

Crisis in Trust: A Solution in Your Hands

ONO 18, Amsterdam

Sally Lehrman

Director, The Trust Project

@journethics @_thetrustproject



Donald J. Trump ✓

@realDonaldTrump

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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  162,496

Posted on December 13, 2016

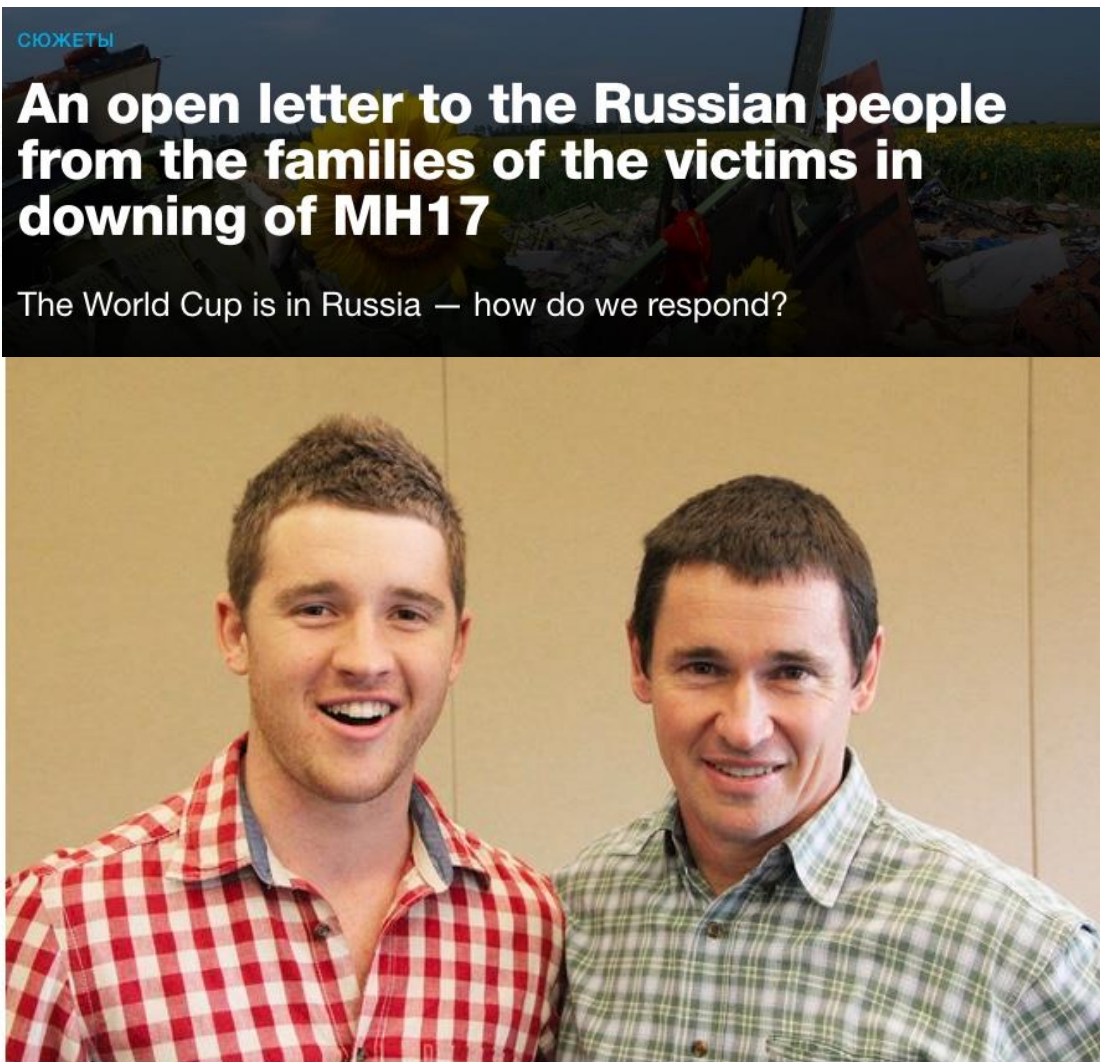
Does Politico Publish Fake News?

Chris Roberts, American Renaissance, December 12, 2016

It certainly got Donald Trump completely wrong.



