



2024

ANNUAL REPORT

A Comprehensive Approach to
Countering Disinformation

The year began as the Israeli occupation's aggression on Gaza was ongoing, with the situation in the region rapidly escalating on multiple fronts. These developments were accompanied by a surge in publication of and interaction with online content, some of which was misleading, obsolete, unrelated, or used out of context.

In 2024, Kashif worked to navigate through this overwhelming amount of information, visual and otherwise, distinguishing between factual and accurate and misleading content. The Kashif team went beyond simple fact-checking, producing in-depth reports analyzing context, methodology, and objectives behind misinformation. To share the benefit of these experiences as well as enhance youth fact-checking skills, Kashif organized a series of in-person and online training sessions for youth groups, media students at various Palestinian universities, and school students.

The Kashif team also participated in international and regional fact-checking and media literacy conferences. Kashif launched the "Bedak Al-Safi" (Wanting Clarity) tool powered by artificial intelligence as well as the "Political Truth Index" on its website.

On 10 December 2024, Kashif became the first Palestinian institution to join the International Fact-Checking Network, a leading global network for fact-checking organizations, by adhering to a code of principles that includes neutrality, integrity, and transparency.

This annual report presents details of Kashif's most notable achievements between 1 January and 31 December 2024 in their mission to uncover the truth, promote a fact-checking culture, raise awareness regarding the impact of misinformation on human rights, and foster the importance of fact-checking.

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01

Fact-Checking

The Public's Right to Accurate Information

Throughout 2024, Kashif produced around 690 fact-checking reports, uncovering the truth behind information, images, and videos related to various events, namely:



- The Israeli Aggression On Gaza
- The Lebanese Protests
- The Counter-aggression Operations And The Downfall Of Bashar Al-assad's Regime In Syria
- The Yemeni Front
- The "Pallywood" Campaign Accusing Palestinians Of Staging And Fabricating Events
- The Mutual Bombardment Between Tehran And Israel
- Events In The West Bank, Particularly Raids By Israeli Forces In The Jenin And Nour Shams Refugee Camps
- Impersonated Accounts Of Public Figures And Relatives Of Political Figures; And Links To Fake Aid Campaigns

The Kashif team organized the **fact-checked materials** into several categories, with the most prominent being:

The misrepresentation of content



where headlines and images did not support the attached content

Misleading content



where information was used to frame an issue or an individual misleadingly



02

In-Depth Reports

Analyzing Misinformation Trends

Kashif produced **15 IN-DEPTH REPORTS** in 2024 covering a range of topics. These reports aimed to analyze and expose misleading information across various events and campaigns.

A number of these reports presented a **summary** of all the misleading information surrounding a particular event, such as:

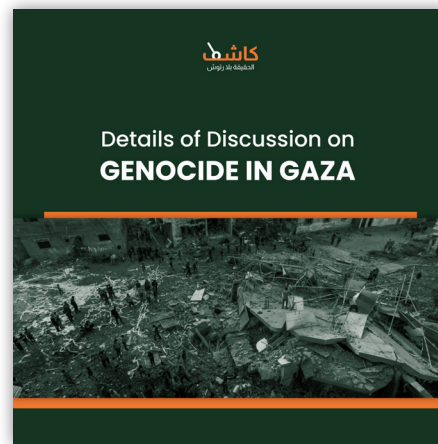
- The Iranian bombing of Israel on 14 April 2024
- The tragedy in Majdal Shams
- The Karama border crossing operation on 8 September 2024
- The assassination attempt on former Hezbollah Secretary General Hassan Nasrallah
- The release of Syrian prisoners

Other reports followed **misleading accounts and campaigns** that have emerged since the start of the Israeli aggression on Gaza on 7 October 2023.

These reports presented an examination of the credibility of these campaigns and accounts as well as an analysis of the context and objectives behind the misinformation presented, **such as:** the "Pallywood" campaign, as well as accounts like "Hoda_jannat", "YoubaTv", "Gazawood", and the specific targeting of Palestinian children with misleading information.

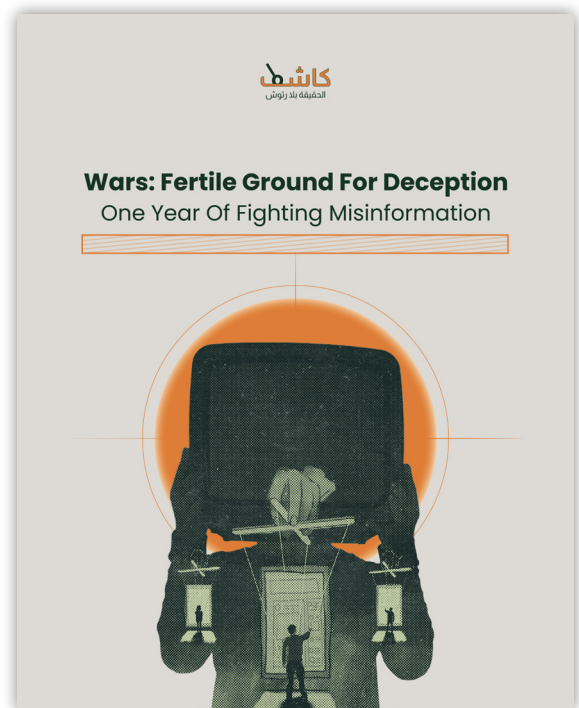
Other reports focused on addressing conflicting narratives unfolding on social media on sensitive issues such as

