

**Trust has to be
earned**

Sally Lehrman

@journethics @_thetrustproject

<https://www.thetrustproject.org>



The Trust Project



You

People here are not angry at the Russian people. Honestly, though, there is a lot of concern about Putin and his ambitions.

What ambitions is he supposed to have? What is said about it? That's an important point. Is he said to be willing to attack Europe or to rebuild the Soviet Union 😊? If it's said so, then it's the part of the fake news and the information war.

1:05 AM

Besides, is it showed on news in the US that Ukraine had a strong fascist/nacism movement with its own army? That was armed and supported by the US/NATO? These people were treating Donetsk and

They are still doing awful things in fact, using Ukrainians as alive shield, as they know that Russian troops don't bomb civilians and civil buildings



The Trust

Agenda

Why does trust matter?

How are we doing?

What do users want?

Business impact

Examples



Why does trust matter?

- ↑ Perceptions of value
- ↑ Time with your news
- ↑ Time with your ads
- ↑ Subscriptions
- ↑ Community, political support for free speech, open society, journalism that challenges the power structure



Ipsos – Trust Project Survey

- Seek out trustworthy news: 82%
- Spot false information: 58%
- Believe others can: 30%

About 39,000 adults, 28 countries
Ipsos/Trust Project 2020

<https://www.ipsos.com/en/global-majority-seeks-trustworthy-news-may-be-vulnerable-disinformation>



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Ipsos – Trust Project Survey



User-centered design interviews



2015-16 Interviews

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."

Angry, disengaged



"I would trust a system that was as critical of institutions as I am"



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The agenda
Diverse perspectives
The journalist
What am I looking at
How do you know
Locally sourced
Let me participate

