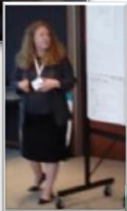
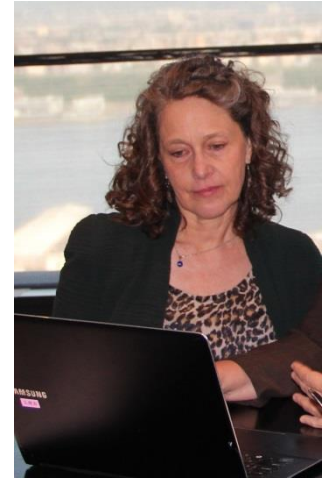


Trust Project | 20 May Trust Summit Workshop



20 May | From the Director

On May 20, Trust Project collaborators from 20 news organizations met in the Hearst Tower, New York, to take the important step of selecting a priority set of Trust Indicators and roughing out their definitions.

The **Trust Project Summit** built on several Trust Project gatherings to flesh out the idea of a system to support trustworthy news. This system would offer the public more transparency on journalism practices and create signals back to news distribution platforms. It would facilitate a virtuous cycle in which the public would be better able to recognize the quality-enhancing practices they value, and news organizations would be rewarded for their commitment to these practices.

In previous Trust Project workshops, news leaders and innovators focused on merging input gathered from the public with journalism standards. This resulted in our draft set of **Trust Indicators**. Designers and news strategists then played with the indicator concepts at a Design Day facilitated by the Society of News Design and imagined nine **user-interface prototypes**.

We emerged from the Summit with a deeper understanding of both the potential and the challenges that underlie the indicator system. The definition exercises and discussion offered exciting ideas about creating and implementing the Trust Indicators. They also showed the need to follow up with small teams that can work more precisely. These teams will **define each indicator** with technical systems, newsroom requirements, and both user and distribution effects in mind.

Based on the Summit, the Trust Project will continue our qualitative user interviews, potentially expand into some quantitative work, and proceed with an Engaging News (UT-Austin) **study to test a user-interface prototype** with several key indicators. Participants also asked for an **audit** to identify existing practices associated with the priority indicators. They looked forward to the results from our **Trust Hack** this fall, which will focus on integrating the indicators into newsroom content management systems and producing useful signals for distribution platforms.

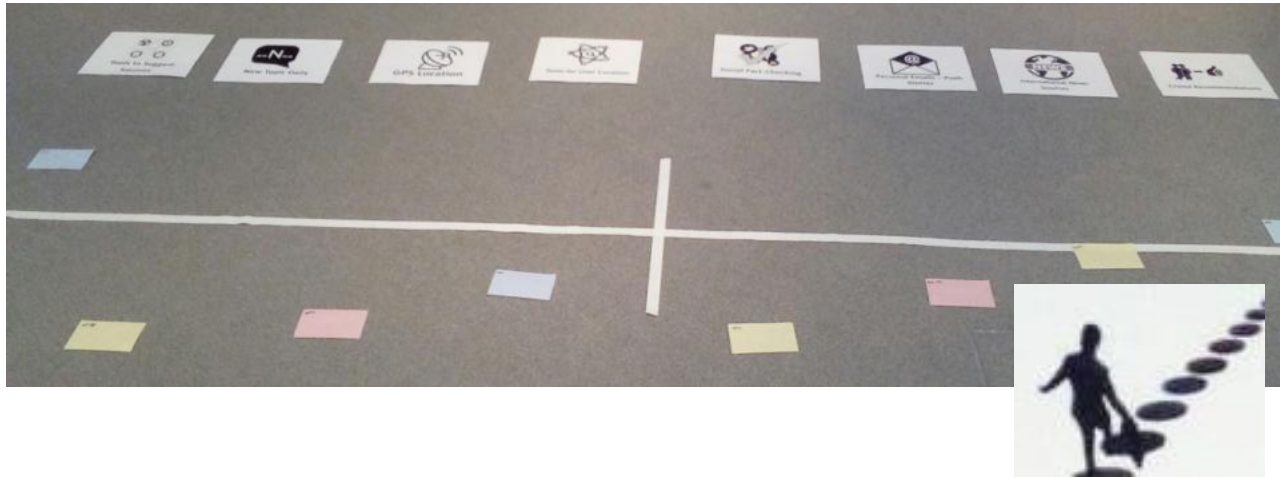
I am encouraged by the dedication and enthusiasm for the Trust system shown by top executives and innovators in news organizations around the world. Together we can create an industry standard and set of tools that enhance the business viability of news and most importantly, its critical role in civil society.

Warm regards,
Sally Lehrman

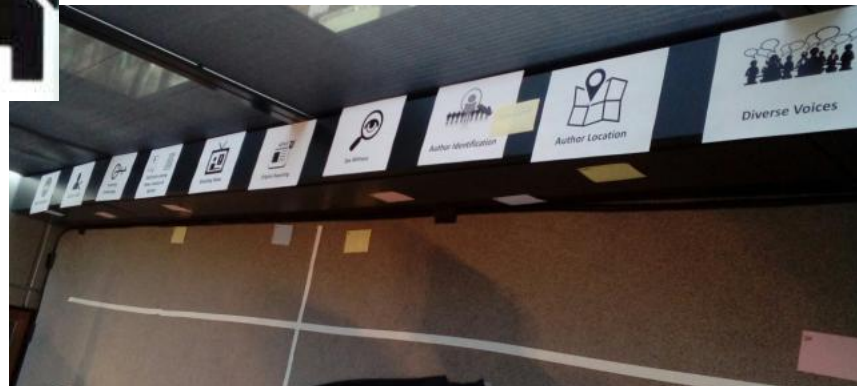
Trust Summit Participants

Gilbert	Bailon	St. Louis Post-Dispatch
Robertson	Barrett	Hearst News
David	Aponte	El Universal
David	Callaway	USA Today
Tyson	Evans	New York Times
Emilio	Garcia-Ruiz	Washington Post
Jennifer	Hicks	Wall Street Journal
Julia	Hood	Haymarket Business Media
Evelyn	Hsu	Maynard Institute
Martin	Kotynek	Zeit Online
Barbara	Maushard	Hearst Television
Raju	Narisetti	News Corp.
Wendy	Orr	The Guardian
Terry	Parris	Pro Publica
Karen	Pensiero	Wall Street Journal
Andrew	Pergam	McClatchy Corp.
Elizabeth	Raisig	BBC
Silvia	Rivera	Vocalo 91.1
Esteban	Román	El Universal
Miriam	Schulman	Markkula Center for Applied Ethics
Michelle	Srbinovich	Detroit's Public Radio Station
Carla	Zanoni	Wall Street Journal

A special thank you to Christine Kurjan, Quiver Consulting, for co-facilitating; Reeta Laique, Markkula Ethics Center, for helping with logistics; Linda Lange, Hearst Corp., for site management; Hearst Corp. for providing facilities and catering; and Miriam Schulman, Markkula Ethics Center, for both offering leadership and taking notes.



We started the day
by prioritizing indicators.



20 May | Top Indicators

Top Tier

Trust Mark/Best Practices

Distinguishing News, Opinion, Analysis

Author Link with Bio

Citations & References

Author Location

Eye Witness

Mid-range

Author I.D.

Original Reporting

Local Reporting

Actionable Feedback

Breaking News

Reporting Methodology

Diverse Voices

Tool to Add Citations

Lesser Attraction

More Context

Flag More Info

Tools to Suggest Sources

Information on People Interviewed

Friend Recommendations

Further Reading

Break-out groups discussed and defined a handful of favored indicators with potential for impact.

(Bottom 50 percent are at end of document.)

Teams chose an indicator from the top 50 percent, discussing and defining it for 30 minutes.

Their recommendations and the relevant user research follow.



