

PHILOSOPHY, SOFTWARE

VERACITY

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It is a rather old topic here at Science Surf –searching for truth in science while here is a fresh new look. How can we trust twitter messages and alike, is there any truth in big data? What is just an [internet meme](#)? Or a phenomenon — a meaning what is experienced as given? A [pHEME](#)? A new EU project explains

Veracity: The Fourth Challenge of Big Data

Social media poses three major computational challenges, dubbed by Gartner the 3Vs of big data: volume, velocity, and variety.

PHEME will focus on a fourth crucial, but hitherto largely unstudied, challenge: veracity.

We coined the term phemes to describe memes which are enhanced with truthfulness information. It is a reference also to PHEME – the Greek goddess of fame and rumours.

That's even an association that I didn't have.

And it really looks like crucial project for the future. Only recently I was also fooled by a troll – not the recent [Bieber](#) or [Threema](#) stories but a [minor technical issue](#).

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