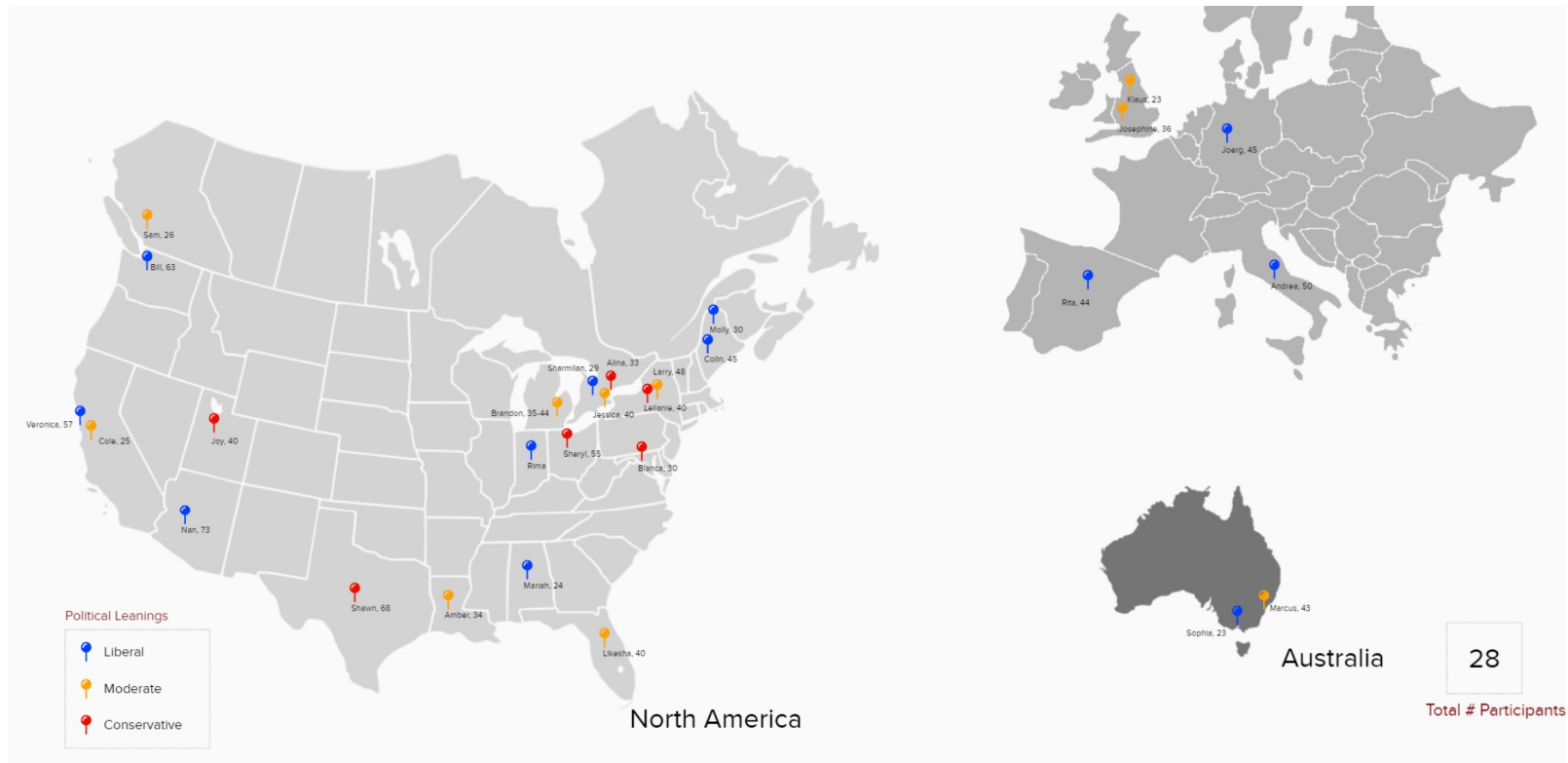


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Overview: 2020-21 ReFresh

Geography

We conducted remote interviews with 28 people in North America, Europe and Australia.



2020-21 User Types

Avid > Taking action



Uses the news to decide “how to help.” Talks with others, donates, curates.

Engaged > Avid



“Far more active in following the news than she used to be.”

Opportunistic > Informed, internally engaged



“Mainly looks at the news morning and evening. (More often it) became overwhelming.”

Engaged with untrustworthy news



“I share the stories which feel like they are largely being ignored... like (child trafficking.)”



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2020 Interviews: Engagement, Emotion, Diverse Voices



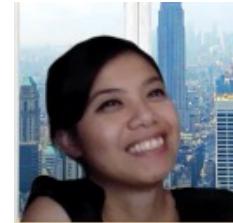
OVERWHELMED

"I'm very concerned about fake news because with social media it's everywhere, and you can just start believing it."



SEARCHING FOR DIVERSITY

"Different perspectives bring more information to the table, and the truth lies somewhere in the middle."



EMOTIONALLY EXHAUSTED

"I'm always looking for information that isn't just to scare or to push bias; I'm looking for actionable information I can then participate on."



