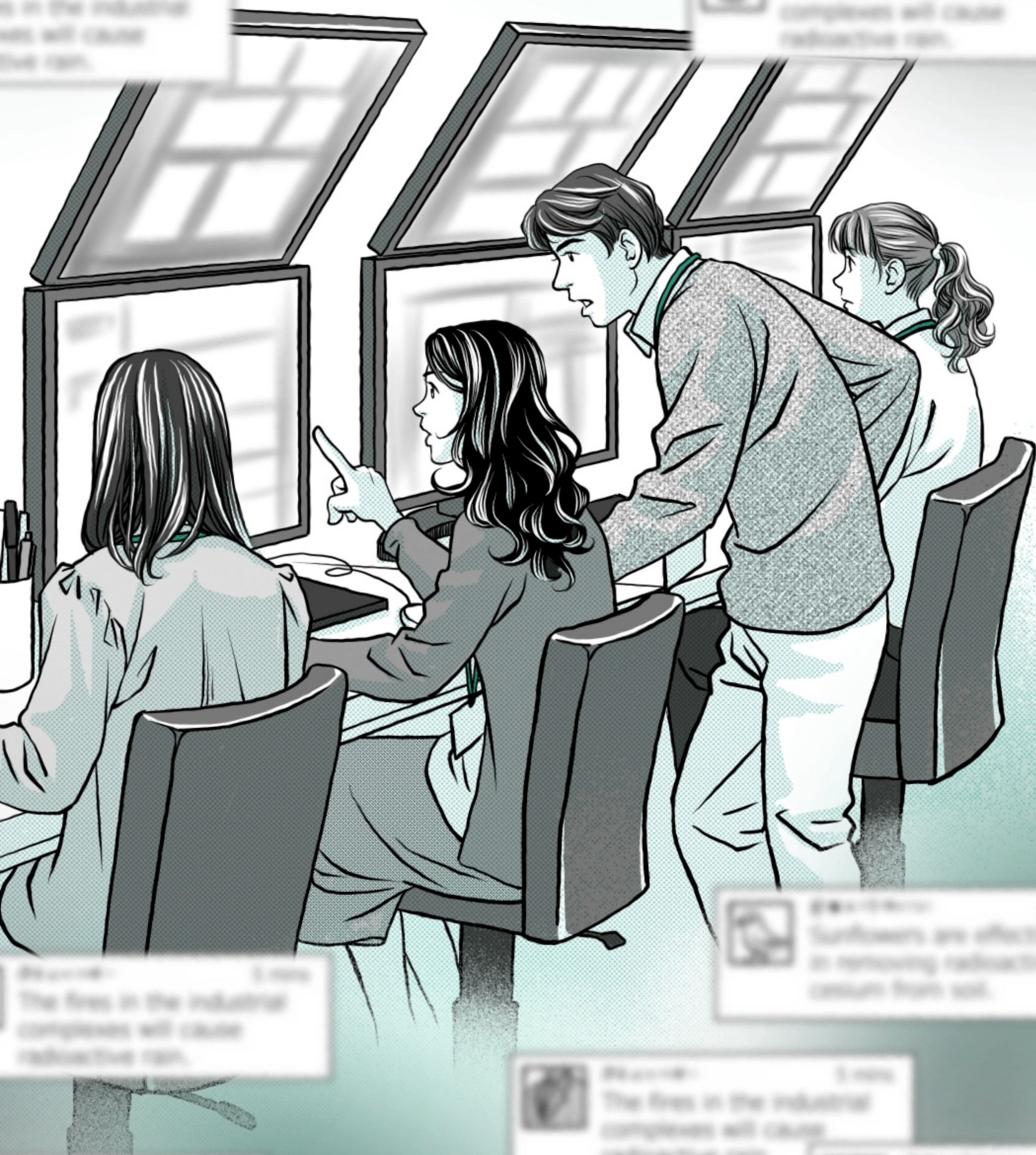
