MILD

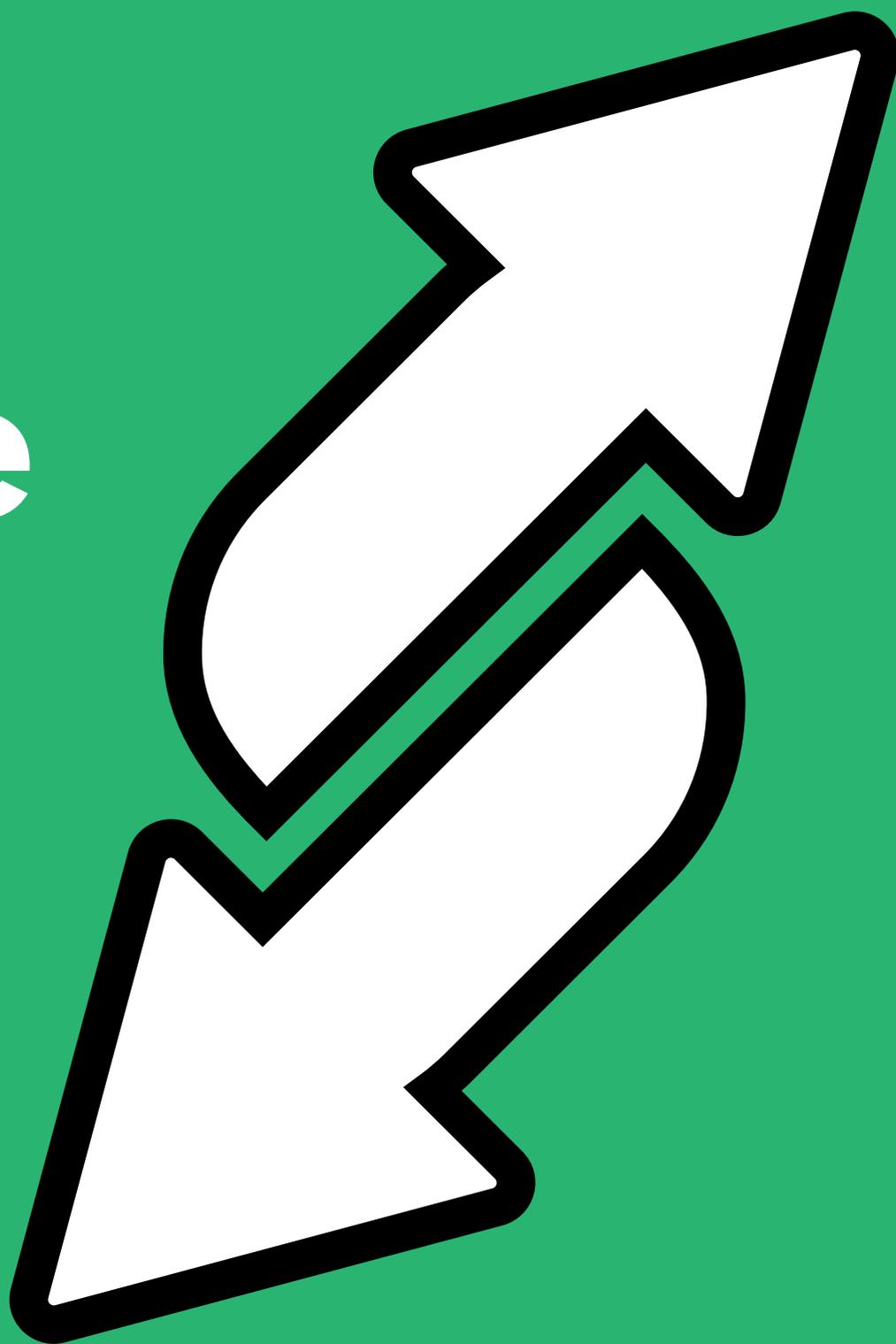**More correct Information. Less Discrimination**

The Reverse Image Search Toolkit

Moving from Suspicion to Verification

- *When you see a video or a photo of a messy street, a long queue, or a "luxury" item claimed to belong or to be associated to a migrant, don't react at once. Stop to verify. Verification is crucial for media professionals and news consumers.*

- *To detect visual manipulation, Use Reverse Image/video Search tools to retrieve the source of visuals by performing a search using free available and easy to use tools.*

Verification Tools

Google Lens

Best for general verification, Identifying objects, locations, landmarks, and visually similar images

Right-click any image in Chrome and select "Search image with Google."

- Great for identifying objects (phones, clothes) and finding the original news source.
- Finds visually similar images
- Recognises places, buildings, faces (public figures)
- Works well with cropped or partial images

InVID /Verification Plugin

InVID

A browser extension. Allows you to "fragment" a video into keyframes and reverse-search them to see if the video is recycled

Add the plugin to any web browser

- Allow you to quickly get contextual information on social media videos,
- To perform reverse image search on multiple search engines at once,
- To enhance and explore keyframes and images through a magnifying lens,

Verification Tools

TinEye

Best for finding the oldest version of an image, tracking where and when an image first appeared online.

Open the platform and upload your image

- Use this to see if a "current" photo was actually taken 5 or 10 years ago.
- Finds exact matches
- Is sorts results by oldest, newest, or most changed
- It shows how images evolve over time

Yandex Images

Best for facial/setting recognition, tracing older images and finding original contexts.

Open the platform, click on the camera icon to upload your image

- Excellent for finding where a person or a specific street scene appeared before
- Strong facial and scene recognition
- Often finds earlier versions missed by Google

When to Use These Tools: The Red Flags

Reverse search is most effective when you notice these "everyday life" triggers:

- ✓ The "generic" dirtiness: a photo shows a trashed apartment or pile of trash but has no recognisable local landmarks

- ✓ The "luxury" claim: a photo of a racialised migrant with an expensive item. (Is the photo actually from a fashion blog or a different country?)

- ✓ The "out of context" crowd: a photo of a large crowd of migrants in a square. (Maybe an old photo rebranded as an "invasion" today?)

- ✓ Verify who first shared the image and why

Check Different Regions

Disinformation often travels across borders.
A photo debunked in Greece might reappear weeks later in Spain, Malta or Italy with a new local caption.

Step-by-step workflow

Save or screenshot

Save the suspicious image to your device.

Upload

Go to any of the reverse search tools and upload the file.

Compare

Look for the earliest date the image appeared. Does the original caption match the current one

Identify the source

Did the image come from a reputable news agency, or a random social media account with an agenda?