2021 Edelman Trust Barometer

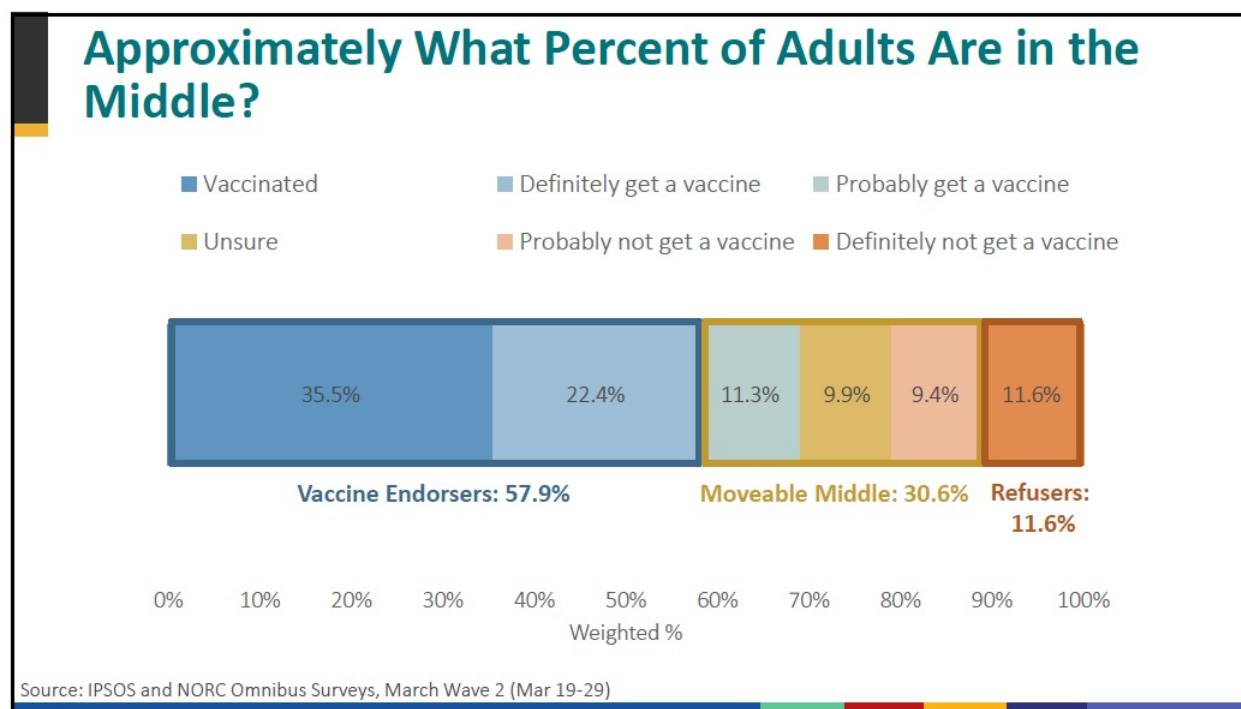
PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box: more important; bottom 2 box, less important. Question asked of half of the sample. General population, 27-mkt avg. Net change is the difference between more and less important.

<i>Change in importance since the start of the year...</i>	Net change	More Important	Less Important
Prioritizing my family and their needs	+56	64	8
Increasing my media and information literacy	+46	55	9
Increasing my science literacy	+43	52	9
Being politically aware	+39	51	12
Speaking out when I see the need for changes and reforms	+36	47	11

Vaccine Attitudes Research: “The Moveable Middle”



COVID-19 Vaccination Uptake Behavioral Science Task Force, Feb. 2021

The 8 Trust Indicators

We asked people what they look for in trusted media – and from their answers, we created ‘Trust Indicators’ for the press to build into news sites.

Best Practices

- Who funds the site? What is its mission?
- What standards and ethics guide the process of gathering news?
- What happens if a journalist has ties to the topic covered?

Journalist Expertise

- Who made this?
- Are there details about the journalist, including contact information, areas of knowledge and other stories they’ve worked on?

Type of Work

- What is this?
- Do you see story labels with clear definitions to distinguish opinion, analysis and advertiser (or sponsored) content from news reports?

Citations and References

- What is the source?
- Does the site tell you where it got its information?
- For investigative, controversial or in-depth stories, are you given access to the original materials behind the facts and assertions?

Methods

- Why was it a priority?
- For investigations, in-depth or controversial stories, why did they pursue the topic?
- How did they go about the process?

Locally Sourced

- Do they know the community?
- Was the reporting done on the scene?
- Is there evidence of deep knowledge about the local situation or community?

Diverse Voices

- What are the newsroom’s efforts and commitments to bring in diverse perspectives across social and demographic differences?
- Are some communities or perspectives included only in stereotypical ways, or even completely missing?

Actionable Feedback

- What does the site do to engage your help in setting coverage priorities, asking good questions and finding the answers, holding powerful people and institutions accountable and ensuring accuracy?
- Can you provide feedback that might provoke, alter or expand a story?



