



# Annual Report 2024

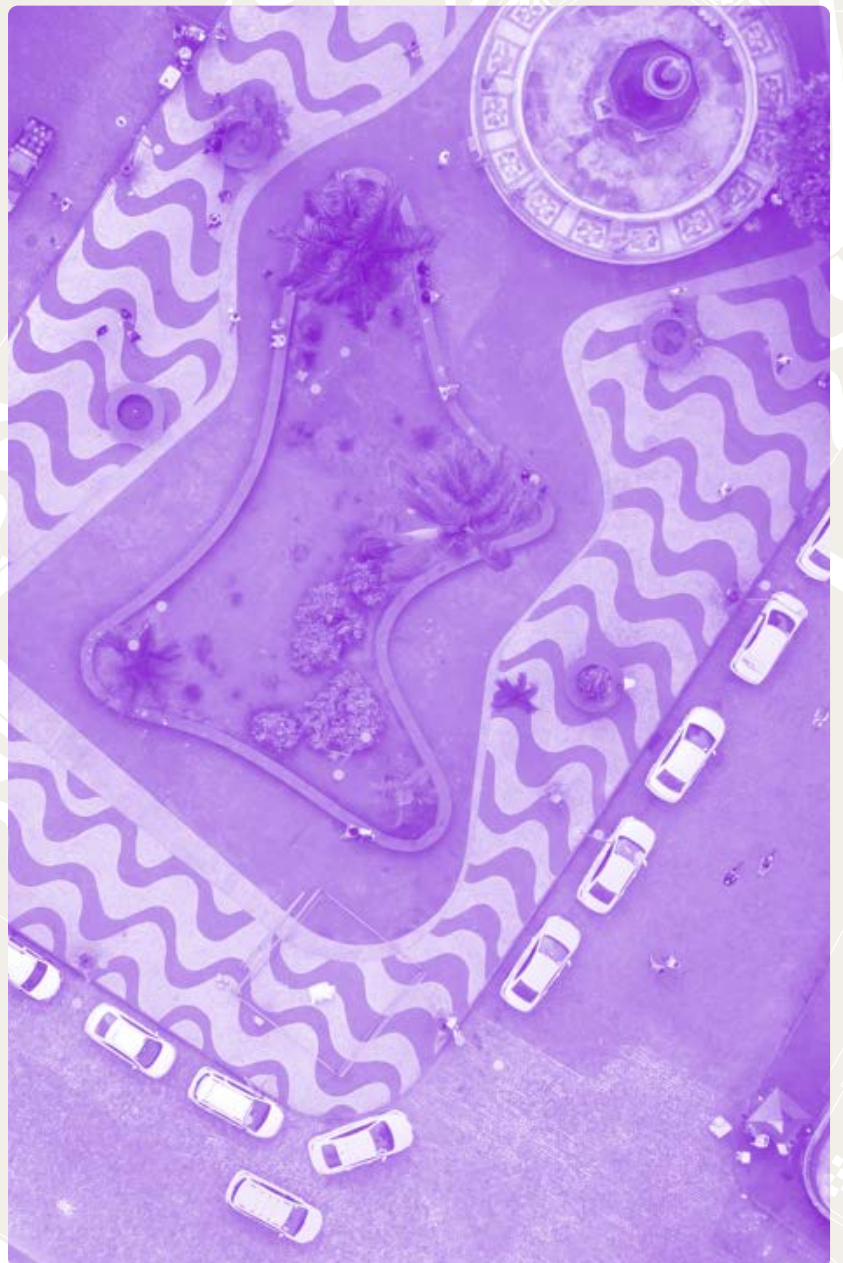




We are a technology nonprofit building tools that empower journalists, activists, and researchers to join forces in the global fight for reliable, accessible information.

Located in Salvador, Brazil, Terreiro de Jesus sits in the city's historic center, an area that has been recognized as a UNESCO World Heritage site since 1985. In Afro-Brazilian culture, a terreiro is a sacred space for spiritual practices and the preservation of African traditions. For many residents, Terreiro de Jesus symbolizes both the painful legacy of colonization — this was the site of the country's first colonial capital — and the enduring strength of Brazil's diverse cultural identity.

Photo by travelism



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We believe that our work must be guided by early principles of the open web: to cultivate open, collaborative, and transparent approaches to building and sharing public knowledge.

