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CASE STUDY · MARLUC SYNOPSIS

Full Fact AI tools for fact checkers

IMPLEMENTED 2016–2026 · CHARITIES AND NONPROFITS · UK · BAND D · CLAIMED ONLY

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A UK fact checking charity built machine-learning tools that monitor media for claims and licenses them to other fact checkers.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Machine learning and generative AI tools that monitor media for claims and match repeats.

Implemented: 2016–2026. Grade: band D, Task support, Claimed only.

Headline result, as reported: Tools process about a third of a million sentences on a typical weekday, by Full Fact's account; its 2025 review says 29 organisations in 14 countries used them

1 · The case

The facts, as reported by the 4 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Full Fact. Describes itself as the UK's independent fact checking charity; a registered charity with total income of £3,054,478 in 2025. Headcount: Not reported. Canvas block: 4. Operations and process. Also 6. Data and technology, 3. Customers and proposition.

Business challenge

The challenge. Fact checkers must look everywhere for claims that may be harmful and misleading, and misleading claims are often repeated after a correction. Full Fact says it wants to know the most important thing to check each day and when someone repeats a claim already known to be false. Its 2025 review says AI-generated content has become routine in the misinformation it checks: it suspected AI in four of its fact checks in November 2024 and at least 27 in October 2025.

How it was addressed. Full Fact built a suite that collects text from news sites, live TV, podcasts

Who implemented it

In-house (In-house): Built and maintains the tools..
Google.org Charitable Giving Fund (Industry partner): Funder of Full Fact AI, per the funding page..
Maldita (Industry partner): Spanish fact checker and partner in the Prebunking at Scale project..

Technology (SEAM pillar E)

SEAM types: T5 Custom / fine-tuned models, T8 Predictive / ML models. Deployment: Not reported. Vendors and products: Google Research (BERT), BERT (fine-tuned).

Where it was built in: Monitoring tools ingest news, TV, podcasts and social media as text, split it into sentences, classify claims and topics, and match claims to earlier fact checks; the generative model used is not named.

What changed

Before: no measured baseline is reported; Full Fact describes the tools as working alongside more conventional media monitoring. After, by Full Fact's account: the tools display the most checkworthy claims under topic headings each morning and alert staff to repeats, which they use to contact MPs and ask newspapers for corrections. Measured results: over 200 fact checks published about claims found with the tools. [1] [2] [3] [4]

What it cost

Not reported. Full Fact's funding page lists a £205,978 grant from the Google.org Charitable Giving Fund for Full Fact AI.

What it saved

Not reported. Full Fact says the tools save fact checkers time, for example by finding the relevant section in a two-hour podcast; no figure is given. [1] [2] [3] [4]

Governance and control

Full Fact says human experts remain central and it never asks a model whether a claim is true. Fact checks are written and published by journalists. Independent assurance of the tools: Not reported.

S2 · Accountable owner · Claimed
Full Fact names a Head of Full Fact AI and an AI team; its Head of AI is quoted in the annual review. [1] [3]

A1 · Safe use · Claimed
Full Fact says it never asks a model whether a claim is true, because no model can reliably answer that. [2]

A2 · Human in the loop · Claimed
Journalists investigate and write the fact checks; Full Fact says human experts are not going anywhere. [1]

A3 · Monitoring and assurance · Claimed
Full Fact says it develops, deploys and evaluates its tools with international experts; results are not published. [1]

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Not reported
Not reported.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Over 200 fact check articles on claims found with the tools, by Full Fact's account.

– Arab-speaking fact checkers reported media monitoring became faster and simpler, by Full Fact's account.

– Generative AI needs fewer examples than the earlier model, so it is easier to adapt to other languages, by Full Fact's account.

DID NOT

– Not reported

UNPROVEN

– Time and cost saved, which are not quantified.

– Accuracy of claim detection and matching, which is not published in the sources.

– Whether the licensing model covers costs.

Timeline

2016 Full Fact starts using machine learning to scale fact checking [1]

2024 Tools support fact checkers monitoring 12 national elections [1]

Feb 2025 Full Fact describes adding generative AI to claim matching and checkworthiness [2]

2025 Prebunking at Scale project launched with Maldita to build a shared AI tool for fact checkers across Europe [3]

2025 Annual review reports 29 organisations across 14 countries used its AI tools [3]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: D, Task support. Proof: Claimed only. Level of change: Task support.

Task support (Level 1, band D). Tools help fact checkers find claims; people still decide what to check and write the result. The gain is claimed, not measured.

The SEAM view and lessons learnt

The tools were built by the team that uses them, which helps fit, and the sources give no before and after measure, so the AI's part cannot be separated from other changes at the charity. Before copying it, a leadership team should ask how recall and false alerts are measured, and what the licence income and grant funding cover.

2. Publish accuracy and time-saved figures for each tool.
3. Report tool use and outcomes on one consistent basis.

Evidence

Score 0 of 4. Self-reported: all sources are Full Fact's own pages and annual review.

Evaluation method. Self-reported: the charity's own pages and annual review. No independent evaluation found.

Sources disagree. Full Fact's AI page, which is undated, says its tools are used by over 40 fact checking organisations across 30 countries on a daily basis; its Annual Review 2025 says 29 organisations across 14 countries used them.

Status. Ongoing: tools licensed to other fact checkers; the 2025 review describes a Prebunking at Scale project with Maldita.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/full-fact-ai-tools

[1] Full Fact: Full Fact AI
https://fullfact.org/ai/

[2] Full Fact: How AI can help fact checkers
https://fullfact.org/blog/2025/feb/how-ai-can-help-fact-checkers/

[3] Full Fact: Annual Review 2025
https://fullfact.org/documents/414/Full_Fact_Annual_Review_2025.pdf

[4] Full Fact: Funding
https://fullfact.org/about/funding/

Full Fact website: https://fullfact.org

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