Voices Around London
Interviews

Faculty members at Southampton Solent University's School of Communications and Marketing interviewed ten people from a diversity of backgrounds in the London area. They chose interviewees who represent a variety of ethnic, religious, gender, generational, geographical, and class backgrounds, and who engage with news as a regular part of their routine. After in-depth conversations with each, some themes emerged:

- People tended to be loyal to one or two news sites that had won their trust. They checked these every day.
- At the same time, as in our other interviews, people accessed news in many forms throughout the day: on a branded site, in social media, through search. They cross-checked one news source against another to build a clearer picture of the news.
- Many viewed non-branded online sites with skepticism, wary of poorly produced "churnalism."
- Most considered news consumption a civic duty. Some suggested news literacy be taught in schools.
- Many felt the notion of 'trust verification' online was extremely valuable.

We used these interviews in and around London to understand more about how people think, feel and act in regard to news, and also to test public reactions to a sampling of our 37 draft Trust Indicators. These Trust Indicators are characteristics that may help distinguish high-quality news from other types of information online. They emerged from earlier interviews with the public and workshops with news executives.

We also asked interviewees to respond to the prototype user-interface designs.

The interviewers were:
Dr. Graham Bond
Dr. Jaron Murphy
Martin Buckley
Patricia Arlott
Chris Richards
Kevin O'Donovan

All are faculty at the School of Business, Law and Communications.

Summaries of a selection of the interviews follow.

Niv Lobo – 25, Charity Worker, British Asian

18 years in England, English Degree from University of Cambridge.

Lived in - Dubai, Sharjah, Harare, London, Cambridge, Bournemouth, Southampton (current home).

Avid news consumer

6 word description of his approach to news –
"constantly connected, springboard for constant reflection"

"I read everything, but I take a while to settle"

Direct news access – Mobile based, App based (BBC and Guardian) Spectator website.

Indirect news access – Push Notifications on his phone. (Doesn't like the invasive nature, likes to look for, not be dictated to…)

Daily news journey
- accessing his phone is the first thing he does in the morning.
- people based work (debating with others verbally, sharing news),
- social media based work (Facebook- "unavoidable clickbait", Twitter – "Good links from people and journalists I trust")
- doesn't own a TV,
- very little "homepage" based news.

Notes
Niv enjoys pulling at the strand, chasing down the avenues of news
"there is benefit to hearing from different voices but the reading I most appreciate doing, is thoughtful reflection that's the most stimulating".

As a Christian, Niv views the news through the "Christian prism". Makes it harder to trust news outlets, and makes him question agendas. "Christian communities are amongst the most persecuted communities in the world, why doesn't the media mention that?"

Brexit – "opinion is so polarizing, it isn't easy to have conversations. The debate is very complex and no one understands it". It forces him to read more and more sources. Televised debates kept things honest. Regardless of the news organization or writer, I come in with an equivalently large pinch of salt.

Trust – "I struggle to say I trust anyone outright, I'm much more swayed by people with credentials. I have a high respect for Academia. I'm more likely to trust people who have

proven track records, concepts like peer review provide a level of security when I read something. The question of trust is a very vexed one, instant news trust is conditional on later confirmation. Trust is important, it's lamentable that issues like collusion and agendas exist. The faint idea that the people speaking shouldn't be taken at face value. I long for a world where people are genuine."

Distrust - "Distrust is sparked when I can see the lack of working. I want people to have shown me their working. I dislike 'kneejerk' reporting."

Buzzfeed – "everything is reduced to the visceral, shades of grey are replaced with emoji – that's a tragedy. A lot of their reportage smacks of hearsay."

Outcomes of avid news consumption – "I try to read the news compassionately, becoming deadened, losing compassion are possible outcomes of news saturation."

"Deeper change comes from a thoughtful approach. Immediate crisis language doesn't sound persuasive anymore."