Trusted
Mark



Author
Bios



Citations



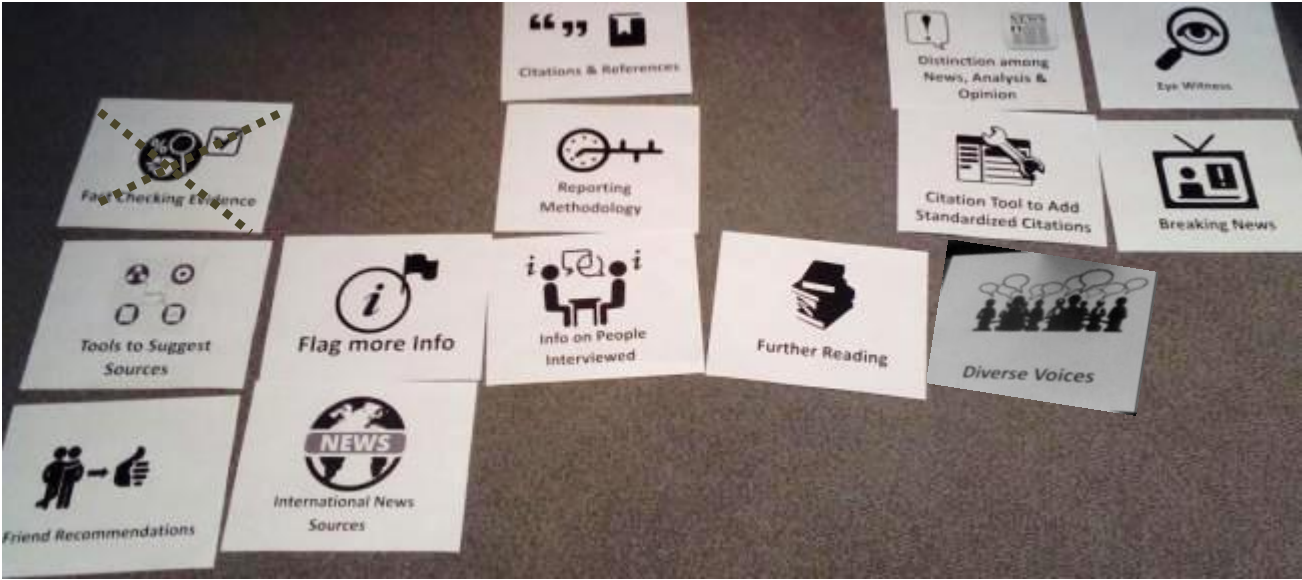
Local
Reporting



Actionable
Feedback



Original
Reporting
Shield



“Trusted” Mark (Best Practices) Proposed Features



- Trusted, rather than Trust.
- “Trusted mark” links to an explanation or set of **site-wide parameters**. Each item (such as “ethics policy”) links/rolls-over to **more detail**.
- May also **link to story-level indicators** such as #sources; named and unnamed; citations and links; corrections.
- Include some type of an **engagement** opportunity for viewer. Was this indeed **clear, credible?**
- **Back up the mark** with a non-bureaucratic body with teeth; involve readers.
- **Article-level** information shown in one color; **organization-level commitments** shown in another color. News orgs **decide** which commitments **pertain** .
- **Consider color**. Black is associated with “black mark.” Blue may be confusing because it’s Twitter’s color and shares an initial T.



- ? Should “T” be given to **anyone willing to populate** it? Even advertorials?
- ? How does the newsroom work with the **commercial** side?
- ? Where would money for a Trust Board come from? Is an **independent, external** body the right approach? Organizations may not want to give this **control** to an outside org.
- ? Or should participation be an **honor-system** commitment to basic requirements, with the **public** serving to **monitor**?

“Trusted” Mark (Best Practices) User Research



User Research, User Voice:

Even though people don't have faith in promises from big corporations and also believe that bias is an unavoidable human characteristic, they do **appreciate a statement of intent – and commitment**. Many would click through at least once.

Users very much liked the article-level information contained in prototypes. As a whole, however, there was too much information to be accessible. Even those who liked it said it was overwhelming. (Would a **+More link** fix this?)

Size should be larger than the tested black symbol and smaller than the tested blue “T” in the prototypes. Addition of the “-ed” makes sense, some sort of certification was requested by users.

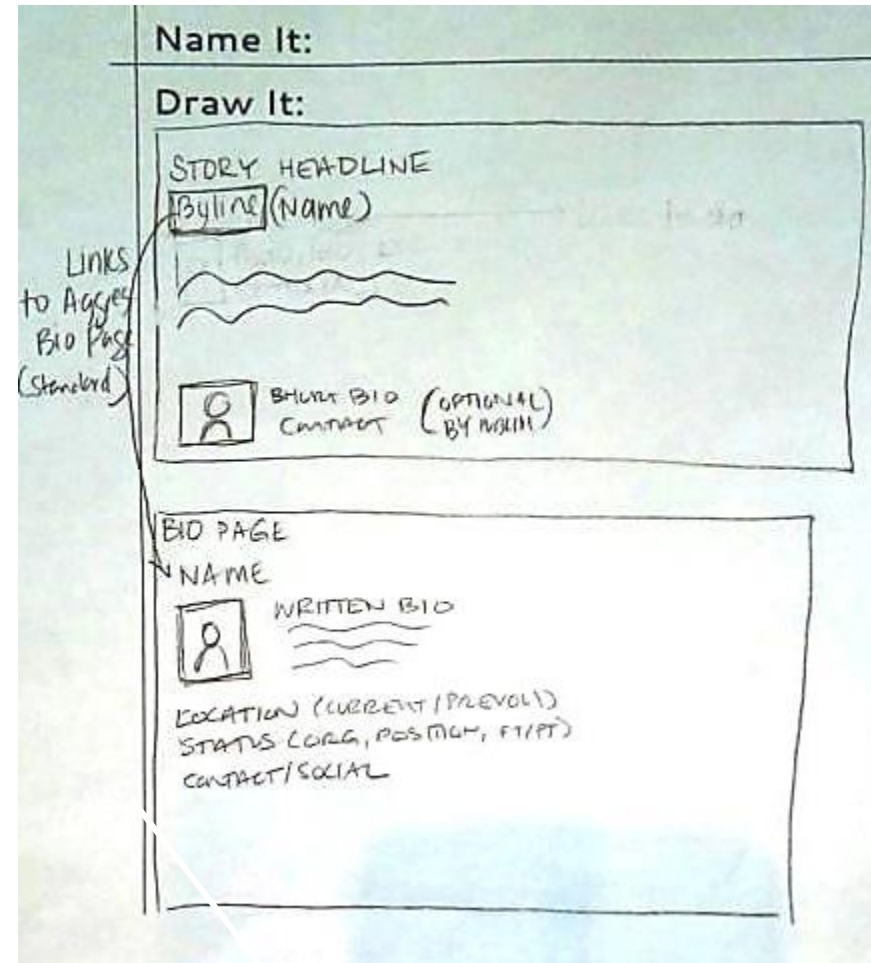
Author Bios

Proposed Features



- Use a **standardized** tool.
 - **Content:** Name, photo, bio, location, full-time or freelance, other pubs, education, social presences, body of work, most recent articles (maybe by beat), ability to follow, awards and fellowships, conflicts of interest, political stance or affiliation?
 - **Sources** could indicate whether they were **quoted accurately**.
 - **Reader** could indicate if this article **was useful**.
 - Colleagues could **endorse**.
 - Accessible from **byline** by **link**.
 - Link to **email, phone number**.
- Connecting to or drawing from LinkedIn, Facebook (or another source, eventually) would be helpful.

- ? What should the **org** do when author **leaves**?
- ? Should readers be offered a rate-my-prof -type **ranking**? A vote up-or-down?
- ? How would this change if readers trust publication or writer?
- ? Should certain **fields** be **optional**?
- ? Use author's own **voice** in bio?
- ? Are **journalism measures** of experience, prestige, **relevant** to users?



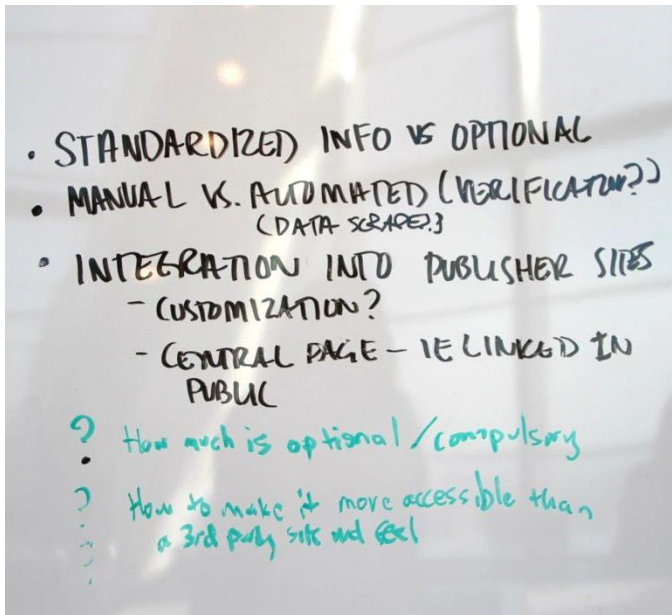
Author Bios User Research



User Research:

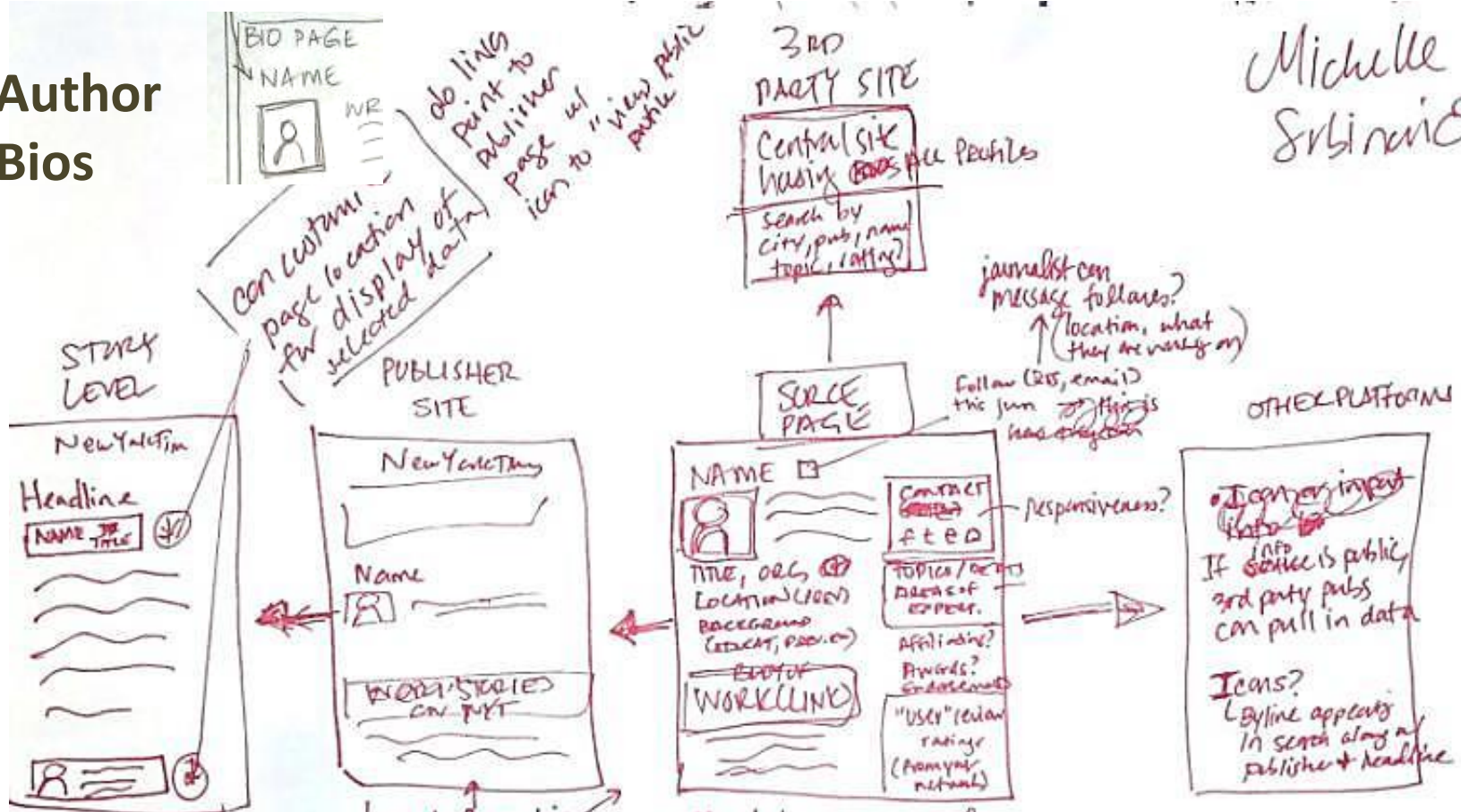
People are interested in the author in both US and Europe, although more people in Europe placed their trust in the publisher and had less concern about or interest in the author.

The ability to give “This was **worthwhile!**” **feedback** provoked **enthusiastic** response. There was also general positive response to the idea of hearing the **author’s intent** or “**agenda**”. But ranked against other features this wasn’t at the top.



Author Bios

Michelle Srinivas



Input from bio card, select fields you want to input + customizable fields for publishers (Plug-in ie Disqus) vs. API
 ↓
 Scale + customization
 need to give flex. + make accessible to smaller pubs

- Mandatory vs. optional
- Manual vs. Automated (data scrape, ~~API~~ Import from LinkedIn)
- Quantitative vs. Qual Ratings (algorithm w/ prints or manual)
- ~~Content~~ Displayed vs. Expandable (simplify upfront on demand (simplify design))

Symposium participants imagined various scenarios to engage users.
Here are their ideas on a recommendation system based on author bios:

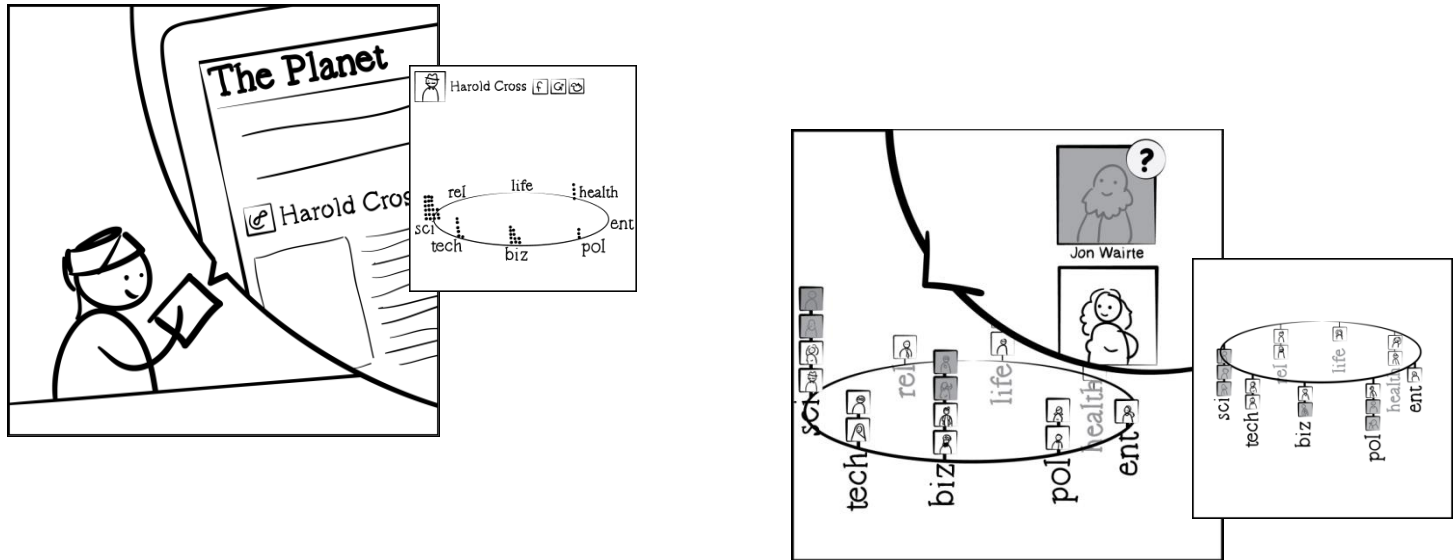
News distribution platforms can build on the author bios to produce additional products, offer more on a subject.
Platforms might offer up authors similar to those the user has liked, and very different from those the user has liked.
Rewards to authors, producers, and news sites are greater visibility and audience.

How to make it possible:

Suggest a combination of author pages—picture; bio; most important stories; all stories.

In the background, an industry-wide tagging system and engine could scan and associate tags of journalists, follow reader behavior.

Platforms could take these tags and bake them into their systems to make reading recommendations in response.
For example, on FB, user could choose their favorite journalists and based on those, could get recommendations.



Local Reporting Proposed Features



- There is value in “localism” because there are **(local) experts** in the community who provide context and historical perspective.
- “Local” can be a **component of “original,”** with “original” providing a link back to the original, local piece.
- Could be a checklist or weighting/scale based on that amount of content that is local.



- ? **Should** “local” be an indicator of its own?
- ? Where, when and to whom does it **matter**?
- ? Can semantic analysis allow user to see parts of the story or video that are local/original?
- ? How do you **define** local?
- ? Where in the chain of production can “local” be?
- ? What about **aggregators** claiming viewership from originator?
- ? Does it become **over-used**?



Local Reporting User Research



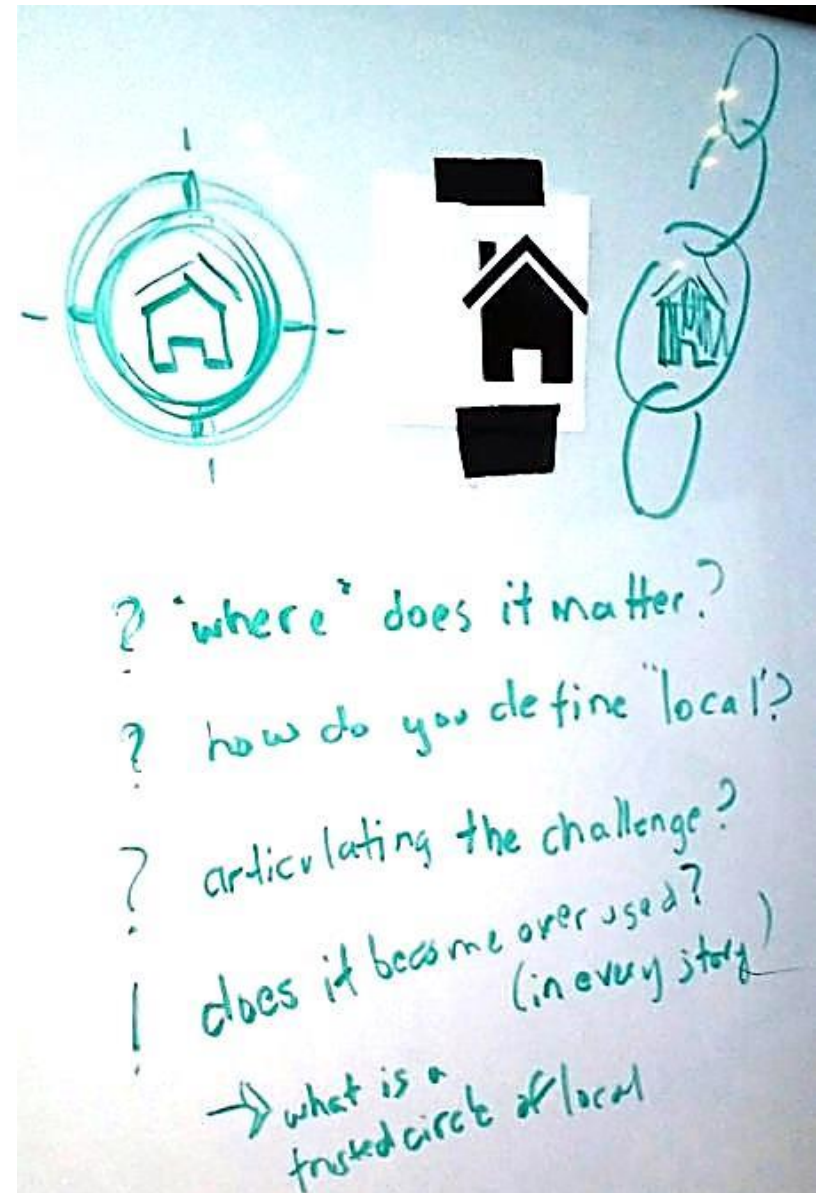
- User Research:
Many people want to hear and **see reporting and public input from the locality where the news is breaking.**

Some people want to see and engage in news (from anywhere) that is **relevant to their local concerns** and that will **help them engage in local improvements.**

“**Local**” could also be linked to the **constructive news** movement and valued given the large amount of negative and crisis news that can overwhelm people.

