

# Full Fact

## Annual Review 2025

### Contents

- [2025: beyond our predictions](#)
- [Our year in numbers](#)
- [Top 5 most read fact checks](#)
- [5 lessons from our fact checking in 2025](#)
- [In the news](#)
- [Investigations](#)
- [Influencing change](#)
- [Full Fact AI](#)
- [2026: what's next](#)
- [Supporting Full Fact](#)

## 2025: beyond our predictions



Early last year, we made two major predictions about what might happen in the world of misinformation over the next twelve months.

Our first prediction was that the US administration would be a key factor in global attitudes to misinformation. Our second prediction was that AI would be a relatively small part of the misinformation picture, based on the content we were seeing and claims we were correcting in 2024.

[Click on the above video](#) to watch a five-minute round-up of just how accurate our predictions were - and how our team worked to overcome the challenges of 2025.

## 2025 in numbers

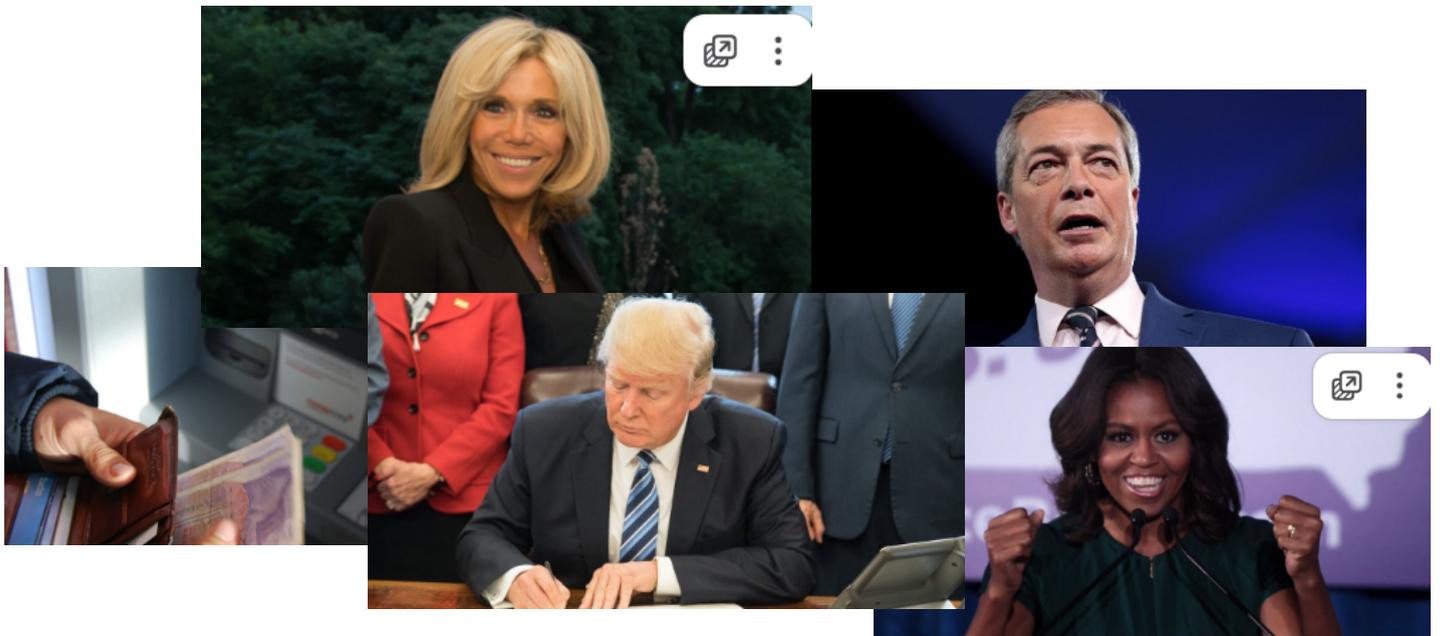
- **74** claims corrected and clarified by leading politicians, major broadcasters, newspapers and others (a 23% increase on 2024)
- Over **643** fact checks, and **196** explainers and blog posts, covering everything from major political rows and alarming online misinformation.
- **Over 5,000** donations<sup>1</sup> from members of the public
- Over **£83,000** raised through The Big Give match funding campaign - our most successful appeal ever
- **Over 8,000** mentions and appearances in the media
- **3,958,144** people accessed good information via our website
- Our work on Facebook, X, Instagram and TikTok reached over **19 million people**.
- **29 organisations** across **14 countries** used our AI tools.