— Ed Bice  
CEO and founder

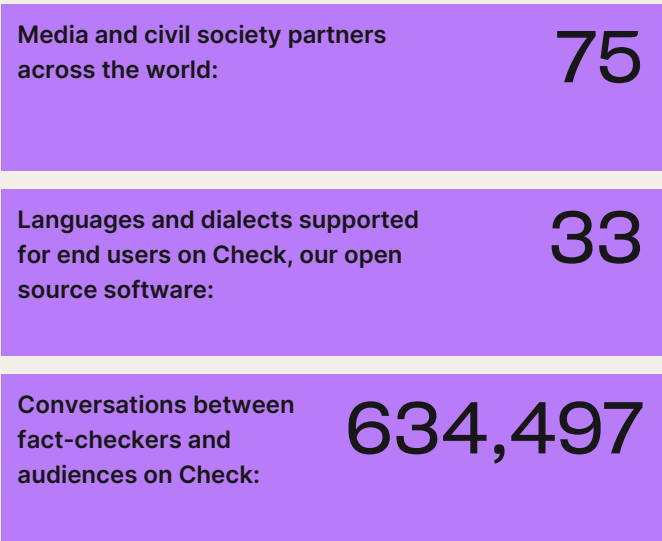
# Executive summary

Throughout the course of the year, we knew 2024 would be a watershed period for global elections, artificial intelligence, and our own institutional development. Alongside our intrepid partners, we pushed forward in these areas while adapting to the moment and responding to a variety of urgent international crises — some naturally occurring and others created, or exacerbated, by human activity.

Photo by Nomadic Julien via Unsplash  
This image has been adapted.

## Collaborative interventions for accurate information

Our program team codesigned interventions with partners throughout the world, with efforts centered on elections, humanitarian crises, and online gender-based violence. Internally, we strived to promote strong feedback loops between programming initiatives and technological innovation.



## Ethically oriented research initiatives

Our team studied the promises and pitfalls of the current AI landscape for people worldwide, and we produced a range of research outputs in the process, including a study that won a best paper award at NeurIPS, one of the premier conferences in our field.

## Long-term organizational stability

We focused on putting significant support in place as we moved into 2025, including recruiting talented new board members, refining our organizational values, and promoting peer mentorship opportunities. In 2024, 84% of our team members said they would recommend working at Meedan to a friend or peer.

# A note from the CEO

Photo by Francesco Cuoccio  
Ed Bices speaks at the  
International Journalism Festival.



In 2024, despite harsh political headwinds, Meedan had one of the most successful years in our organization's history. We supported election integrity coalitions on five continents, codesigned novel studies analyzing gender-based violence online, and built an AI tool to support solutions-focused climate journalism. Our research earned a best paper award at NeurIPS — a premier conference for AI and machine learning. And we had the honor of receiving a Skoll Award for Social Innovation, a prize given every year to a handful of the world's most impactful nongovernmental organizations. These accolades are a testament to the work every team member, present and past, has put into the idea and manifestation of Meedan.

All the while, we have strived to navigate an emerging global system in which autocrats wage brutal wars and politicians trade in hateful speech and weaponized lawfare. In their quest to evade the burdens of regulation, the biggest tech platforms have found common cause with a new regime marked by a zeal for unbounded, revisionist narratives about the United States and the world. As I write this letter, these narratives are being weaponized to justify massive U.S. government funding cuts to research and civic engagement, casting a long shadow over the sustainability of our ecosystem.

The backward march of these power brokers means there is more need than ever for us to expand our work and to recommit to the ideas that first drove us to form our organization. We know this frontier will require new levels of innovation and collaboration from Meedan and our many allies across the field. We believe that this work must be guided by early principles of the open web: to cultivate open, collaborative, and transparent approaches to building and sharing public knowledge in service of an *informed* democracy.

I have never felt more daunted by the amount of work that sits before us, and I have never felt a greater sense of urgency about the need for Meedan's work to continue. Our current body of work, the remarkable talents and skills of our team, and our guiding values leave us remarkably well placed to build and deploy community-centered open source technologies in moments of crisis and civic engagement — and as such, to pursue the task of evolving more equitable and peaceful societies.

**Ed Bice**  
CEO



# Impact across the Larger World

Photos by Kym Ellis (left) and Svetlana Gumerova (right) via Unsplash  
These images have been adapted.

In 2024, we organized our programmatic work along three key verticals: elections, safe and inclusive information ecosystems, and crisis preparedness and response. In total, our program partners throughout the Asia-Pacific region, Latin America and the Caribbean, North Africa and Western Asia, and sub-Saharan Africa — what we refer to collectively as the Larger World — drove impactful information integrity coalitions, published hundreds of original articles and multimedia products, and led dynamic training programs. Check, our open source fact-checking software, formed the technical backbone for key initiatives focused on information integrity and elections.

