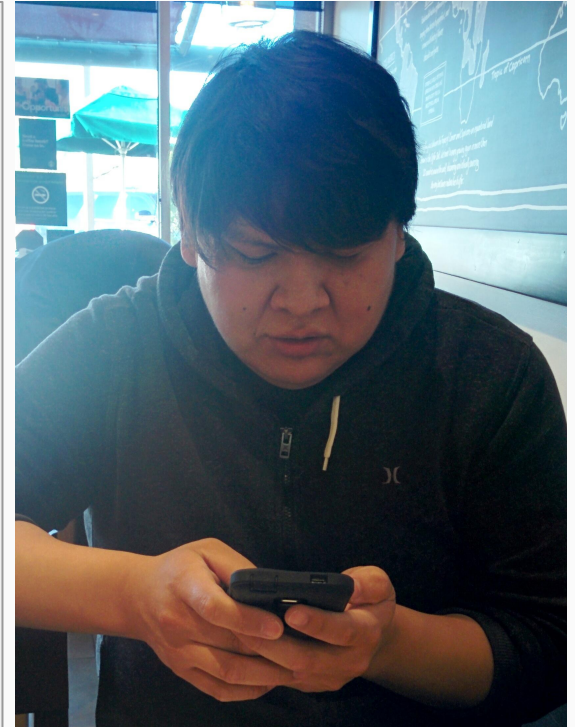# Rodale

Upper East Side

Meet Rodale

- **Native American, 29, PHX**
- Level of trust in news? **"The best you can expect is 60%"**: Believes reporter's perspective, motive, and experience all drive credibility, as well as human error
- News journey is **mobile only**
- **ABC News**: preferred source; has built trust (?)
- **Facebook**: Gets news from family and friends
  - Reads FB comments to assess agenda behind article
- **Seeks out varying opinions**; appreciates coverage of undercovered topics (e.g. via NPR)
- Believes in news' **ability to compel action** and **doesn't believe it should just reflect the "center"** of two extremes
- Thinks news is overly **sensationalized**: "News should just tell the story, so that you are aware"

Rodale: Insights & Needs

Insight or need	Impact on our approach
Approaches all news believing it's biased or flawed in some way	Achieving his buy-in on standards of trust could influence news consumption patterns and his views on a piece of content's trustworthiness
Consumes news only via phone or tablet	Focus on a mobile design
Seems to have some already trusted sources (ABC News, NPR, 20/20), so willing to buy into trust at publisher level	Focus on mechanisms for conveying publisher-level trust
All news discovery apparently happening only via Facebook	Design a flow that's usable in a Facebook news feed context
Analyzer / Seeks diversity and opposing views	Prototype experiences that provide alternatives

Trust signal focuses: Bio (conflict/history/expertise/affiliation), Original reporting (geo ref, reporter at scene)

Solution sketch

- Provide Rodale with easier ways to evaluate publisher trust in the flow of reading content
- Design a way to convey trust at publisher lever or article level via discovery platforms like Facebook
- Build trust through conveyance of signals:

Site-wide
  - Conflict of interest policy disclosure
  - Ethics policy disclosure
  - Company ownership and funding sources disclosure

Article-level
  - Original reporting (e.g. on-location reporter, eyewitness)
  - Reporting methodology
  - Reporter bio (expertise, conflicts, history, affiliation)
  - Article type (news/opinion/analysis)