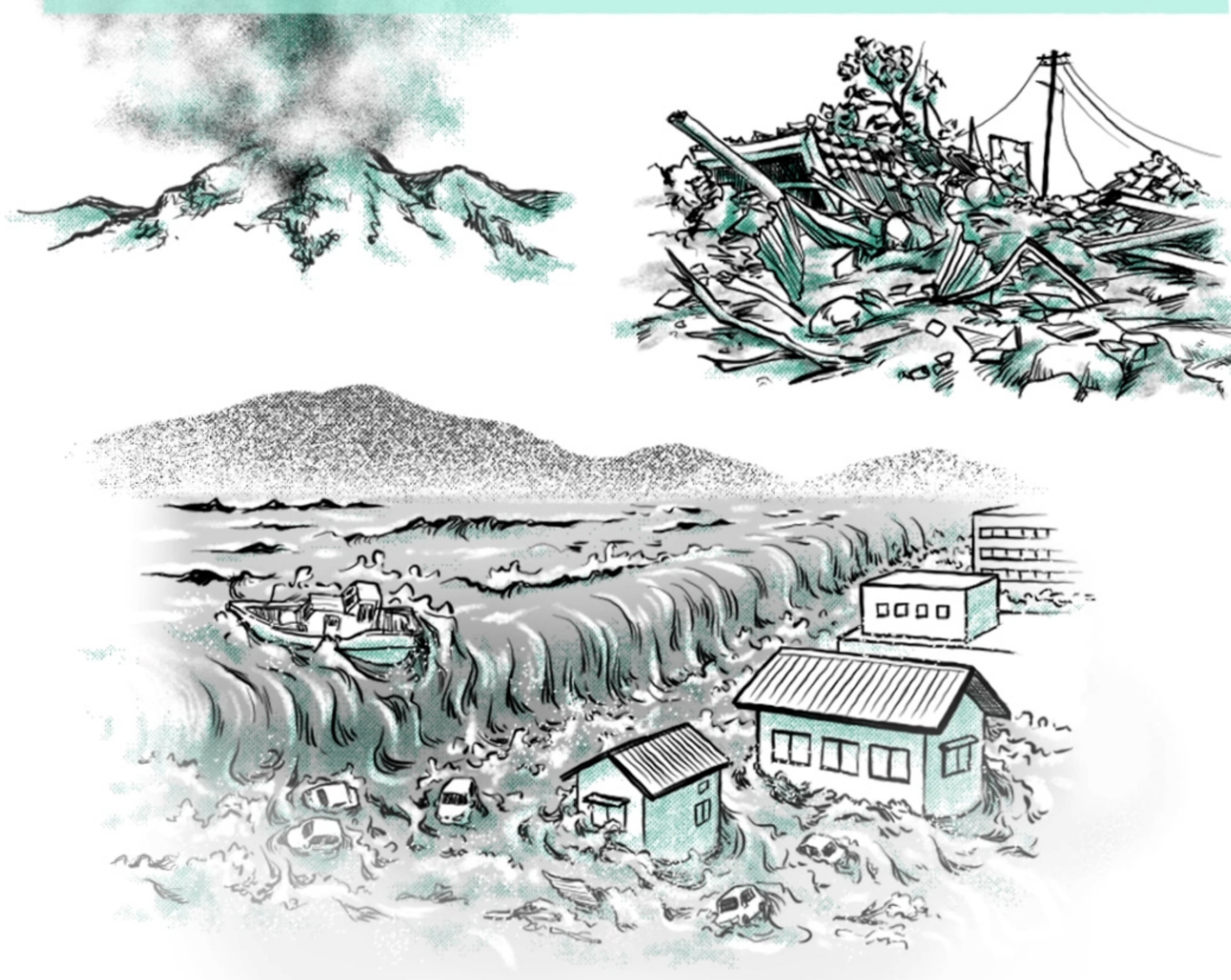