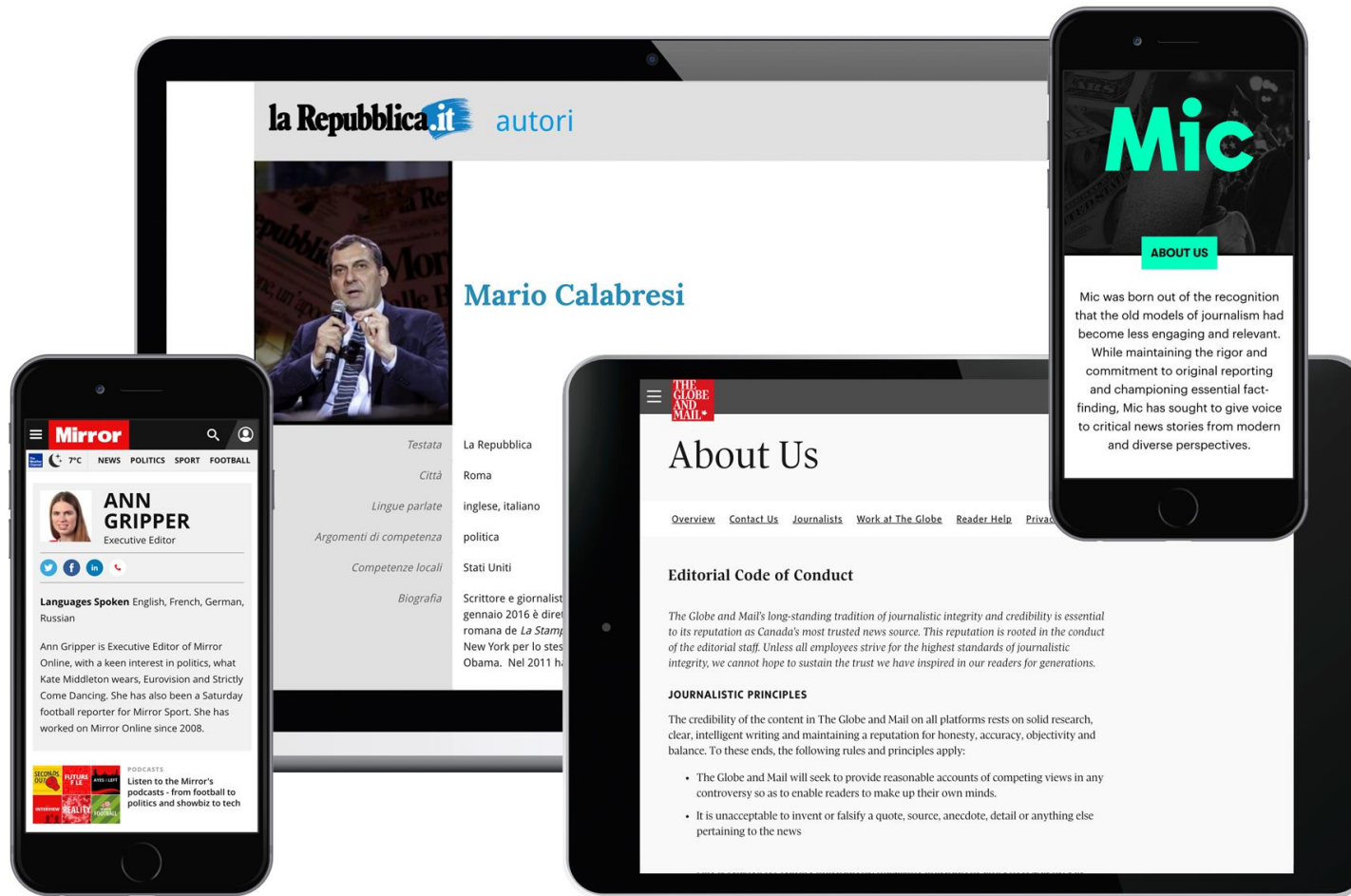
...“campaign of misinformation intended to distract and confuse, to create an alternative reality in which all truth is relative and no information can be trusted.”



33 percent

Facts





The Trust Project

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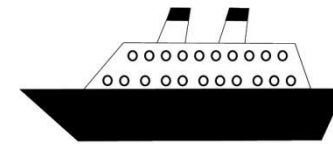
@journethics



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.**



Avid News Users



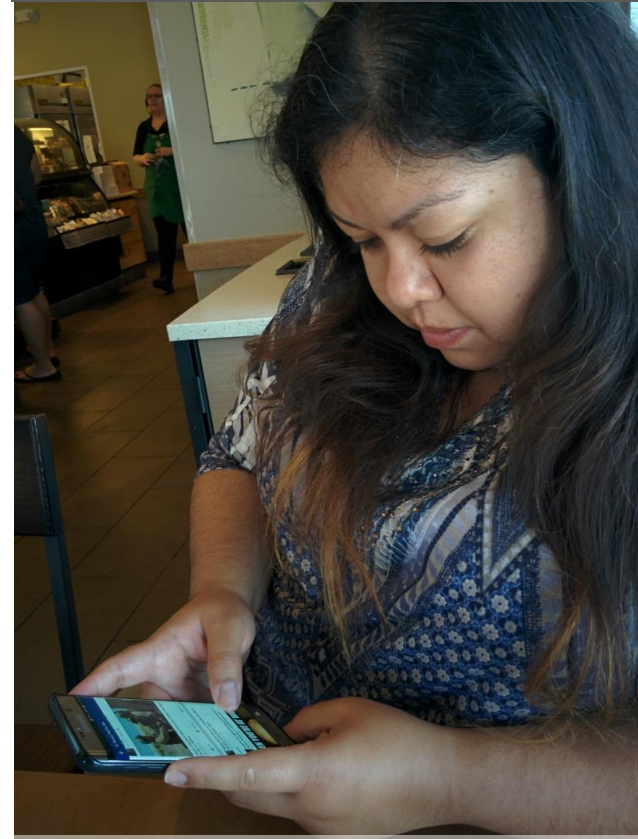
“I do not understand why people do not read the news. Might as well put your finger in a light socket.”