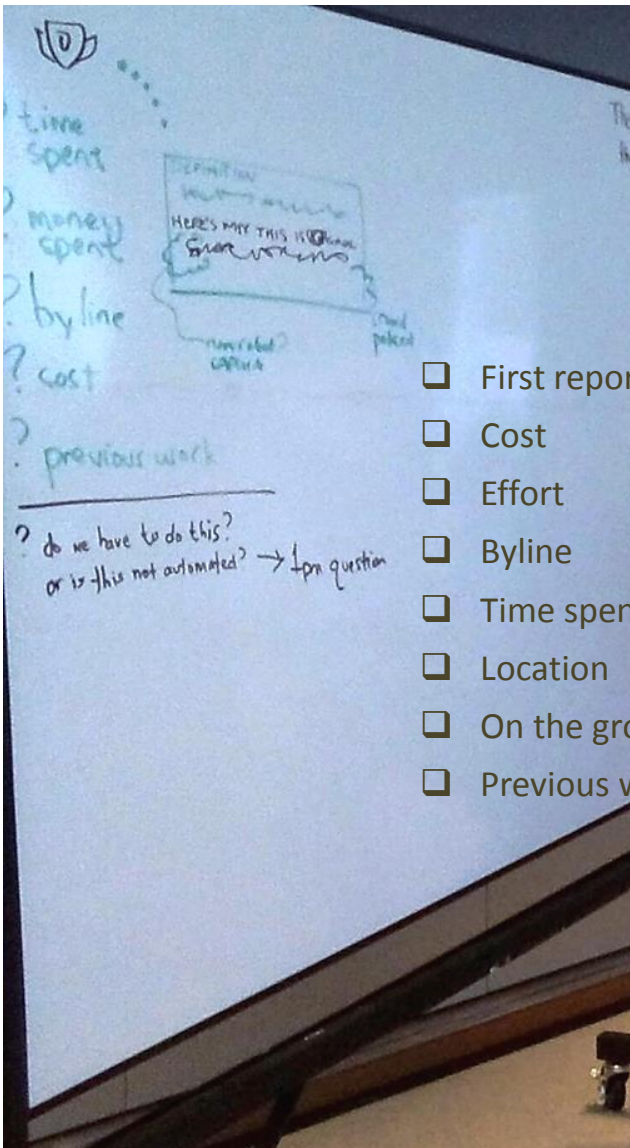
<http://jsk.stanford.edu/life-fellow/2015/a-case-for-constructive-news-a-passion-finally-defined/>

http://repository.upenn.edu/cgi/viewcontent.cgi?article=1024&context=mapp_capstone <http://constructivenews.eu/>



Original Reporting “Shield”

Proposed Features



- First report
- Cost
- Effort
- Byline
- Time spent
- Location
- On the ground
- Previous work



Original Reporting

Proposed Features and User Research

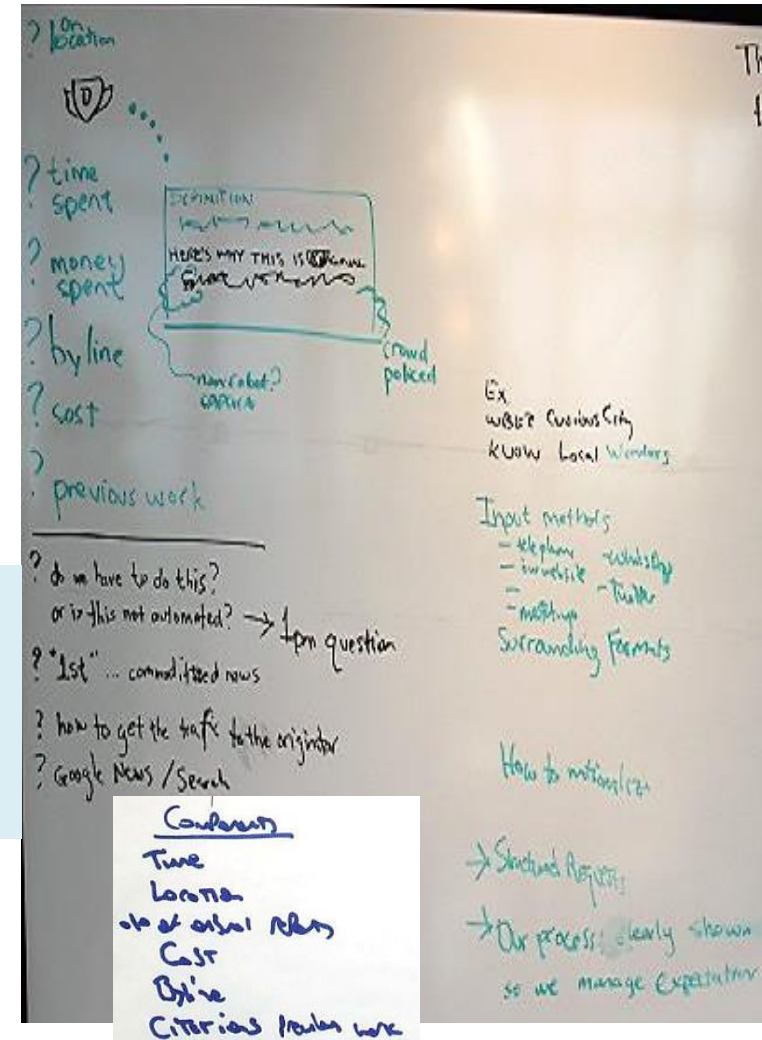
- There are many **factors** that contribute to the claim of original reporting.
- Extremely **difficult to track**. Cheating reinforced by social media.
- Let's create a place to **write in** what makes the piece original from the author/publisher perspective.
- A standardized **checklist**, perhaps with **weighting**? Time, Location, Cost, Original, Previous Work

The piece contains original reporting because x x x

- ? How does this work **differently** for nothing-to-lose players?
- ? How to handle commoditized news vs. enterprise reporting?
- ? Is this more a defensive exercise than reader-focused?
- ? Does Google ignore original-author re-post?
- ? I can trust news on a site and not care whether they were first.
- ? Allow readers to contest it? Enforce via social media?
- ? Do we have to do this?

User Research:

Important if it is seen as a matter of **integrity**, for those who value and select news sources on this basis.



Original Reporting Proposed Features

INDICATOR CITATIONS

Name It:

Draw It:

The sketches include a circle with 'CITED' at the top, 'TIMES' at the bottom, and the number '4' in the center. The number '66' is written on the left side of the circle and '99' on the right side. Below this is a green square containing the number '8' and a wavy line with an arrow pointing right, with the text 'churn ranking' written below it.

Actionable Feedback

Proposed Features and User Research

- **Public radio** offers great examples this year as they've inspired a **national** platform (**Hearken**) that can be **implemented locally**. WBEZ/Chicago's "Curious City" ; KUOW/Seattle's "Local Stories."
- "Ask us **your question**."
- "What do you want us to **investigate**?"
- **Input methods** include
 - phone website form WhatsApp
 - Meet-Ups Twitter ?
- **Editors** choose top three stories submitted by listeners and then offer those three in a **poll**. Top story is assigned to a reporter. **Follow-up** after the story allows for deeper public questions.

- When eliciting input from the public, structure your request to **guide** them and show your process clearly. These two things help to **manage expectations**.
- This is the **most popular** thing on our site. (WDET)
- ? Does this work at national level? Or just national-local?



- User Research: People are encouraged when they see a system like this working; they appreciate a **moderator** or community host as well as the **minimization** of **unconstructive** activities (trolls). This is one good step towards trust; users feel **engagement makes a difference**.

INDICATOR

Name It: ACTIONABLE FEEDBACK

Draw It: CURIOUS CITY MODEL

ASK us your question:

What do you want us to investigate?

name

email

zipcode

Submit

Team ~~manager~~
→ 3 stories get chosen for a vote by Editor

→ stories get voted on by public

→ Top ~~story~~ story gets assigned to ~~editor~~ ~~reporter~~ reporter



Actionable feedback

Ex.
WBGZ Curious City
KUOW Local Wanderers

Input methods

- telephone
- our website
- meetings
- whatsapp
- Twitter

Surrounding Formats

How to mitigate

→ Structured Requests

→ Our process clearly shown so we manage expectations

Symposium participants imagined various scenarios to engage users.