Inspirations

NOT CNN's code of ethics

Time Warner's business code of conduct, but not code of ethics

NYT's policy pages are difficult to discover from single location and are only linked from corporate site, not news site
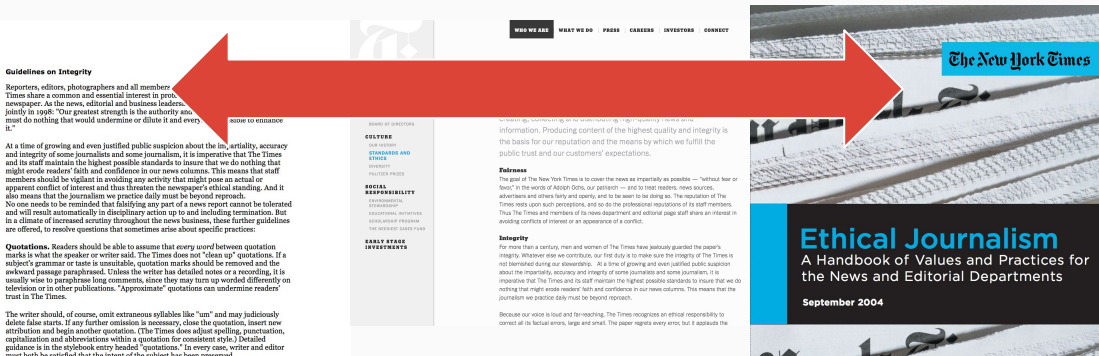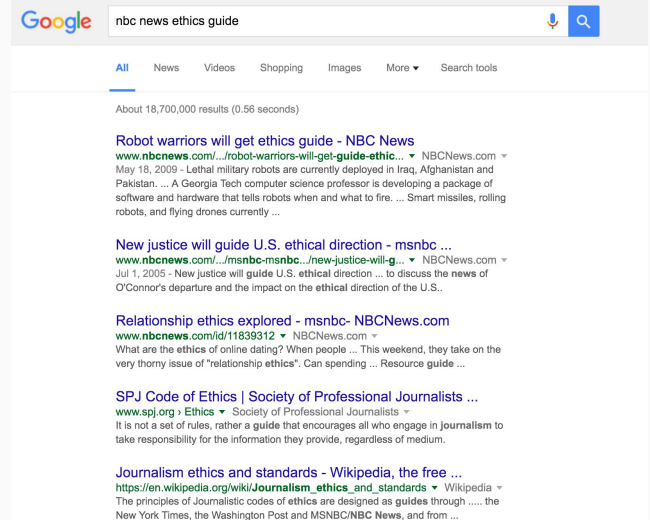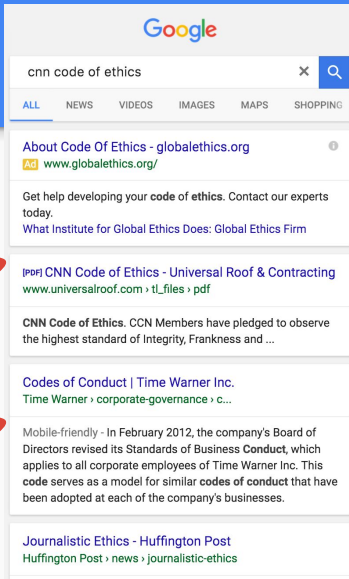
Many news organizations don't appear to have publicly available codes of ethics

Inspirations

US nutrition labels

Nutrition Facts
Serving Size 4 oz. (113g)
Servings Per Container 4

Amount Per Serving

Calories 280   Calories from Fat 130

% Daily Value*

Total Fat 14g 22%
    Saturated Fat 3.5g 18%
    Trans Fat 2.5g

Cholesterol 120mg 40%
Sodium 640mg 27%
Total Carbohydrate 13g 4%
    Dietary Fiber 1g 4%
    Sugars 0g

Protein 24g

Vitamin A 2% • Vitamin C 2%
Calcium 2% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300 mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
    Fat 9 • Carbohydrate 4 • Protein 4

- **Get the basics visible**
- **Standardized set of information**

But...

- **Are these truly useful to people?**
- **Do you think differently about eating some food if it doesn't have a label?**
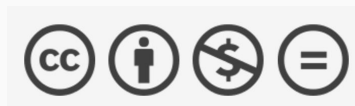
Creative Commons

ONA Ethics Project

Simple Icons

Templates for Publishers

Circle of Trust

Article-Level

**Markup and content
to support Trust Essentials**
(non-exhaustive examples)

- Reporter bios and conflict disclosure
- Corrections links and updates

High-ROI Platform Markup (optional; examples)

- Enterprise reporting (standout)
- Reporter bio information (expertise)
- Geolocation tagging (hyperlocal)
- Eyewitness tagging
- Article updates and edit history
  (fresh content accepted as fresh)
- Article type (news/analysis/opinion)

Trust Essentials

**Site/Publisher-level
"Minimum price of admission"**

"Trust Badges"