On the trail of rumours - Listening to social media -



Given its unique geographical condition, Japan frequently experiences natural disasters such as volcanic eruptions, earthquakes and tsunamis.





Warning 10 min

Threat that could be dangerous & harmful.



Advice 1 min

The flow in the industrial companies will cause reflective rain.



Warning 1 min

Threat that could be dangerous & harmful.



Advice 1 min

The flow in the industrial companies will cause reflective rain.



The chaotic nature of these events gets heightened by the fast spread of mis/disinformation.

In 2011, a flood of fake rumours appeared on Twitter (now X) following a series of natural disasters that severely damaged the Fukushima Nuclear Power Plant.



At that point in time, NHK (Japan's public news outlet) had a single person monitoring social media news activities.

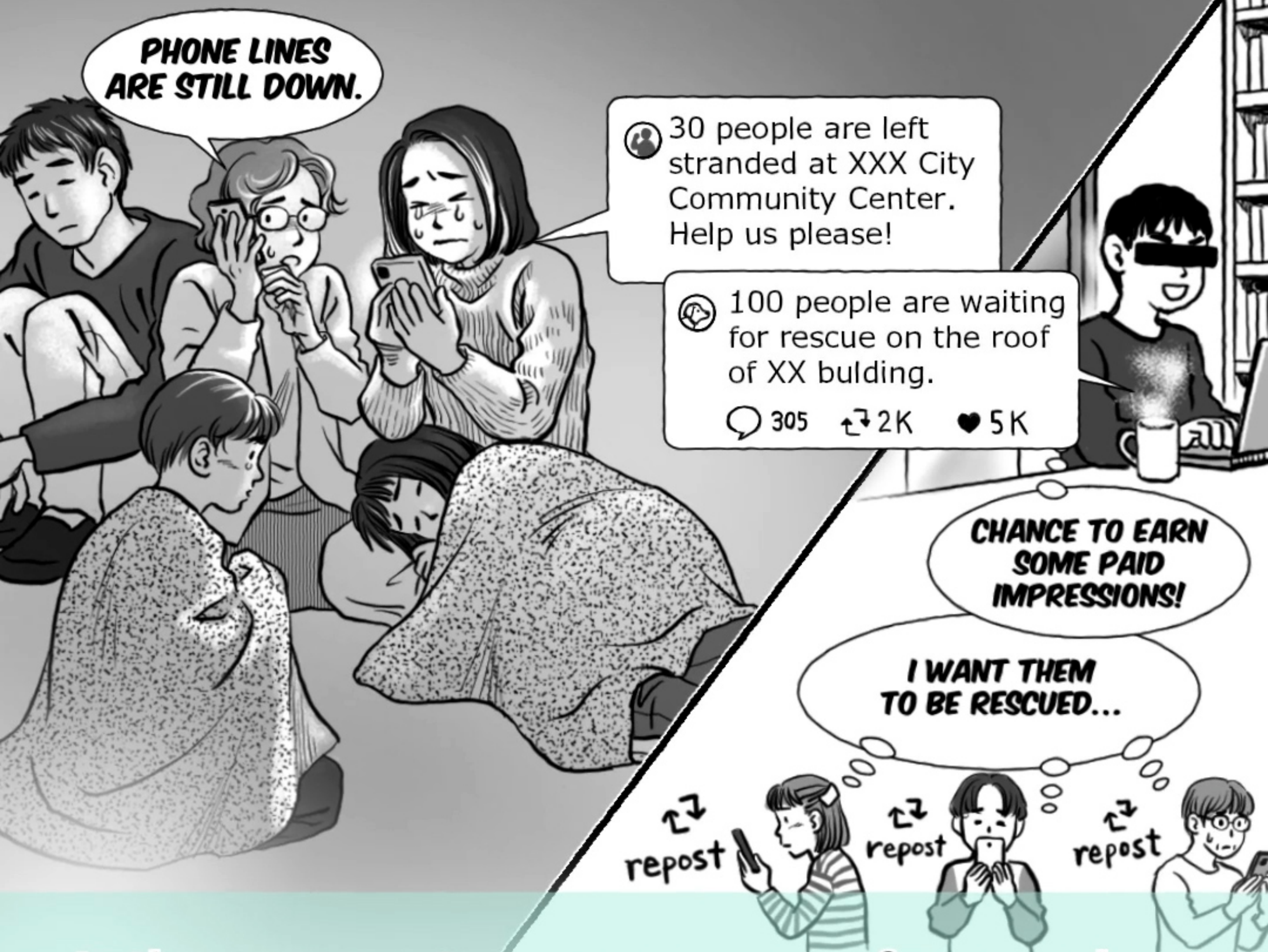
It was clear that NHK was not prepared to counter mis/disinformation online, and that news reading habits were at a turning point.