With Trust Indicators, trust grows



Improved Evaluation of the news organization:

- Can be trusted
- Reputable
- Tells whole story
- Reliable
- Has high reporting standards



Improved Evaluations of the reporter

- Carefully researched
- Qualified

With the Trust Mark, trust grows

Improved
evaluation of the
news organization

Improved
Intentions for
further
engagement

THE DENVER POST

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 **Judith Kohler**

Judith Kohler joined The Denver Post in August 2018 and is part of the business team, writing about energy, aerospace, agriculture and other topics. She spent 21 years with The Associated Press, covering politics, government, energy and the environment in Colorado and Wyoming.

jkohler@denverpost.com [Follow Judith Kohler](#) [judith.kohler.12](#) [Follow Judith Kohler](#) [@JudithKohler](#)



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Our mission

Amplify journalism's
commitment to transparency,
accuracy, inclusion and fairness
**so that the public can make
informed news choices.**

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El Comercio

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Restauración Nacional espera la decisión final de George Forsyth

El alcalde de La Victoria, George Forsyth, tiene hasta el lunes 12 de octubre para renunciar a su cargo o caso determine postular a la presidencia de país en el marco de las Elecciones 2021

Últimas Noticias

Elecciones 2021: ¿les fue a las alianzas electorales en anteriores comicios generales?

Restauración Nacional espera la decisión de George Forsyth

Alarcón anuncia que enviarán 60 preguntas a Martín Vizcarra si el plazo de investigación

George Forsyth interrumpiría su gestión como alcalde de La Victoria para postular a la presidencia por Restauración Nacional, que ahora será conocido como Victoria Nacional. (Foto: Diana Mateo / OBC)

René Zubieta Pacco

Periodista

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Lima, 7 de octubre 2020

Actualizado el 07/10/2020 a las 09:33

Conforme a los criterios de

The Trust Project

Saber más

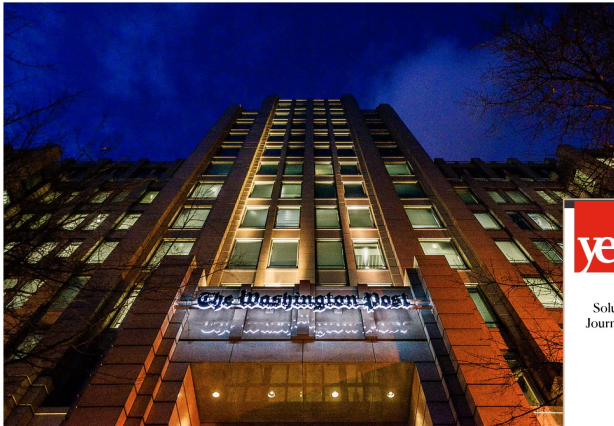
The Washington Post

Democracy Dies in Darkness

About Us

Policies and Standards

By Washington Post Staff
January 1, 2016



(Photo by Bill O'Leary/The Washington Post)

Mission statement

Ethics policy

Verification and fact-checking standards

Diversity policy

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Policy on sources

Reader engagement and feedback

yes!

SOCIAL JUSTICE

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HEALTH & HAPPINESS

ECONOMY

DEMOCRACY

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Trending: Coronavirus Coverage Mental Health #BlackLivesMatter White Privilege

HELP US REPORT

HELP US REPORT: Asks the public for input, insights, clarifications, anecdotes, documentation, etc., for reporting purposes. Callouts are a type of crowdsourcing in journalism.

Call for Submissions for an Ecological Civilization

Hurry and send us your leads and pitches by Oct. 16.

Why you can trust us

BY YES! EDITORS

2 MIN READ

OCT 5, 2020

T

The Trust Project



INVESTIGATIONS David Migoya

@davidmigoya dmigoya@denverpost.com

David writes investigative projects and has been at The Denver Post since 1999. He was a founding member of the investigations team before moving on to write about banking, finance, human services and consumer affairs, then returned to investigations. David has also worked at publications in New York City, St. Louis and Detroit over a 36-year career that began at the Post in 1983.

His work has been recognized by Investigative Reporters & Editors, the Society of Professional Journalists, the Scripps Howard Foundation, the Society of Business Editors and Writers, and the National Association of Real Estate Editors. His 2018 expose about hidden court cases across Colorado was chosen as the state's best by the Colorado Press Association.