## Larger World programs by the numbers



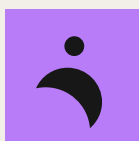
Partners:

**68**



Capacity-building and training sessions:

**100+**



Training attendees:

**2,000+**

# Where we work

## Latin America and the Caribbean

### ARGENTINA

Ecofeminita

La Nota Tucumán

### BOLIVIA

Bolivia Verifica

ChequeaBolivia

### BRAZIL

Abraji

AFP Checamos

Agência Lupa

Agência Mural

Agência Pública

Aláfia Lab

Aos Fatos

Coding Rights

Estadão Verifica

Instituto AzMina

LENS — Research Laboratory on Media, Entertainment and Society

Pacto pela Democracia

Reuters Brasil

Sleeping Giants Brasil

UOL

### COLOMBIA

Fundación Karisma

### MEXICO

Animal Político

Instituto Nacional Electoral

Reuters México

Telemundo

ZonaDocs

### URUGUAY

AFP Factual\*

### VENEZUELA

ReporteYa

## The United States and Europe

### FRANCE

AFP Factual

### GERMANY

AFP Faktencheck

### SPAIN

EFE Verifica

### UNITED KINGDOM

Birmingham City University

Lead Stories

### UNITED STATES

AFP Fact Check en Estados Unidos

Lead Stories

Reuters Fact Check Spanish U.S.

## Sub-Saharan Africa

### CAMEROON

#defyhatenow

### ETHIOPIA

Inform Africa

### KENYA

Code for Africa

### TOGO

Africa Women Journalism Project

### UGANDA

Pollicy

### ZIMBABWE

The Citizen Bulletin

## North Africa and Western Asia

### EGYPT

AkhbarMeter

### IRAQ

Network of Iraqi Reporters for Investigative Journalism

### JORDAN

Fatabyyano

### LEBANON

Anti-Racism Movement

Awan Media

The Legal Agenda

omgyno

Pax Memoria

The Public Source

Sifr

### LIBYA

RAWSA MENA Women Alliance

### SUDAN

Beam Reports

Pax Memoria

### WESTERN SAHARA

Watching Western Sahara

### YEMEN

Pax Memoria

## The Asia-Pacific region

### INDIA

AFP India

BOOM

Chambal Media

Factly

The Healthy Indian Project

India Today

Live Data Visualisation

Newschecker

NewsMobile

The Quint

Suno India

Vishvas News

### INDONESIA

Bincang Perempuan

CekFakta

Liputan 6

Mafindo

Tempo

### MONGOLIA

Nest Center for Journalism Innovation and Development

### PAKISTAN

Digital Rights Foundation

### PHILIPPINES

Rappler

VERA Files

### TAIWAN

Taiwan FactCheck Center

\* AFP Factual is based in Uruguay, but it operates throughout the region.

Select countries and partners have been omitted from this map and our tallies in order to protect the privacy and security of some participating partners.

Disputed border regions that are marked with a dotted line follow the [U.N. geospatial map of the world](#).



# Information integrity in the year of elections

Across more than 60 countries, more people voted in general and legislative elections in 2024 than ever before in world history. In nearly every one of those contests, digital ecosystems played a pivotal role in determining what information voters accessed and how they engaged with what they found. This made strengthening democratic processes a key priority for us in 2024.

Our program team worked in close concert with partners in Brazil, Indonesia, Mexico, Mongolia, Pakistan, Togo, the United Kingdom, the United States, Venezuela, and the Kurdistan region of Iraq to build election integrity interventions that foregrounded trustworthy, accurate information about election processes and political candidates. Our software and programmatic support enabled dozens of partner organizations to collaborate smoothly with their allies and keep their audiences informed using messaging services like WhatsApp and Messenger.

”

Our collaboration with media outlets to join forces in the fight against electoral disinformation exceeded our expectations and Meedan’s Check platform unquestionably helped us achieve this goal, because it provided the necessary technical capabilities while also preserving the independence that media require in order to work with organizations such as the INE. Without a doubt, it is a model that we want to replicate for future elections.

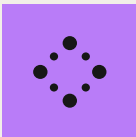
— **Alfonso García Peralta**  
Instituto Nacional Electoral (INE)

Photo by Wotancito, CC BY 4.0  
This image has been adapted.



# Community engagement stipends

Our team distributed community engagement stipends to media outlets and grassroots organizations working to combat misinformation, enhance media literacy, and promote informed participation in elections. Grants totaling nearly \$40,000 were disbursed to groups in Brazil, India, Mexico, the Philippines, and Venezuela to produce informative articles, infographics, videos, and more.



