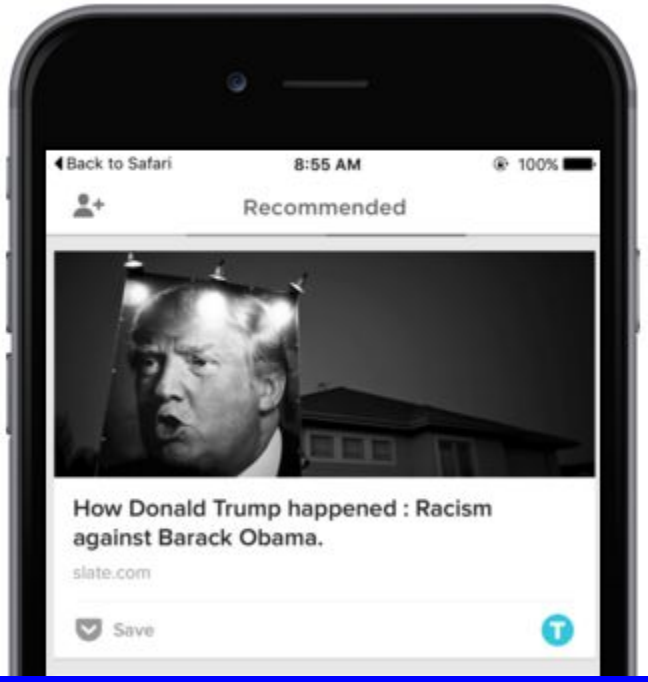
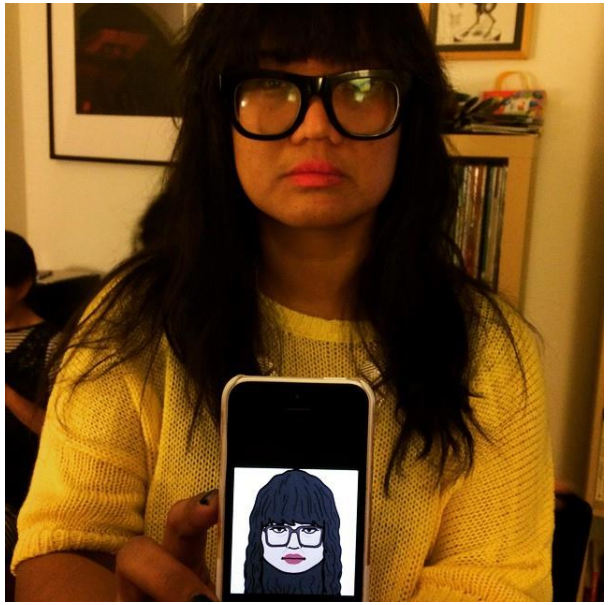
Open Trust Protocol



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

TRUST

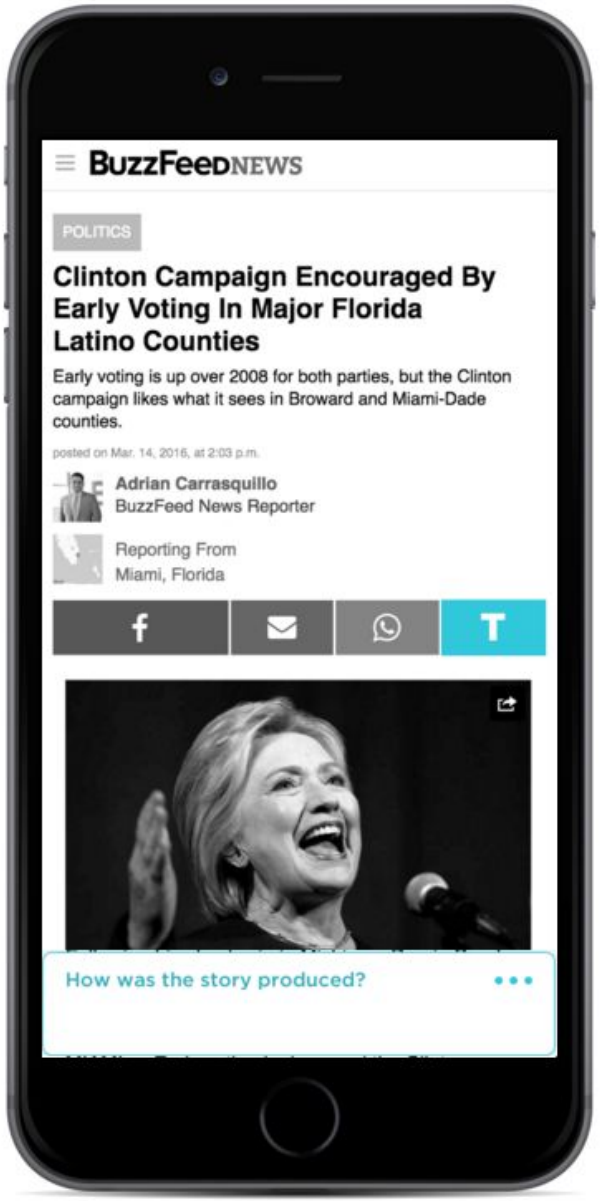
Signals of trust (story-level)