Trustworthiness Indicators
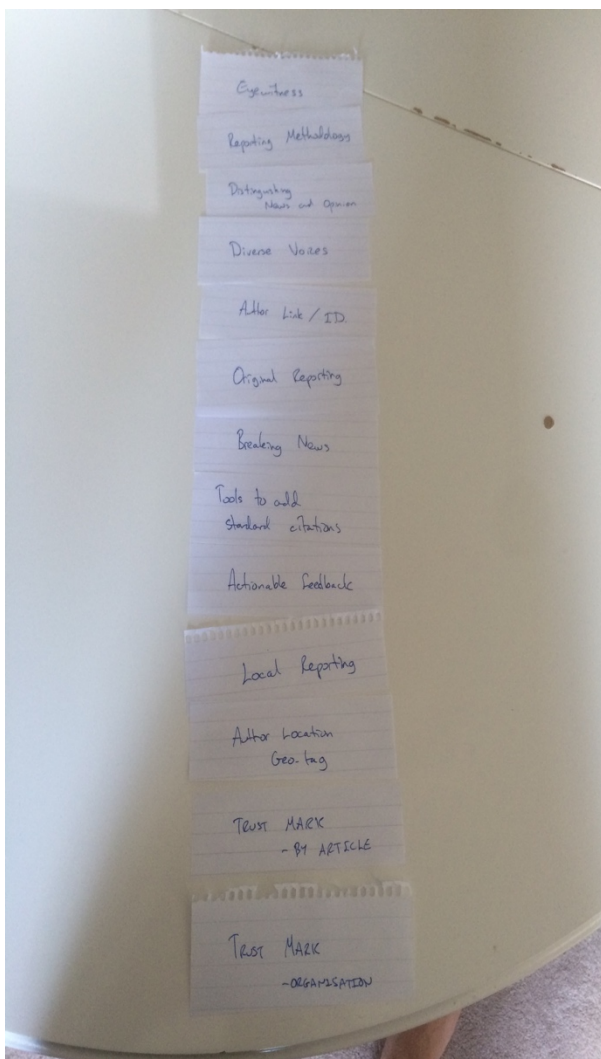
Most worthwhile –
Eyewitnesses
Reporting methodology
Distinguishing news and opinion – "…opinion is important, but if you are not distinguishing, there is a danger you may mislead."
Diverse voices – "The Babel clamor of different voices, some of the excitement is picking it through and find what best informs my perspective, allowing that to grow and change – I enjoy that. I worry that a trust mark takes away from that, does the job for me."
Author link- ID
Original reporting – "…why host someone else's content if you wont write it yourself?"
Breaking news- "…the BBC website occasionally has resurrected news on the 'most viewed' section, its our fault for moving too fast. Click the link, read the date…"
Tools to add standard citations
Actionable feedback
Local reporting
Author location
Trust mark by article –"It all depends on if it is standardized. It's a bit nebulous."
Trust mark by organization – "Who would be the body that tells me this is trustworthy? Which outside body could verify that?"

Prototypes – Niv's Views

1. Open Trust Protocol –
   It's very attractive because of the breakdown.
   Fact checking is helpful. Would there be wiggle room allowed in this sort of model?
   Can you put a "fact checked" tick next to an interpretation for example?
   This would have been useful at the Miami shooting, so much suspicion, citations like this would have been helpful.
   The significance of who wrote the story, who was interviewed is fascinating.
   If it's done by the organization I'm still suspicious. Will they tell you all the things that are worth knowing?
   Quite handy, adds to the credibility, especially if it wasn't so much a verdict passed, but an opportunity for me to dig into what's going on in this story.
   Very visually discreet option.
   People read with a confirmation bias, this gives people the chance to investigate/dig in/be suspicious if they wanted to. Giving people the option is helpful.

2. Trust Badge Project –
   Maybe it would be interesting if the organization wasn't as obvious and mainstream as the NYT, I'd be scandalized if they didn't have these things (COE, corrections etc…). I'd almost assumed that everyone does that, at that level.
   This would be more helpful for smaller outlets.
   How are you going to assess everyone?
   Who has the authority to say this?
   Different levels of trust are confusing.
   Eye Witness badge is great, a really important trust criterion. Raises the credibility much more than a badge saying "you can trust this".

3. Trust Project System –
   "The Wikipediasation of the news page".
   One thing that increases your credibility is the ability to see revisions and corrections.
   I stop reading when the article finishes.
   I prefer an opt in – it would encourage me to look at it more.

4. Crowd Trust –
   Reminds me of up-down votes on YouTube, there's value in that, but not a lot.
   I'm not sure I want to bring this to news.
   I don't trust 'us' to rank this on the basis of credibility, I do trust us to like or dislike.
   I really wouldn't take it seriously.
   This is a 'how I reacted' measure.
   It would raise y=my curiosity, but not my trust.