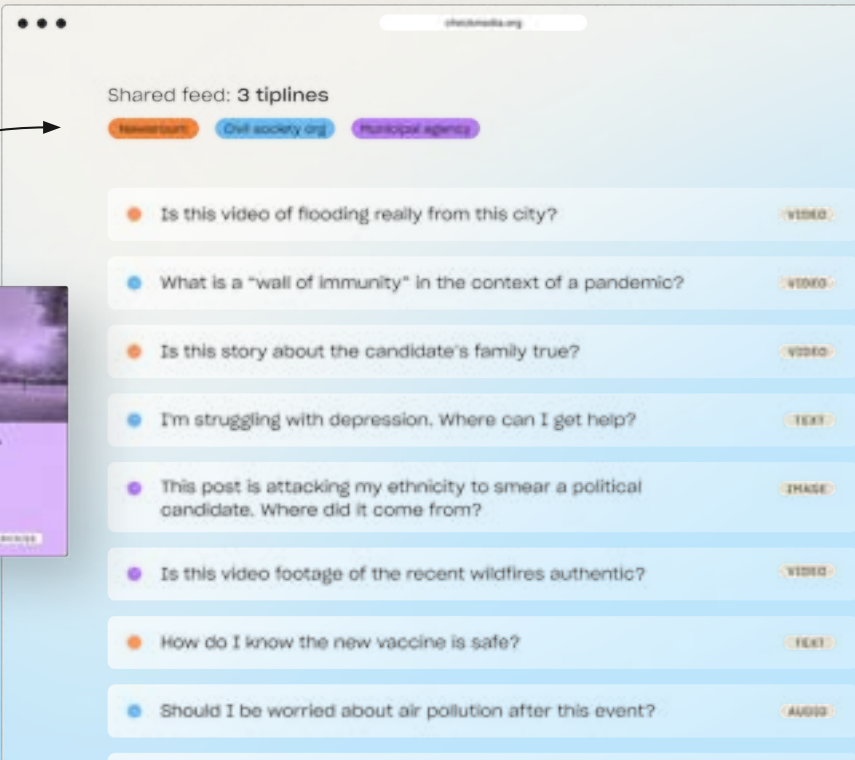
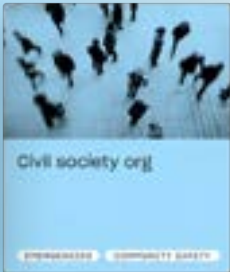
Partners:  
**6**



Election-related media outputs:  
**450+**

Our program team worked with local partner organizations to build election-focused information integrity coalitions that shared fact-checks and insights using Check’s shared feed feature.

In 2024, a key achievement that underscored the connection between our programming and product development efforts emerged from this extensive election work. As we thought about our election programs, we realized our users were underserved when it came to information on voter education. To address this shortcoming, we introduced evergreen content explainers, which could be used as potential responses for tipline users alongside more straightforward fact-checks. This new product innovation helped us move beyond Check’s prior Q&A-style fact-checking model.



Check’s shared feeds feature, content for illustration purposes only



## Safe and inclusive information ecosystems

Our team once again put a spotlight on online harassment and digital threats. We launched two new projects intended to address gendered disinformation in digital spaces. With dedicated support from the Sexual Violence Research Initiative, we worked with partners in India and Pakistan to document online campaigns that employed false, misogynistic, and sexualized content to harass and discredit targeted groups and individuals.

In addition, ahead of elections in Pakistan, Argentina, and Togo, we organized a cross-regional project where partners tracked instances of gendered stereotyping, harassment, and hate speech that were used deliberately to malign political candidates.



Read about the outcomes from Meedan's work on [\*\*gendered disinformation in South Asia\*\*](#).



With Meedan's support, DRF conducted pioneering research on the previously overlooked gendered disinformation campaigns that threaten women and transgender folks in the public sphere, and the impact of those threats on democratic rights and freedom of speech.

— **Nighat Dad**  
Digital Rights Foundation (DRF)



Photo of flooding in Canoas, Brazil, on May 5, 2024,  
by Ricardo Stuckert, CC BY-SA 2.0  
This image has been adapted.



## Crisis preparedness and response

By necessity, our crisis-response vertical focused on regions shaken by war and natural disasters in 2024. We shared timely resources, tools, and strategies that helped our partners respond swiftly to crises while ensuring accurate information reached the communities that needed it most.

To help sustain the work of human rights defenders and health workers in conflict zones, we supported the distribution of eSIMs and virtual private network (VPN) accounts. In Lebanon, we also facilitated the documentation of human rights violations — including through the solicitation of testimonials from displaced people and refugee communities — so these materials could be used in open source investigations.

In response to urgent and systemic issues like climate change, our grantees often adopt an intersectional approach to long-term change. In Indonesia, our partners at Bincang Perempuan worked with Indigenous women in the province of Bengkulu to build capacity for local media production. The group uses a climate justice lens to highlight mitigation strategies, adaptive approaches, and underrepresented perspectives related to a range of intertwining climate crises.