**WE NEED TO START
LOOKING AT SOCIAL MEDIA
AND KEEPING UP WITH
THE TIMES.**

YOHINORI ADACHI
Digital Producer
at NHK



Disasters can cause 'information vacuums'. These happen due to damaged infrastructure, power outages or inaccessible areas for reporters.



In these moments, rumours can confuse people and get in the way of crucial information.

To help minimise damages caused by rumours spread on social media, NHK started 'SoLT' – the social listening team - in 2013.



The team now consists of around 60 people who track social media on a 24/7 basis.

Their main focus is on X. Japan is the world's second-biggest user of X, with over 60 million users. Posting, sharing, and retweeting are a big part of daily life.



NOW LET'S TAKE A LOOK AT HOW SOLT WORKS AND HOW IT'S INTEGRATED WITH BROADCAST MEDIA.



1) SoLT members monitor social media and collect primary information.



2) If the team flags it as newsworthy, they immediately report it to the newsroom closest to the incident.



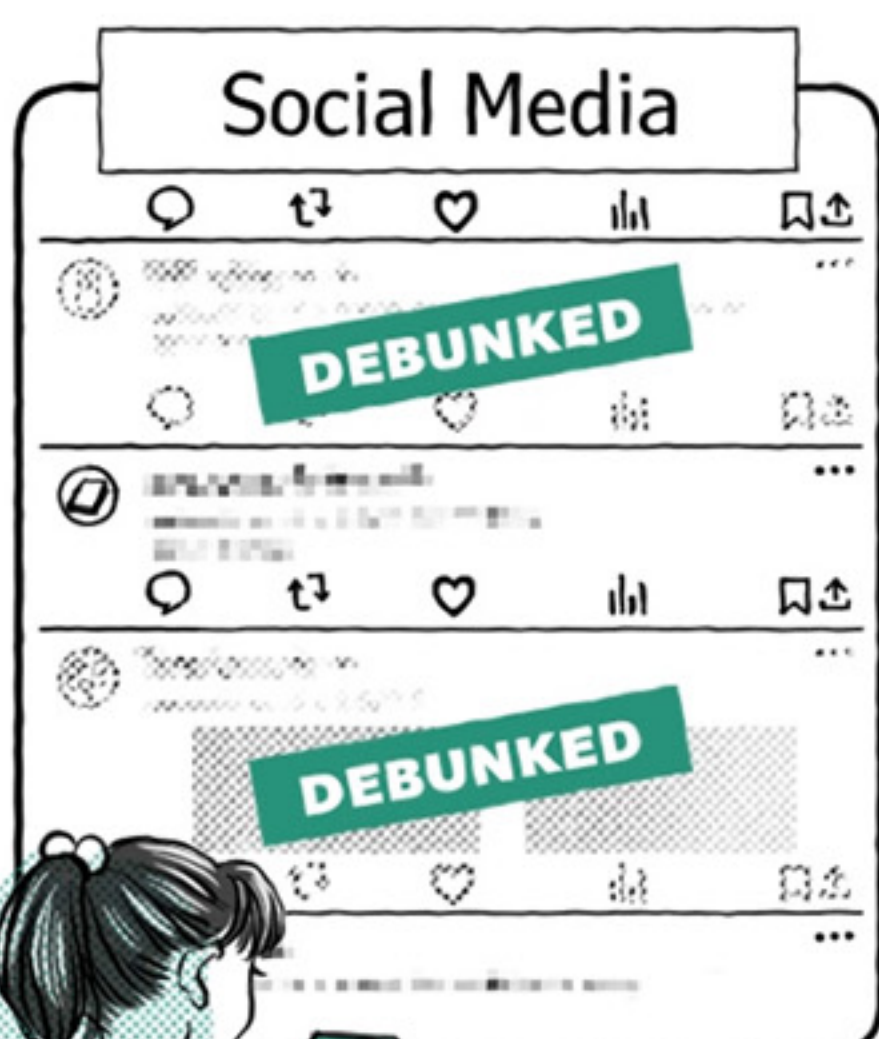
3) This NHK office dispatches reporters for information gathering and verification.



