

Source Brief

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How might we equip users to discern trustworthy sources?

Who are our users?

Our users are active content consumers who want to scrape the surface, quickly making judgements about the reliability of stories.

What are we proposing?

We suggest a presentation of standard information about source materials that avoids story diversion. This source briefing may also include bios of publishers if verified by The Trust Protocol.

Why are we considering this?

Users may more easily gauge the reliability of an obscure or unfamiliar source material (and potentially its publisher) without taking on a research role or leaving the story experience.

With the use of scrapers and APIs, this is a sustainable addition to story creation, requiring very little from journalists already used to linking sources.

What are implementation challenges?

- Identifying a source brief from hyperlinks/related content
- Allowing journalists to preview source briefs for accuracy prior to publishing
- Scraping source materials on the CMS side to enhance page performance for users
- Developing standards for formatting and/or style of source briefs across newsrooms
- Establishing a trust protocol and verification for publishers
- Find a publisher bio source that is robust and trustworthy
- Providing snapshots of links relative to the retrieved date

How might we measure success?

- User testing and interviews
- Feedback buttons on source briefs (ex: was this helpful? yes/no)
- A/B testing could measure whether readers spend more time viewing article pages that include additional source info.

- Source brief interactions relative to page scroll and/or engagement time
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How might we implement this concept?

How might we retrieve publisher bios?

By researching and collecting information on publicly-available APIs, we can avoid asking publishers to maintain their own information about sources, which would not be sustainable.

- Wikipedia
 - API to query content <https://www.mediawiki.org/wiki/API:Query>
 - Example query for a company/organization:
https://en.wikipedia.org/w/api.php?action=query&titles=Pew_Research_Center&prop=revisions&rvprop=content&rvsection=0&format=jsonfm
 - Returns first sentence from Wikipedia article, and all data from the info box on the article
 - Also powers the info boxes shown on Google search results

How might we retrieve source material data?

- Scraping of meta citation tags
 - Some publications, particularly for content such as academic papers, use meta tags for citation describe article pages
 - Example: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3035384#
Includes the following tags:

```
<meta name="citation_author" content="Pennycook, Gordon ">
<meta name="citation_author" content="Rand, David G.">
<meta name="citation_title" content="Assessing the Effect of "Disputed"
Warnings and Source Salience on Perceptions of Fake News Accuracy">
<meta name="citation_publication_date" content="2017/09/12">
<meta name="citation_abstract_html_url"
content="https://papers.ssrn.com/abstract=3035384">
```
 - By scraping some sites for this data, we could present it to users without requiring them to click away from an article to the study
 - Could also potentially use <https://scholar.google.com/schhp?hl=en-us> to make this even easier, and avoid the step of creating a scraper. Needs more research.

How might we define the information architecture?

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Standardized source info for hyperlinks in news articles

Facebook has said its efforts to reduce false news are working, but declined to provide any underlying data. The social media giant's refusal to share information [has frustrated some fact-checkers](#). "I'm hoping Facebook will see the value in actually going," said Alexios Mantzarlis, the head of the International Fact-Checking Network.

Rand also said that he wished Facebook knew who shares and what people actually click on stories, but Rand said that it is even more appropriate for them to share data as to how this is actually going.

Having outside fact-checkers assess whether people actually believe the false headlines, because it freed social-media organizations from having to decide for themselves whether a story is taken as a responsibility they are wary of assuming, and one that raises fears of censorship.


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Trust indicator status comes from either:

- the same Wiki API, if Wikipedia will add this status to publisher profiles
- or a list API maintained by the Trust Project

LINK:
"State Dem group played hardball to kill GOP election system plan." [↗](#)
Marinucci, Carla. Published: 2007-10-07. Retrieved 2010-08-23.

PUBLISHER:
San Francisco Chronicle
Daily newspaper. Founded in 1865.
Headquarters: 901 Mission Street, San Francisco, California, U.S.

 Trust Protocol Verified [Learn more](#)

How might we design the UI/UX?

Today, in the early days of the Trump administration, roughly nine-in-ten Democrats (89%) say news media criticism keeps leaders in line (sometimes called the news media's "watchdog role"), while only about four-in-ten Republicans (42%) say the same. That is a 47-percentage-point gap, according to a new online survey conducted March 13-27, 2017, among 4,151 U.S. adults who are members of [Pew Research Center's](#) nationally representative American Trends Panel. The gap stands in sharp contrast to January-February 2016, when Americans were asked the same question. Then, in the midst of the presidential primary season, nearly the same share of Democrats (74%) and Republicans (77%) supported the watchdog role.

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