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Trust Issues: Critically Examining the News with the Trust Indicators

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California Library Association Conference
Santa Clara, California

November 10, 2018

Image Credit: Newspapers by Dave Crosby is licensed under [CC BY-SA 2.0](https://creativecommons.org/licenses/by-sa/2.0/)

A photograph of a bicycle with a large stack of newspapers on the back rack, parked against a wall with a decorative metal fence. The bicycle is a dark-colored road bike with a white saddle and a black rear rack. The newspapers are stacked high, reaching above the seat, and are tied together with a yellow string. The background features a dark, ornate metal fence and a textured grey wall.

Objectives

- Learn about the Trust Project
- Explore integration of the Trust Project in instruction
- Discuss further possibilities of this framework

Introductions



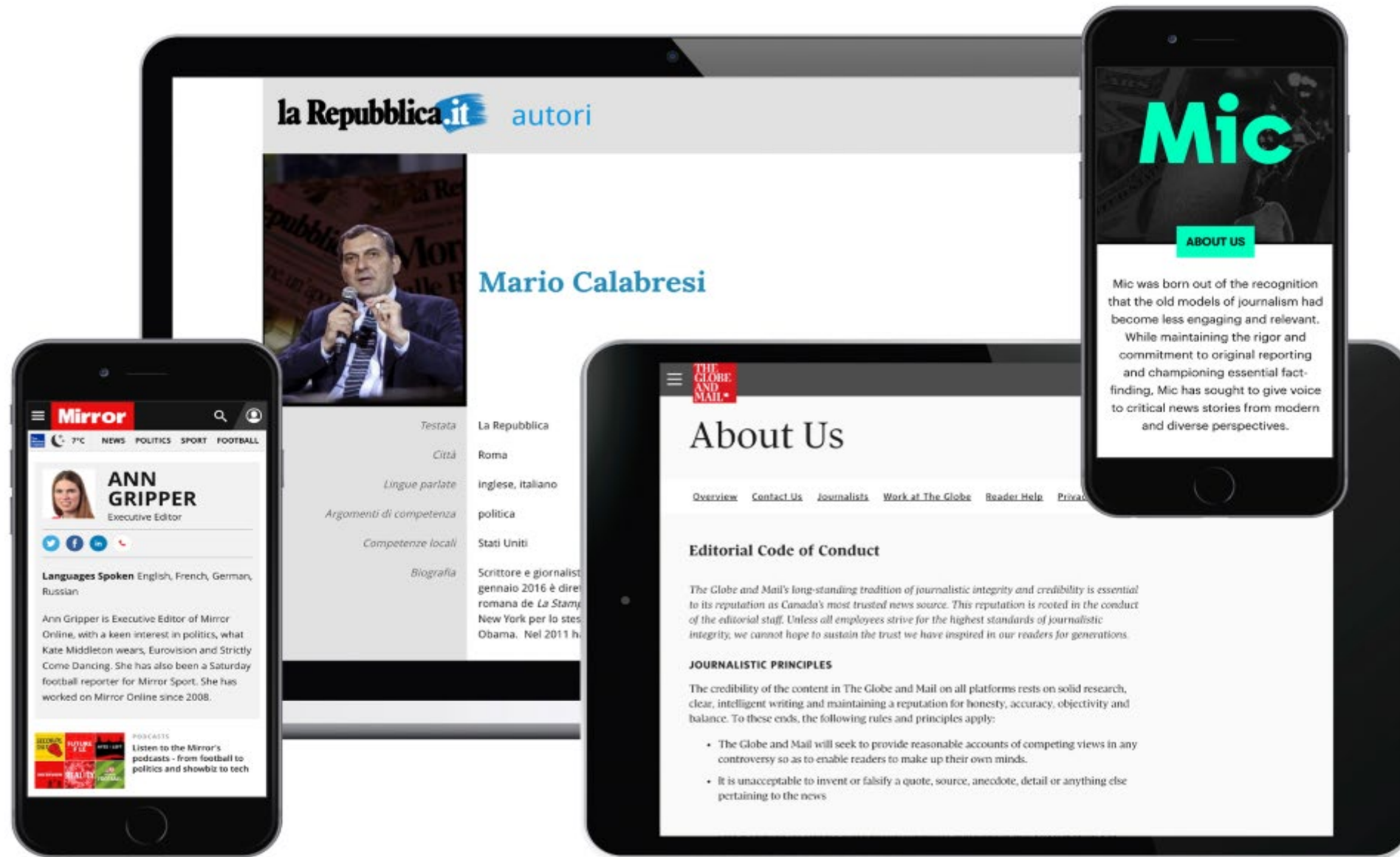
One Stop Shop by DeShaun Craddock is licensed under CC BY-NC-ND 2.0



