Crisis in Trust: A Solution in Your Hands

ONO 18, Amsterdam
Sally Lehrman
Director, The Trust Project
@journethics  @_thetrustproject
Donald J. Trump (@realDonaldTrump)

The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!

4:48 PM - 17 Feb 2017

51,148 retweets, 162,496 likes

Does Politico Publish Fake News?

Chris Roberts, American Renaissance, December 12, 2016

It certainly got Donald Trump completely wrong.
“campaign of misinformation intended to distract and confuse, to create an alternative reality in which all truth is relative and no information can be trusted.”
33 percent
Facts
The public

Trust Indicators on news sites

Machine-readable signals
“I do not understand why people do not read the news. Might as well put your finger in a light socket.”

I’m suspicious. I curate my own news.
“I do not understand why people do not read the news. Might as well put your finger in a light socket.”

“I want news that’s nutritionally fit. Every time I read an article, I have more questions.”

“News is there to tell us what’s going on? Around the world. Around the neighborhood. But I’d like for it to be more real…”

“I would trust a system that was as critical of institutions as I am”
The agenda?
Diverse perspectives?
The journalist?
What am I looking at?
How do you know?
Locally sourced?
Let me participate
Codice Etico

PREMESSA

I VALORI DI REPUBBLICA

dpa is a proud participant in the Trust Indicators project, which explores how journalism can stand as a cornerstone of trustworthiness. Together on this page follows the guide on users’ views on the trust indicators of news organizations, and how to assess the credibility of news content.

The Trust Indicators

Ethics Policy

dpa’s journalists are free and independent when it comes to their reporting. We are committed to truth and facts, and not to political parties, religious or cultural beliefs, industry or any other interest groups.

Furthermore, dpa’s clients are heterogeneous, which makes it impossible to align with various interest groups. It is a fundamental tenet of journalism that we tell good stories and provide facts, but allow readers to draw their own conclusions.

Abusi, la ministra francese Schiappa: “Qualcosa è cambiato, le donne non tacciono più”

Secondo la responsabile del dossier delle Pari opportunità “è l’ultimo di una battaglia culturale. I social network aiutano le vittime a sentirsi protette”

dpa - Trust Project

LA GIERA

CONTATTI

FONTE ANONIME

FACT-CHECKING E FONTI

LE CORREZIONI

STRUTTURA SOCIETARIA

I VALORI

CODICE ETICO

La Repubblica
Best Practices

1. Ethics Policy
2. Diverse Voices, Staffing
3. Corrections Policy, Practices
4. Ownership Structure, Funding & Grants, Founding Date, Audience
5. Masthead, Newsroom Contact Information
6. Mission Statement with Coverage Priorities
7. Verification/Fact-checking Standards
8. Unnamed Sources
9. Public Engagement Statement and Contact Info
The Trust Indicators

But there's been no public information on whether Kelley had a mental health issue.

By Emily C. Singer

Emily C. Singer, née Cahn, is a senior writer for Mic covering politics. She is based in New York and can be reached at esinger@mic.com

Related stories by this author

- Trump says police response to Las Vegas shooting was "a miracle"
  Oct. 3, 2017
- Trump calls Las Vegas shooting an "act of pure evil" but doesn't call for action
  Oct. 2, 2017
- One year after Pulse shooting, a majority of Americans want stronger gun controls

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You might call Thore Haugstad a Europhile: born in Norway but now based in Madrid, he possesses an enquiring mind which roves across the continent for the finest stories. He covers every blade of grass on the pitch of football writing; from tactics to trends, state to opinions, retro to modernism to futurology.