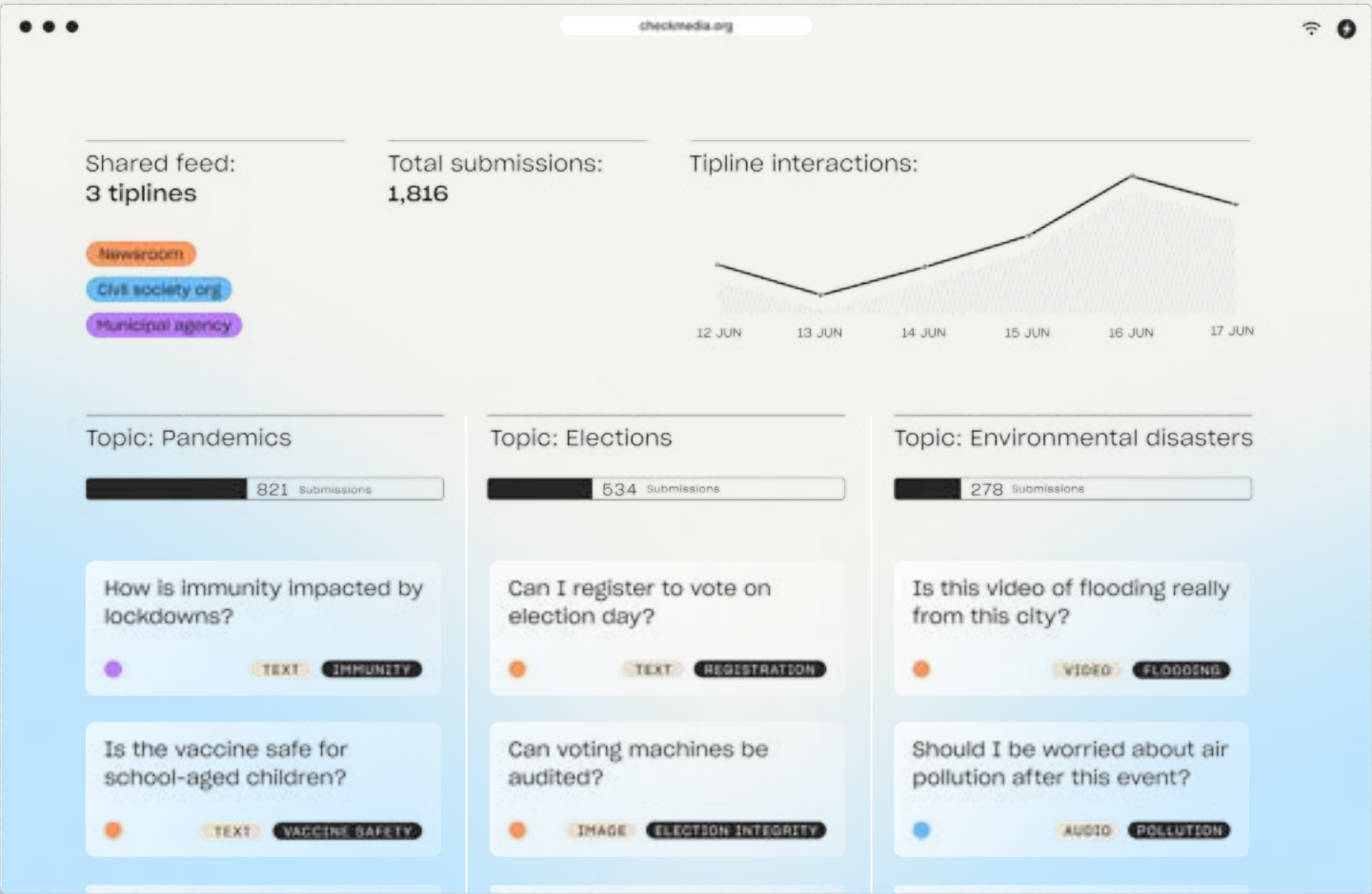
Sudden and acute climate crises also demanded our attention this year. As flooding surged in Brazil's Rio Grande do Sul state, we collaborated with local partners to disseminate fact-checked content that addressed a rising tide of flood-related misinformation.



# Programs and technology

Throughout the year, our programming and product teams worked hand in hand to devise new improvements that helped us better assist our partners and meet their needs. In a breakthrough for Check, we realized that using our software for data analysis was cumbersome for our partners, so we made important improvements that vaulted the tool beyond its previous constraints. In the past, requests for data had to be sent to our engineering team, who then personally retrieved spreadsheets containing the information our partners needed. We addressed this inefficiency by creating workspace analytics dashboards, allowing our partners to monitor and identify trends related to tipline activities and articles right from their own desktops.

At an organizational level, we also created a new position: partner solutions manager. This individual now serves as the bridge between our programming and product teams, providing technical support to program managers and overseeing external communications for partners.



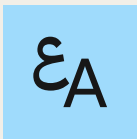
Check’s shared feeds feature, content and layout for illustration purposes only

# Check by the numbers



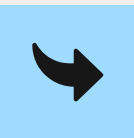
Conversations between  
fact-checkers and audiences:

**634,497**



Languages and dialects  
supported for end users:

**33**



Messages containing articles:

**141,009**



Security incidents:

**0**



The partnership with Meedan aligns seamlessly with Pollicy’s broader program initiatives by supporting critical efforts to shape a safe and joyful internet focused on addressing online gender-based violence, promoting responsible data and technology use, and fostering an inclusive digital ecosystem in Africa.