- Launched in 2017
- Project of Santa Clara University's Markkula Center, led by Sally Lehrman
- Partner with news companies and search engines/social media companies
- Developed “trust indicators” based on interviews with real people



TRUST PROJECT PARTNERS



la Repubblica.it autori



Mario Calabresi

Testata

La Repubblica

Città

Roma

Lingue parlate

Inglese, Italiano

Argomenti di competenza

politica

Competenze locali

Stati Uniti

Biografia

Scrittore e giornalista
gennaio 2016 è direttore
romana de La Stampa
New York per lo stesso
Obama. Nel 2011 ha

Mirror

7°C NEWS POLITICS SPORT FOOTBALL

ANN GRIPPER
Executive Editor

Twitter Facebook LinkedIn Email

Languages Spoken English, French, German, Russian

Ann Gripper is Executive Editor of Mirror Online, with a keen interest in politics, what Kate Middleton wears, Eurovision and Strictly Come Dancing. She has also been a Saturday football reporter for Mirror Sport. She has worked on Mirror Online since 2008.

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The Globe and Mail's long-standing tradition of journalistic integrity and credibility is essential to its reputation as Canada's most trusted news source. This reputation is rooted in the conduct of the editorial staff. Unless all employees strive for the highest standards of journalistic integrity, we cannot hope to sustain the trust we have inspired in our readers for generations.

JOURNALISTIC PRINCIPLES

The credibility of the content in The Globe and Mail on all platforms rests on solid research, clear, intelligent writing and maintaining a reputation for honesty, accuracy, objectivity and balance. To these ends, the following rules and principles apply:

- The Globe and Mail will seek to provide reasonable accounts of competing views in any controversy so as to enable readers to make up their own minds.
- It is unacceptable to invent or falsify a quote, source, anecdote, detail or anything else pertaining to the news

Mic

ABOUT US

Mic was born out of the recognition that the old models of journalism had become less engaging and relevant.

While maintaining the rigor and commitment to original reporting and championing essential fact-finding, Mic has sought to give voice to critical news stories from modern and diverse perspectives.



Trust Project Wins Conference Board Award

Recognition for exemplary effort to address fake news



The Trust Project: Home

Search this Guide

Search

thetrustproject.org

thetrustproject.org

Links & Resources

- [Trust Project Homepage](#)
- [Trust Indicators](#)

The BBC Video



- <https://thetrustproject.org/the-trust-project-what-is-it/>

Instructional Materials

- [Lesson Plan](#)
- [PowerPoint Presentation](#)
- [Trust Indicators Worksheet](#)
- [Worksheet as Google Form](#)

https://libguides.scu.edu/Trust_Project

Warm up

Find a partner....

- Where do you really get your news from?
- How do you know if a source is credible?

Trust Indicators

- Best Practices
- Author/Reporter Expertise
- Type of Work
- Citations and References
- Methods
- Locally Sourced
- Diverse Voices
- Actionable Feedback



Best Practices

- What are the news outlet's standards?
- Who funds it?
- Is there a mission statement?
- Is there any information about commitments to ethics, diverse voices, accuracy, making corrections and other standards?

About Us

Policies and Standards

By Washington Post Staff January 1, 2016

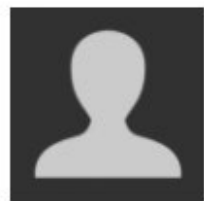


(Photo by Bill O'Leary/The Washington Post)

- | | |
|--|----------------------------------|
| • Mission statement | • Ownership structure |
| • Ethics policy | • Corrections policy |
| • Verification and fact-checking standards | • Policy on sources |
| • Diversity policy | • Reader engagement and feedback |

Author/Reporter Expertise

- Who wrote this?
- Can you find any relevant details or information about the journalist(s), their expertise, credentials, other stories they have worked on?