---

<sup>1</sup> Direct Debits that were active at any point during the year + one-off donations.

**Top five most read in 2025**

1. [Is Labour right to claim Reform UK would “scrap the NHS”?](#)  
Read by 104,450
2. [Picture doesn’t prove baseless conspiracy theory Brigitte Macron is a man](#)  
Read by 71,946
3. [Cash withdrawals over £200 will not be automatically reported to the Financial Intelligence Unit](#)  
Read by 70,600
4. [Michelle Obama’s ex-boyfriend did not reveal she is “actually a man named Michael Robinson”](#)  
Read by 55,477
5. [President Trump has not changed US divorce law to ban 50% property share](#)  
Read by 51,590



## Five lessons from our fact checking in 2025



In December, our Editor Steve Nowotny reflected on the major changes our front-line fact checkers have seen over an action-packed 12 months:

### 1) 2025 was the year AI turbo-charged online misinformation

Generative AI has gone from being a novelty in our fact checking to absolutely routine. In November 2024, we suspected AI was involved in four of the fact checks we published; in October 2025, it was at least 27, not least because it's often used in the flood of false claims we've seen about personal freedoms.

### 2) Reform UK vs Labour is becoming a key battleground for political claims

With Reform UK riding high in the polls, it's perhaps unsurprising that the party has increasingly featured in our political fact checking. Claims from Reform UK about the number of illegal immigrants or even whether swans have been eaten by migrants have been among our most-read fact checks of the year, but we've also fact checked false claims about senior Reform UK politicians.

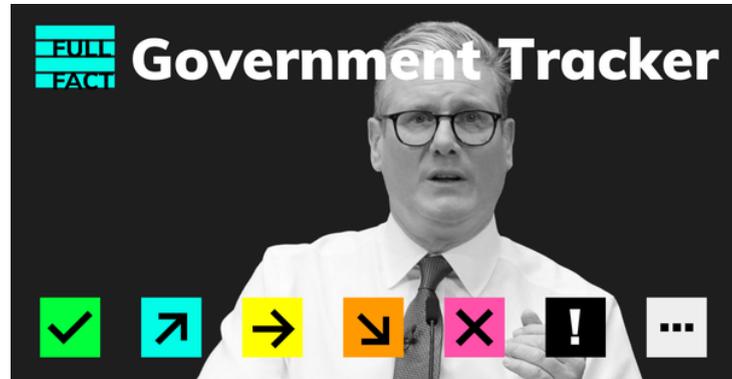


### 3) AI tools are increasingly being used to fact check claims - but they can get it very wrong

More people are turning to AI tools as fact-checking aids. On X, for example, it's now very common to see users reply to questionable posts with "@grok is this true?". But while AI tools are convenient, and provide an instantaneous sense-check, we've seen a number of instances of them giving inaccurate responses. In November, for example, both Grok and Google Lens' AI overviews claimed that fake imagery showed the Huntingdon train attack.

#### 4) When it comes to monitoring the government's delivery, the small print really matters

In 2025 we continued to build out [our Government Tracker](#), which is now monitoring the delivery of 86 Labour pledges. As we [wrote back in September](#), this work has shone a light on the small print of Labour's commitments.



For example, [our investigation back in May](#) ([shared with Sky News](#)) revealed that the rise in the number of hospital appointments celebrated by the government as a “massive increase” was actually smaller than the increase achieved the year before under the Conservatives.

#### 5) Some ‘zombie’ claims just won’t die.

One of our biggest challenges as fact checkers is tackling persistent false claims. We sometimes dub these ‘zombie’ claims, because they just keep coming back. 2025 saw us do battle with many such claims, such as confusion over [the number of people and cases on the NHS waiting list](#), or claims around [deportations and asylum hotels](#).

We have had some notable successes, particularly when we’ve managed to make the most of Full Fact’s unique combination of capabilities: our fact checking expertise, in-house AI tools, and post-publication intervention requests. Indeed, our investigation into [whether the UK really has the 12th largest ‘female health gap’ in the world](#) resulted in an almost unprecedented set of corrections, including from the House of Commons and House of Lords libraries, the Scottish government, the Lancet, the BMJ, MPs and many others. But stamping out claims which have become embedded in the public discourse remains an ongoing challenge.