5. Trust Project System –
   I wonder if its too much…to have this come up would be annoying.

There's a danger that this encourages the most instant kind of response, unmeasured, unfair. Immediacy of right to reply is good but give people the option at the end.

Ethics desk- I like that it explains the methodology. Having someone say "this is why we are doing this" is more honest. This would have been useful with the Jo Cox, Orlando shooting stories where news was so immediate, and classification was so important.

Organization's would have to anchor their political / philosophical positions to reporting. I think maybe that would keep people more honest.

This would take on 'dog whistle' agendas in reporting (you can't hear it, but it's there).

How much more do you "Trust" the story (nominal figures)
1- 75% when clicked
2- Badge dependent…25% for Trust Badge but 80% for the Eye Witness.
3- 60%
4- 40%
5- 50%

Thomas, Minerals Surveyor, White

30, LONDON

Avid news consumer, accesses stories via his mobile phone, mainly through the use of apps.

"I very rarely miss a story, I'll never get to the end of the day and say, 'Oh, I didn't realise that had happened!' - I'm pretty aware all the time."

Wants to know the facts of a story from as many different angles of possible. Worries about objectivity of news sources.

Indicators and Features of Trust

- Differentiation between news and comment/opinion
- Reporting methodology
- Citation of news sources and interviewees
- Original reporting
- Journalist's location – are they in the area or an eyewitness?
- Would support a verification tool based on a story hitting a certain number of user queries about authenticity

Who is...

30, secondary school educated, works as minerals surveyor in London.
White, socially liberal. Has lived in Leeds, Newcastle, Colchester and now in London.

Notes

Avid news reader. Checks the news the moment he wakes up, and then throughout the day using his laptop and his phone. Reads news from a wide variety of news sources. Light social media user – "I find twitter too self-important and full of self-promotion" - mainly takes news recommendations from face-to-face conversations.

Constantly curates his own news. Even reads stories on Sputnik - a Russian news agency which publishes in English – in order to make sure he's getting the 'other side' of international news stories. Very preoccupied by balance and trustworthiness, but willing to take the task into his own hands if he feels suspicious of a news source (by fact-checking, cross-referencing).

It's an activity he sometimes finds almost overwhelming:
"The internet has changed everything. Back in the days of TV, you could only watch the news so many times a day; now, it's always available which means there's no escape. I'm finding the fallout from the EU Referendum stressful, and I wish I could 'unplug' from the news and relax."

He is socially liberal but does not seek out news to back up his own viewpoints; "I want to know the unvarnished facts – what actually happened?" Values the BBC and Sky News because finds them relatively unbiased, but is constantly suspicious of motive. About recent EU Referendum coverage he said: "I would say most journalists were probably pro-Remain. It felt like they only interviewed mad people who were supporting Leave. Maybe all the people that voted Leave ARE mad - but I don't think that can be right, surely. Most journalists are probably a bit lefty, aren't they?"

Thomas' News Journey
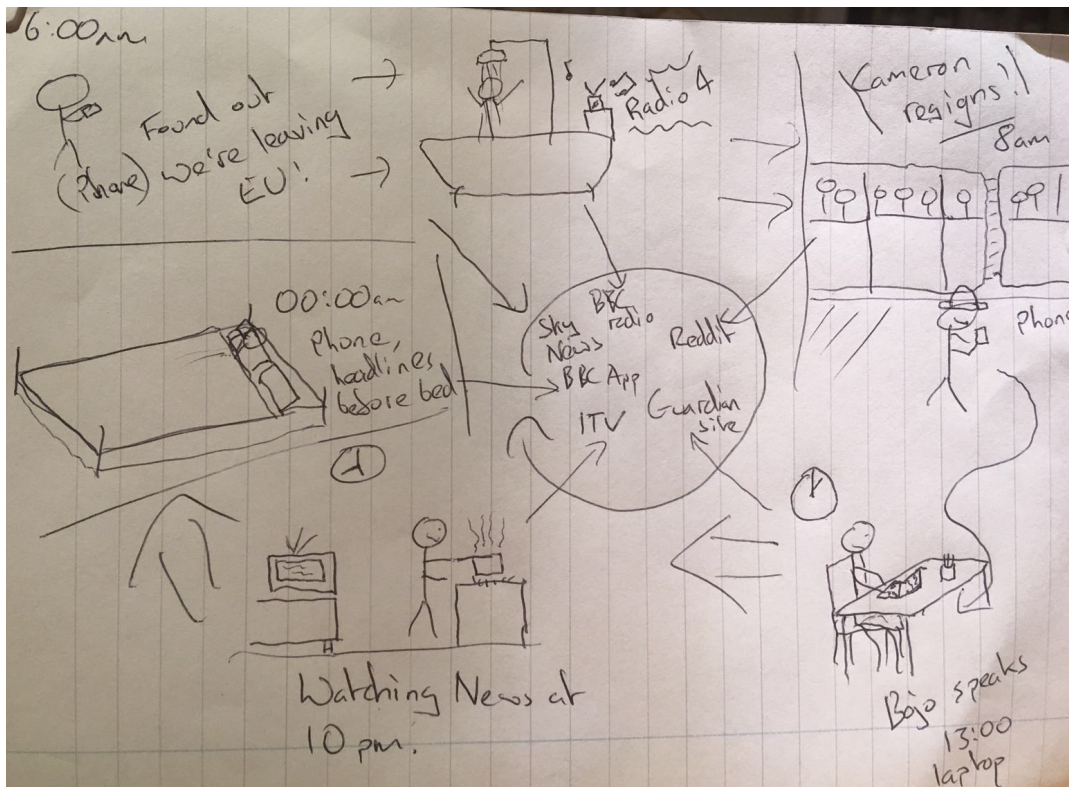
What's he looking at?