- Discussions surrounding the genocide in Gaza
- The killings and torture occurring in Syrian regime prisons
- The safety of the polio vaccine in Gaza



KASHIF PRODUCED A FURTHER TWO REPORTS:

- 100 days of the Israeli aggression on Gaza
- One year of the aggression between 7 October 2023 and 30 September 2024, focusing on the most common forms of misleading content, the context in which they appeared, and the mechanisms employed to promote them. This included misinformation and incitement against public figures; misleading accounts; and the use of AI and video games as disinformation tools.



03

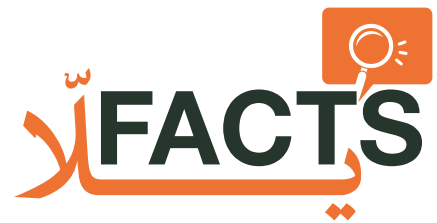
Promoting a Culture of Fact-Checking

Training and Awareness-Raising

MARCH 2024

Kashif held an online webinar on "Misinformation During Crises" attended by over 500 students. Later that month, Kashif hosted an interactive workshop for children at the "Tafaneen" camp in Al-Bireh discussing the harmful effects produced by misinformation. In August 2024, a lecture on rumors and their impact on daily life was held at the "Numo" camp at the Ram Secondary School for Girls.

JULY 2024



Between 21 and 23 July 2024, Kashif conducted a series of training sessions as part of the "Yalla Facts" campaign targeting 24 high school students. The students learned about the concept and characteristics of misinformation, how to verify information and fact-check, and how to produce verified reports. They also gained an understanding of how misleading campaigns and accounts operate as well as the best ways to handle Hebrew-language media and the misinformation associated with it.



JULY 2024



The third annual Kashif Forum "Pioneers of Truth," held between 4 and 6 August 2024 provided training to 24 media students from universities including Birzeit, An-Najah, Bethlehem, the Arab American University, Al-Quds Open University in Abu Dis, and Palestine Technical University - Khadoorie, covering misinformation trends and verification tools for images, videos, and more. The forum also featured discussions on the impact of misinformation on elections as well as verification methods for Hebrew-language media.

October 2024



Kashif conducted a training session on fact-checking as part of the "Tamaiyaz Winter University" activities organized by the Sharek Youth Forum. The session covered various forms of misinformation during the current aggression on Gaza, key misleading campaigns and accounts and the contexts in which they emerged, as well as fact-checking skills and tools. Additionally, a discussion session on misinformation in Israeli media was held, focusing on the shifts in reporting during the aggression and strategies for engaging with Israeli media sources.

Kashif participated in October as well, in the “Interview Day” event organized by Sharek Youth Forum, aimed at helping university graduates integrate into the job market and build connections with Palestinian institutions and companies.



NOVEMBER 2024

In November and December 2024, Kashif held two sessions on monitoring and fact-checking mechanisms as part of the “Fake News and Content fact-checking” course at Al-Quds Open University. During these sessions, students used verification tools to fact-check images and videos that had been shared in misleading contexts.

In addition to these training sessions and activities, the Kashif team produced a series of videos throughout the year covering various forms of misinformation. Some videos reached millions of viewers, such as those addressing the Pallywood campaign (which accuses Palestinians of fabricating events to gain international sympathy) and another video exposing the false claims by an Israeli spokesperson accusing Palestinian youth Shaban Al-Dalu of faking his own death, despite the moment he was burned alive in Gaza being documented on camera.

The team also launched the “A Minute and a Half” series, providing insights and documentation on topics that resonate with the audience including Israeli policies, the annexation of the West Bank, and targeted assassinations. In addition, Kashif produced a range of infographics offering tips to enhance critical thinking and fact-checking skills, as well as raising awareness of the role of psychology in creating and spreading disinformation. Notable examples include the “How Headlines Are Used to Mislead” and “Mental Health and Rumors” campaigns.

DECEMBER 2024

In December, Kashif launched an artistic initiative to paint a mural at Al-Ein Camp Stadium in Nablus, aiming to promote critical thinking among youth and empower them to fact-check information, fostering greater awareness of the challenges their generation face within the current media landscape. The mural artistically emphasized the importance of verifying information in a unique and creative way.





04

Global Awareness

Exposing Misinformation Against Palestinians

Kashif had a significant presence in international forums in 2024, discussing the systematic misinformation targeting Palestinians and the challenges faced by fact-checkers in wartime.