Here are their comments on tools/widgets for people to rate or comment on Trust Indicators:

What if users rate content? →

Make sure there's not a **bias**, with only a few voices **dominating** ratings.
 Sites could **charge** user to be part of community.
 Be sure to **validate** people's identity.
 Provide tools for **self-policing**; would still need some **moderating**.
Engage as a publisher with people who are commenting.

What if users offer feedback? →

Will people feel the ratings are **relevant**?
Need demographic data to make this useful.
 Could **customize** to actions user has taken vs. demographic profile; provide Netflix-like recommendations. Option to see results for people **not like you**?

Publisher view = demo breakdown, personas of users. Can use to **improve content**, coverage.

Sentiment analysis/tag cloud for comments; follow information shared

→

Can we build **an incentive to enlarge** the network?



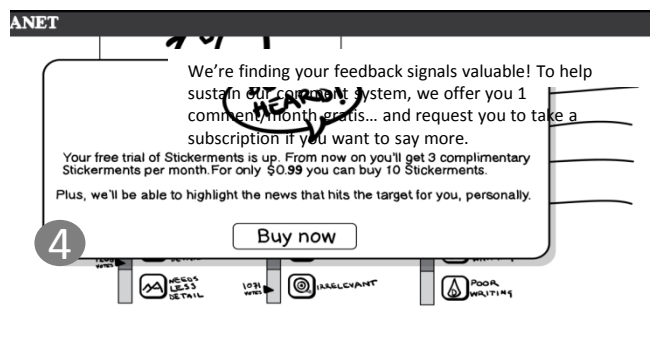
Further comments on user engagement tools:

Millennials want to feel like they are **involved**– through badges, connections to online communities.

- Call to action → Membership model (levels) = validation
- Works across platforms, publishers
- Tools for self-policing within community
- Members develop/choose area of expertise
- Publishers engage, target with opt-in for events, etc.

Especially good for mission-driven sites; those with loyal audiences.

Not transactional → Become a member of community, vs. pay-for-play



Comments on a two-way interaction with social media:

Main Obstacle

People are kind of lazy: They don't participate unless it's something they feel is really important for them in their daily life.

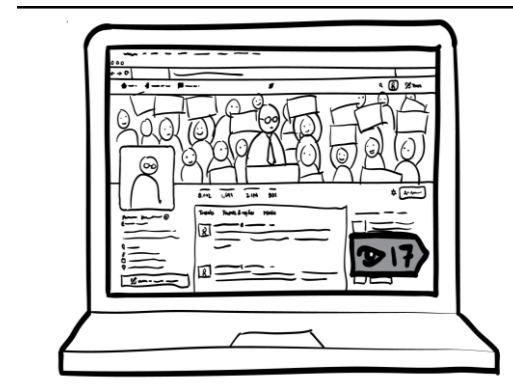
How Might It Work?

In the same way we provide social networks with information, we would make alliances with most-used social networks and apps. People who start sending information get a profile. We facilitate so users can **go easily from social to the news media**. In time, users can become trusted reporters and their work published. They feel integrated.

A two-way interaction: filter of the social media and filter of the news org as curator.

Part of the networking of news.

Only Trust Project members participate.



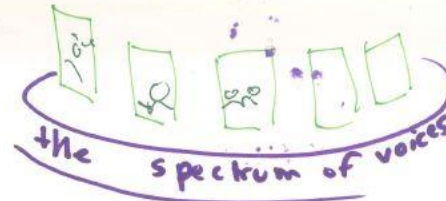
Additional Discussions

Proposed features: Diversity indicator

INDICATOR

Name It: VOICE RANGE

Draw It:



Have you heard?

- ? requires pigeonholing or self-id?
- ? or automated context map?
- ? who would post the map?

Comments on possible uses for citations:

Citations to other news reports:

CMS would signal the need for a link.

Newsrooms would take their own approach and enforce it.

This system relies upon your stories being cited by others.

The solution works better for Google than news orgs. Google can see how many citations there are.

The process could be gamed if people thought they were losing traffic.

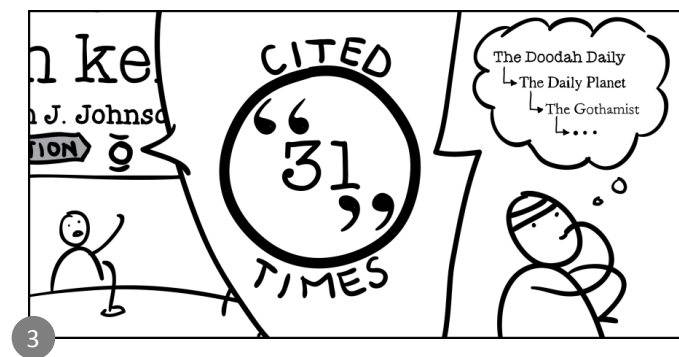
Google has a way of measuring citations.

Becomes a business imperative.

Citations to source materials:

Inline links, numbers/footnotes, badge or link at the top, bookmark at bottom for links to studies.

Can add to the workflow of an already taxed newsroom.



Richard Gingras and Rudy Galfi joined us via videoconference from Google

When considering signals back to news distribution platforms, Gingras and Galfi stressed that:

- The news organizations should take the lead on deciding favored indicators and signals that could help us do a better job of delivering news and engaging the public.
- It's important to recognize that **this isn't a job that starts and ends**. This is an **ongoing set of discussions as news evolves**. The **Trust Project** is, then, a **forum** for this discussion.
- The Google team is ready to engage in further discussions to **hone the Trust Indicators** for greatest impact and feasibility.
- Their own favored four areas are **(1) authorship and expertise**, **(2) citations**, **(3) geo-tagging**, **(4) original reporting** signal(s) to give proper credit to authors (difficult and less well-defined).



Google Discussion (Edited notes)

Q: Which indicators/signals would you like the group to think about?

A: From our end, these are suggestive thoughts not declarations. These are four early-phase areas that we thought showed promise particularly in the short term. They are not necessarily easy but of enormous value, and progress with them may be easier.

Authorship and expertise:

We think there's benefit in understanding where the expertise is. Our system currently doesn't recognize Glen Greenwald as someone who has expertise whatever platform he's on.

How do you get this into a platform where Google can understand it? How do you have a verifiable identity across articles? Is there some way for the publisher to provide the author's expertise? Say on US politics, Syria, etc. Can this be marked up and indicated in the html code and conveyed to the user-facing side?

Citations:

This particularly applies to deep, original reporting and would provide appended material. Today, links in the piece are used for all kinds of things. Can citations that support the work be structured to be more easily understood?

Geography:

Where is the story? What does it mean to be local?

Eye witness tag:

Was the reporter on the site of the incident?

Original reporting: Enterprise reporting can be subsumed by 500 derivative works that appear. One thing we've thought was important:

Can we do a better job from algorithmic perspective, when original reporting happens? Can the news organization tag this? Our standout tag experiment hasn't worked. I put that on us. The tag wasn't defined sufficiently; it was too soft a definition. The tag was overused, it just became noise.

If you are working off of someone else's content, then give them credit. Providing signals that assert that "this is original reporting" is interesting to explore. What are the attributes that constitute original reporting? How does time and money invested get surfaced? How many interviews, how much time was spent? It's a big challenge for us, how does it get enforced? The best approach is transparency. We don't believe it can be policed.

Q: We can figure out the signals, a trust program. But I took what we came up with and sat down with senior editors, and the No. 1 question was: What is going to stop bad actors from destroying the system? What can Google do?

Gingras: Bad actors can be called out by others. If we go back to the origins of search--page rank—these concepts are still in the system. We have a lot of signals that let us understand that WaPo is quite a different source from a blog that sprang up ten days ago. We would continue to use all that. We share the same objectives. We don't like being scammed/spammed.

Galfi: Some signals are more robust against spamming than others. Original reporting is one of the more challenging. We want to encourage a discussion with reporters: What is the definition of original reporting? We can't totally guard against spam issues.

Q: We heard from our Mexican colleagues here that people are rewriting

Google Discussion – (Edited notes)

stories and getting the views.

Gingras: It is not Google's role to decide what is a quality news organization. We will let people in as long as they follow the guidelines. If it's a copyright violation, it should be challenged in the appropriate forum. It's hard for us to deal with rewrites. Principally, we try to figure out quality sources and site reputation. The amount of traffic we're sending to El Universal is 30X that of the rewriting site.

Q: Are you, Google, planning to go step by step? Right now would it be possible for you to just rule out some people who don't meet the basic requirements? We are not saying Google should play god, but could you recommend those organizations that are currently working on this issue? If you're a member of the consortium, you could get a bump in search. It looks like a solution is far off.

Gingras: No question it's a challenge. I don't feel comfortable promising a short-term solution. We're trying to think from your perspective. I'm not a working journalist. We don't want to tell you what to do. We do think it's useful for you to think from perspective of the platform. We must think not only from the point of view of your organizations, but also from that of small news orgs. Vox, for example, starts out with little juice. How is that defensible from a public policy perspective, so that we're not challenged from a legal or public policy perspective?

Q: What about content that's behind a paywall?

Gingras: That's covered in existing policies and approaches, and in a lot of work we're doing right now. We know that subscription revenue is going to be important -- how do we help drive that traffic? We have our first-click free policy. We are taking steps to keep people from using

Google News to avoid paywalls.

Q: Have you reached out to Facebook, Twitter, Snapchat? Is there anything that publishers can do to bring them to the table?