BBC, Sky News – "I think they're set up to be trustworthy and reliable. I compare them to other sources on certain stories and think they offer very good balance."

Vice, Al Jazeera, New York Times, Sputnik – "If I find a story on the BBC or Sky about international news, that's when I will turn to international news websites and agencies."

Facebook, Reddit, Google – "I use it occasionally, but I'm not really THAT into social media. It's probably because of my age and I am a bit distrustful of the lack of privacy on there."

Guardian, Telegraph, Independent – "I will read biased newspapers, but I'm aware they're biased and if I look across a range of those, I will get a balanced opinion."

He wants to know:

Where is the journalist?   Who did they speak to?   How did they find this story?

What matters to him:

Thomas is critical of news sources: "There was a story on Al Jazeera about American weapons being sold to extremists on the Jordanian black market. But when I tried to do research on other platforms and news sites, it was hard to find any evidence of this story being true. I didn't know if that was because it was a scoop, or because it was following a biased agenda. That's frustrating".

The words that matter to him when he's reading news are: Credible; Accurate; Fair; Critical; Reliable. But he also values multiple viewpoints. Respect is important to him. He turns off if he thinks journalists are being disrespectful or too polemic:
"I was listening to 'The Week in Westminster' and I got annoyed that Peter Oborne was so dismissive of George Osborne. He got so angry that I immediately saw he was too emotional and I just disregarded his opinion. It's like when Owen Jones walked off the set on Sky News after the Orlando shootings. You should push your perspective, make your point, but not just walk off or start shouting. It shows a lack of respect for your audience and the interviewer."

Does news lead to action?
EU Referendum has really interested Thomas, and is the main thing he's reading about and talking to friends/colleagues about at the moment. He read an article about an online petition for a second vote, which his friends encouraged him to sign – he did sign it and also shared it on WhatsApp with others.
"Sometimes I'll read a health story and that will change my behaviour, but actually I often don't take them that seriously. I feel there are too many contradictory ones so now I mainly ignore them"

He finds political stories the most engaging of all: "I have a healthy distrust of governments and politicians but I'm no conspiracy theorist. I think sometimes politicians are selfish, and sometimes they put their political agenda ahead of the national interest."

Often turns to sports news as a way to take a break from heavier news items, and is also interested in cinema, and shared content on sites like Reddit.

Trust
Likes the idea of a Trust Mark which would clearly differentiate between what is reliable and what isn't.
Worried that citations and references are just too detailed: "News often has to be sharp and direct. Too much time spent on creating background information is time away from writing the story". Clear differentiation between news and analysis or opinion matters to him. Some newspaper sites don't bother with this. "You have to have a good experience of the sites to make sure you can judge yourself. Getting that info up front means I could roam even more widely online looking for different news sources".

Author links would be helpful BUT "On a site like Vice the journalists are just starting out. There's not much of a back-story there. When the story is a really important one I'm more interested in reading it from an author with years of experience".
Where the author is – a geotag - is potentially interesting, but marking a story as from an eyewitness is just repeating the obvious. "If the story's worth anything I can see that for myself. It'll be right up there at the front. That's good journalism anyway, I think."

