網絡(International Fact-Checking Network, IFCN)在波因特學院(Poynter Institute)的推動下，於2014年組成。

Poynter.

[Media News](#) [Training & Events](#) [Support Us](#) [About](#) [Donate](#)  [Login/ Register](#)

## The International Fact-Checking Network



# 夥伴關係：#CoronaVirusFacts Alliance

[GO TO THE DATABASE →](#)

[EN ESPAÑOL \(LATAM\) →](#)

[EM PORTUGUÊS →](#)



**9,000+**  
**Fact-Checks**



**70+**  
**Countries**



**40+**  
**Languages**

# 社群平台與事實查核的合作

- Google與Facebook等於2016年美國總統大選之後，陸續宣布採取若干自律作為，包括與第三方事實查核組織合作，對被認定為假訊息者予以標示，並透過演算法放慢其傳播速度等。

The screenshot shows the Facebook Business Help Center page for Third Party Fact Checking. The page has a dark blue header with 'Business Help Center' on the left and 'Third Party Fact Checking' in the center. A search bar on the right says 'Get help, tips, and more...'. Below the header, there's a section titled 'More help for you' with a green speech bubble icon. It lists five articles with their view counts: 'Rating Options for Fact-Checkers' (31,201 views), 'Issue a Correction or Dispute a Rating' (410 views), 'Facebook's Enforcement of Fact-Checker Ratings' (336 views), 'Program Policies' (173 views), and 'Program Policies' (126 views). To the right, the 'Overview' section explains Facebook's commitment to fighting misinformation and lists four bullet points: 'Rating Options for Fact-Checkers', 'Program Policies', 'Facebook's Enforcement of Fact-Checker Ratings', and 'Issue a Correction or Dispute a Rating'. Below this, a paragraph describes the focus on identifying and addressing viral misinformation. Another paragraph states that fact-checking partners do not prioritize inconsequential or minor inaccuracies. The page ends with a section titled 'How the program works' and a sentence about key steps.

Business Help Center | Third Party Fact Checking

Get help, tips, and more...

## More help for you

- 31,201 views  
[Rating Options for Fact-Checkers](#)  
410 views
- [Issue a Correction or Dispute a Rating](#)  
336 views
- [Facebook's Enforcement of Fact-Checker Ratings](#)  
173 views
- [Program Policies](#)  
126 views

## Overview

We're committed to fighting the spread of misinformation on Facebook and Instagram. In many countries and regions, we work with independent, third-party fact-checking organizations who are certified through the non-partisan International Fact-Checking Network (IFCN) to identify, review and take action on this content. Read more about our partnerships [here](#) and learn about the elements of our program below.

- [Rating Options for Fact-Checkers](#)
- [Program Policies](#)
- [Facebook's Enforcement of Fact-Checker Ratings](#)
- [Issue a Correction or Dispute a Rating](#)

The focus of this fact-checking program is identifying and addressing **viral misinformation**, particularly clear hoaxes that have no basis in fact. Fact-checking partners prioritize provably false claims, especially those that are timely or trending and important to the average person.

Fact-checking partners do not prioritize claims that are inconsequential or consist of minor inaccuracies. Additionally, the program is not meant to interfere with individual expression, opinions and debate, clearly satirical or humorous content, or business disputes.

## How the program works

Our program includes several key steps:

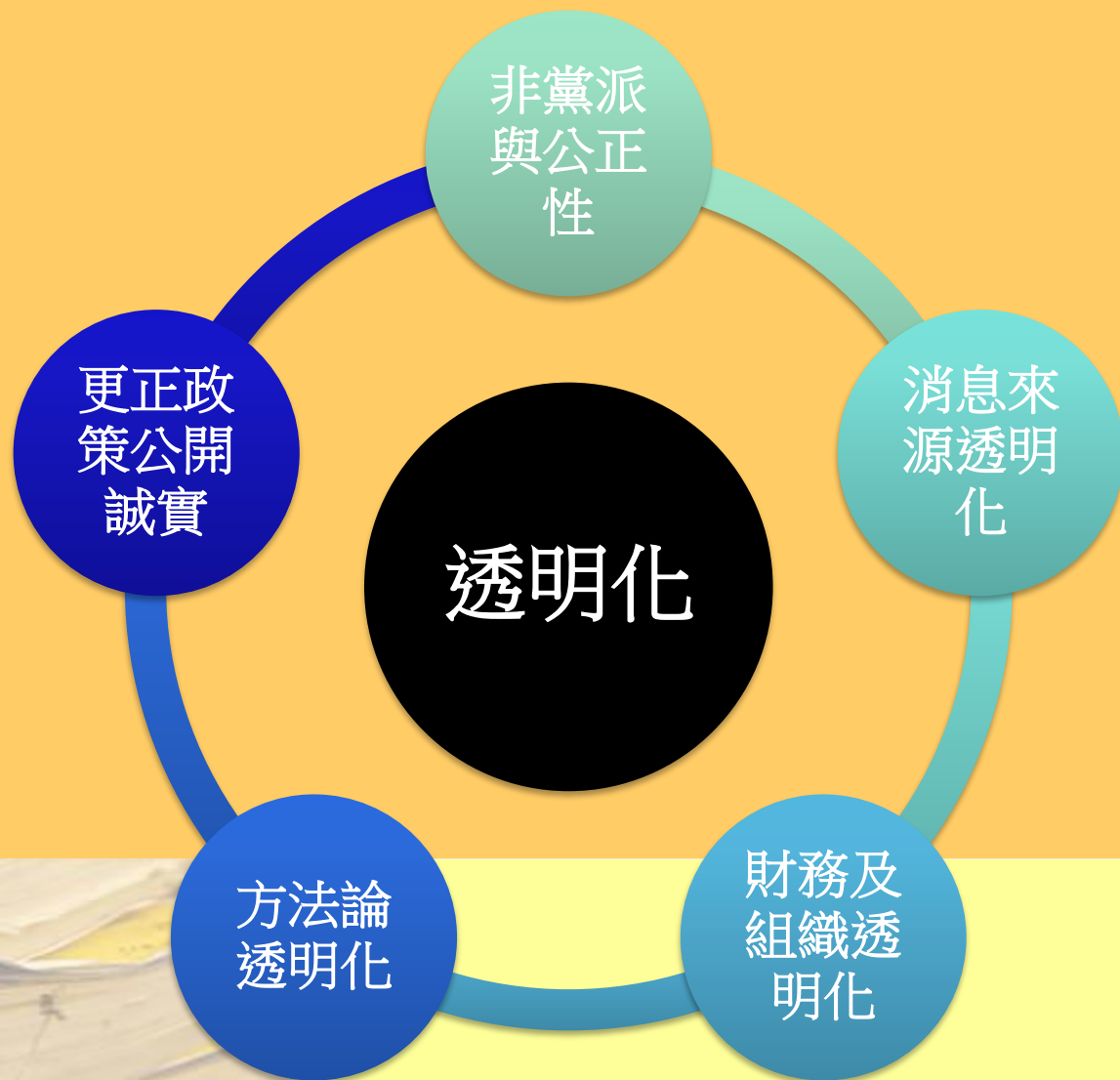


A top-down view of a wooden desk. In the upper left, a newspaper is spread out, showing the word 'NEWS' in large letters and a headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK'. Below the newspaper, a tablet computer displays the same newspaper page. To the right of the tablet is a white cup of black coffee on a saucer. A blue pen lies on the desk to the right of the tablet. A smartphone is partially visible on the left side of the frame.

# 事實查核的原則



# 國際事實查核網絡制訂的行為準則



# 消息來源透明化原則

## □ 消息來源透明化原則四項標準(criteria)：

- 確認所有重要證據並提供網路證據的相關連結
- 能夠運用可獲得的最佳一手資料而非二手資料
- 透過一個以上的具名消息來源來查核訊息中的所有關鍵元素(除非與該主題相關的來源只有一個)
- 於查核報告中確認消息來源與查核事項的利害關係。

### Principle #2

A commitment to Standards and Transparency of Sources



Signatories want their readers to be able to verify findings themselves. Signatories provide all sources in enough detail that readers can replicate their work, except in cases where a source's personal security could be compromised. In such cases, signatories provide as much detail as possible.