Gingras: Sally and I both have had conversations with people from Facebook. We must be platform-agnostic.

Q: I appreciate the "locally sourced" tag.

Q: What about conveying established trust based on the reputation of the founder? How do you weigh advocacy journalists that see themselves as news gatherers?

Q: It's becoming ever more difficult to see how we might determine who gets the trust mark. You have to put your laundry up on the line. Google and other platforms may use the signals. Yet trust is in the eye of the beholder.

Even if we have an ethics policy, author pages, etc., can Google find these? How can we structure these indicators in a way that Google finds them?

[Kurjan comment: Standardization and shared terminology does work in other industries.]

Lehrman: I'm hearing a sense that the problem is complex and that there's diversity within legitimate media, yet we can devise a flexible system that forms a baseline. This can be implemented fairly quickly once we are ready.

The Trust Summit participants imagined the indicators in context via scenarios created based on researcher Christine Kurjan's user interviews and prototypes from a Trust Project UX design workshop.

The worksheets follow.

INDICATOR SCENARIOS

Scenarios to Imagine the Prototypes and Indicators Applied in Surprising Ways (Based on User Proposals and Ideas)

The following five scenarios were built to think more deeply about the future of digital journalism. The concepts are a result of distilling design research interviews with readers, viewers and listeners in the US and Europe. While the “touchpoints” in these storyboards may not be on the table for implementation right now, they may help us see the Indicators in a user context.

We hope they help you think of what a set of Indicators may become, so that you can help to design them better for the present and future.

- 1 Read a whole 3 to 6 cell storyboard. There are five.
- 2 Edit parts of the story so they make what your team sees as a more feasible, viable or desirable future scenario.
- 3 Discuss and make notes on the questions below. If you have little time, focus on areas of greatest impact or interest.

What Makes This Possible?

RELATIONSHIPS
& SYSTEMS

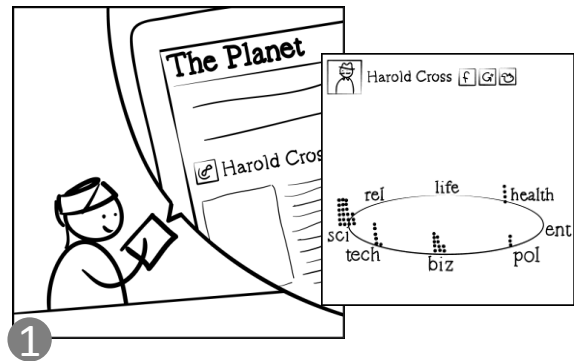
What Goes On Behind the Scenes?

WHAT DOES PUBLISHER / BROADCASTER DO?

- Internal workflow CMS integration
- Roles, events, policies, processes, incentives, rewards

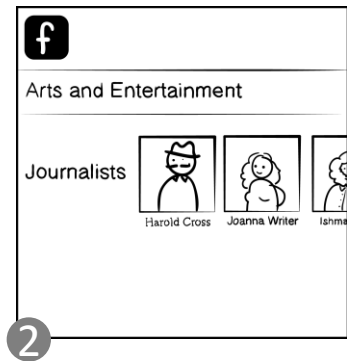
WHAT IS THE TRUST PROJECT SYSTEM THAT MAKES THIS WORK?

- How to ensure accuracy and prevent gaming the system?
- How to incorporate accountability?
- How to produce reliably across type of organizations?

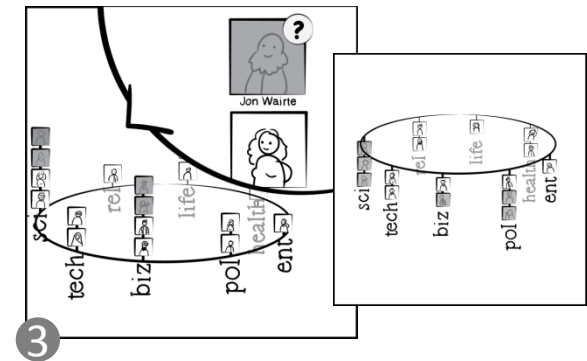


1 Ashish had been staring at bylines for years wishing for an Author Link. Here it was.

He clicks through to see a map of the author's articles and thought areas, along with Google+ and FB Follow buttons.



2 Happy to show everyone who he was reading, he allowed FB to construct his Journalist Map the same way he'd posted favorite movies and books.

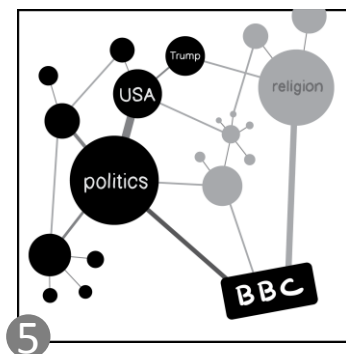


3 He noticed that the (final, processed) map included (faded) images of authors he hadn't read who wrote on similar themes. He could even orient their positioning on the map by experience, location, readership slant, and xxxxxx.

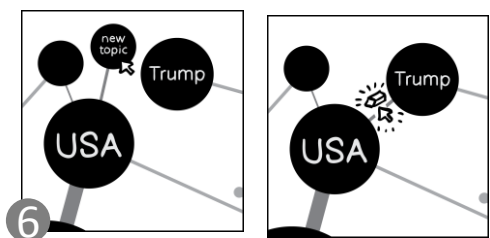
Since he regularly likes to "listen to the crazies on the other side of the issue" he clicked a few oppositional voices to add to his incoming article preferences.



4 His GF, Linda, didn't like to let FB know all this about her, at least of her own doing. Like she did with her grocery, banking and mobile phone, she was glad to see what the news organization stood for. (Trust Mark)



5 She especially appreciates the Active Map of the Organization's Focus. It shows how many articles, how much attention is given to a particular topic. [e.g. www.informationisbeautiful.net/visualizations/the-middle-east-key-players-notable-relationships/](http://www.informationisbeautiful.net/visualizations/the-middle-east-key-players-notable-relationships/)

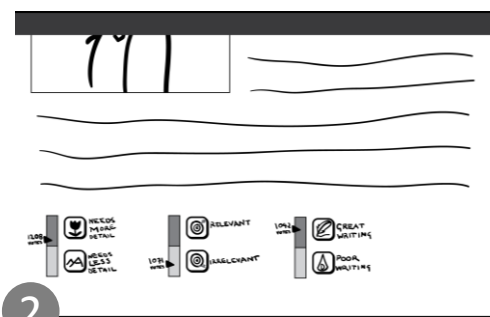


6 Damn, they'd sure written a lot about Trump! She was able to weigh in by clicking a network link to strengthen it with her interest and to see what topic requests had been added by viewers. She wondered if they could let her communicate that she wanted to hear LESS of certain topics, maybe by erasing a link!... and also to ask where funding came from that caused attention to focus on something.



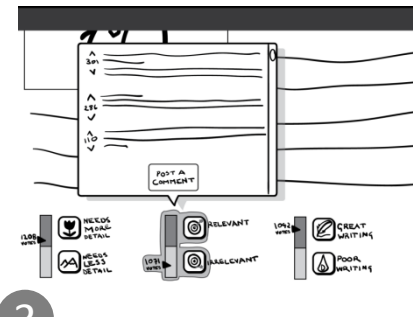
1

Things started changing up near the title and byline of his Daily Planet articles... something like four to six months ago. They'd placed an eyewitness tag, a geo-location tag and a churnalism counter there. It definitely gave him the feeling that he was getting real news. Or how far downstream he was catching it.



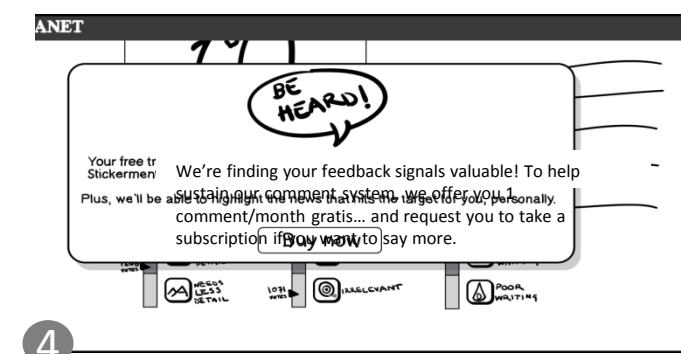
2

With that initial feeling of being a bit closer to the news, Gary was interested when he noticed the emoji-like widgets, after he'd read the article / a few paragraphs. He'd been clicking them now and then to express a desire for more detail and high relevance (or ____?). Seeing the embedded tally actually change when he clicked it still gave him the odd sense he was actually communicating with the Planet.



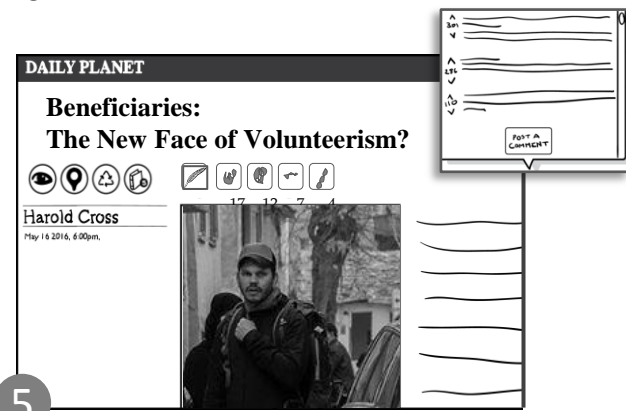
3

Today he noticed yet another change: Some of the News Feedback Widgets were somehow highlighted. He clicked-through to see that now they expanded to show comments...and that the trolls that usually exasperated or disgusted him (the worst parts of human nature!) were starkly diminished by the down arrows like on Reddit. Trolls were Con-Trolled: Great! Clicking was more fun and easier than thinking of a cogent comment or request ...and maybe one day he'd do that, too.