Engaged users



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

Opportunistic users

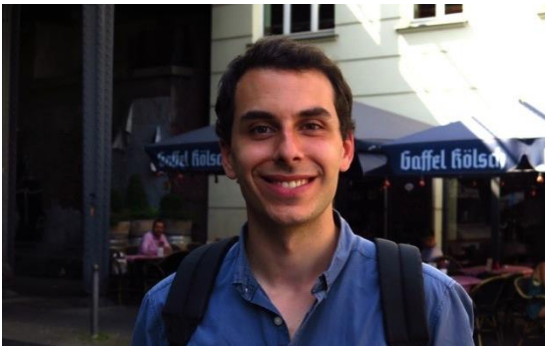


“News is there to tell us what’s going on? Around the world. Around the neighborhood. But I’d like for it to be more real...”

Angry, disengaged



“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



Repubblica aderisce al **Trust Project** Scopri di che si tratta

la Repubblica

- CODICE ETICO
- I VALORI
- LE CORREZIONI
- STRUTTURA SOCIETARIA
- FACT-CHECKING E FONTI
- FONTI ANONIME
- LA GERENZA
- CONTATTI

Codice Etico

PREMESSA

I VALORI DI REPUBBLICA
 Da sempre attento al rispetto delle persone e delle leggi, il quotidiano Repubblica si dota con questo documento di un codice etico, in cui riafferma i suoi principi, i suoi obiettivi morali e sociali, la sua fiducia nelle Istituzioni del nostro paese. Questo documento sottolinea l'impegno dei giornalisti, dei dirigenti e degli impiegati a svolgere correttamente e in piena trasparenza la propria professione. Siamo coscienti

dpa - Trust Project

Intro Ethics Diversity Corrections Mission Ownership Verification Sourcing

dpa is a proud participant in the Trust explores how journalism can stand out together on this page follows the guide research on users' views on the trust

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ANALISI

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

Secondo la responsabile del dicastero delle Pari opportunità "è l'inizio di una battaglia culturale. I social network aiutano le vittime a sentirsi protette"

dalla nostra corrispondente ANAIS GINORI | La scheda dell'autrice

QUESTO CONTENUTO È CONFORME AL **The Trust Project** **SCOPRI COS'È**

Lo leggo dopo | 17 novembre 2017

337 f | t | g | in

PARIGI. «È una battaglia culturale, e siamo solo all'inizio». Prima di essere chiamata da Macron come paladina dei diritti delle donne, **Marlène Schiappa** è stata molte cose. Militante femminista, blogger, autrice di

la Repubblica | Mi piace questa Pagina 3,6 min 'M

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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.

The Trust Indicators

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



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

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Thore Haugstad
Freelance writer
Follow @Haugstad1006

You might call Thore Haugstad pan-European: 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, stats to opinions, retro reminiscences to futurology.

Contact details
@Haugstad1006 on [Twitter](#) & [Facebook](#). Also at timeontheball.net

Location
Madrid

Areas of expertise
Spanish football
Tactics
Analysis

Languages spoken
English, Norwegian Bokmål, Norwegian Nynorsk, Spanish

Articles by Thore Haugstad



REAL MADRID 13 February 2018
Why Cristiano Ronaldo has been Real Madrid's major problem this season... but he can also be their solution

The Trust Indicators

The Fix • Analysis

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

By Cleve R. Wootson Jr. December 2

Obama slams Trump for his use of Twitter

2.8k

The Fix • Analysis

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

By Cleve R. Wootson Jr. December 2 at 4:42 PM

Obama slams Trump for his use of Twitter

1.0k

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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

"Witchcraft, Weather and Economic Growth in Renaissance Europe", by Emily Oster, *Journal of Economic Perspectives*, 2004