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

TRUST

Prototype

- [Marvel App link]



Open Trust meta-tags

- Google Doc link

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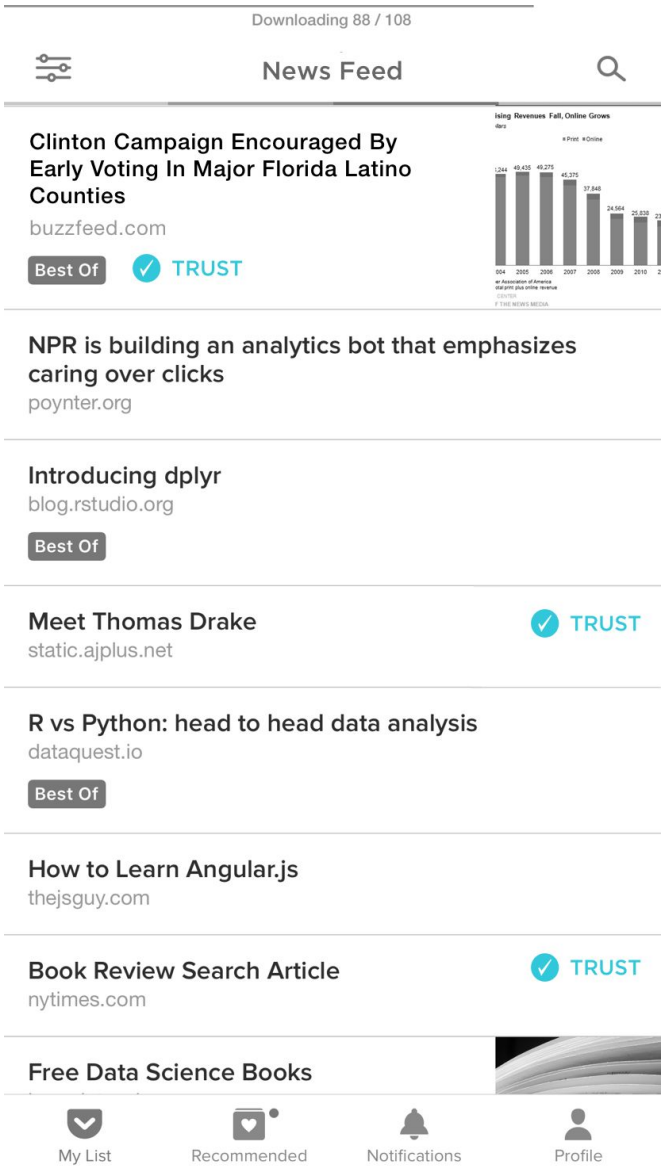
<html>
<head>
<title>Superman announces he will retire in August</title>
<meta property="ot:sourcename" content="The Daily Planet" />
<meta property="ot:mission" content="http://dailyplanet.com/missionstatement.html" />
<meta property="ot:ethics" content="http://dailyplanet.com/ethicspolicy.html" />
<meta property="ot:funding" content="http://dailyplanet.com/fundingstatement.html"/>
<meta property="ot:sourcing" content="http://dailyplanet.com/sourcingpolicy.html" />
```

TRUST

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)