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The GOP is going to war with Trump over ... tariffs

By Zeeshan Aleem | Today at 3:20 pm PST



Trump's possible trade war with Canada and Europe, explained

By Zeeshan Aleem | Today at 5:50 am PST



Trump's trade tweets prove one thing: he doesn't understand trade

By Zeeshan Aleem | March 2



Type of Work

- What is this?
- Are there any labels to distinguish opinion, analysis and advertiser (or sponsored) content from news reports?

Opinion | EDITORIAL

Demagogues Win as Europe's Populist Tide Sweeps Italy

By THE EDITORIAL BOARD MARCH 5, 2018



Luigi Di Maio, leader of Italy's Five Star Movement party, at a polling station in Naples on Sunday.
Ciro Fusco/European Pressphoto Agency

The [Italian elections on Sunday](#) were the latest powerful wave in a tidal turn of anti-immigrant, anti-European Union and antidemocratic fervor that has



Citations and References

- What are the sources?
- For investigative or in-depth stories, is there access to the sources behind the facts and assertions?

More Money, More Problems | BEN CARSON, JARED KUSHNER, AND THE NEW RULES OF CORRUPTION

Most Americans follow the news only superficially, and for that they should be envied and, probably, imitated. They might miss a lot of stories that matter, but they also miss thousands of stories that don't, like most in each week's Trump-related flood. It's hard to sort through all the noise. This week alone, we learned that HUD officials (seemingly under pressure) **spent \$31,000** on a new dining set for **Ben Carson**, that Interior Secretary **Ryan Zinke** keeps **bending ethics rules** on travel, that E.P.A. chief **Scott Pruitt** has been **flying first class** on the public's dime and spending thousands of dollars in short periods of time, that **H.R. McMaster** is **reportedly on his way out**, that Trump is imposing **major tariffs** on imports of steel, that Trump **supports** gun restrictions or maybe **doesn't**, that White House communications director **Hope Hicks** will be **quitting** (announced a day after testifying before Congress), that Jared Kushner **lost** his top-secret security clearance, that Trump wants **John Kelly** to **push Ivanka** and **Jared** out of the White House, and that Jared Kushner's family business received **major loans** from lenders who'd been meeting regularly with Kushner at the White House. Is all this good or bad for the White House? What's worth noticing in the big picture? Let us sigh and begin.

Methods

- How was this story built?
- Also, for in-depth stories, is there information about why reporters chose to pursue a story and how they went about the process?

How New York Times Reporters Broke Hollywood's Biggest Sexual Harassment Story

By Brent Lang | [@BrentALang](#)

Want proof that journalism matters? Look no further than [Harvey Weinstein](#). Were it not for [The New York Times](#) and [The New Yorker](#), the indie mogul would still be hobnobbing at Oscar parties, attending movie premieres and, if allegations are to be believed, routinely abusing and harassing women.

Instead, Weinstein is facing multiple criminal investigations and possible jail time. He's been fired from the Weinstein Co. and drummed out of Hollywood. And he's got company. Since the Times published its first story on Weinstein's abuses, a slew of big-name media and entertainment personalities have been exposed as serial harassers or abusers. Charlie Rose, Matt Lauer, Brett Ratner and Kevin Spacey are just a few of the figures who are being forced to face the music, as other news organizations pick up where the Times and The New Yorker left off.

Locally Sourced

- Do you know when the story has local origin or expertise?
- Was the reporting done on the scene, with deep knowledge about the local situation or community?

First Responders in Florida Aren't Covered for PTSD. That May Change After Parkland.

Like many states, Florida does not provide lost wages to first responders disabled with PTSD. A bill that would change that is now gaining momentum after 17 people were killed at Marjory Stoneman Douglas High School last month.

by **Abe Aboraya**, WMFE, March 1, 2:30 p.m. EST



Police officers stand in front of Marjory Stoneman Douglas High School as students arrive to attend classes for the first time since the Feb. 14 shooting on Feb. 28, 2018, in Parkland, Florida. (Joe Raedle/Getty Images)

LOCAL REPORTING NETWORK
Helping Local Newsrooms Tell Important Local Stories

This article was produced in partnership with WMFE, which is a member of the [ProPublica Local Reporting Network](#).

