Veracity in the LAS context refers to sources and narratives that at a specific point in time convey verifiable data for the intelligence community. The main objective is to develop a methodology to measure source reliability, credibility and truthfulness by analyzing data volume, variety (different sources), velocity (frequency), and provenance.

**Veracity at LAS**

Veracity at LAS is not only a solution related to the characteristics of sources and their impact in public discourse, but also a process to analyze content published in different formats. The final outcome of this effort is to create a methodology for analysts to assess truthfulness, data credibility and source reliability. In this research, provenance is a key element to add context for analysts.

Previous efforts at LAS have focused on prototypes that attempt to assess and score the veracity of big data. Some of the objectives previously established by LAS are:

- Develop a way to assess veracity in the context of big data.
- Create a method to confirm the veracity of information using multiple sources.
- The veracity model should be scalable.

Sources produce content to advance their own interests. Therefore, information produced by reliable sources can sometimes not be aligned with the veracity of a specific question or area of interest. This research takes news outlets, social media content, and publicly available datasets to analyze under which circumstances a statement can be considered truthful. To minimize confirmation bias, it is necessary to develop a multi-layered statistical model that involves data triangulation.

**Truth Discovery**

Truth is a moving target shaped by cultural beliefs and legal systems. This research takes truth as part of a network of changing discursive flows that at some point in history validate or discard research questions. In this sense, truth discovery refers to the intersection of the following criteria:

- Media narratives
- Sources
- Verifiability and truthfulness
- Reliability and credibility
- Data provenance

This research borrows some of the conceptualizations used in journalism to analyze the verifiability of public narratives.

**Source Reliability and Provenance**

Some of the key considerations to explore data reliability and provenance are:

- People trust more some specific sources, but this is often based on personal beliefs.
- Credibility refers mainly to intrinsic and extrinsic attributes of sources and discourses.
- Reliability is closely linked to credibility and the scope of information distribution.

Components of source reliability:

- Data production, readership, production/readership ratio.
- Velocity of data dissemination, frequencies.
- Sources cited, variety of sources in the narrative, source categorization, source variety.
- Data provenance and place of information retrieval.
- Source history.

**Multi-Layered Veracity Model**

Sources produce content to advance their own interests. Therefore, information produced by reliable sources can sometimes not be aligned with the veracity of a specific question or area of interest. This research takes news outlets, social media content, and publicly available datasets to analyze under which circumstances a statement can be considered truthful. To minimize confirmation bias, it is necessary to develop a multi-layered statistical model that involves data triangulation.

**Mining Asymmetric Narratives**

In a globalized environment it has become relevant to explore discourses from a multi-lingual perspective. This research also focuses on the analysis of messages produced in two or more languages about the same topic. This facilitates the exploration of veracity in an asymmetric media landscape. What might be considered truthful in one context, might not be the same in a different culture.