# 事實查核新聞學特質

## ■ 事實查核方法論

- 事實為基礎(evidence-based)
- 透明化(transparency)

## ■ 事實查核敘事結構：裁定

- Ex. Every fact check on Snopes.com is rated in order to help readers quickly ascertain the credibility of a claim.

## ■ 事實查核產製目的：改變



A collage of news-related items including a newspaper, a smartphone, a tablet, a cup of coffee, and a pen. The newspaper has the word "NEWS" in large letters and a headline "GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK". The tablet also displays this headline and a photo of a building. A cup of coffee is in the top right, and a blue pen is in the bottom right.

# 事實查核方法與工具



# 方法與工具

- 多以傳統新聞查證方法結合數位工具進行查核，部分輔以AI等自動化作業，如同偵探辦案或科學家研究。
- 新聞查證包括親臨事件現場，蒐集文件資料，訪問相關當事人，以及請教學者專家等等。
- 數位工具甚多，譬如透過Google Reverse Image Search、TinEye、Yandex等圖片反搜平台來確認照片與影片的真實出處；運用Google地圖、Google地球來確認事件的發生地點，藉由Jeffrey's Image Metadata Viewer、metapicz、Online Exif Viewer等影像資訊檢視軟體來瞭解照片的拍攝時間、尺寸、機型、光圈、景深等。



# 網路訊息查核方法與工具

## Verification: The Source



- Does their account look real?
- What is their connection to the story?
- How often do they post?
- Where do they post from?
- When was the account created?
- What is their history?
- What can you find on Accurint/...
- Have you seen...
- Can you find...
- Have you seen...
- ID on Twitter



- Spokeo.com
- Whitepages.com
- Pipl.com
- 123people.com
- Webmii.com
- Topsy.com
- Snapbird
- Who.is

**SOURCE**

# 網路訊息查核方法與工具

## Verification: **The Location**



- What is the source's connection?
- Has it been automatically geo-located?
- Can we geo-locate images against Google Earth/Google Maps?
- Do registration plates, signs, storefronts, etc. indicate country or state?
- Do location tags indicate location?



- [GeoSocialFootprint.com](http://GeoSocialFootprint.com)
- [YouGetSignal.com](http://YouGetSignal.com)
- Google Earth
- Wikimapia

## LOCATION

# 網路訊息查核方法與工具

## Verification: **The Date**



- What is the actual time of upload, bearing in mind timestamp 'rules' are different on all the platforms?
- Does the information corroborate against other reports or sources?
- Are there shadows that tally with the time of day?
- 
- 



