

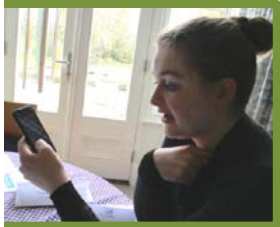
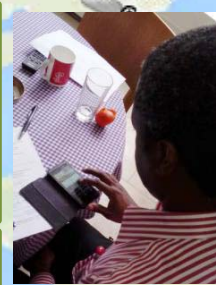
# The Trust Project: Human-centered Design Thread

## European Responses to Digital Prototypes



Chris Kurjan / Quiver  
Interviews in Turkey, Ireland and Germany, April 2016





## A few general notes.

### Dubliners

- Saw US news organizations as more US-focused and also less honest and candid than Irish media.
- Enjoy a bit of entertainment news each day.
- Transparency Widgets useful. *Not* Crowd Trust voting.

### Munich

- Users accept the need to do more research in order to get to the truth.

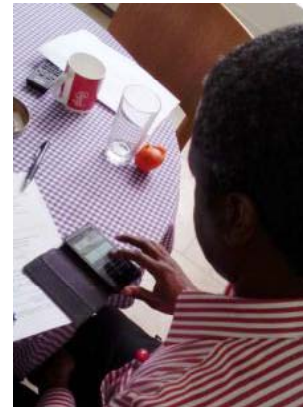
### Istanbul

- Appreciated in-line features to get to deeper evidence and user comment input.

### ALL

- Saw news bias exhibited more in the focus of the news and frequency of certain topics.
- Trust is earned slowly and through multiple experiences.
- Trust the large, long-held, international publishers and broadcasters like NYT and BBC to work well with their (organizational) biases.





## Incisive Research Administrator

- Trying to instill in her young son the value in looking things up.
- “The people who read the Daily Mail don’t care and don’t want truth – they just like sensation.”
- Recommends designing for phone use rather than desktop.
- Comments sections: “We should be able to vote to ban people.”
- The censorship of selective news is now in Ireland. Experienced 20 years ago in US.
- “We’re getting the fast food version of the information. And things have gotten a lot worse in the last 12 months.”
- Sensationalist titling: “We don’t need celebrity journalism when we’re going for real journalism... so what’s with this?”
- “Journalism is ever more about marketing. KPI’s and the hits you get.”
- Searches for the original or a more real version via Google.

## Longtime Ugandan ExPat

- Dyslexia means his news comes by video and radio.
- Believes crowd-sourcing has dramatically increased accountability in Uganda.
- Wants to see and insert comments in video stream to increase his trust.
- [15-20% of us are dyslexic.]

## Retired Real Estate Lawyer

- Regular tabloid reader, picking up the Daily Mail at market. Recognizes that the news is directing readers attention.
- Doesn’t want to upload comments, but loves to read them.



## Irish Daughter returns from NY

- Trust Marks, Crowd-sourced voting and Author links are not relevant for her.
- “The news companies themselves have signaled that there is different level (of truth for different subject areas).” So the approach and expectations are different for each.



## Incisive Research Administrator

- Trying to instill in her young the value in looking things up.
- For topics of interest, she searches for original or more real versions via Google and clever re-wording of subject.
- Publishers she had 80-90% trust in (Irish Times) are now using sensationalist titling like the rest of them to meet KPI's.
- Censorship via selective news reportage is now in Ireland. Experienced it 20 years ago in US (References the Iraq-1. French undersea tests.).

**“We’re getting the fast food version of the information.”**

- “Things have gotten a lot **worse in the last 12 months.**
- “The people who **read the Daily Mail** don’t care and don’t want (indicators of trust) – they just like **sensation.**”
- “We **don’t need celebrity journalism when we’re going for real journalism...** so what’s with this?”
- “Journalism is ever more about **marketing. KPI’s** and the **hits** you get.”
- Recommends **designing for phone** use.
- **Comment** sections: “We should be able to **vote to ban people.**” Public engagement.

