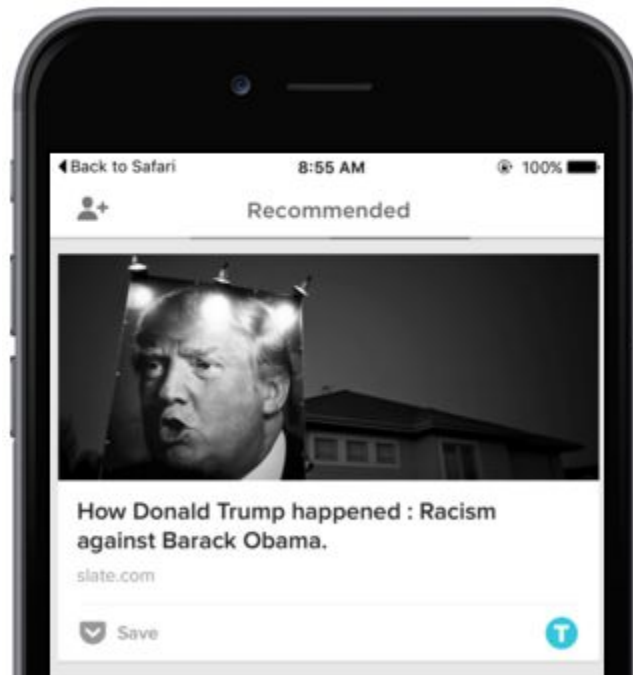


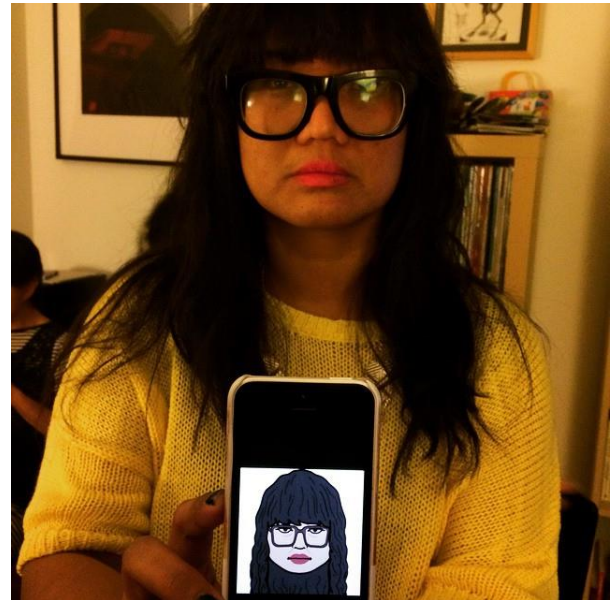


Open Trust Protocol



Meet Hossannah

- Deeply engaged (has go-to news sources in Feedly)
- Interested in journalism's place in society
- Lost her faith in journalism
- “I like transparency”
- Likes reporting that has a clear process



Key questions

- How can we make it easier for Hossannah to determine which organizations to trust and add to her rotation of trusted sources?
- For sources Hossannah already trusts, how can we make it easier for her to understand the process behind stories they create?

Signals of trust (organization-level)

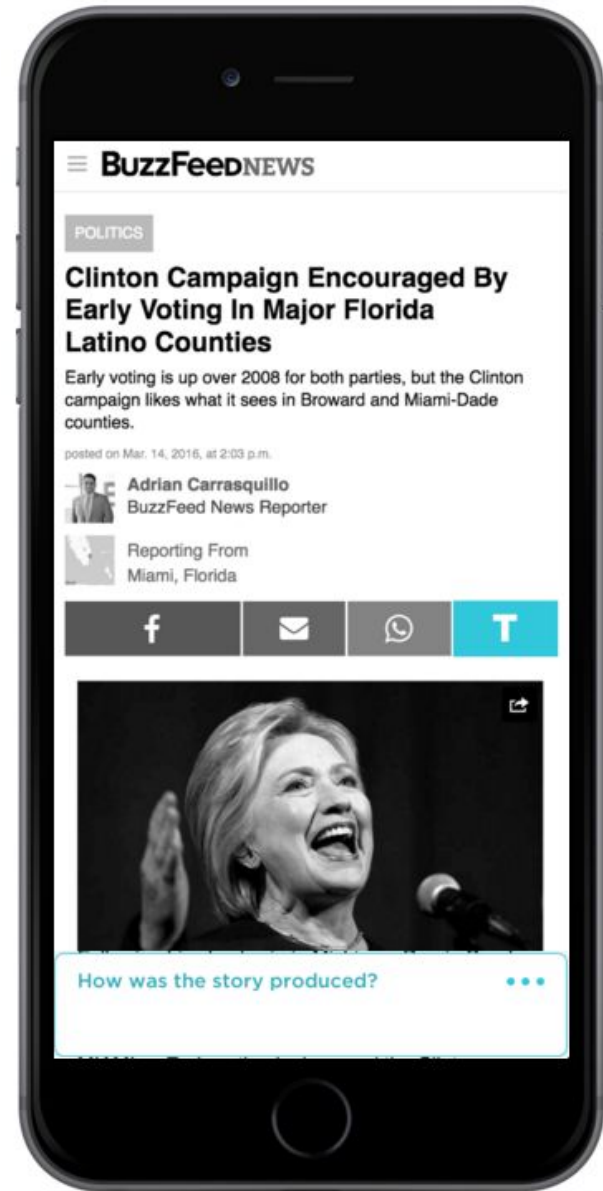
- Mission statement
- Ethics statement
- Sourcing policy
- Funding source
- Diversity of staff

Signals of trust (story-level)

- Significance
- Author bio
- Original reporting ✓
- Opinion 
- First-hand/eyewitness ✓
- Fact-checked ✓
- Copy edited ✓
- Sources
- Corrections
- Citations/references

Prototype

- [Marvel App link](#)





Open Trust meta-tags

- [Google Doc link](#)

```
<html>
```

```
<head>
```

```
<title>Superman announces he will retire in August</title>
```

```
<meta property="ot:sourcename" content="The Daily Planet" />
```

```
<meta property="ot:mission" content="http://dailyplanet.com/missionstatement.html" />
```

```
<meta property="ot:ethics" content="http://dailyplanet.com/ethicspolicy.html" />
```

```
<meta property="ot:funding" content="http://dailyplanet.com/fundingstatement.html"/>
```

```
<meta property="ot:sourcing" content="http://dailyplanet.com/sourcingpolicy.html" />
```


Opportunities

- Integrate a “Trust” checkmark for sites that have implemented OTP to signal in Feedly, Facebook, etc. that a site adheres to standards
- Use “Trust” page to link to even deeper engagement (e.g. Slack channel)

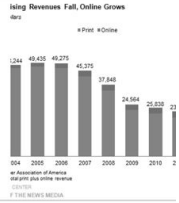
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News Feed

Clinton Campaign Encouraged By Early Voting In Major Florida Latino Counties
buzzfeed.com

Best Of  TRUST

Using Revenues Fall, Online Grows




Year	Revenue
2004	1284
2005	19,425
2006	19,275
2007	45,275
2008	37,648
2009	24,564
2010	25,828

NPR is building an analytics bot that emphasizes caring over clicks
poynter.org

Introducing dplyr
blog.rstudio.org


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Meet Thomas Drake  TRUST
static.ajplus.net

R vs Python: head to head data analysis
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