- Wolfram Alpha
- Topsy.com
- Snapbird.org

**DATE**

---



# 台北大巨蛋掩埋大量屍體

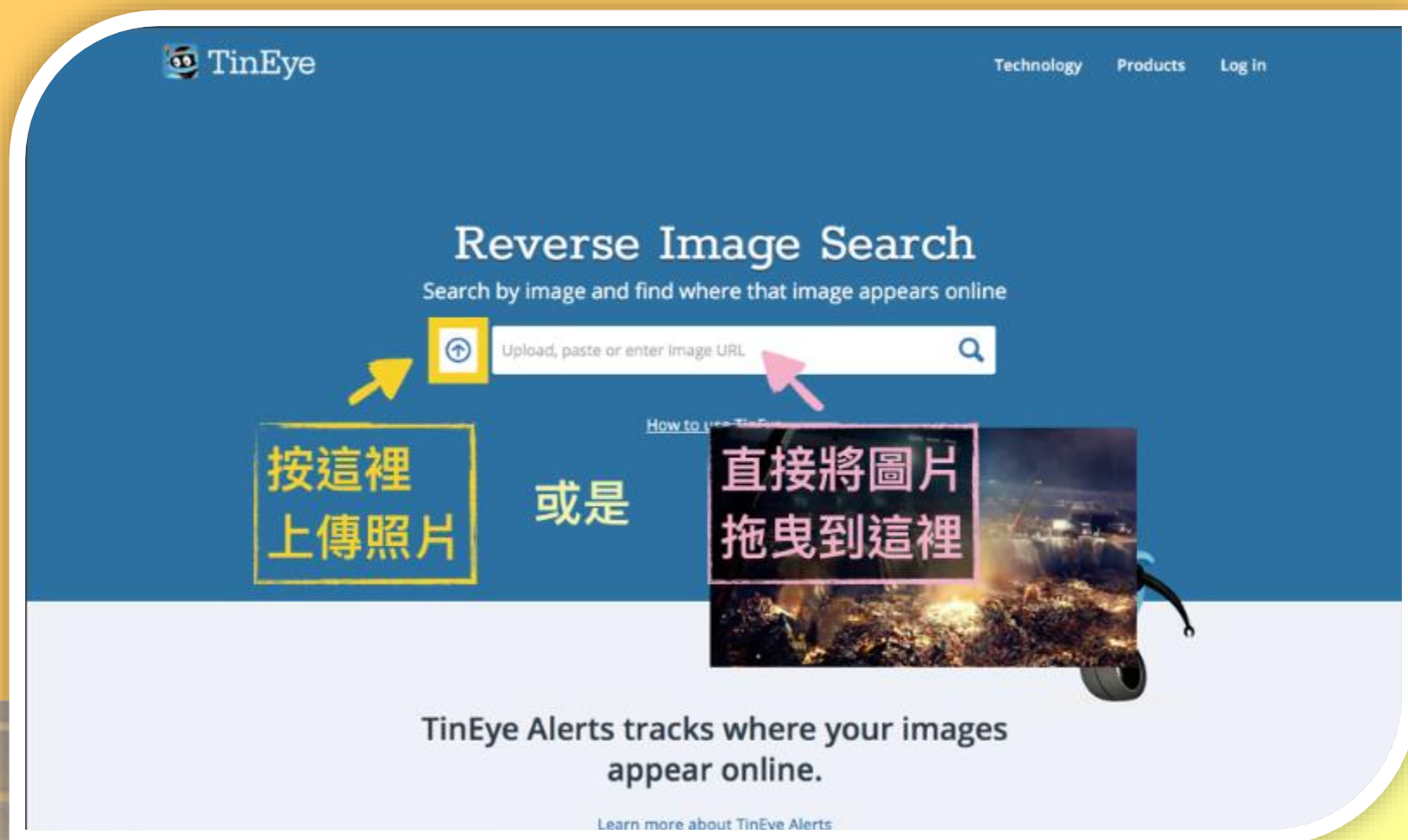
**#轉推** 我現在急死了，家兄在台北殯葬處工作，昨晚收到總統府特別指令，在台北大巨蛋集合，處理掩埋因肺炎死亡者尸體。真的死了好多人🙏用怪手掩埋，成百上千尸體，被埋在未完工的大巨蛋體育場下面。這是家兄冒死傳回的相片，國家封鎖消息，只能依靠你們了，救救我們草民吧！幹！太可怕了



上午8:00 · 2020年2月26日 ·



# 台北大巨蛋掩埋大量屍體



The image is a screenshot of the TinEye website, which is a reverse image search engine. The website has a blue header with the TinEye logo on the left and links for "Technology", "Products", and "Log in" on the right. The main heading is "Reverse Image Search" with the subtitle "Search by image and find where that image appears online". Below this is a search bar with the placeholder text "Upload, paste or enter image URL" and a magnifying glass icon. A yellow arrow points to a small square icon with an upward arrow inside, located to the left of the search bar. A pink arrow points to the search bar itself. Below the search bar, there are two boxes with Chinese text: a yellow box on the left that says "按這裡上傳照片" (Click here to upload photo) and a pink box on the right that says "直接將圖片拖曳到這裡" (Directly drag the image here). Between these two boxes is the Chinese word "或是" (or). Below the pink box is a small image of a construction site at night with bright lights. At the bottom of the page, there is a light blue section with the text "TinEye Alerts tracks where your images appear online." and a link that says "Learn more about TinEye Alerts".