## Ger wants her trust back.

- She’d like a Trust Mark that incorporates an indicator of churnalism ranking or original reporting.
- She needs the Comment Trolls to be struck down. (Especially before she can trust any Comment or Crowd indicators.)
- Interpreting her prototype feedback:

Since she’s experienced higher trust before and is also horrified at the level of inconsiderate comments people unleash, she leans towards Trust Marks which she hopes would signal a return to solid news. Crowd-sourced information seems too prone to being wrong or untrustworthy. Wants the info of the Blue T (Trust Protocol), but sees it as Too Much Info; although she thinks it good for those who really *use* the News for their work. Crowd Trust is good for selecting a hotel, but she feels it would be discredited. She likes the App (profiling the news she receives) combined with the Trust Mark. If public commentary could be considerate and trustable, then she would probably be won over to directive comments from readers as a way to increase trustworthiness. (Although she said the opposite, she trusts this sort of interaction in GitHub.) Felt the bottom of the article was too far away for comments... and that in-line highlighting with a pop-up bubble might be difficult and complicated feeling on the phone. Her strongly ambivalent comments point to a need for excellent interaction design of the chosen indicators.



**Nora, 60, retired property law**



**Julie, 25, advertising**

### **Mother ON NEWS**

- Read the US news while her daughter was living there... but has stopped now that she's returned.
- An extremely active sharer to her friend network, more so than her daughter is.
- "Nothing as good as a cup of tea and the hardcopy." Picks it up every morning like clockwork.
- "News allows me to relate to the world. I need to know what's going on."
- "I don't know if it helps me make any decisions...It makes you feel alive and in touch with the world."
- "We perceive some newspaper are more open and less influenced by those that own them. Washington Post, Boston Globe, NYT are that kind of SERIOUS newspapers. They have a reputation they've built up, you can rely on them for independence of reporting. It's built, and it comes over time. It's international."
- She is alone among those interviewed in enjoying reading the comments. And the replies to the comments. It's a bit of theater for her. NOT interested in engaging herself.
- Knowing about the author is about flavor more than trust.

### **Both ON NEWS**

- Read the Daily Mail as an entertainment; the Irish Times is their mainstay.
- "Irish news is more of an honest read than most. (While) there's sways in certain government departments. When we report it, it's more factual and in the forefront."
- Neither think of the authors as important, but see them as more of a conduit.

### **RESPONSES**

→ They are most interested in the **Transparency Widgets**. The Daughter because of the relevant evidence that is appropriate to the type of news she's reading. The Mother because of her enjoyment of reading comment sections. Neither would interact with the system.

### **Daughter ON NEWS**

- Stays aware of news for her advertising work.
- Saves links for later reading and reads most important ones now.
- Listens to radio in Ireland only since she drives in Dublin but not NY.
- "Politics is more trustworthy because the opposing side will release the truth."
- "The news companies themselves have signaled that there is different level (of truth for different subject areas)."
- Editors and writers are not relevant for her... she is attuned to the publication and the broadcaster.
- "People don't want boring reporting. You're competing with entertainment."

→ Crowd-sourced opinion is not of value for the daughter.

→ Daughter is alone among interviewees, saying Trust Mark is not of value: "I don't need another stamp."





**Interaction Designers  
Germany**



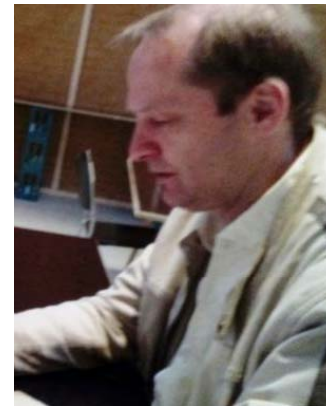
**Community Host  
and Social Sciences  
Grad Student**

- I trust (the people behind the news)... but I don't believe 100%. The news business has its own dynamics to fill.
- Contributed to a crowd-funded journalism effort for more deeply researched pieces.



**Taxi Driver and Day Trader**

- Taxi driver and day trader so has plenty of time for news and a need to go deep.
- With each piece of news, you test for truth.