## In the news

### Investigations: AI deepfakes

#### Doctors call for action as 'sinister' TikTok deepfakes are used to tout supplements

**Denis Campbell**  
Health policy editor

Social media platforms such as TikTok are hosting AI-generated deepfake videos of doctors whose words have been manipulated to help sell supplements and spread health misinformation.

The fact-checking organisation Full Fact has uncovered hundreds of such videos featuring impersonated versions of doctors and influencers directing viewers to a US-based supplement firm.

All the deepfakes involve real footage of a health expert taken from the internet.

However, the pictures have been reworked using AI so that the speakers are encouraging women going through menopause to buy products such as probiotics and Himalayan shilajit.

The revelations have prompted calls for social media giants to be much more careful about hosting AI-generated content and quicker to

remove content that distorts prominent people's views.

"This is certainly a sinister and worrying new tactic," said Leo Benedictus, the Full Fact checker who undertook its investigation, which it published yesterday.

Prof David Taylor-Robinson, an expert in health inequalities at Liverpool University, is among the victims of this deception. He was shocked to find in August that TikTok was hosting 14 separate doctored videos of him from an account with the handle @better.healthy.life. Despite him being a specialist in children's health, in one of the videos the fake version of him was talking about an alleged menopause side-effect called "thermometer leg".

In that video the cloned Taylor-Robinson recommended that women in menopause should visit Wellness Nest and buy what he called a natural probiotic featuring "10 science-backed plant extracts, including turmeric, black cohosh, DIM [and] moringa, specifically chosen to tackle menopausal symptoms".

Female colleagues "often report deeper sleep, fewer hot flashes and brighter mornings within weeks", the deepfaked doctor added.

Taylor-Robinson was alerted by a colleague to his likeness being used. "It was really confusing to begin with [and] all quite surreal. I did become more and more irritated at the idea of people selling products off the back of my work and the health misinformation involved."

The footage of him in the 14 videos was from a talk on vaccination he gave at a Public Health England (PHE) conference in 2017 and a parliamentary hearing on child poverty at which he had given evidence in May this year. In another of the deepfake videos he was depicted apparently swearing and making misogynistic comments while discussing menopause.

TikTok took down the videos six weeks after he complained. "Initially, they said some of the videos violated their guidelines but some were fine. That was absurd - and weird - because I was in all of them and they

were all deepfakes. It was a luff to get them taken down," he added.

Full Fact found that TikTok was also carrying eight deepfakes featuring doctored statements by Duncan Selbie, a former chief executive of PHE, again talking about menopause, using his appearance at the same 2017 event as Taylor-Robinson.

One of the deepfake videos was "an amazing imitation. It's a complete fake from beginning to end," he said.

Full Fact found similar deepfakes on X, Facebook and YouTube, all linked to Wellness Nest or a linked British outlet called Wellness Nest UK. It has posted apparent deepfakes of high-profile doctors such as Prof Tim Spector and a fellow diet expert, the late Dr Michael Mosley.

Wellness Nest told Full Fact that supposed "affiliates" behind the deepfake videos that encourage people to visit the firm's website were "100% unaffiliated" with it. It "has never used AI-generated content", but "cannot control or monitor affiliates around the world", it added.

Helen Morgan, the Liberal Democrat health spokesperson, said: "From fake doctors to bots that encourage suicide, AI is being used to prey on innocent people and exploit the widening cracks in our health system. Liberal Democrats are calling for AI deepfakes, posing as medical professionals, to be stamped out, with clinically approved tools strongly promoted so we can fill the vacuum."

"If these were individuals fraudulently pretending to be doctors they would face criminal prosecution. Why is the digital equivalent being tolerated?"

"Where someone seeks health advice from an AI bot they should be automatically referred to NHS support so they can get the diagnosis and treatment they actually need, with criminal liability for those profiting from medical disinformation."

The Department of Health and Social Care was asked for comment.

A TikTok spokesperson said: "We have removed this content [involving Taylor-Robinson and Selbie] for breaking our rules against harmful misinformation and behaviours that seek to mislead our community, such as impersonation."