TinEye

Technology Products Log in

## Reverse Image Search

Search by image and find where that image appears online

Upload, paste or enter image URL

按這裡上傳照片

或是

直接將圖片拖曳到這裡

TinEye Alerts tracks where your images appear online.

[Learn more about TinEye Alerts](#)

# 台北大巨蛋掩埋大量屍體

【閲覧注意】韓国発ウィルスパニック映画『FLU 運命の36時間』 人間UFOキャッチャー動画だ！

2013年12月24日 22時00分



空気感染、速度/秒速3.4人、致死率100%という史上最悪のウィルス発生ー！

鳥インフルエンザH5N1をモデルに、致死率  
ク映画『FLU 運命の36時間』。既に公開中  
端ないのだが、そんな本作から超ド肝抜き

和網傳圖片相同



何はともあれまずはその衝撃映像から。



# 台灣事實查核中心教學影片





# 進階技巧案例



# 案例一：喀麥隆士兵的殺人影片



**BBC News Africa**

@BBCAfrica

跟隨



This is the video that went viral. We've cut out the ending, but - WARNING – it's distressing.



178萬 次觀看

2:02 / 2:02



# BBC的事實查核案例(Google地球服務)



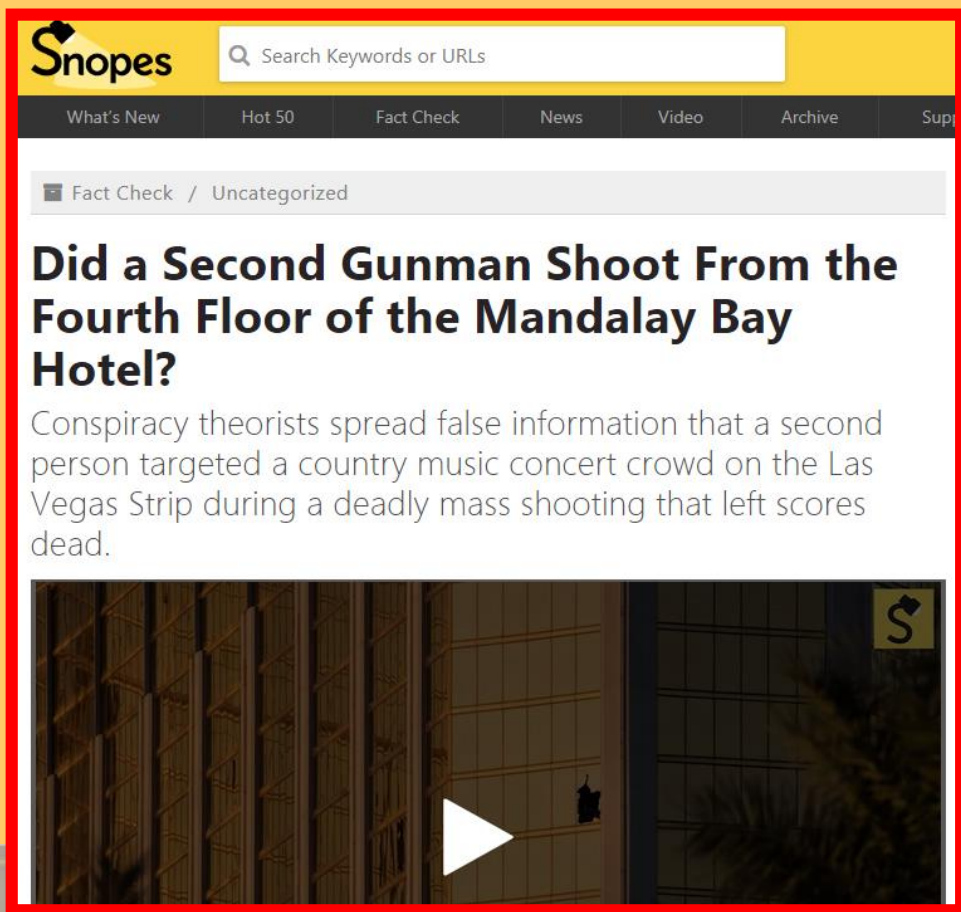


# 案例二：美國拉斯維加斯槍擊案





# Snopes.com：有第二兇嫌(裁定為錯誤)



- ❑ 槍擊案存在第二兇嫌的陰謀論
- ❑ 陰謀論來自信譽不佳的網站
- ❑ 宣稱有第二名兇手從同一飯店四樓開槍的證據是兩段禁不起考驗的網路影片
- ❑ 以警方的緊急事件無線電通話錄音檔案內容為證據