**Educational Services and  
Technology**

- Travelled through India with Max Planck Society's "Science Express" – a train with an exhibition on science.
- "You have to read five papers to come to the truth."
- Likes the simplicity of the Trust Marks... and the feeling of doing your research from the InTrust in-line features.



## Linda, Community Stimulator

### Munich, 30

- Works in a co-working space where transactional trust (“I’ll help you now because you’ll help me later.”) grows into a sense of community. “Proximity and being in a network also contribute to the trust behavior.”
- Masters thesis: **Cooperation in Entrepreneurship.**

**“I trust... but I don’t believe 100%.” The news has their own dynamics they have to fulfill.**

### ON NEWS

- Uses Facebook: “There’s an algorithm, but I *do* find interesting articles from newspapers there.”
- Visits home pages of Sud-Deutsche Zeitung and Die Zeit.
- Backs Kraut Reporter as a crowd-funder to get deeper reporting. “Founded because they are not happy with reactive journalism.” Discovered them through social media, but does not have much time to read their reports.
- Just living and working (in this co-working space) means one stumbles across current events every day. “You must be blind and deaf to not encounter these things. Because we have a natural interest in improving the world to be a better place, then there is (news in the air) here.”
- Trust: The news has their own dynamics they have to fulfill. “As a researcher, I trust, but I don’t believe 100%. Complexity, lack of resources and time, journalists don’t have ability to reflect the whole story.” Add in “personal bias: It’s human nature.”

### RESPONSE | Crowd-Trust-Mark + Reporting-Marks

- Blue T of Open Trust: Great to see the standards as they are applied. “This kind of information feels good. Transparency that helps people develop a criticism about it.”  
Trust Mark: “Would I click on it?” It aligns with her current practices of buying from companies with established good practices. Nice, but would only use on 10% of articles she reads.
- Crowd-sourced indicators: “I like the Focus-directing comments better than the badges because it’s a new and interesting approach. I do not know if I would WRITE: You need a very active user for that.”
- Interpreting her prototype feedback:  
She feels that if trying to build a community, then engaging people at a deeper level works best if they feel they are necessary to its success. Then they become active rather than passive. She compares the Kraut Reporter and Fair Phone to the SDZ, imagining the difference in them launching the same feature.  
She likes InTrust’s in-line commenting for the same reason, but feels “it’s too much stuff. Maybe when I’m an expert I would contribute...it’s not really what you are trying to do here.” I can imagine, though that implementing a sticker layer would lower the expert barrier and be engaging. **Crowd Trust is good for its quick view and low complexity. It can be enriched with a badge to show there is objective reporting. This would offer a feature with transparent and clear design and show that the organization is committing to these points.**



## Ismail, Taxi & Day Trading

### Munich, 52 | Left Afghanistan at 18.

- As a taxi driver he has hours of wait time and drive time to listen to radio and use his iPad and phone. As a day trader, he has a reason to go deeper with the iPad for data and complex interactions. As a very multi-cultural person, he has a strongly held opinion on what is true and who directs the news.

**“The news is mostly true. (80-90%) But the focus is selective.” Frequency is telling, too.**

### ON NEWS

- His advice: “It’s better if you ask the people you don’t like. Most journalist go to people they don’t like. The successful journalist goes to the opposite people and asks them.”
- “Generally, you can’t trust 100%. With each piece of news, you test for truth.”
- He trusts... Economy 50% Politics 20% Sport 90% Advertising – very low.

### RESPONSE

→ “The Black T (**Trust Mark**) is good idea. Because many people are sheltered and don’t try to search hard. They click on the internet, and see if they agree or not.

**Transparency Widgets** with the comments section to direct the news:

Its value will depend on the opinion of the people you collect.

→ Those with more **desire for their own publicity**

→ and those with a **more public-oriented feeling**,

these are the people who will think about and write in the comments section.

→ **CrowdTrust** - Good for those **not able to write**.

Responding to the feature where **vocabulary selection** is highlighted:

“If you love something you use soft words, If you hate something you use hard words.”



## ISTANBUL

Each explains:

It takes time and experience to establish trust.

We would engage with interactive features or click-through to evidence and Trust-Mark-backpages only on items of personal relevance and importance.