Contact details
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Location
Madrid

Areas of expertise
Spanish football
Tactics

Languages spoken
English, Norwegian Bokmål, Norwegian Nynorsk, Spanish

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Articles by Thore Haugstad

REAL MADRID
21 January 2018
Why Cristiano Ronaldo has been Real Madrid's major problem this season... but he can also be their solution
The Fix • Analysis

Obama should be arrested for implying Trump needs a filter, Fox Business host suggests

By Cleve R. Woolson Jr. December 2

Obama slams Trump for his use of Twitter
Of course, witch trials also led to the murder of tens of thousands of innocent victims. Modern politicians frequently court voters by warning of the perils posed by hidden enemies lurking in the public’s midst. They might be well-advised to consider whether the targets of the resulting policies are any guiltier than those accused of consorting with Satan just a few hundred years ago.

Citations


“Witch Trials”, by Peter Leeson and Jacob Russ, Economic Journal, August 2017
News Distributor Use
Credibility higher with Trust Indicators

SITE
• Can be trusted, reputable, reliable
• Tells whole story

REPORTER
• Carefully researched
• Well-qualified

BEHAVIORAL INTENTIONS

Research by the Center for Media Engagement. Differences with indicators and without indicators are statistically significant.
## Top five Trust indicators by impact

Perceptions of how each indicator affects trust

<table>
<thead>
<tr>
<th>Trust Indicator</th>
<th>More trust</th>
<th>No change</th>
<th>Less trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noted that the organization participated in Trust Project</td>
<td>62.6%</td>
<td>30.9%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Included a “behind the story” section (e.g. sources used)</td>
<td>59.0</td>
<td>33.2</td>
<td>7.7</td>
</tr>
<tr>
<td>Provided list of best practices (e.g. ethics policy)</td>
<td>52.8</td>
<td>39.8</td>
<td>7.4</td>
</tr>
<tr>
<td>Provided link to leadership structure</td>
<td>48.9</td>
<td>43.5</td>
<td>7.7</td>
</tr>
<tr>
<td>Labeled their articles as news, analysis, etc.</td>
<td>48.5</td>
<td>41.5</td>
<td>10.1</td>
</tr>
</tbody>
</table>
Research shows that, compared to other broadcasters, newspapers and online sites, the BBC is seen as by far the most trusted and impartial news provider in the UK.

Even so, we know that identifying credible journalism on the internet can be a confusing experience. We also know that audiences want to understand more about how BBC journalism is produced.

“Our commitment to impartiality is at the heart of that relationship of trust. In all our output we will treat every subject with an impartiality that reflects the full range of views. We will consider all the relevant facts fairly and with an open mind.”

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The Trust Project “has helped push some tidy-up bits we need to do anyway.”

– European broadcast company

“The work existed but not in the public domain, making it knowable.”

– Global digital native news site

“We’re having to reconsider stuff that hasn’t been given due thought in the past 20 years, including our ethics policy.”

– U.S. regional newspaper
Launched Nov. 2017

- BBC (UK)
- dpa news agency (Germany)
- The Economist (UK)
- FFT (UK)
- The Globe and Mail (Canada)
- Hearst Television (US)
- Independent Journal Review (US)
- Mic (US)
- La Repubblica (Italy)
- La Stampa (Italy)
- Stuff (UK)
- Trinity Mirror (UK)
- Washington Post (US)
- What Hi Fi? (UK)
- Institute for Nonprofit News (WP plug-in)

Currently Implementing

- Aftonbladet (Sweden)
- Bay Area News Group (US)
- Canadian Press Agency
- Canadian Broadcasting Corp.
- El Pais (Spain)
- Heavy.com (US)
- Orb Media (international)
- SciDev.net (international)
- SkyNews (UK)
- Star Tribune (Minneapolis)
- Tegna (US, multiple sites)
- The Daily Beast (US)
- The Star (Canada, multiple sites)
- VG (Norway)
- Voice of Orange County (US)
- Wisconsin Watch (US)
- Zeit Online (Germany)
“It will not bring our families back but truth does matter, the truth does exist.”
Questions?

- Best Practices
- Author/Reporter Expertise
- Type of Work
- Methods
- Citations and References
- Local
- Diverse Voices
- Public Engagement