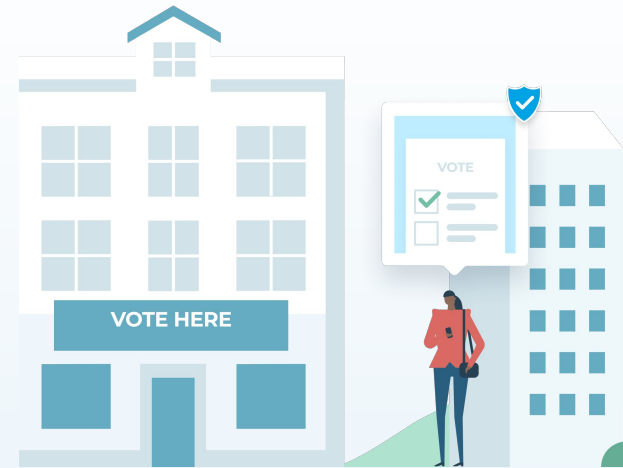




Helping Confirm Online Identity and Likeness with Image Verification



The Problem

Although anonymity associated with the internet has always existed, in recent years it has been weaponized for fraud and disinformation. Bad actors are increasingly using synthetic images to create false identities and leveraging social media to gain notoriety. This troublesome trend is growing and being used for wide scale fraud, deception, and disinformation. Many internet and social media platforms struggle to establish identity / likeness of online personas to ensure accurate information is being published on its site or platform.

[Ballotpedia](#) - the nation's top political encyclopedia - runs an online and automated survey of political candidates throughout the country. Verifying the identity of its online applicants is incredibly challenging, leaving Ballotpedia susceptible to fake identities created for the purpose of deception. In early 2020, a motivated student managed to generate [a false identity](#), submit a Ballotpedia survey, and, as a result, get the verified blue check mark from Twitter. This episode highlighted how unsophisticated actors could easily create fake identities and spread disinformation. Soon after, [Ballotpedia was awarded a Truepic grant](#) for pro-bono usage of its Vision platform to help verify images submitted through its survey..

The Solution

Ballotpedia can now review an image, its time, date, and location and cross reference the results of Truepic's 20+ computer vision tests with its information from the survey to increase trust before accepting and verifying the survey. Ballotpedia immediately deployed the technology as an optional part of its verification process of candidates across the United States.

With Truepic Vision, Ballotpedia has:

- Verified the identity of **700+** political candidates ahead of election 2020;
- In an average time of **26 hours or less**
- With **1,500+ images and videos**
- In **49 states** including **Alaska** and **Hawaii**.

“One of Ballotpedia’s main objectives is to help voters feel more confident when they head to the polls. We do this by providing easily accessible information about the races on their ballots. **Our partnership with Truepic helps to ensure that we are providing trustworthy information to our users.** As we expand to cover more candidates and receive information submitted directly by them, Ballotpedia needs to be certain that the person submitting data is qualified to do so. The Truepic verification process acts as both a deterrent to bad actors and assures Ballotpedia staff that we have the information needed to accurately verify submissions.”

— Kristen Vonasek, [Director of Communications, Ballotpedia](#)



**In 2020 Ballotpedia collected over 1,500 images
throughout the United States**

About Ballotpedia

Ballotpedia is the United States' top online political encyclopedia which uses its custom survey to receive information from political candidates all over the country. Its database is a resource and has a wealth of information on each candidate for use by the public, media, businesses and organizations.