Should stories consciously refer to diverse voices? "In the UK, we have a news code of conduct anyway. The internet is a huge place, there are stories from all types of people and about all types of people. Can't I see this another way?"
Is interested in original reporting. "There's so much 'churnalism'. Often you have to go back and back to find the first version. Later versions can get skewed and I'd like to know who wrote the story first."
His news apps give Tom breaking news notifications. That's what he likes about consuming news this way: "I want to know, now".

Does he want to engage? Is actionable feedback important? "I sometimes comment on Reddit but I try not to troll or over-comment on every story. That's why I keep away from Twitter. I always scroll through the comments on stories and judge how many agree or disagree but I won't usually scan them in detail. Once users' voices are overemphasized you're back in the realm of verification. Who judges the judge?"
Reporting methodology – a list of sources doesn't add up: "Protecting your sources is a really important part of journalism. It doesn't always matter but sometimes it's important. I can't see how this could even work".

Extra information on the people interviewed makes just too much clutter for Tom: "All this can get in the way of what I want to know. In the end it's a news story. That's what journalists should concentrate on. I don't need proof of their work – that's the editor's job."

Trustworthiness indicators

Thomas puts the list of trustworthiness indicators in this order:
- Trust Mark
- Breaking News
- Distinguishing news, analysis and information
- Original Reporting
- Author Link
- Geo-tag
- Corrections
- Actionable feedback

Not much interested in:
- Citations and references
- Eyewitness note
- Diverse voices notification
- Info on people interviewed
- Local reporting
- Actionable feedback

Prototypes - Thomas' views

1) OPEN TRUST PROTOCOL – Thomas' favourite.
Likes this model most: "It gives me confidence. It looks good. It's clean and not too cluttered. A simple pop-up means I can click through to what I want to know IF I want to.
It's good to know the history of the edits. It's important I'm aware of corrections too: sometimes stories change several times and I want to be able to see what's happened, trace the history."
"I really like to see who owns the news outlet I'm looking at, too. I want to know how it's funded; who pays the journalists? That's vital. I check this out through online searches – Wikipedia for example. But if that information was already there I'd find it useful. On Sputnik I did the legwork to see who pays. Now I see their news through that prism."
Doesn't like a link to a chat app (Slack). "Think that cheapens it".
A flag app does the same as scrolling down comments in Thomas' opinion: "If enough flags are down the story needs checking..."

2) IN TRUST
Thomas finds this too complicated. "Just too many colours and symbols. It looks ugly, and busy. A lot of this is distracting and just not significant enough."
Thomas cares how the story looks on the page: "Design matters. I avoid a messy page. I liked the clear, clean look for the first one and its click-through ease. This one just has too much STUFF going on...."

3) TRUST PROJECT SYSTEM
Thomas thinks this is a 'page spoiler'. He wants a cleaner aesthetic, "so I can quickly link to the information I need. It gets counter productive when there's bits everywhere. Not all of this matters to me. In the end, the story matters more"

4) CROWD TRUST
Although Tom does flick through the comments under stories, he doesn't spend much time n them. " I don't care that much what other people think. Look what's happened in the referendum, when this was emphasized". People say they agree or disagree with opinion. That's their right but it doesn't necessarily add quality. You can't trust other people and I wouldn't pay much attention to the views of people I don't know and can't assess".

5) IN-TRUST
More design issues with this. "It's just ugly". Tom says you have to be careful how you interfere with journalists' work. "Not everyone who uses the internet is an idiot. You don't have to drip feed people with Stuff. This just shows too much interference."

Trust in news
"If I don't trust something, I'll research around it. If I can't find any more information on that story elsewhere, I will just ignore that particular piece of news.
"Sometimes I think a particular TV journalist display a bit of bias, but that's normal - we all have opinions. I don't get angry about it, and I feel I'm equipped to disregard their opinion. We're all human."

Summary

Thomas is interested in the facts, but despite cross-referencing much of the news he reads, he says, "I am very faithful to the news brands I trust."

He has strong opinions about people who don't engage in news, and almost sees it as a civic duty to keep up to date:
"You have to know what's going on in the world, because it affects everyone. There's nothing worse than being ignorant – that's just terrible. If you're ignorant, things might affect you, but you'll miss them – and then you've only got yourself to blame for whatever happens."