— **Phillip Ayazika**  
Pollicy

# Research initiatives

In 2024, our research team explored some of the new capabilities of generative AI tools while also examining the ways in which commercial AI models perpetuate inequities that have long been ingrained in automated systems.

In a study on using AI for linguistically diverse classification tasks, we demonstrated how large language models (LLMs), a type of generative AI, can help people build tools that categorize, evaluate, and make sense of information in multiple languages.

We also traced some of the ways in which generative AI is following the same well-worn approach we've seen before — that is, systems are being trained using data that reflects a Western bias. Even systems that have been trained to avoid certain kinds of bias may stumble into other pitfalls. We conducted and published peer-reviewed research that built a unique set of data on social stereotyping in India. Our work showed that leading LLMs still produce stereotypes about social caste even when they avoid similar biases around gender and race.

Indian-BhED: A Dataset for Measuring India-Centric Biases in Large Language Models



## HIGHLIGHT

Leveraging generative AI for  
linguistically diverse classification



سياسات الجائحة

Natural remedies

महामारी की राजनीति

Vacinação

العلاجات الطبيعية



We also continued our research into how human feedback is used to train LLMs. In a 2023 paper reviewing academic literature, we found that this feedback often comes from small and culturally nonrepresentative groups of individuals. These technologies tend to cater to a limited subset of the global population, one that is usually wealthy and Western, and such tools reflect a bias that can actively harm other communities.

**The Past, Present and Better Future of Feedback Learning in Large Language Models for Subjective Human Preferences and Values**



In 2024, we built on this work by releasing the **PRISM dataset**, which features fine-grained LLM feedback from 1,500 diverse participants across 75 countries. The analysis provides critical insights into how humans differ in their interactions with large language models across different sociocultural contexts. This study earned a best paper award at NeurIPS, one of the premier conferences in our field.

**The PRISM Alignment Dataset: What Participatory, Representative and Individualised Human Feedback Reveals About the Subjective and Multicultural Alignment of Large Language Models**

★ Winner: Best Paper Award, Datasets and Benchmarks  
— NeurIPS 2024



## Additional research publications

**The Benefits, Risks and Bounds of Personalizing the Alignment of Large Language Models to Individuals**

— Nature Machine Intelligence



**Analyzing Misinformation Claims During the 2022 Brazilian General Election on WhatsApp, Twitter, and Kwai**

— International Journal of Public Opinion Research, Oxford University Press



**Global News Synchrony and Diversity During the Start of the COVID-19 Pandemic**

— WWW '24: Proceedings of the ACM Web Conference 2024



**Factuality Challenges in the Era of Large Language Models and Opportunities for Fact-Checking**

— Nature Machine Intelligence



# Meedan in the news

Media around the world reported on our election coalition projects and sought insights from our staff on the most pressing issues facing our field.

## Can Mark Zuckerberg rise above the US political fray?

— Financial Times

## The journalistic community warns about the impact of networks and AI in the super electoral year: ‘Lies spread six times faster than facts’

— El País

## Inés, the INE chatbot on WhatsApp that will allow you to verify information about the 2024 elections

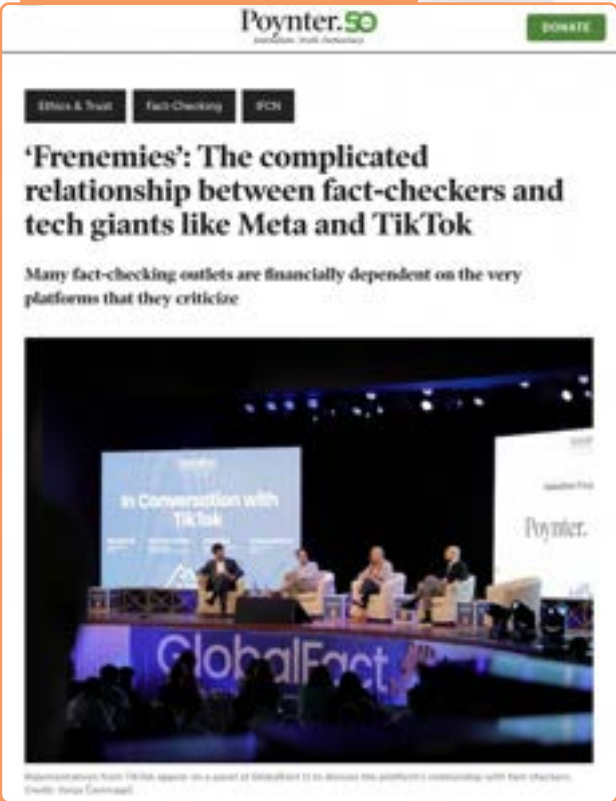
— WIRED Español

## ‘Frenemies’: The complicated relationship between fact-checkers and tech giants like Meta and TikTok

— Poynter Institute

## CDD trains journalists on use of Meedan Check Tool to counter election disinformation

— The Authority



# Events and conferences

Throughout the year, key personnel from Meedan joined gatherings around the world to deepen their engagement in the field.

