Asian giant hornet: Detecting & Responding to Falsified Submissions

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Murder Hornet Madness:
the social phenomenon surrounding AGH

▶ May 2, 2020 NYT article

▶ Intense public interest

▶ Distraction from pandemic

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Receiving falsified submissions from the public

- ► Rare but does happen

- ► Sometimes accidental; "this looks like what I saw"

- ► Sometimes purposeful, motives unknown.

- ► WSDA has received enough of these submissions that any AGH photos from the public are quickly screened through a reverse image search.

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Falsified submissions: what to look for

▶ Photo of an Asian giant hornet

▶ Clear, high-quality photograph

▶ Poor quality digital image, like it has been copied or downloaded at a low resolution

▶ "Sensational"

▶ Vaguely familiar

▶ Pinned specimen

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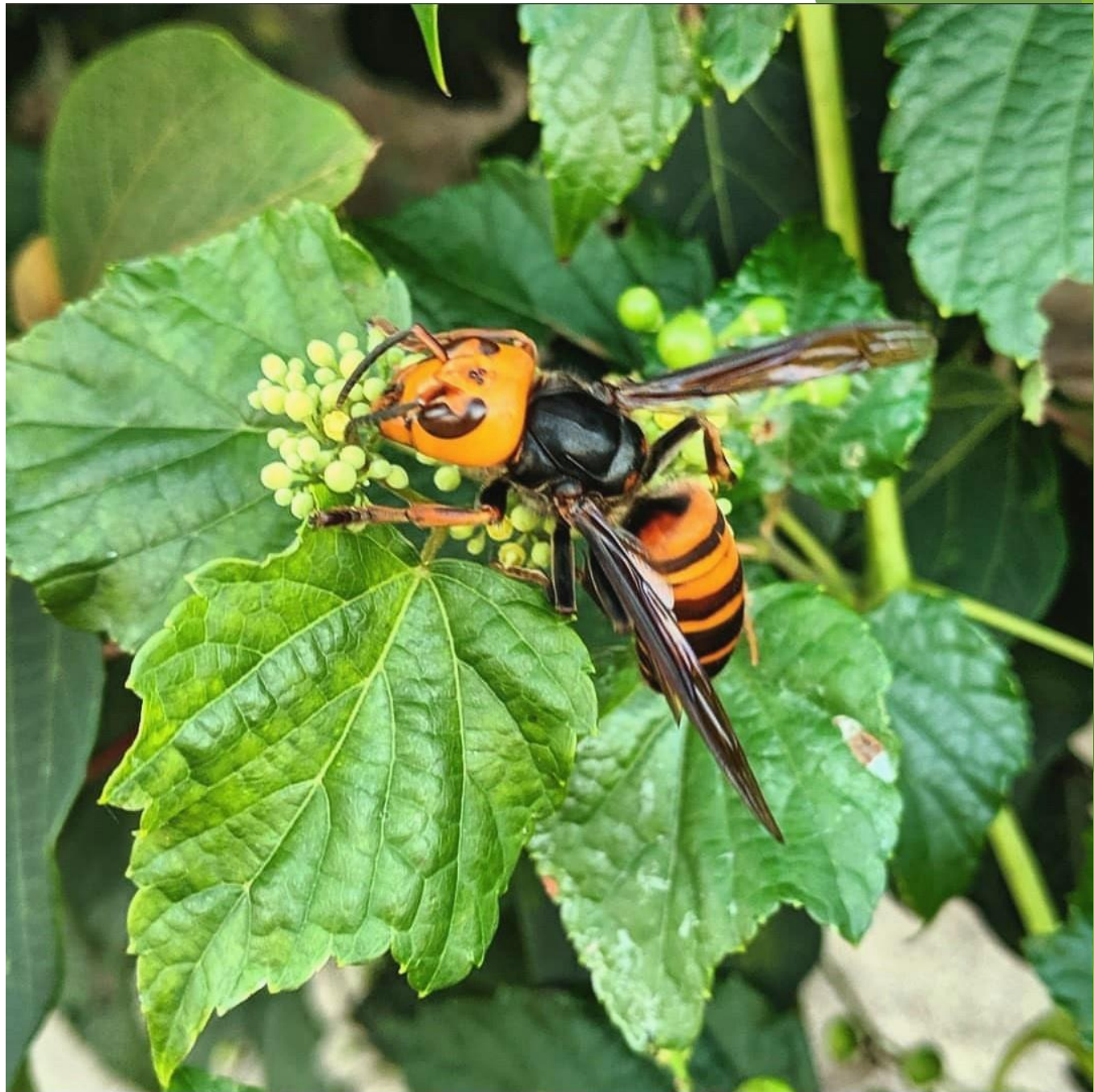Agriculture

What's wrong with this picture?

Close up

High quality

Artistic

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What's wrong with this picture?

Sensational

Live hornet

Familiar

How to use a reverse image search engine

▶ A reverse image search only takes a few minutes and can save you or your agency significant work time and/or embarrassment.

▶ 1. On your computer, open your web browser

▶ 2. Go to Google Images: https://images.google.com

▶ 3. Click "Search by image" (click the camera icon)

▶ 4. Click Upload an image > Choose file or Browse

▶ 5. Select the image from your computer

▶ 6. Review the results. You may find your image itself or a link to the website where the image is being used.

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How to respond to falsified submissions

- ▶ There's no great way to confront a falsification
- ▶ Detached professionalism: you are the image of an agency
- ▶ Remember that we rely on public reports for detection
- ▶ Do not escalate

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