4

Two months have gone by... and as Gary reads his Daily Planet articles, he receives a pop-up telling him that, while his Feedback Widgets will remain free, next month he can place only 1 comment/month gratis. If he subscribes, he can have unlimited comment and an element of newsfeed (highlights?) control.



5

Some commenters - - like his co-worker Alex, a super-activated newsreader - - were invited to subscribe at a slightly higher level. They could enter comment in a sticker of their choosing (were they called Sticker-ments?) up near the title.



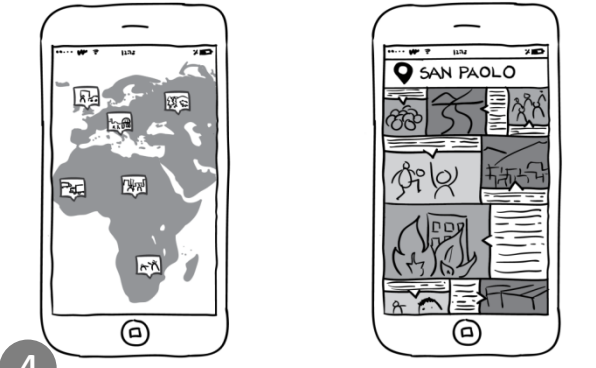
1 On the side of the bus Galer noticed the ad. "News You Can Believe In!" (Or does it say "Worth It!"?) This week's highest marks (on updateable decals) for the local Seattle Times were Health reporting at 84%. KUOW on Government scored 91%. Were these numbers... good? Who were they from?



2 When she was using Google News, TheTrustProject offered a widget to Set The Bar for the kind of news she wanted to see. Across the six measures of Clear, Voice, Fair, Credible, Impact, Relevant... which people voted on, apparently. So that's where the score on the bus came from. She noticed the effect of her tweaks (setting Politics at 90% didn't allow anything in!) on the Google incoming news. And kept her eye out for other changes.



3 Clicking through to articles now she saw the Worth It! index next to the publisher... what a thrill that, what with setting her own Bar, all the publishers she was reading and viewing were above her 82% combined Worth-It! Wish. (She thought this was a bit low at first, then realized that the crowd-sourced numbers were a lot more accurate than the usual Wine Points she always saw in the grocery.)



4 After a few months, she wondered if her straight-laced news needed some livening up... so started to poke around on the RealViews section. It collected readers' photo+caption about news they'd witnessed (or TweetLink) + GeoTag from different hot-spots around the world.

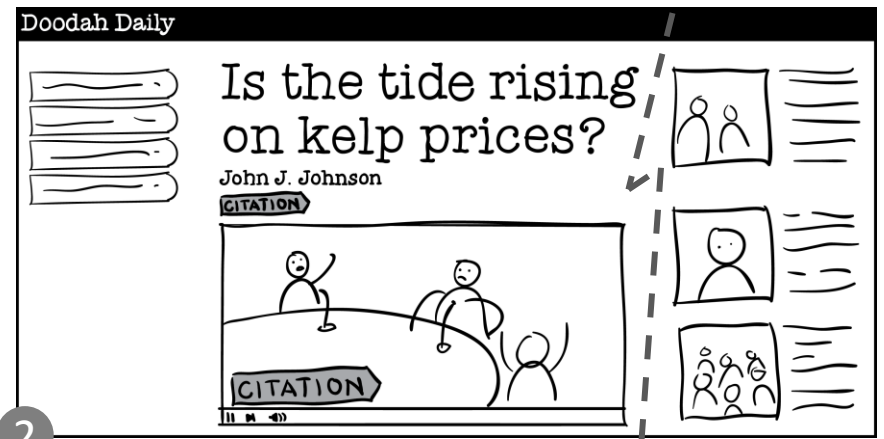


5 She noticed that her social impact group on Twitter had an I-Witness Tally of 17 after just three months. So that's what that number was when they reposted an article... their I-Witness number. She'd have to try that out with them, posting at the next rally... or on her own.



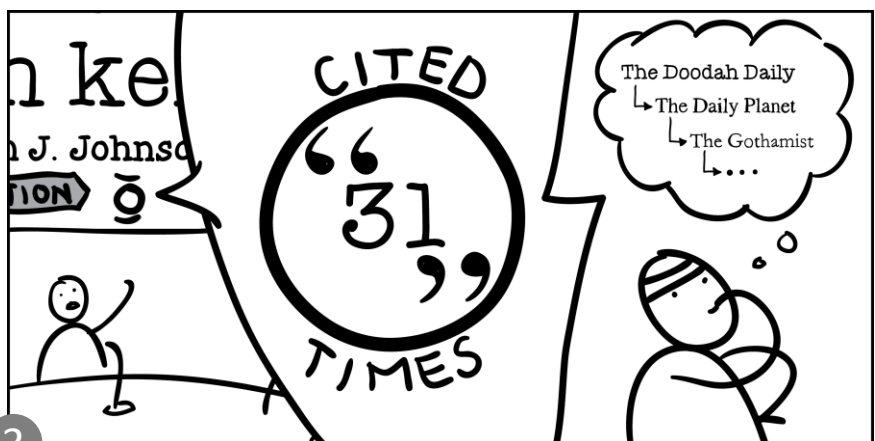
1

Cole really appreciated this new direction. The Dudah Daily, with audio, video and (written/readable) programming, was promoting diversity on its staff at the same time as including sources in their interviews that had widely varying backgrounds. This seemed like it would help give the news a more equitable cast.



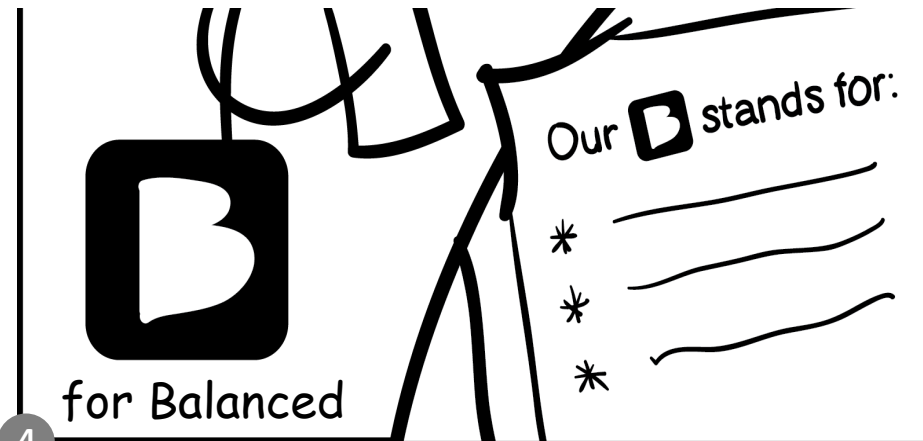
2

They also had just rolled out a citations element... so there was a link to research that the author had done, just up there by the title as well as within the video. Clicking it expanded a list of references and sources.



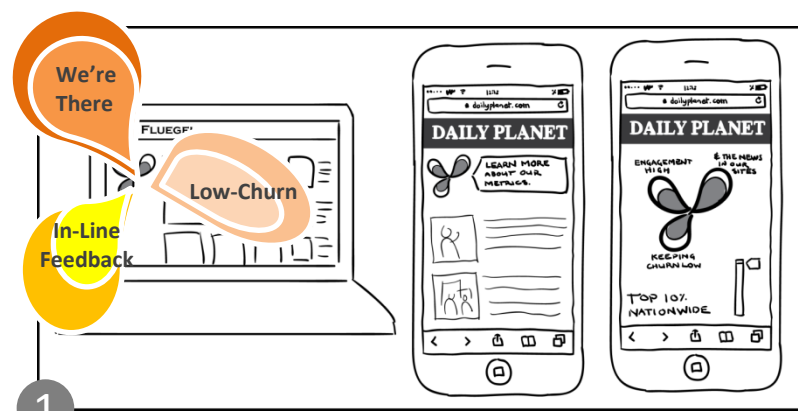
3

Along with that he noticed that Dudah could crow about how often they were cited by others. Hmm... that's cool. He wondered where they were in the citation chain.



4

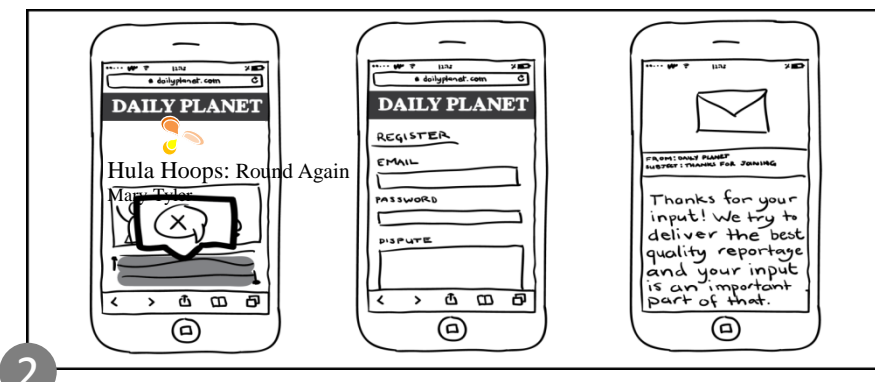
At other times he noticed the Balanced TrustMark. He'd clicked through on it once or twice to see that it outlined their code of ethics, a diversity policy, corrections practices, and offered an ombudsperson. That-all made sense. He wondered... [what do you think he might be wondering?]