Andy, Disabled (Spinal Injury), Former IT Manager
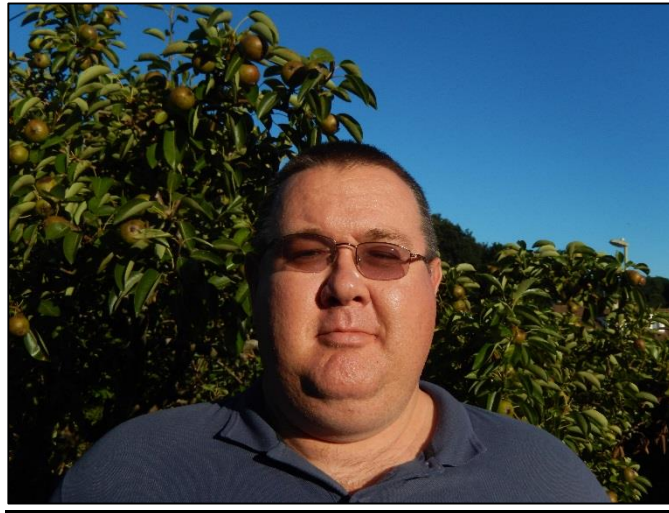
Info about Andy

- White, heterosexual, British, 45 years old
- Born and raised in Portsmouth, and resident of the nearby town of Waterlooville for around 11 years. Father to a 12-year-old daughter
- Worked as an IT manager and trainer for IBM and AT&T before a spinal injury sustained in the workplace forced him into early retirement. Andy has impaired mobility and is largely wheelchair-bound. He has a part-time home carer (not his daughter). A modified vehicle has enabled him to drive, so he travels locally to the shops and for medical and social appointments
- He is a member of the Havant Area Disability Access Group (Hadag) which aims to promote equality and improve accessibility to buildings, services and information in the borough of Havant (of which Waterlooville is a part). The group meets twice-monthly

Andy considers himself a "frequent" news user who is also "opportunistic" in that he often follows related links while browsing websites. He does not see himself as an "avid" news user but values being able to stay informed. He has therefore integrated local, national and international news updates across a range of media (online, smartphone app, TV, radio and print) into his daily life. He has a strong interest in current affairs but is naturally

alert to news which he feels is relevant to his own concerns and might affect him personally, such as disability and human rights-related stories, crime reports, and technology news.

What Andy is looking at and listening to

ONLINE

- BBC News
- Google News
- Yahoo News
- The Portsmouth News (local)
- The Telegraph (occasional)
- The Times (occasional)
- Depending on stories of interest, various international news sites including CNN, The New York Times and Al Jazeera

SMARTPHONE

- BBC News app

TELEVISION

- BBC News
- BBC One – South Today (local)
- ITN News (ITV, Channel 4 and Channel 5)
- ITV Meridian (local)

RADIO

- BBC Radio 2
- BBC Solent (local)

PRINT

- The Portsmouth News (local)

Andy's news consumption habits

The BBC is Andy's most trusted online and broadcast news source, accounting for the vast majority of his daily news consumption. He does not see the BBC's State funding as problematic: "The BBC clearly works hard to be fair and balanced, whether online or on radio and TV. During its EU referendum coverage, it had a slot each morning on breakfast TV where it took a statement by a politician and then exposed the real truth behind it. In my view the BBC strives to be neutral, for the benefit of all, and is definitely not a mouthpiece for the State and politicians."

TELEVISION

Andy's daily news consumption typically begins with watching the news on BBC breakfast TV, and ends with watching the news on BBC evening TV (around which time his carer returns to help him with dinner and bedtime preparations). While the BBC is his principal TV source for local, national and international news, he sometimes switches to ITN channels which he regards as sufficiently "independent and trustworthy" alternatives.

SMARTPHONE

"Between those times my days are no longer rigidly structured," he says. "With more free hours at my disposal than when I was able-bodied and in full-time employment, I have greater opportunity and willingness to stay informed in real-time."
Several times throughout the day Andy will check the news headlines via the BBC News app on his smartphone, with a final scan before bedtime.

RADIO

If Andy goes out during the day he will listen to the radio in the car, to either BBC Radio 2 or, for local news and content, BBC Solent. "Radio news is so software-automated anyway that I have no trust issues with radio news at all."