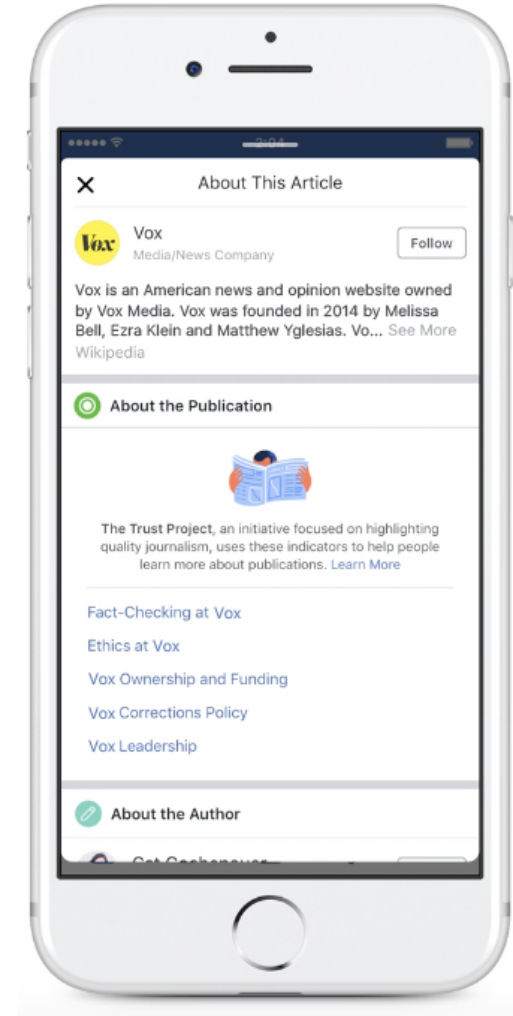
"Elites, Weather Shocks, and Witchcraft Trials in Scotland", by Cornelius Christian, working paper, June 2017

"Witch Trials", by Peter Leeson and Jacob Russ, *Economic Journal*, August 2017

The Trust Indicators



News Distributor Use



Credibility higher with Trust Indicators

SITE

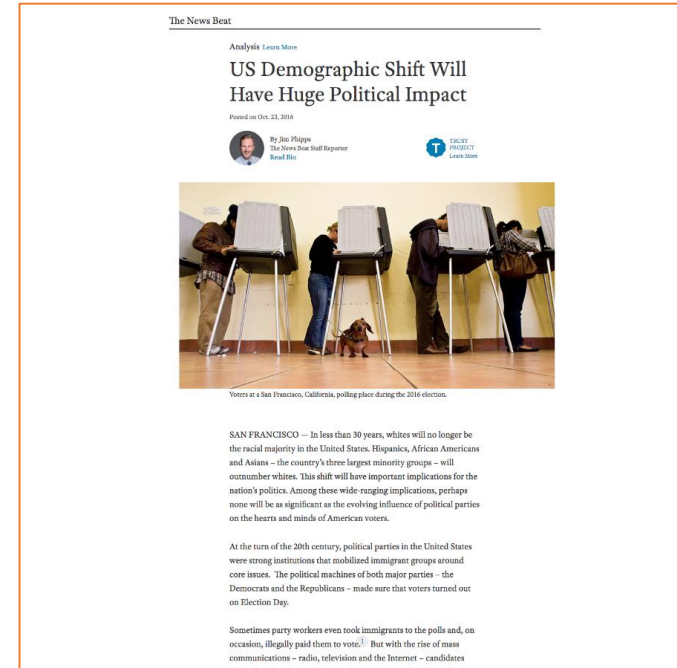
- Can be trusted, reputable, reliable
- Tells whole story

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

Trust Indicator	More trust	No change	Less trust
Noted that the organization participated in Trust Project	62.6%	30.9%	6.5%
Included a “behind the story” section (e.g. sources used)	59.0	33.2	7.7
Provided list of best practices (e.g. ethics policy)	52.8	39.8	7.4
Provided link to leadership structure	48.9	43.5	7.7
Labeled their articles as news, analysis, etc.	48.5	41.5	10.1



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BBC News Services

Learn how the BBC is working to strengthen trust and transparency in online news

🕒 8 December 2017

The BBC is
that you can
accurate, in

Our editoria
everything
achieving t

or materially misleading our audiences.

"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."

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.

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.

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)

СЮЖЕТЫ

An open letter to the Russian people from the families of the victims in downing of MH17

The World Cup is in Russia — how do we respond?

“It will not bring our families back but truth does matter, the truth does exist.”



Daisy Oehlers, victim of MH17 downing. Twitter.com

We appeal again for the Russian government to cooperate fully with the international investigation into MH17. It will not bring our families back but the truth does matter, the truth does exist and we want those responsible for MH17 to be identified and held accountable. We teach our children when they are small that they must own up to their mistakes and take responsibility for their actions. We want our governments to do the same. We ask Russia to do the same.



The Trust Project

Sally Lehrman

@journethics @_thetrustproject



Questions?

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