David is fluent in Spanish.

Location: Denver, Colorado
Language: Spanish

Sections

The Washington Post
Democracy Dies in Darkness

Accepted Here
goEAT

A sign alerting customers about SNAP food stamps benefits is displayed at a Brooklyn grocery store. (Scott Heins/Getty Images)

By Laura Reiley
Reporter covering the business of food

Country are attempting to make it harder for needy families to access federal assistance. States in Ohio, Arizona, Arkansas, Missouri, Montana and others have proposed changes to qualify for food assistance, cutting off benefits to those who have cars or who drive a halfway decent car, or adding paperwork requirements to document tiny changes in income and efforts to find work.

Email Bio Follow

AUTHOR'S PROFILE

Gorka Landaburu
Jorge Neri
Juan Ballesteros
Miguel Artola
Ana Latouche
Dimas Ibarra
Natalia Lobo
Ernesto Linzalata
Juli Irias
Mariangeles Valero
Maria Rosales
Olga Pimentel
David Luzio
Francisco Rios
Mariela León
Manuel Tomillo
Paola Badaracco
Jorge Montenegro

Miguel Artola

Location: Bilbao, Spain.

Education: Degree in Journalism from the Faculty of Social and Information Sciences of the University of the Basque Country (UPV / EHU).

Expert in thematics of various kinds.

Local/Demographic Experience: San Sebastian, Basque Country, Madrid, Andalusia, Castilla-La Mancha.

Professional experience:

Collaborator with the audiovisual and graphic department of the digital and print versions of Cambio16 and Energía16, and the magazine *Cambio Financiero*. Responsible for audiovisual production and social networks of different public and private entities. He worked at Onda Cero San Sebastián and Espacio de Información General (TVG, Telemadrid, Canal Sur and Castilla-La Mancha).

Membership:

ARI Magazine association

Related items:

Videoblog by Gorka Landaburu: Good Bye Europe

Videoblog by Gorka Landaburu: Global warming. We have to cool down the planet

Gorka Landaburu videoblog: There will be government by Christmas Eve

Gorka Landaburu videoblog: minefield the PSOE-We can electoral agreement



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Corrections

- Of 54 possible signals of trust in Google search, “The newsroom corrects its errors” ranked the highest. (n=1037)
 - Increased trust: 61%
 - Decreased trust: 10%
- In interviews, corrections a key concern. (n=91 conservative or right-leaning)

Center for Media Engagement



The Trust Project

POLITICS | Fact check

Truth
imp

Checks a specific statement or set of statements asserted as fact. Issues a verdict on whether or not the statement is correct.



Nicky

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Published Friday, October 18, 2019 1:42PM EDT

Justin Trudeau does not want to law in Canada



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15
15
17:03
...


This episode was edited to remove a statement about whether a business refusing an unvaccinated customer does or does not violate the Charter of Rights and Freedoms.



T The Trust Project

Correction in story

Public News Service



The Trust Project

**“Agenda”:
Funding.
Ownership.
Who has a say
over coverage?**



SEPARATION OF EDITORIAL DEPARTMENT AND NEWSROOM

The Opinion section and content is produced by the Editorial Department to foster discussion about key issues. The Editorial Board represents the institutional voice of the Star Tribune and operates independently of the newsroom.

Opinion section editors do not participate in decisions about news coverage, and newsroom editors do not participate in formation of the Star Tribune's editorial positions.

[A guide to Editorial and Commentary is provided here](#) by the Editorial staff.

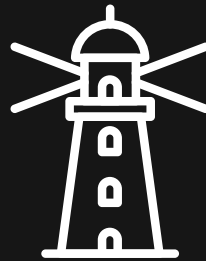


The Trust Project

Four Strategies

1. Acknowledge missteps
2. Double-down on ethics, accuracy
3. Explain who we are, what we do
4. Reach out, engage





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earned – and you
can earn it**

Sally Lehrman

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