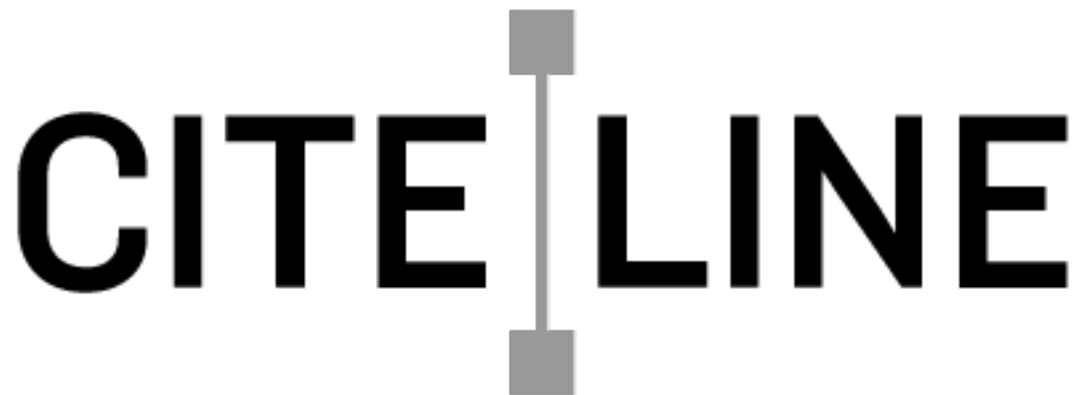


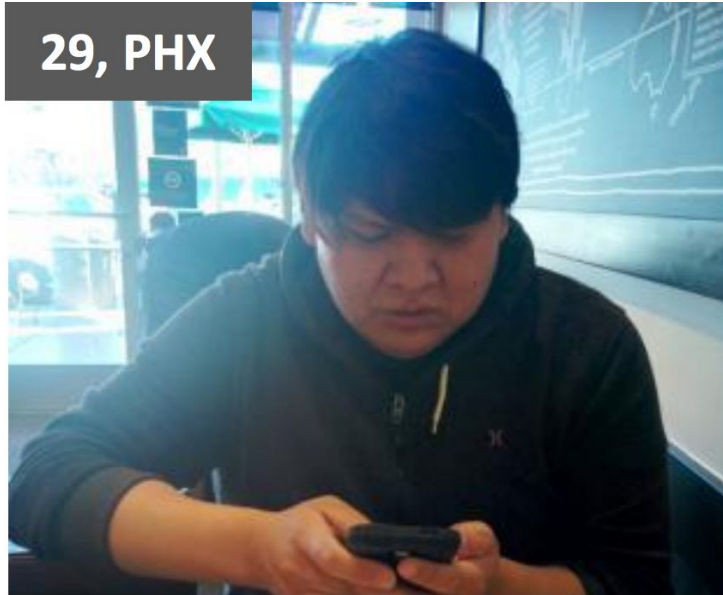
THE TRUST PROJECT



A CONCEPT FOR ENHANCED CITATIONS BY:

[Julia Smith](#), [Libby Bawcombe](#), [Matthew Ström](#), [Patrick Thornton](#)

The User: Rodale



“How did this story get built?
Who did this come from?”

- Conflicted on politics
- Gets news from local paper, ABC, NPR, 20/20, Facebook
- Feels the news is polarizing, “like a play to create chaos”

**How might we
expose how a story
was built?**

The Concept

CiteLine is a timeline of sources, citations and references that adds another layer of transparency to the reporting process by placing source material within the context of how a story was developed.

Features

MVP : Citations with a sense of time

- Sequential list of reporters' interviews, document discovery, events and outreach
- Links to original source materials, interview transcripts, etc.
- Reporter commentary and notes
- Chronological and reverse chronological sorting
- Filter by type of source

On-the-record
interviews



Off-the-record
interviews



Audio
clips



Video



No
comment



Internal
links



Web links



Text
document



Transcripts



Polls



Events



CITE LINE

[What is this?](#)


Order by

Show

Reverse Chronologically

All sources


September 13, 2017



2:12pm EST

[Mnuchin says considering backdating tax ...](#)


CNBC



10:15am EST


Press Conference

Secretary of the Treasury




10:15am EST

"We started by getting the latest U.S Census Bureau data, but anyone could get that. We knew we wanted way more depth. We interviewed Yellen."

 Julia Smith, Managing Editor


September 10, 2017



1:21pm EST

[Fact Check: Has President Trump created ...](#)

The Washington Post



10:15am EST

No comment

See full timeline

Sorting + filtering

Indication of
different types
of sources

Added context
from reporters and
editors


Clear attribution

Direct links to
online sources

Order by Show
Reverse Chronologically ▾ All sources ▾

September 13, 2017 ▾

 2:12pm EST
[Mnuchin says considering backdating tax ...](#)
CNBC


 10:15am EST
Press Conference
Secretary of the Treasury

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September 10, 2017 ▾


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[Fact Check: Has President Trump created ...](#)
The Washington Post

 10:15am EST
No comment

[See full timeline](#)


Order by Show
Reverse Chronologically ▾ All sources ▾

September 13, 2017

 2:12pm EST
"There's a danger that this is as good as it gets. We are already at a 16-year low in unemployment. The likelihood of significant job growth from here is limited."

Peter Atwater, President of Financial Insyghts

September 2, 2017 ▾

 4:28pm EST
"Middle class incomes were surging the last few years, but President Trump wanted you to believe America was a hellhole under Obama. We all knew he was really wrong."

Anonymous Federal Reserve employee

 2:30pm EST
[How Much \(Or Little\) The Middle Class ...](#)
Planet Money

 1:12pm EST
[The Employment Situation, August 2017](#)
Bureau of Labor Statistics


[See full timeline](#)


Order by Show
Reverse Chronologically ▾ All sources ▾

September 1, 2017


 2:12pm EST
[Note to President Trump: The stock ...](#)
CNN

August 29, 2017 ▾

 5:14 EST
Article Published

 3:22 EST
"Today's census report is unambiguously good news: on income, on poverty and on health insurance. The goal should be to continue this progress."

Bob Greenstein, Founder and president of the Center on Budget and Policy Priorities

 2:30pm EST
[Dow, S&P 500, Nasdaq end at records on ...](#)
MarketWatch

 2:28pm EST
Phone interview with Janet Yellen

[See full timeline](#)

Meeting User Needs

- Shows the depth of research that went into a story
- Allows users to quickly see the variety and quality of sources
- Allow users to find the types of sources they care about
- Visualizes dead-ends and missing pieces
- Illustrates the reporting process alongside the news cycle
- Shows how a story can evolve over time with updates
- Makes updates to a story more transparent

The Pitch

“65 percent of voters believe there is a lot of fake news in the mainstream media.” – Harvard-Harris

CiteLine increases trust by increasing transparency and improving reporter accountability.

CiteLine Prototype

Q&A

Thanks!