A top-down view of a wooden desk. In the upper left, a newspaper is spread out, showing the word 'NEWS' in large letters and a headline 'GLOBAL ECOLOGY: IT'S NOT TIME TO FALL BACK' with a picture of a factory. To the right is a white cup of black coffee on a saucer. In the lower center, a tablet displays the same newspaper article. A blue pen lies on the right side of the desk. A light beige rectangular box is superimposed over the center of the image, containing the title text.

# 事實查核在台灣



## 華視打假特攻隊

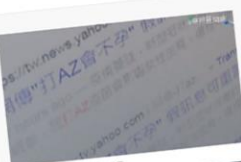
【專題】打假特攻隊



2021/07/20 21:08  
打疫苗搞特異功能？專家戳破影片盲點



2021/07/08 19:13  
網傳疫苗預約做白工 陳神中駁...



2021/07/05 19:37

Top 5

編輯推薦

- ◆ 第2劑疫苗開打！可直接上預約系統
- ◆ 美國各區代表隊競比拼 中華隊躍登
- ◆ 聽聞「台灣國旗」直撲中國！鄭明典：...
- ◆ 羅麗玲奪銅 師母竟是本土劇女星「
- ◆ 真國推特「台灣國旗」消失?! 網怒

## 真相急先鋒

【專題】真相急先鋒



2021/01/11 19:54  
社宅照顧弱勢？高租金難符合期待



2021/01/06 19:48  
家鄉香港遠遊 真鄉人黃秋生愛...



Top 5

編輯推薦

- ◆ 第2劑疫苗開打！可直接上預約系統
- ◆ 美國各區代表隊競比拼 中華隊躍登
- ◆ 聽聞「台灣國旗」直撲中國！鄭明典：...
- ◆ 羅麗玲奪銅 師母竟是本土劇女星「
- ◆ 真國推特「台灣國旗」消失?! 網怒



台灣超級水果，竟能60天治癒  
白內障、青光眼、黃斑等眼病

# MyGoPen & 蘭姆酒吐司 & Cofacts

## MYGOPEN | 這是假消息

詐騙與謠言頻傳的年代，長輩們也因為行動裝置的普及，變成謠言與假消息的最大溫床。「這是假消息」提醒大家隨時要用謹慎懷疑的態度來面對網路上的消息，打擊完全沒有任何科學根據的消息，提供大家驗證。

蘭姆酒吐司  
Kumor & Truth

熱門吐司 來點Sense／長灘島封島 怎麼辦？沒關係，東南亞還有這些...

