

# Could We Fight Misinformation With Blockchain Technology? | The New York Times

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When a news photo makes its journey from a camera to publication, it passes through many devices, technologies and people. Each step in this journey is designed to ensure the truthfulness and accuracy of the person or event depicted in the photo. However, once the photo makes it to the internet, it can end up anywhere in a matter of minutes — sometimes without its original context or with purposely misleading information.

The Research & Development team at The New York Times has been exploring a number of different solutions to address the issue of misinformation online. One of those explorations experimented with blockchain technology.

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Source: [Could We Fight Misinformation With Blockchain Technology? - The New York Times](#)