## Photographer. Freelance Teacher and Translator.

- In-line features with evidence/citations and an opportunity to interact seem easiest to use and highest trust.
- “Wikipedia is trustful somehow” due to the contributions of the public.
- BBC – CNN (and Deutsche Welle), I trust the most. The Big Ones. Maybe it’s the **history**. Maybe they are **old so they know** what they are doing. And they **are related to countries that are for freedom and liberty**. So they are aligned with that and **don’t shy away from things that touch their own country and leadership**.
- Trusts more “if it comes by **analytics**, some kind of **scientific diagram**; someone has **(friends or contacts) in some country** for example.” He routinely learns about global news by connecting through **his global friends**.



## Hospitality and Tourism

- I live in this country, I want to have some idea of what is going on.
- Returns to authors who write with evidence and give a larger view.
- Looks for sources.
- Inline features with deeper information seem like a baseline.



**Sultan, Hotel Clerk and Tourism graduate | Izmir / Istanbul, 22**

- Reading the news is being part of the issues.
- "I live in this country, I want to have some idea of what is going on."
- In the political minority
- Lived a year abroad in Spain and Holland

**"If it doesn't make sense (low trust in it), I just stop reading it."**

**ON NEWS**

- As in the West, she is frustrated with current eye-catching tactics like misleading article titles
- Shares via WhatsApp and Facebook
- Returns to authors who write with evidence and who give a larger view.
- Looks for sources in the article to establish trust
- Wants objectivity

**RESPONSE | Values Trusted Authors + Evidence + Mark Crowd Trust**

I might not trust it because who knows who is entering the information!"  
"In Turkey I wouldn't agree with (a reader vote) because I'm in the minority."

**Trust Badge**

"Very practical. 85% (trust level). You just see the sign. You don't need to go deep."

**Open Trust Protocol / Blue T**

"It's trustworthy. If I really care about it, I would use it." More than she needs unless it's research or very important to her.

**Transparency Widgets**

"Interactive. Transparent. Trustworthy. It follow what we are thinking about."  
Requires building trust in it over time to have value.

**InTrust**

Thinks that in-line deeper information feature is almost baseline.  
"I would like to know the author's own comments."



**Ezzaldin, Photographer, Teacher, Translator**

**Istanbul, Jordan, Kuwait; Sunni Muslim; 43**

- “I like Wikipedia. It’s a really tasteful site. People are (contributing) and ...can deny...if the information is not true...So Wikipedia is trustful somehow.”
- Vocabulary for trustworthiness: Real. True. Trust. Positive feeling. Accurate.

**“If someone has an opinion, I KNOW that. I can taste that from the reading.”**

## **ON NEWS**

- Alerted to news via FaceBook and friends’ timelines
- Searches to find out more. Shares when it’s exciting or funny : Cats. Ads. Important news. Or a truth.
- “Al Jazeera are kind of new: Not really trustful for me. Not much is trustful for me. They are not free or international like BBC. They are owned by some people who have their own point of view. You only see what’s related to their own concerns. ...It’s all related to money somehow.
- “BBC – CNN (and DW), I trust the most. The Big Ones. Maybe it’s the history. Maybe they are old so they know what they are doing. And they are related to countries that are for freedom and liberty. So they are aligned with that and don’t shy away from things that touch their own country and leadership. If trouble happens in Venezuela, they show that. Not like in Arabic world, where they are not strong enough.
- Trusts more “if it comes by **analytics**, some kind of **scientific diagram**; someone has (**friends or contacts**) in **some country** for example.” He routinely learns about global news by connecting through his global friends.
- “I was making some research: I’m sure that HIV and Aids are not the same thing. **A Nobel prize winner said** that you can’t have a virus for 7 years .”
- “**Eye-witness** attracts me. “
- Features for **user corroboration** make it feel more trustworthy.
- Trusts Google for search. Sees Facebook as a big source of knowledge for other sites. “If FB stopped working, then CNN would reduce to 70%.”
- Can **imagine** a 1-to-5 **trust-rating system on his phone**.