## Skoll World Forum

APRIL 9-12

Meedan was honored with a 2024 Skoll Award for Social Innovation. CEO **Ed Bice gave remarks** at the forum.

## WITNESS Global Convening

APRIL 13-15

Meedan program managers forged connections with groups they met in Istanbul, further expanding our organization's programmatic and technological networks.

## Resnick Aspen Action Forum

JULY 23-27

CEO Ed Bice joined trailblazers from around the world for four days of workshops and activities that explored resilience and hope in the pursuit of positive change.

## Digital Rights in the Asia-Pacific Assembly

AUG. 18-19

At this event in Taipei, Taiwan, Sneha Alexander, Meedan's senior program manager for the region, participated in a panel on technology-facilitated gender-based violence occurring in Asia and throughout the Pacific. Meedan also shared insights from a report on gendered disinformation in South Asia while in Taipei.

## Media Party

AUG. 29-31

Caio Almeida, Meedan's software engineering lead for Check, gave a keynote speech at the event in Buenos Aires, Argentina. His talk examined how new innovations have reshaped journalists' interactions with their audiences.

## Asia Pacific Feminist Forum

SEPT. 12-14

We shared findings from our work in South Asia and connected with like-minded organizations working on gender justice in the region.

## Online News Association

SEPT. 18-21

Meedan hosted a special Q&A with CEO Ed Bice and Epicenter NYC co-founder S. Mitra Kalita. Meedan Editorial and Policy Lead Ellery Roberts Biddle moderated a panel on mobile messaging strategies for small newsrooms. The session featured speakers from Documented, El Tímpano, the International Center for Journalists, and Epicenter NYC.

## Sexual Violence Research

### Initiative Forum

OCT. 21-25

Nat Gyenes, a Meedan program director, helped facilitate a workshop about feminist research on digital solutions alongside representatives from UNICEF and other organizations.

## Mozilla Festival

NOV. 20-21

Fiona Mati, Meedan's senior customer success manager, joined with partners at the Mozilla Festival in Zambia for workshops and debates centered on reimagining the role of technology in our lives.

## LatamChequea

NOV. 28-29

Meedan connected with media outlets to discuss AI and disinformation, social media regulation, and governmental harassment of journalists.



# Operational and organizational culture

In 2024, we made several strategic moves to refine our values, reshape governance for long-term success, reinvigorate equity, diversity, and inclusion programs, and run more efficiently.



Core team members:

46



Countries:

16



Time zones:

13

We refreshed our core values to better articulate how they influence our approach to impact.

- Be global.
- Practice empathy.
- Respect context.
- Encourage inclusion.
- Embrace impact.
- Demonstrate commitment.
- Value partnership.
- Maintain independence.

## Board of directors

We also welcomed four talented new leaders to our board of directors and thanked Hanan Heakal, Tim Hwang, and Zeynep Tufekci for their service to the organization as they rotated off the board.

### New board members in 2024



**Lea Endres**  
Co-founder and CEO, NationBuilder



**Quinn McKew**  
Executive director, ARTICLE 19



**Julie Owono**  
Executive director, Internet Sans Frontières



**Leah Wang**  
Senior vice president of data analytics and product, HealthCentral

### Continuing board members in 2024



**Ed Bice, Chair**  
Founder and CEO, Meedan



**Jon Corshen**  
Founder and chief innovation officer, Pilot44

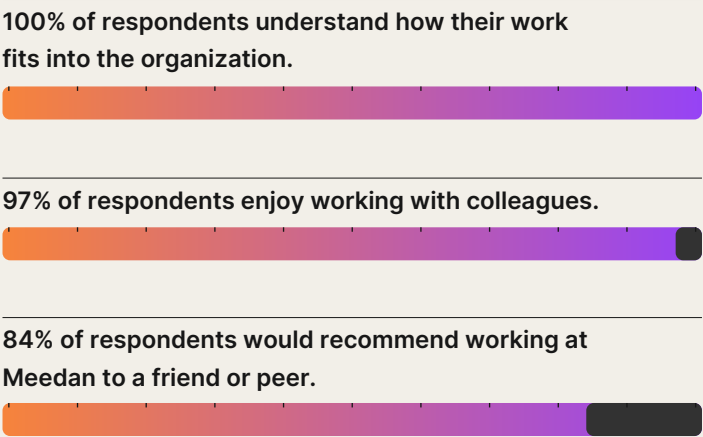


**Maria Ressa**  
Nobel laureate  
Co-founder, Rappler

# Team surveys

In crafting a standalone equity, diversity, and inclusion survey, we paid close attention to our stated values. We intentionally asked open-ended questions about demographic information and learned that our global team didn’t always use the same language around identity.