"Harmfully misleading AI-generated content is an industry-wide challenge, and we continue to invest in new ways to detect and remove content that violates our community guidelines."

In December, our Journalist Leo Benedictus published a

[Guardian-exclusive investigation](#) into AI

deepfakes impersonating doctors to spread misinformation and promote health products with bogus endorsements. The story was

subsequently covered by other outlets, including The Independent and eWeek.

### GP numbers

In May, Leo took part in an in-depth interview with Sky News, presenting a Full Fact investigation shared exclusively with the outlet. The analysis showed that the widely publicised 3.6 million increase in hospital appointments, described by the Labour government as a "massive increase," was in fact smaller than the increase achieved the previous year. The story was also picked up by the Daily Mail.

#### SKY NEWS LIVE: WATCH OR LISTEN



Partnership with the Indy

# Accurate information ‘under greater threat than ever’ from misinformation

Fact-checking charity Full Fact has urged the Government and Ofcom to do more to combat misleading material online.

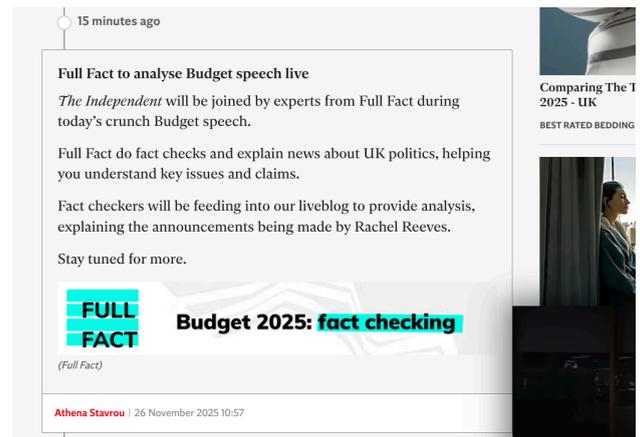
**Martyn Landi**

Tuesday 13 May 2025 09:47 BST



In May, several pieces of work linked to the Full Fact Report 2025 were published exclusively by the Independent, including an op-ed by CEO Chris Morris.

In November, Full Fact partnered with the Independent on Budget coverage. Our Journalist Sian Bayley worked from their newsroom on the day, coordinating the publication of multiple live blog posts featuring expert analysis from Full Fact. The partnership also included a collaborative video shared across both Full Fact’s and the Independent’s social media channels.



## Influencing change

### Full Fact Report 2025

In July 2025, we published our sixth annual report on the state of misinformation in the UK. Our 'state of the nation' overview explores how political change has created new challenges for those tackling misinformation, and assesses and advises on the task facing government, regulators and online platforms as a result.



The report is funded by the generous support of the Nuffield Foundation, an independent charitable trust with a mission to advance social wellbeing. You can read both [the executive summary, and the full Report, here.](#)

### Elections Bill



In July 2025, the government released a policy paper outlining its proposals for an Elections Bill. Full Fact believes that the strategy falls short of tackling the serious threat misinformation poses to our democracy, and risks being a missed opportunity.

We published our 6 key recommendations for inclusion in the Bill in [a briefing paper](#) in September 2025. In 2026, we will be advocating for these amendments to strengthen the Bill as it goes through Parliament – and monitoring progress towards key manifesto commitments as part of our [Government Tracker](#) project.

# Full Fact AI

## Fact-checking narratives across Europe

Harmful misinformation is spreading faster than ever. Across Europe, false claims about health, politics and the environment are shared on short-form video platforms and social media with increasing speed.

Fact checkers have long relied on debunking - publishing corrections after a false or misleading claim spreads. Yet by the time a fact check is written and published, the damage is often already done. Prebunking aims to expose the public to the tactics and tropes of misinformation, arming them with knowledge before they encounter it. However, it has been incredibly difficult to identify trends and publish prebunks in the narrow window before disinformation narratives take off.

In 2025, Full Fact joined forces with Spanish fact checker Maldita to launch a first-of-its-kind [Prebunking at Scale project \(PAS\)](#) to solve this problem. The project is building a shared AI-powered tool and a common methodology for pre-bunking harmful narratives before they take root.



