In today’s digital age, the spread of mis/disinformation has eroded trust between the public and the media. To address this issue, Sourceable, a news reporting and verification service, leverages Blockchain technology to verify visual, audio, and written data, ensuring its authenticity.

Sourceable achieves this by collecting newsworthy data via Sourceable’s app by trusted citizen journalists from conflict and crisis zones. This data is then recorded on Blockchain, which permanently stamps its geolocation, time, and date, reducing the potential spread of mis/disinformation.

The data collected via the app is then shared on Sourceable’s secure platform. This data is then accessible to Sourceable’s subscribers, which include media outlets and NGOs. By providing verified data in real-time, Sourceable is saving our subscribers time and effort of double-checking sources. This platform promotes transparency and accuracy while improving the citizen journalists’ livelihoods and amplifying their stories.

Blockchain plays an important role in the verification process by providing secure, tamper-proof systems for restoring and sharing data. Sourceable uses Blockchain to create a permanent, transparent record of the media files’ provenance and authenticity, making it easier to verify data. Decentralized systems enable Sourceable to distribute the verification process across multiple nodes, reducing the risk of a single point of failure and increasing the resilience of the system.

In conclusion, designing for authenticity in various forms of media is crucial to prevent the spread of mis/disinformation. Sourceable’s innovative approach to news verification using Blockchain and its mission to empower citizen journalists and promote transparency and accuracy can play a significant role in building trust in media. With the help of Blockchain and decentralized systems, Sourceable is revolutionizing how media is reported, shared, and consumed, ensuring that the trust in media is restored in the digital age.

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