Update, March 5, 2018: The Florida Senate [unanimously](#)

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'Trump, Inc.' Podcast Extra: The Trump Organization Ordered Golf Course Markers

Diverse Voices

- What are the newsroom's efforts and commitment to bringing in diverse perspectives?
- Are certain voices, ethnicities, or political persuasions missing?



Activists and faith leaders link arms outside the Chicago headquarters of U.S. Immigration and Customs Enforcement to call for immigration reform, Monday morning, March 5, 2018. | Ashlee Rezin/Sun-Times

Park neighborhood, were among the marchers Monday in Chicago. Oscar has been fighting deportation to Mexico for seven years.

"We pray together, we need to stay together. Here, or in Mexico, or in China, you know? We'll stay together," said Wendy Robles, adding that the couple has two daughters, ages 8 and 11, who are U.S. citizens and attend Chicago Public Schools.

"This situation affects our emotions, our situation, our lives," she said.

"My parents never had DACA and even though they've been here longer than I have, and worked harder than I have, they've never felt what I did these five years of freedom," said Rendon, adding that her father came to the U.S. in 1986 and her mother arrived in 1990. Both are 62.

Oscar Robles, 43, and his 33-year-old wife Wendy, who live in the Old Irving



Actionable Feedback

- Can readers participate?
- Provide feedback that might alter or expand a story?
- Is the newsroom making efforts to engage the public's help in setting coverage priorities, contributing to the reporting process, ensuring accuracy?
- Is contact information provided?

Aggressive turkeys lurking outside Concord hospital are becoming a real 'nuisance'

[↑ BACK TO ARTICLE](#)

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Group Exercise

- Identify a source for news
- As a group, select one article to use
- Complete the worksheet for each of the trust indicators
- Report back



Trust Indicators Worksheet

Your Names:

In the *Notes on your source*: describe how your news site did in each category. Imagine you were grading them, A-F, on how they did with that particular criteria. Explain the reason for your “**Grade**”.

- 1. Best Practices:** What are the news outlet’s standards? Who funds it? Is there a mission statement? Is there any information about commitments to ethics, diverse voices, accuracy, making corrections and other standards?

Notes on your source:

Grade:

Debrief

- How many Trust Indicators were you able to find?
- What indicator was the hardest to find/not found at all?
- How might you apply this exercise to your everyday news consumption?

Student Feedback -- They got it!

“This exercise made me pay more attention to where my news is coming from, and how where it is coming from and who it is coming from can effect the credibility of the article. I definitely will look more into mission statements of news organizations, and where their funding is coming from, as this could lead to some biases.”

~First-year composition student



Student Feedback -- They got it!

“Completing these exercises have[sic] helped to understand how difficult it is to make sure that the source is reliable. When I am working on research, I may not do all of the Trust Indicators, but I will try to find some of them such as author, the news outlet's mission statement, and its sources.”

~First-year composition student

Student Feedback - Did they get it?

“A lot of these are new to me. I never considered looking at the mission statement of the publisher to indicate what the article will be about.”

~First-year composition student

Faculty Feedback

“Looks like the message about reviewing sources more critically really got through. And some of their research is already paying off in the their group presentations. Thanks for working with my class. It was very helpful.”

Discussion

- How might you adapt or use the Trust Indicators with your patron population?

Workshop Variations

- Use pre-selected articles related to the course content
- Apply/adapt trust indicators to scholarly sources
- Provide a specific topic for students to search for
- Have students search for various topics on a current event

Sample Assignments

- Argument Analysis of a Hero in Today's News
 - Instructor provides students with four memes and one news article about the memes. Students choose one of the four memes, and find at least 5 other news articles related to the issue in the meme, and analyze the argument the meme is making. In the course of 5-6 pages, students analyze the meme's argument, analyze the news sources using the Trust Indicators, and support/challenge the meme's argument with the sources to determine the veracity of the meme's position.

Sample Assignments

- Annotated Bibliography
 - Students address each of the Trust Indicators in the annotation of each source in an annotated bibliography on a topic related to the course theme. They group sources into those they would use in a research paper and those they would not use, based on the Trust Indicators. Students must include at least two sources they would not use.

Tips

- Might require students to pick different sources
- Spend some time discussing the difference between a platform (Twitter, Facebook, etc.) and a journalistic outlet
- Emphasize journalistic ethics
- Discuss critical analysis skills as politically neutral

Questions & Discussion



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