PRINT

When he is out and about Andy will usually buy the print edition of the Portsmouth News, for local Waterlooville news (particularly relating to crime, building developments and community events) or to find a story he has been alerted to by Hadag friends. "I find the newspaper's website slow and difficult

to navigate, and the ads intrusive, so I prefer the format of the print edition in which stories are easier to find and the priority of stories on the page is clear."

ONLINE

Andy is at home for much of the week, working on projects at his desktop computer in flexible morning and afternoon shifts. During these shifts, but especially in the morning when his energy levels are higher, he will take a break to access the bookmarked BBC News site for a general news update and to browse for items of interest, which he calls "grazing". This often leads to following related links (for instance, through the technology news section).

Extolling the virtues of the BBC as his most trusted, go-to news provider, Andy contrasts the BBC News website with the MailOnline, which he most strongly distrusts and avoids. "I have confidence in the BBC because it is not controlled by vested interests, and political and profit agendas, like commercial operations are, involving advertisers and owners. It aims to be unbiased. Even the related links on its news website are controlled by algorithms rather than ideological manipulation. The Daily Mail's website, on the other hand, creates and promotes its own version of news, of what *it* wants to say. I'm not saying it's devil-spawn but it's definitely not a trustworthy news source. It serves its own interests."

Besides the BBC News website, Andy is also in the habit of looking at the mix of news stories which he feels are "impartially" curated by appropriate software from a wide range of sources on the Google News and Yahoo News sites, avoiding only the Daily Mail items.

Occasionally, usually to compare treatment of national stories, he will visit The Telegraph and The Times websites. Also occasionally, when he is curious about how a specific story might be treated and viewed differently abroad, he will visit suitably "professional and credible" international websites like CNN, The New York Times and Al Jazeera.

Appropriately, then, Andy's six-word summation of his news consumption is "Morning ritual: learning, perspective, understanding, interest."

Several times a week Andy will also visit the Portsmouth News website for local news, but is not a fan of the "unwieldy" site itself. To stay updated on specifically disability-related news, Andy will also have a look at sites like Hadag (local), Disabled Motoring and Scope.

NEWS SHARING

During his breaks, Andy will also check his email inbox and follow any news links sent by family and friends, which tend to be mostly from his fellow Hadag members on disability-related topics. Occasionally he will share links via email too, or very rarely through Facebook on his smartphone. Although he is signed up to several networking and social media sites, including Twitter, he is largely inactive and is not in the habit of receiving or sharing news via these sites.

Trust in news

In general, Andy has a good level of trust in the media. The words he picked out approvingly from those used in similar interviews were "reliable", "fair", "confidence", "real" and "credible". However, in doing so he stressed his distrust of tabloids, especially the Daily Mail, where the language is (in Andy's words) "provocative in a sensational mode of voice", unlike news providers he felt he could trust, like the BBC and others, where the language employed is "neutral" and facts presented in "an objective voice".

Andy is deeply troubled by stereotypes of the disabled. Again contrasting the BBC and Daily Mail, he highlighted the former's positive coverage of the Paralympics in London in 2012 with what he sees as the latter's ongoing negative portrayals of many disabled people as being undeserving of State benefits (which contributed to his decision to no longer read the Daily Mail).

Indicators and features of trust

Andy rated the items on the list of potential indicators of trustworthiness in the following order:

1. **"Trust Mark"**

   Andy thought this would be a "very good" addition but was concerned about who the overseeing third-party or industry association might be, and the process of selection. "Are they themselves trustworthy?" he asked half-jokingly. He also questioned how the trust mark criteria would be determined, and genuinely verified on each news article/video. "This would require complex system management, on a large scale."

2. Author link with bio, body of work, other information

"It would lend more credibility to stories if the identity and credentials of the writer were available and easily accessible. Stories would be more believable to me if I knew more about who wrote them. Fake bios could be created so, as a reader, I would be more reassured by evidence that the writer's identity and details had been properly verified by the employer, site or a professional body." UPON FURTHER DISCUSSION ANDY FELT THAT THIS COULD BE PART AND PARCEL OF ITEM 1

3. Distinguishing News, Analysis and Opinion

"Sometimes categories and the nature of articles are blurred. A clear distinction would help me know what the article is. There are stories out there that sound more like the journalist's opinion than an objective report. A prime example is the Daily Mail."

4. Citations & references

"Verifiable evidence of where the information comes from would increase my level of trust in the writer and article."