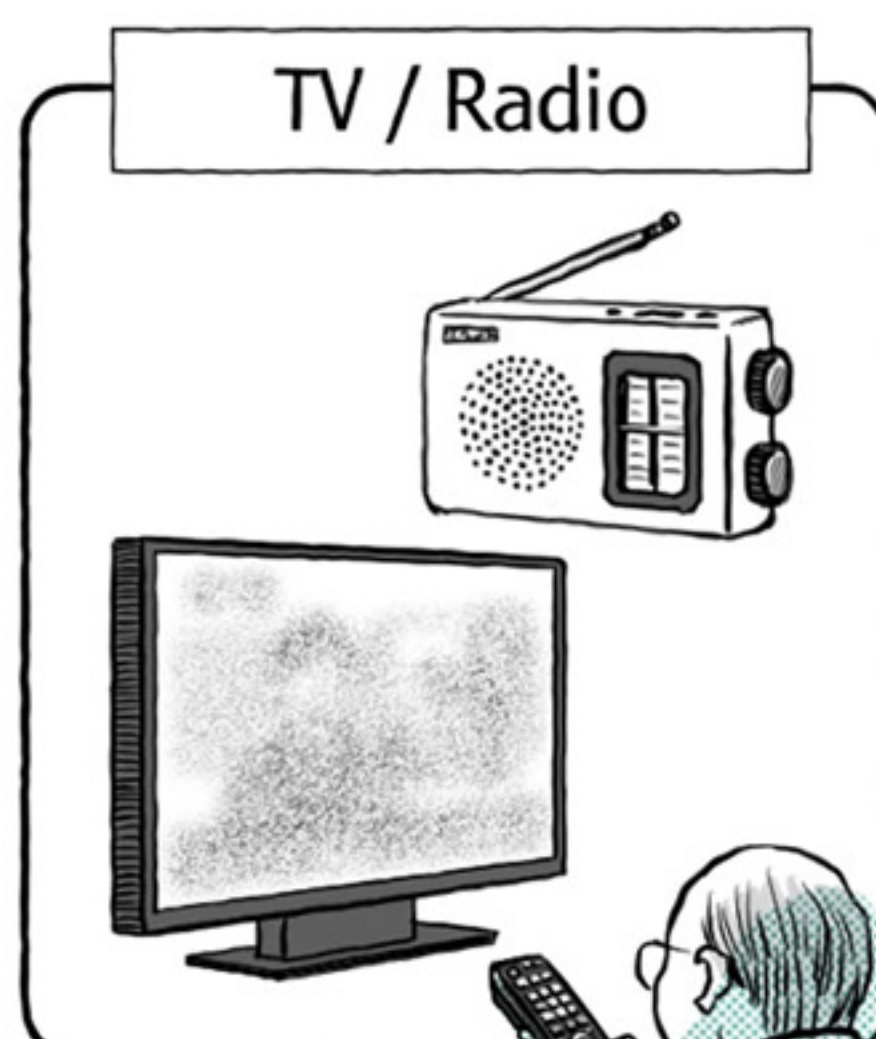
4) The verified facts are then broadcast on TV, radio, and via their social media channels.



This combined effort allows SoLT to fight rumours while reporting real-time events, narrowing the gap between media platforms and users.