For the year-end engagement survey, our overall participation rate was 94%. Here are some of the survey’s top highlights:



# Mentorship

To build on our growing efforts toward greater inclusion and connectedness, we also revamped our mentorship program this year.



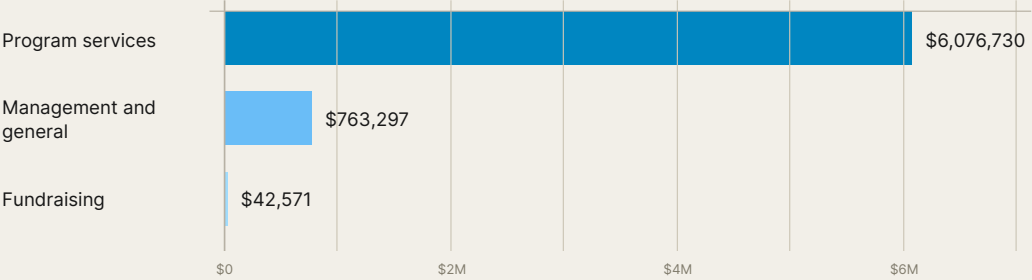
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Having the opportunity to have such an experienced high-level leader as a sounding board and a guide — and additionally to have one from within my own organization who is then inherently familiar with the ins and outs of my current work life — is truly priceless.

Danielle Queen  
Mentee

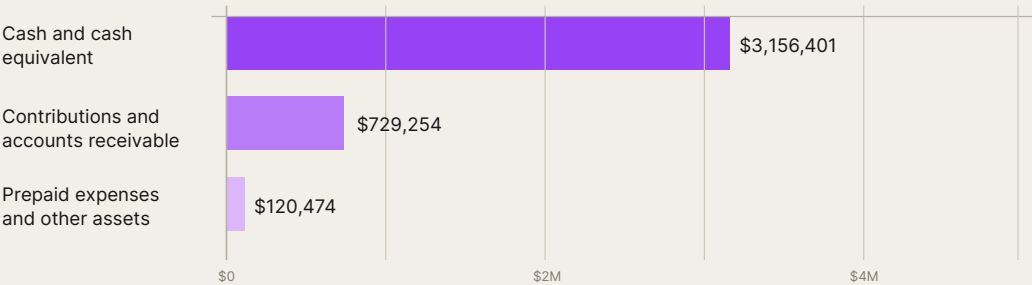
# Financial highlights

## Expenditures



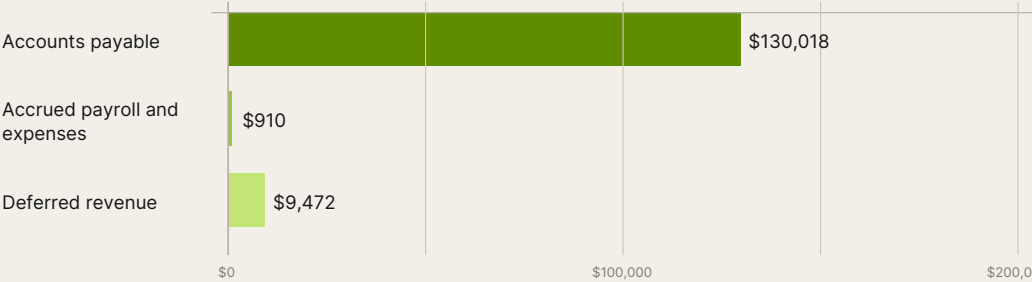
Total expenditures: \$6,882,598

## Assets



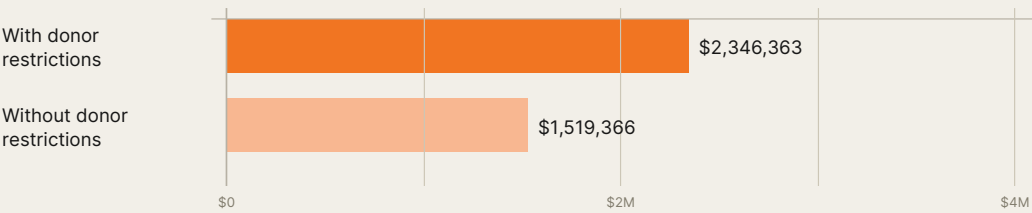
Total assets: \$4,006,129

## Liabilities



Total liabilities: \$140,400

## Net assets



Total net assets: \$3,865,729