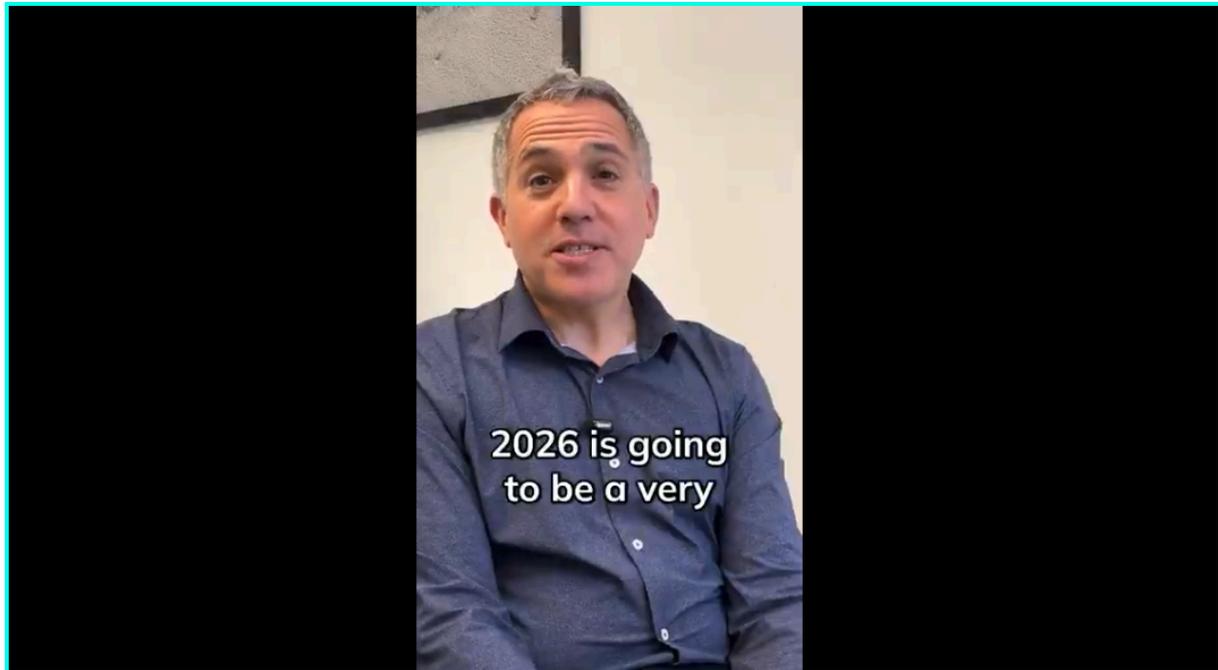
By combining AI monitoring with the human expertise of over 40 fact checking organisations across Europe, the project identifies early signals of emerging disinformation narratives, so fact checkers can publish prebunks in time to blunt their spread. The first version of the tool supports five European languages. By the end of this year, we will expand this to more than 20 languages.



**“PAS is more than just a piece of technology.** It's a collaborative infrastructure for the fact checking community. Every false claim that goes unchallenged chips away at trust in democracy, public health and science. By shifting from a reactive to a proactive model of prebunking, we can give fact checkers and the public a fighting chance.

The work of tackling misinformation will always need human judgment, local expertise and cross-border collaboration. With Prebunking at Scale, we're adding a new tool to that fight.” - **Andy Dudfield, Full Fact's Head of AI**

## 2026: what's next for Full Fact



Click on the video above to hear Mark Frankel, our Head of Public Affairs, share our plans for 2026 and beyond.

We know we must adjust to a world in which notions of objective reality are under threat, and a shared understanding of truth is being eroded.

**We can't do this without you.**

## Support Full Fact

We are the UK's misinformation-fighting charity: campaigning for better information, online and in public debate. We are independent and impartial - but we refuse to be impartial when it comes to the principle that facts matter.

There are so many ways you can stand with us and show your support:

- **Set up a monthly direct debit** donation quickly and easily [online here](#)
- **Book a training workshop** on information resilience and critical thinking for your organisation
- **Join our Impact Circle**: a group of individuals and families who pledge an annual gift of £5,000

E-mail [fundraising@fullfact.org](mailto:fundraising@fullfact.org) to find out more.

To those who already support Full Fact: **thank you**. Your generosity keeps us fighting for the principle that facts matter.