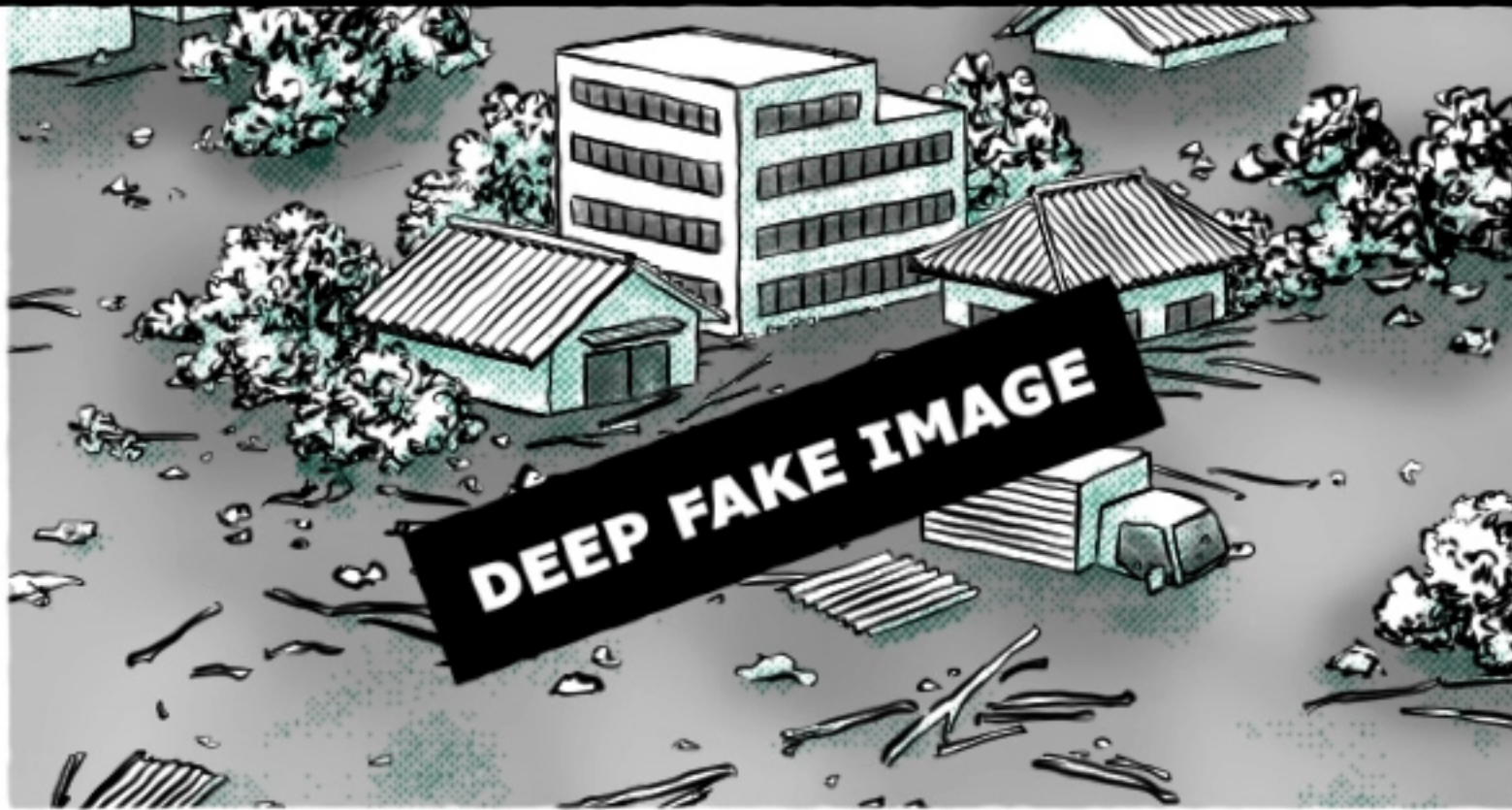
The main source for youngsters



The main source for seniors



Technological progress has made it harder to tell rumours apart from facts.