**RESPONSES | Everything takes time and experience of it to trust.  
It all helps. Added features bring his trust to the 80-100% level.**

**In-line evidence and interaction features rate the highest trust and ease-of-use for him.  
Surprises himself at finding that if his voice is heard, that might raise his trust level.  
He would interact for personally relevant and important topics.**

- Trust Badge would work for sites he knows. To know a site's policy takes time.
- Likes fact-checking. Likes the clickable byline to see their other posts.
- With citations, he looks first to the named sources. Then feels OK about unnamed.
  
- A Trust Mark on its own gives him a 70-80% Trust while clicking through to deeper information raises that to 80-90%.
  
- Across a few minutes and by seeing the deeper interaction he moves from 50% on the Crowd Trust to 90%: "I get to be engaged."
- What really counts for him on *any* tool is how it proves itself over time and authenticates it with his own gut-feeling.
  
- Likes In Trust for its ease-of-use (not getting lost) and gives it 100% Trust.  
"I feel I exist and my voice has some kind of power for this site. When I give my opinion or give info to them (to right a wrong)."
  
- He would interact with rating or commenting when the article is relevant, interesting or concerning. "My family or country or career."  
If the subject is not (immediate and relevant), then I would ignore (the feature).

## SUMMARY

### Words they like:

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Irish Research Project Manager / Woman / Ger  
Credible Transparent Accurate Consistent Reputable

### Indicators:

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good grammar, spelling, writing  
badges / flags for deeper content  
distinguish news, analysis, opinion

news with many citations  
original reporting  
eye witness (to content)

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Munich Community Stimulator / Woman / Linda  
**Transparent Facts Unbiased Critical Tells the story well**  
**Sound Clean Curated Balance**  
transparent, kritisch, auf facten-bezogen, unvoreingenommen,  
ausgewogen, sorgfaeltig,

distinguish news, analysis, opinion  
feedback to author  
user trust rating dep on comm.  
link to byline w/ expertise, history affiliation  
further reading links on user topic  
reporting methodology with CMS functionality

menu of news sources on topic  
diverse views represented  
cite sources

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### Munich man; education products and services

POSITIVE  
authentisch  
gut recherchiert  
vertrauenswuerdig  
fundiert  
wissenschaftliches fundiert  
auf facten-bezogen  
NEGATIVE  
politisch gefaerbt  
oberflaechtlich  
nicht so ernst  
schnell

authentic  
well researched  
trustworthy  
well founded  
science-based  
pulled from / based on the facts

politically colored  
surface / shallow  
not so genuine  
fast

feedback to author  
original reporting  
ethics policy  
good grammar, spelling, writing

diverse voices on staff  
local reporting  
diversity policy  
history of versions of articles

## SUMMARY

### Trust Mark Signifies



- People will click on this a bit in the beginning. Less later.
- Although a big change may not be believable coming from established sources of news,
- and people say they don't believe promises,
- publishers must call out that something new is happening.
- Size between the Blue T and the Black Marks.
- Click-through to the publisher details.

### Effort

Tech: Low

### Impact

Medium

### Include?

Necessary

### Involvement



- Many felt that in-line pop-outs would be distracting
- and that information at end of article or piece would be lost.
- (Even though we all have looked at those photo-links at bottom.)
- Prototype-and-test is needed to decide between
  - CrowdTrust voting
  - in-line commenting for video or text
  - users directing new research.

Most expressed distrust or an expectation of poor behavior at the Comments section, but did appreciate Reddit's approach (unfamiliar)

- So few people were up for directing the course of the news, although we could check in with publishers and broadcasters who are doing this to see how it's going. Perhaps it's something that needs to sit with people as they see how lead-users do it. Or else it's something that <10% would do and 50% would appreciate. (Ex.: NPR/KUOW's "Local Wonders.")

### Effort

Low to medium

### Impact

High

### Include?

Test

### Author Bio

- More Europeans place trust in the organization. Although some follow authors.
- More US interested in author's experience, articles and perspective.
- As a direct link from byline.
- Adding text commentary did not get an enthusiastic response.

→

### Effort

Low

### Impact

High

### Include?

Test