



DeFactoApp

Equipping Youth to Detect and Defeat Misinformation in Real Time

Organisation: Mas Voces Foundation, Inc.

Supported by: RNW Media Innovation Fun-d

Project Duration: December 2024 – September 2025

Target Audience: Young users in Cuba and the Cuban diaspora

Background

DeFactoApp was born from a successful proposal by **Mas Voces Foundation**, which was selected as one of the winners of the **2024 RNW Media Innovation Fun-d**—a competitive program supporting bold, tech-driven approaches to digital inclusion and civic engagement. Initially named *YouthCheck*, the project targeted the rising threat of misinformation on YouTube, especially affecting Cuban youth.

Rebranded as **DeFactoApp**, the project now benefits from the established reputation of *e!TOQUE*'s fact-checking brand in Latin America. This shift strengthened the app's visibility, trustworthiness, and long-term scalability across the region.

The Challenge

Misinformation thrives on social media platforms, particularly YouTube, where young users often lack tools to critically evaluate content. In Cuba and its diaspora, limited access to independent verification resources leaves youth especially vulnerable, undermining their civic participation and digital literacy.

The Solution

DeFactoApp is a mobile application that uses **AI and natural language processing** to identify, verify, and contextualize misinformation in real time. The app allows users to:

- Transcribe and analyze YouTube videos as they play.

- Detect “checkable” claims using fine-tuned models (notably **GPT-4o**).
 - Compare statements against a trusted database of fact-checks, or provide contextual analysis when no match is found.
 - Share verification results via social media.
 - Track personal verification history, promoting media literacy and accountability.
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Achievements to Date

DeFactoApp has advanced rapidly in its early implementation phase, with **30% of its €20,000 budget** executed in the first quarter—primarily on algorithm development, UX/UI design, and testing infrastructure.

Key achievements include:

- **AI Integration:** Among three tested models (BETO, SpanBERTa, GPT-4o), **GPT-4o** proved most accurate for Spanish-language claim detection and was fine-tuned for use in the app.
 - **Custom AI Prompting:** Developed a specialized prompt to overcome live transcription challenges—ensuring better sentence segmentation and higher detection accuracy from streamed content.
 - **Wireframes & Web Prototype:** Designed **14 functional wireframes** that shaped the development of a working prototype, covering key features such as the home screen, verification dashboard, playback tools, and history tracking.
 - **Real-Time Sync & Multi-User Architecture:** Implemented socket-based architecture allowing **multiple users to interact with the same or different videos simultaneously**—a crucial innovation for scale and usability.
 - **Youth-Centric Design:** Established a **youth advisory board** to shape the product vision and functionality; early **beta testers** are currently providing usability feedback.
 - **User Reach Potential:** The project is projected to reach **220,000 users**—including **66,000 in Cuba** and **154,000 in the U.S.**, building on eTOQUE’s audience and distribution networks.
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Impact and Relevance

DeFactoApp is more than a tool—it's a civic initiative. By transforming youth into informed, active agents of truth, it:

- Promotes **digital and media literacy**.
 - Reduces the viral spread of harmful misinformation.
 - Strengthens the **visibility of independent media** and verified content.
 - Encourages **peer-to-peer learning** and fact-sharing in trusted networks.
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Why This Matters for UNESCO and Partners

DeFactoApp directly supports **UNESCO's mandate** on digital literacy, safe access to information, and youth engagement. It:

- Aligns with global **media and information literacy** frameworks.
- Provides a **replicable model** for combating disinformation in other regions.
- Can be integrated into **civic education, journalism training**, and policy initiatives.

Strategic engagement from UNESCO and partners will amplify the project's reach, foster regional collaborations, and ensure its sustainability in high-impact environments.

Contact

 Abraham Calás – *Technical Lead* | dogcalas@gmail.com

 Tayli Sánchez – *Project Lead* | tayli.sanchez@masvocesfoundation.org