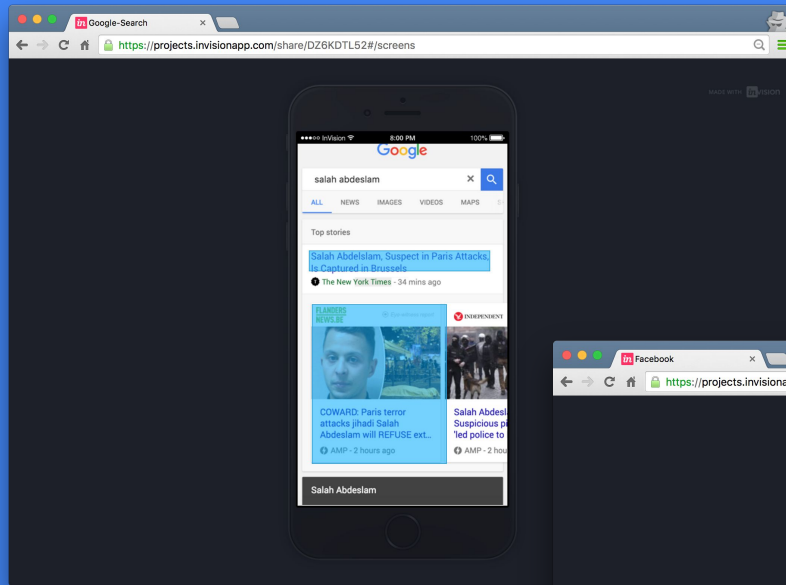Requirement vary by level of badge, but include:
- Comprehensive Code of Ethics
- Provision of forms to request corrections and links to email reporters and editors about stories
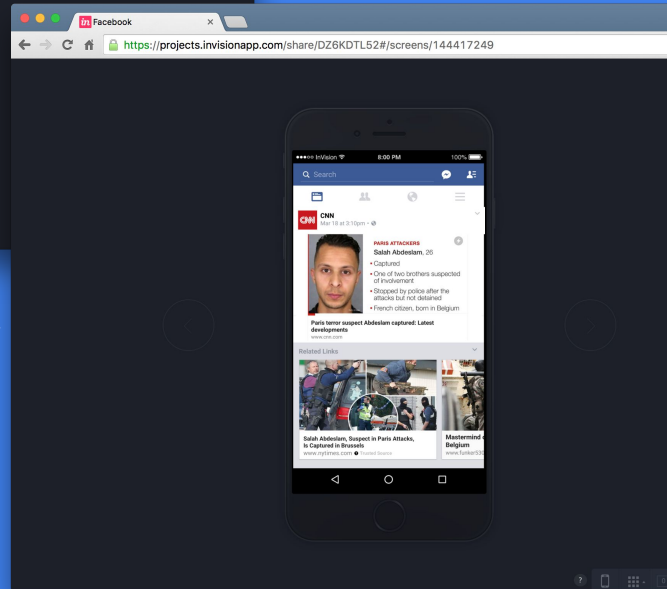
Markup implementation options:
- Schema.org
- OpenGraph
- TrustTags?? (something new)

Testing and evaluating MVP

Concept testing: Show a user wireframes and/or clickable prototype

Interview user to assess the following relating to experience in the **distribution platform**:

- Does the user **notice** trust badges that appear in distribution platform (e.g. Facebook, Google)?
- Does the user **understand** trust badges in distribution platform? Does the user understand how trust badges end up being displayed?
- Does the user think that the trust badge would **help** her choose news to read?
- Does the user think that the distribution platform is **doing anything differently** because the badges are being shown (other than showing the badge)?

Interview user to assess the following relating to the experience on the **publisher article or site**:

- Does the user **notice** trust badges appearing in an article? How do they perceive that? Does it alter her trust in the content?
- Does the user **learn** through the trust badges and additional trust-related content on the page (e.g. dateline, reporter bio, etc.) about how to evaluate content for trust.

Preserving Trust: Validation Mechanisms

Critical problem to solve, but many stakeholders in determining solution.

Here's some ideas:

- Being called out publicly
  - Article and social media content written about non-compliance → embarrassing
  - Promotes awareness and triggers *post hoc* audits
- Platforms supporting Trust Project could provide publisher dashboards
  - Enable the platform's users to submit reports
  - Algorithmically find and surface issues; send emails to publisher about them
  - Hire teams to manually check things; find, surface, and email about these
  - Summarize compliance via a "report card"
  - Revoke acceptance of signals and/or ranking demotion for bad behavior

Value to media organizations

- Increased user transparency on trust practices
  - Better practices: External commitments augment internal practices
  - Many of the most trustworthy organizations already do this; benefit is greater than cost
  - Elevate users' trust in overall industry through participation and successful outcome
  - Convert new users into habitual users via trust
- More signal to platforms → More and better traffic
  - Ranking benefit: Signals correlated with good user experience employed in boosting content exhibiting those signals
    - Trust results in better visibility and, therefore, traffic
    - With new usable and trustable signals, improve ranking and personalization on platforms
  - Experience benefit: Attract users using UI that highlights interesting article properties
    - On the scene reporting
    - Enterprise reporting
    - Type (news/opinion/analysis)

Value to distribution platforms

	Currently used markup ● Better coverage and accuracy ● Marginally more trusted by platforms if publisher is participating in broader Trust Project ecosystem	**New markup** ● Enable new approaches for platforms to rank and personalize content ● Present differentiation in content to users to aid them in their consumption choices
EXAMPLES:		
Ranking signals	● Timestamp	● Geolocation ● Article analytics, e.g. time spent ● Article sharing activity
UI enhancements	● Featured image ● Publisher logo	● On the scene reporting ● Enterprise reporting ● Type (news/opinion/analysis)

Appendix

Single-user prototype testing insights

Conducted during session at NYC Trust Project workshop, March 18-19.

- Didn't notice additions to Google search results page
  - Trust (T) icon easily confused/missed for NYT logo
  - Gray text for eyewitness badging on article overlooked because it was too faint
- Needs more investigation: Do users perceive Trust Project badging as self-promotion by publisher (i.e. NYT is claiming it's a trusted source on its own rather than an industry-standard designation)
- + The Trust project page describing the trust signals and offering links was useful and interesting to user
- Too much jumping around between reading article and reading Trust Project detail relating to badging