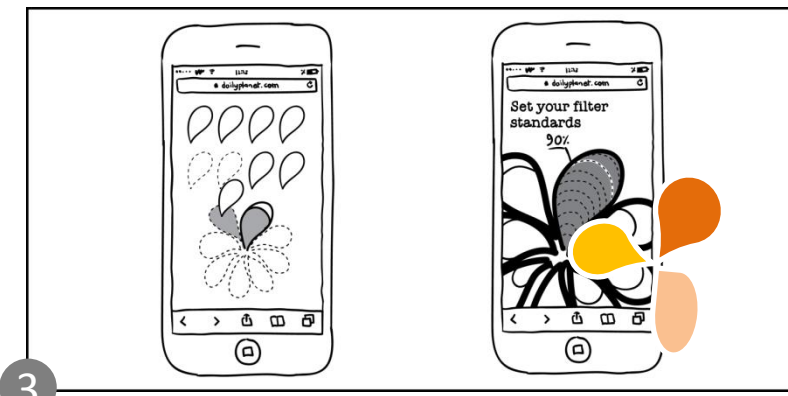
1 What a relief! Der Fluegel and The Planet were both sporting a useful new brand mark that called out all the things important to Renee. And let her know how it was measuring up. Her mom said she finally felt like the journalism pendulum might be swinging back.

The Barometer looks like it tracks how the publisher is doing as a whole:

- how much is recycled vs original (No-Churn, Low-Churn)
- whether they really try to be where the news is happening (We're There – a score combining geo-location + eye-witness)
- and how much viewer engagement there is. (In-Line Feedback usage)



2 As Renee highlighted a segment of text and pressed the [Say] feature, she saw how the Engagement was measured with the "Say Something" feature. This was her first attempt, so she had to register her email. (What a pain, but makes sense.) Then she received an email / got a pop-up :[] that thanked her for joining in and set her expectations for how the system worked.



3 People she knew seemed to give the nod to the new Trust Barometer. And before you knew it, they'd updated it a couple months later. Now she could choose from eight things to create her own Barometer. And then she could see which news met her standards. If they weren't doing it already behind the scenes, they might eventually let her set a news-profile to filter her incoming articles.

Concluding Q&A

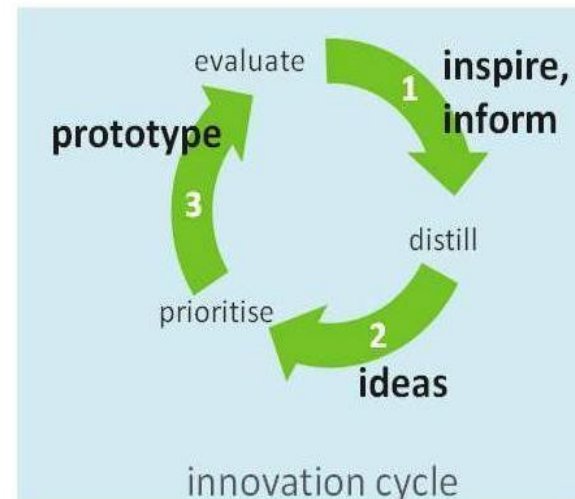


Design-thinking Process

- Used for Strategy and Product Definition



Look through 3 Lenses.



Take 3 Steps.



Iterative Research, IdeaGen and Prototype to Inspire, Inform and Agree on the **Features, Interaction** and **Requirements**

Implementation teams often use Lean, Agile and other project management processes. There are still a few opportunities to apply design-thinking to tighter challenges.

20 May | Least Favored Indicators

Bottom 50%

Layers of Story

Refresh (Google's?) Reporting Tagging System
Apps that Aggregate News with Citations

Follow Author Updates

Tools for User Curation
Organize Meet-ups (L)
Personal Emails – Push Stories
New Topic Daily (L)

Semantic Analysis
Proper Grammar

User Trust Rating
Churnalism Ranking

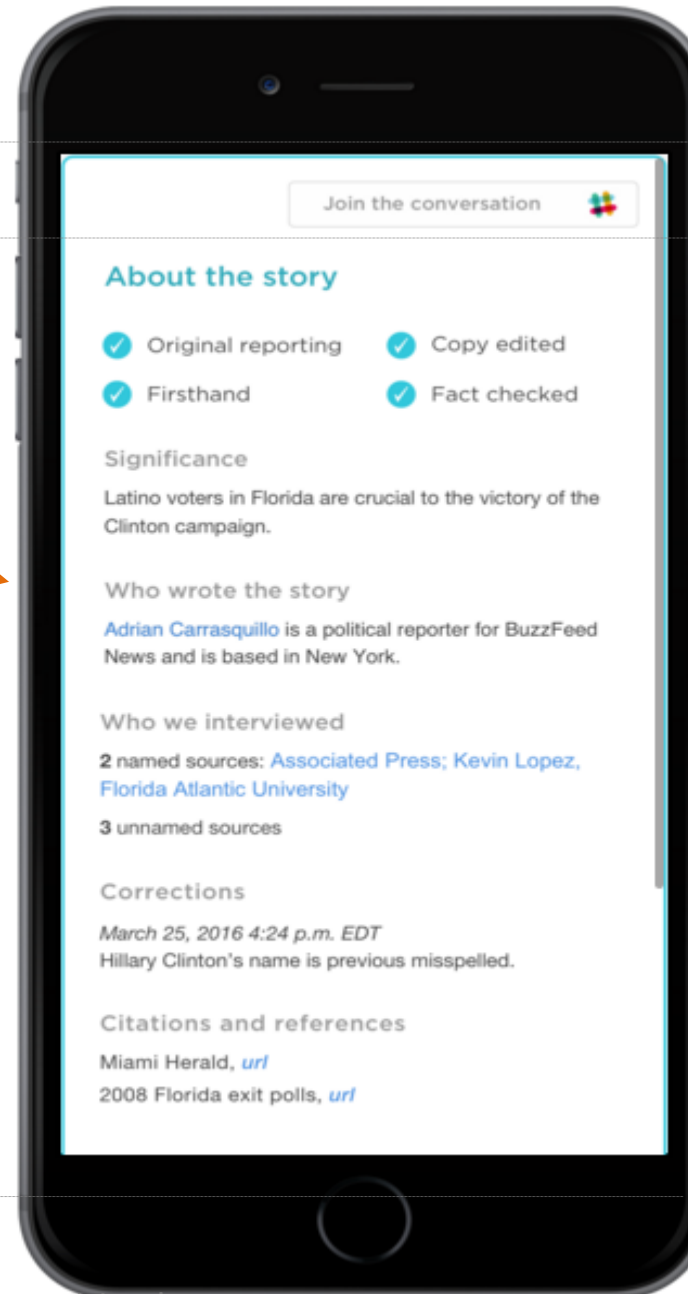
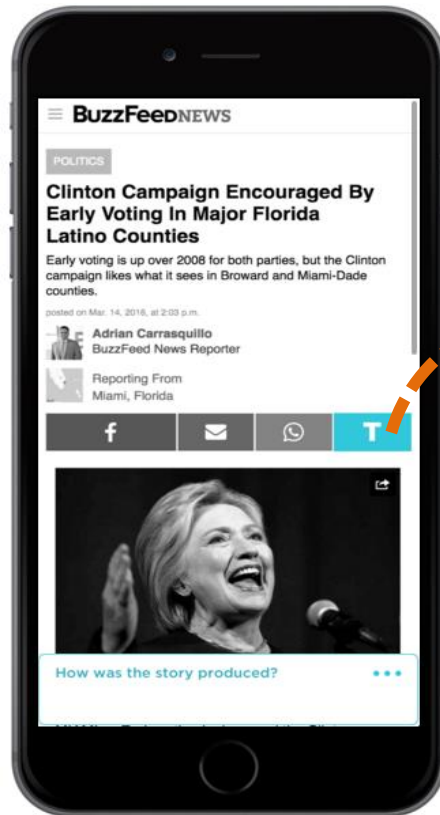
GPS Location (L)

Social Ranking of Story
Social Fact-checking
Social crowd score (L)

Fact-checking Evidence (L)

Algorithm for Additional News Sources in Topic

One Trust Mark Prototype



Words

Confident / Confidence Real / for real

True Right Credible No B.S.

Nutritionally fit Transparent Respectful

Manners Reliable Accurate

Consistent Reputable Facts

Unbiased Referenced Fair Critical

Multiple Viewpoints Distance

Tells the story well Sound Clean

Curated Balance Truth

Woerter

Authentisch Gut Recherchiert Vertrauenswuerdig

Fundiert / Wissenschaftlich Fundiert

Auf Facten-bezogen Politisch Gefaerbt Oberflaechtlich

Nicht So Ernst Schnell

Kritisch Unvoreingenommen

Ausgewogen Sorgfaeltig