JUNE 2024

In June 2024, Kashif participated in three fact-checking sessions at the Point12 and Global Fact II conferences in Sarajevo. Kashif's general director, Riham Abu Aita, spoke about the challenges of being a journalist in Palestine. Kashif produced a video on the "Pallywood" misinformation campaign which accuses Palestinians of fabricating fatalities and injuries in Gaza.



During the Global Fact-Checking Summit in Sarajevo, Abu Aita highlighted the challenges of fact-checking during times of war as well as the censorship of Palestinian content by tech companies. She also urged the European Union to uphold its commitments and demand accountability from the Israeli occupation.

SEPTEMBER 2024

In September 2024, Kashif also participated in the tenth edition of the International Democracy Day in Brussels.

Kashif addressed the topic of countering media misinformation in wartime with a focus on the physical safety of journalists and the challenges faced by fact-checkers in Palestine.

OCTOBER 2024

Kashif attended **Forum 2000 in Prague**, discussing global patterns of misinformation against Palestinians.



The Kashif team also participated in the **Global Media and Information Literacy Week** held in Amman, Jordan, on 30 and 31 October 2024. The team took part in a session titled “Supporting Media and Information Literacy Efforts in Palestine”, where they shared their experience in introducing a culture of fact-checking in Palestine.

The Kashif presentation included documentation highlighting the unique challenges of fact-checking during the ongoing aggression on Gaza. It also addressed the main obstacles faced by fact-checkers and journalists in Palestine, as well as the evolving engagement of Kashif’s audience and the latter’s role in the fact-checking process.

05

AI Tool Launch

"Biddak Al-Safi"

AUGUST 2024



Kashif launched the AI-powered tool "Bedak Al-Safi" in August 2024. This tool allows users to query the accuracy of any information, image, or video.

It provides immediate results or forwards the request to the Kashif team for verification. This tool is also available on Telegram for easy and fast access to reliable information.

06

Political Truth Index Launch

AL- Safi

Kashif launched the "Political Truth Index" (Al-Safi) on its website, designed to track and verify information from Palestinian political figures, officials, and decision-makers.



The Index also assesses the accuracy of their public promises.

Since its launch, Kashif has worked on verifying statements from various officials on key public matters such as the benefits of virtual schools for Gaza students or the Consumer Protection Association's stance on the boycott of Israeli products.

نقارير وخدمات

هل تصريح رئيسة جمعية حماية المستهلك بأن نسبة المقاطعة تجاوزت 90% بالمجتمع الفلسطيني دقيق؟

BOYCOTT ISRAEL

هل تصريح رئيسة جمعية حماية المستهلك بأن نسبة المقاطعة بلغت أكثر من 90% في المجتمع الفلسطيني دقيق؟

1 ديسمبر، 2024

خلال تصريحها لبرنامج "شد حبلك يا وطن" الذي يبث عبر شبكة وطن الإعلامية، أكدت رئيسة جمعية حماية المستهلك في فلسطين...

التدقيق السياسي

هل إرسال المساعدات لغزة أدى إلى ارتفاع أسعار الخضروات بالضفة كما تدعي وزارة الزراعة؟

الضفافي

هل إرسال المساعدات لغزة أدى لارتفاع أسعار الخضروات بالضفة كما تدعي وزارة الزراعة؟

17 ديسمبر، 2024

على مدار الشهور الماضية، وعلى وجه التحديد منذ شهر حزيران 2024، شهدت الأسواق الفلسطينية في مختلف مناطق الضفة الغربية، ارتفاعاً...



International Membership

IFCN

In December 2024, Kashif became **the first Palestinian organization to join the International Fact-Checking Network.**

This membership recognizes Kashif's commitment to neutrality, integrity, and transparency in its work, making it a leading figure in the Palestinian fact-checking community.





08

Internal Development

Strategic planning & Capacity building

Kashif developed its strategic plan for the years 2024-2026 to ensure a unified vision and clear goals. The plan aims to enhance sustainability, improve resource management, and measure performance.

Additionally, the team participated in different training programs on safety, journalism, media fact-checking, and artificial intelligence.



A Message from the Team at Kashif

The ability to fact-check information and practice critical thinking has become an essential skill – especially amidst the rapid escalation of events, information overload, and the proliferation of misleading campaigns.

The Kashif team believes in the public's right to access accurate and reliable information and will continue working passionately to foster informed public participation and critical media literacy in Palestine.

The Palestinian Platform for Fact-Checking and Media Literacy- Kashif

An independent Palestinian platform established in late 2019. The platform aims to combat disinformation in the Palestinian media space, promote the principles of publishing ethics, and foster a culture of verification and critical content analysis in Palestine.

Our Vision:

To enhance citizens' participation in public life by ensuring their access to reliable and accurate information and empowering Palestinian youth to critically analyze media content.

