

Press release, 2 dec 2020

# Factinsect: Automated fact checker gives orientation in the flood of information on the web

Factinsect is an AI-based automated fact checking app that helps to assess the credibility of news and information from the internet. Technical mastermind of the development is software and AI expert Romana Dorfer. Co-founder Silja Kempinger brings in her expertise in media literacy, fake news detection as well as marketing.

The start-up straight away secured a place in Science Park Graz, Austria's oldest and most renowned high and space tech incubator.

A simple traffic light system helps to better assess the overwhelming flood of information on the Internet. Green stands for: confirmed information or established knowledge. Orange means: The information cannot be confirmed yet. This could be because the information is news, that there are contradicting assessments of credibility, that it is a mistake or satire. In this case, it is up to the users to take a closer look at the topic.

The software will be available as a test version as a plug-in for the Chrome browser at the beginning of next year. Further functions, supported browsers, mobile applications and video checks are in development.

Factinsect was founded in October 2020 by Romana Dorfer and Silja Kempinger. It is based at the Science Park at TU Graz.

Website: [www.factinsect.com](http://www.factinsect.com)

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*Factinsect is supported in the academic start-up center Science Park Graz GmbH and funded as part of the AplusB scale-up program.*

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