Cofacts

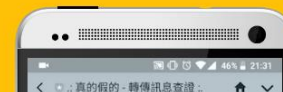
謠言資料庫 回應列表 Facebook Hackfoldr

### 你知道你弟在轉傳謠言嗎？

現在就加入 LINE bot 與 Cofacts 編輯  
地方的弟弟需要你來關謠！

立刻開始關謠

開 LINE 加好友，謠言隨手查！

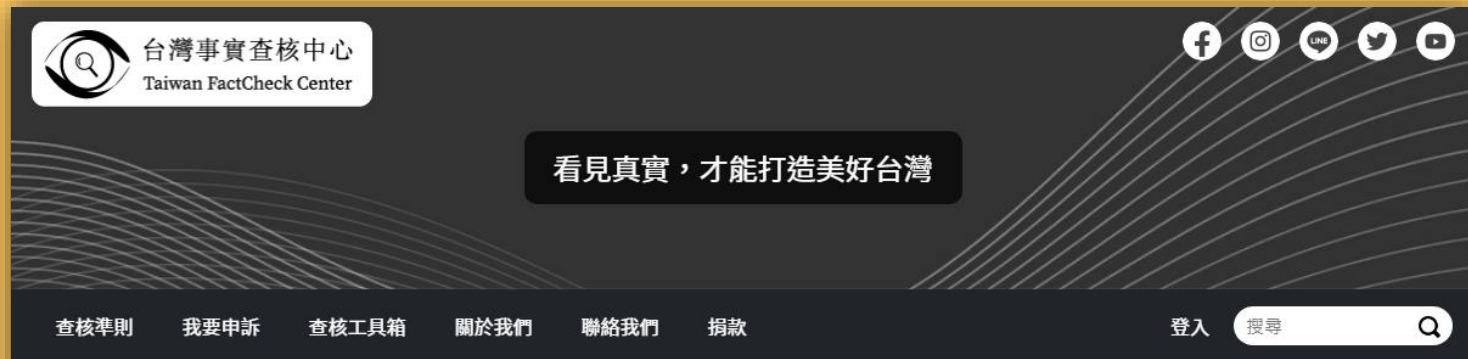




# 美玉姨 & 防詐達人



# 台灣事實查核中心



最新查核報告 政治與政策 生活 健康 科技資安 環境能源 國際 科學研究 研究動態 謠言風向球 專題 ▾ 其他 ▾

## 最新查核報告



× 錯誤 健康

【錯誤】大力按卻門穴加順時鐘轉手 可治心肌梗塞？

【報告將隨時更新】  
時鐘轉動手腕，無效

發布日期：2021-07-21

## 最萌特派員

### 謠言剋星 查小喵

LINE聊天機器人



台灣事實查核中心  
Taiwan FactCheck Center

# LINE聊天機器人:查小喵

謠言剋星  
查小喵



讓我  
為您服務

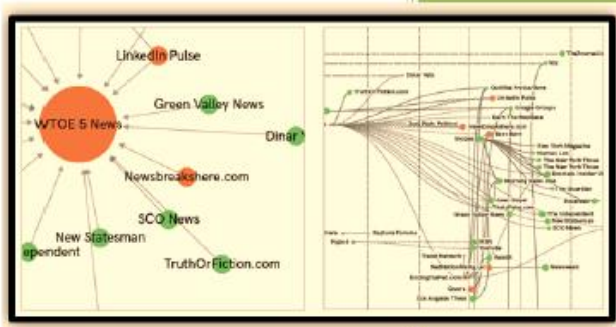




# 破解假訊息的數位素養

2020

## 破解假訊息的數位素養



胡元輝

增補版

2020/7/20

LUMIN STORY 專欄話題



### 審慎查證 扼止媒體失能 事實是正確報導的礎石： 台灣事實查核中心的經驗與反思

文／胡元輝

#### 一、前言

新聞科系學生與新聞記者莫不耳熟能詳的格言是：新聞工作的第一要義是查證，第二要義是查證，第三要義還是查證。此一說法清楚顯示，對所欲報導之內容查證是否屬實，乃新聞工作者的天職。不過，理未易明，事未易察，上述格言因此再三警惕，希望新聞工作者周延查證，以免錯誤報導，喪失得之不易的信譽。