4:39 PM • Sep 26, 2022 •

3.6K Retweets

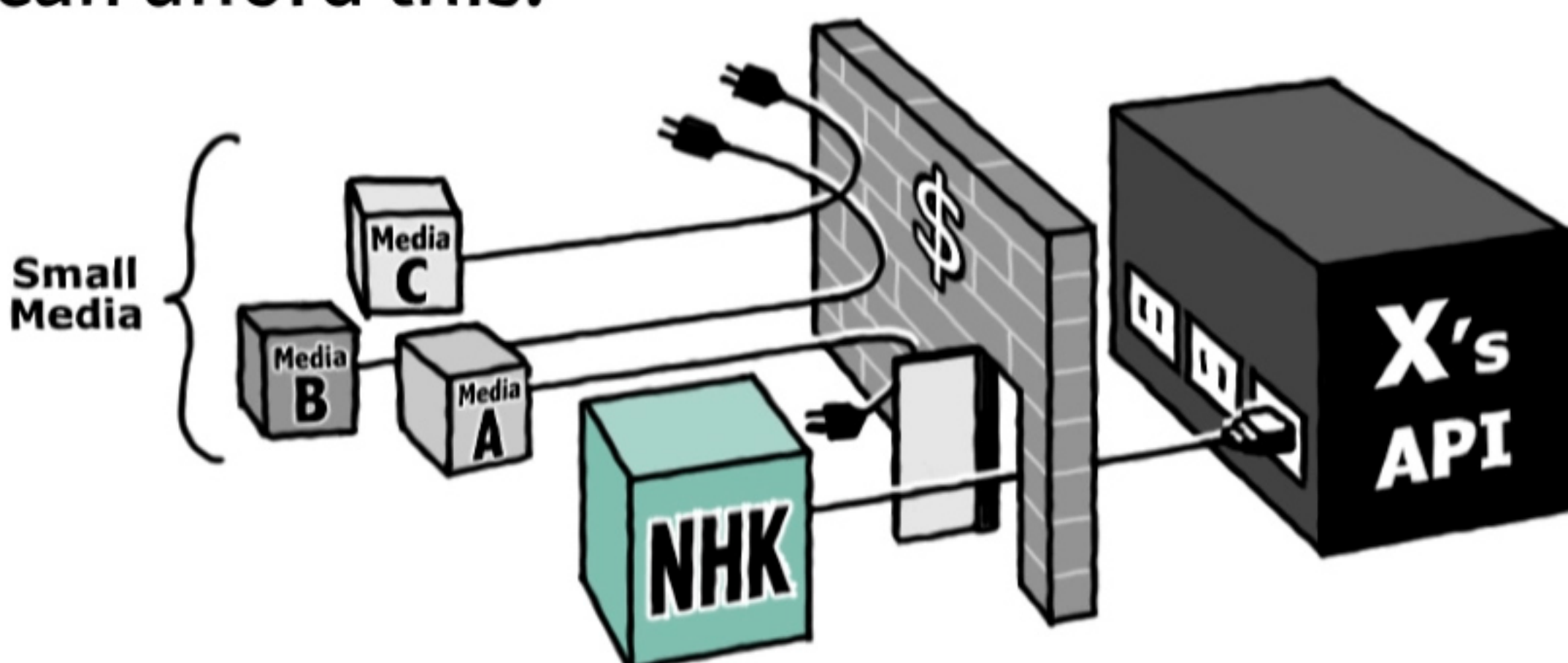
1.9K Quotes

5.4K Likes

In 2022 a deep fake visual about a typhoon in Shizuoka prefecture went viral before it was debunked. The AI-generated images showed a flooding city.

To keep up with the constant stream of information, SoLT relies on X's verification interface.

In 2023, the platform built a paywall to access its API. Only big media companies like NHK can afford this.



In order to use SoLT's know-how, a daily collaboration between SoLT and TV/radio news outlets is being developed.



**THE WAY WE CONSUME
AND SHARE INFORMATION
IS CHANGING, WE NEED
TO CHANGE WITH IT.**



bpb.de On the trail of rumours

Search



**GOETHE
INSTITUT**