5. Original reporting

"This is normally assumed to be the case but it would be good to know for sure that a check has been conducted and the writer has not plagiarized someone else's work."

6. Reporting methodology

"Good journalism would naturally entail all of these steps and factors anyway but with so much content on the internet a visible, ticked checklist of sound methodology would increase my level of trust. A checklist could include items such as proper fact-checking, copy editing, two or more sources for balance, and correct attribution of quotations." UPON FURTHER DISCUSSION ANDY FELT THIS COULD ALSO BE PART AND PARCEL OF ITEM 1

7. Breaking news

"A tag that indicates the article is breaking news is helpful. I can accept immediately that the story is only just emerging and will probably be modified as facts are confirmed."

8. Local reporting

"It would be reassuring to know that the journalist was actually at the scene interviewing eyewitnesses first-hand." UPON FURTHER DISCUSSION ANDY FELT THIS SHOULD BE PART AND PARCEL OF ITEMS 11 and 12

9. Actionable feedback for public and newsroom

"I would place more trust in a site that has a mechanism for constructive feedback and is responsive to its readers, such as being prepared to apologize and correct errors or amend content."

10. Diverse voices across political, gender, class, race/ethnic, immigration status

"As a disabled person I am all for diversity and equality but this should be a natural part of balanced reporting in the context of the story. I'm not a believer in Affirmative Action or 'special priority'. It takes away from the idea that we are all the same."

11. Eyewitness (NOT user-generated content though)

12. Geo-tag/location where news took place OR where the reporter was

13. Info on people interviewed

"This is not a major trust factor for me, as long as the basic and accurate details about the people are there as a natural part of identifying them as credible and relevant sources of information in the report."

Views on prototypes

1) **Open Trust Protocol:** Andy approved of the simple and bold design of the trust mark and welcomed the brief but informative content on the 'About the Story' screen. For Andy, however, the prototype "says *what* has been done but does not tell me *how* it was done, or *how well* it was done". He added: "It's great in theory, to see this kind of prototype, but who will write up and verify every detail, and insert the author, source and citation links, and update the corrections, on every story? Would people have to be trained for this purpose? Can it all be automated? Who would be funding this system? Would it be available to everyone or would news service providers have to subscribe to this system?" For Andy, this example is "a good idea but only a part; a tool, not a solution".

2) **Trustify:** Andy liked the idea of trust categories to refine the news stories in the feed. However, he questioned how the system might realistically function: "There would need to be metadata for each story for that to work effectively. Would people have to apply that metadata, or could it be automated?" He also wondered how the feed results could be checked. "It's one thing to trust but another to verify. This will give you a list of stories but how do I know they actually meet the requirements?"

3) **The Trust Project System:** Andy was positive about the various trust elements but, again, sceptical about the overall prototype. "It's good stuff but the method is suspect. A diagram of the elements interlocking as an integrated system, showing how the elements are created, validated, and maintained together, and explaining the roles of people behind it in practice, would be much better."

4) **Crowd Trust:** "This is a good idea, like the reviews on TripAdvisor and Amazon, but you have got to have fairly robust systems in place that can't be manipulated by people hidden in the 'crowd' or infiltrated by hackers and viruses."

5) **In-Trust:** "As a disabled person I like the idea of reaching 'communities left out of the conversation' but I don't like the idea of 'controlled vocabulary' with a lengthy explanation, which seems to me to just be getting in the way of the article."

Conclusion of interview: 'Trust' system ideas

"If you are going to have an icon as an indicator or recognizable confirmation of trustworthiness on a particular site or story, it would need to be part of a centralized network or larger integrated solution," Andy says. "Front-end interfaces would need to link into well-developed back-end systems, feeding the data to support the trust parameters. The software and tools already exist but would need to be adapted to this context."

Andy suggests creating a database along the lines of the health professionals register, tailored to the field of journalism. "Sites and stories could link in to this, so that a journalist's verified identity and credentials can be accessed by the reader. Registered journalists and their stories could have trust ratings on the basis of a reader feedback system, which would help readers judge how credible a writer and story might be in the same way that services by those in other professions can be rated online."

Andy viewed the Open Trust Protocol as the best potential option but felt that good elements drawn from all the prototypes could be incorporated into the final system. "While I have reservations, this is very exciting and could revolutionize the media industry."

＊ ＊ ＊ ＊ ＊