如今媒體事業運動，傳播科技創新，照理說，新聞工作者的查證作業應該更為方便才是，但一般閱聽眾對媒體的信任度卻日趨低落，對新聞報導的正確性亦多所保留，何以致之？不可諱言，「有心人」刻意操弄媒體有之，但諸多新聞媒體不能做好查證工作，以致喪失閱聽眾功能，殆為其中關鍵因素。

新聞媒體未能善盡查證之責，第一線工作者自難卸其責，但要他們承擔所有責任，則不僅有失公允，更是对當前媒體生態的詭辯。事實上，新聞工作者能否做好查證工作，與媒體組織是否重視查證存在密切關係。如果新聞媒體經營者不願給予第一線工作者充裕的查證資源，新聞工作者又如何能夠發現真實、報導真相？

國內外諸多研究都發現，無論是傳統媒體商業模式的崩解，或是政媒關係的糾纏不清，都是當今媒體未能堅守查證職責，喪失新聞正確性的重要原因。許多媒體的經營者為了求生存，大幅節流，不只裁減人力，而且壓縮待遇，導致新聞品質難以維持。有的媒體甚至為了牟取利潤，向政府力量低頭，讓新聞淪為「可賣品」。

經營環境已對新聞查證造成壓力，數位時代的網絡化傳播環境又加深了事實查證的困難。在新聞媒體大量仰賴網路訊息來源的今天，不少新聞工作者因缺乏查證倫理的堅持，又無法提升自己的查證技能，以致網路假訊息不只可以散佈於大眾的傳播網絡，還能受到媒體的「加持」，透過新聞報導深植於閱聽眾的腦海之中。

面對當前數位傳播生態的特質，國外已有不少優質媒體強化網路及社群媒體訊息來源的查證工作，不僅訂定相關準則作為新聞工作者的作業依據，更設置事實查核（fact-checking）團隊，運用各種查證工具來面對真假難辨的網



# 台灣事實查核中心的查核工具箱



台灣事實查核中心  
Taiwan FactCheck Center

主題專區

COVID-19 專區

查核報告

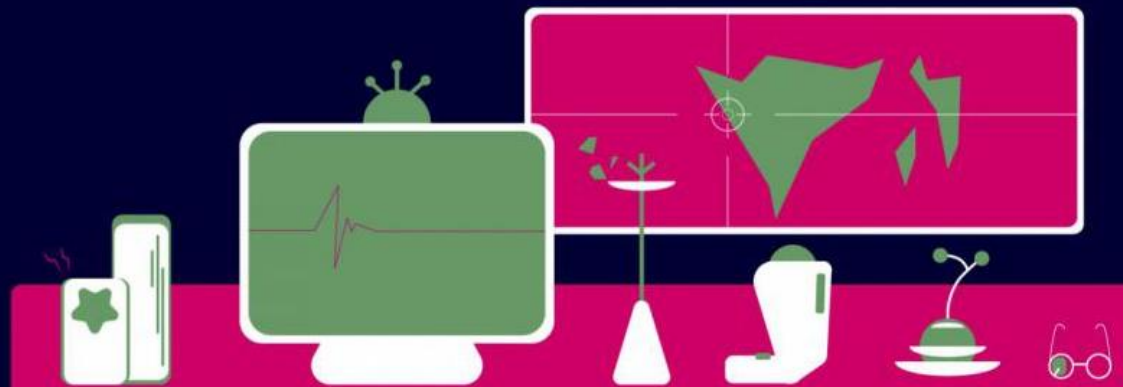
相關資訊

申訴專區

ABOUT US



## 查核工具箱



## 查核工具箱

網路上的錯誤傳言、群組裡的內容農場文章、社群平台上的假影片讓你受夠了嗎？讓大家一起來培養對抗不實訊息的免疫力，全民一起來打假。

查核中心從不認為事實查核是特定機構或單位的獨門生意，我們把平常使用的工具分享給大家，從地圖定位、圖片反搜到資料比對，不藏私大公開，大家通通學起來，讓你的查核技能滿點！一起跟不實訊息SAY NO吧！

讓社會  
理性溝通 真誠對話

