



# Engaging with News

## Indicators of Trustworthiness

### **Interviews and Integration**

Chris Kurjan, Quiver Consulting  
February / March 2016

For Sally Lehrman, Director

### **TheTrustProject.Org**

Markkula Center for Applied Ethics  
Santa Clara University, CA



## Engagement

- Activated, Using News, Informed, Entertained
- Disengaged, Repelled

## Interview Summaries

- Wendy
- Rodale
- Kalah
- Alessandro & Jayson
- Alex(andria)
- Alma
- Loren
- Hossannah
- Brandon
- Graham
- Other faces
- John: Composite late-20's news cynic
- Disengaged: Julianne
- Disenchanted: Sea Gabriel
- Once in a while: Crystal
- Wants more: Amelia

## Activated



"I do not *understand* why people do *not* read the news. Might as well put your finger in a light socket." (It's that dangerous to be uninformed.)

## Using the News



At the library, "we are an equal opportunity offender."



"Empathy and the personal aspect make news real."



Social news. Looking for local Impact



Looking for nutritionally fit news.

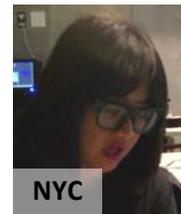
## Informed Active Social



- I trust the publisher to vett the journalists.
- Some ads are appropriate, but most reflect poorly on the publisher

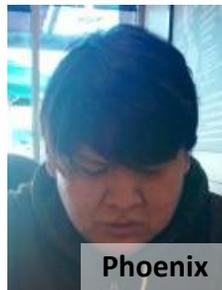


Reading leads to more questions.



Whose needs is the news ultimately satisfying?

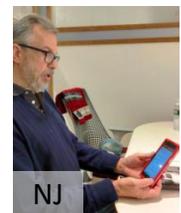
## Informed Decision-making



"How did this story get built?"



"News trustworthiness is a completely subtractive experience."



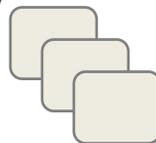
Values clear formatting and multiple perspectives.



Wishes she weren't too busy to keep up well.

## Disengaged

## Repelled



"Intercepts" in restaurants, museums, bars, receptions, airplanes and airports.



**Activated**

- I curate my own news.

**Using the News**

- For work or my / our benefit or safety
- This is about my / our
  - family, race or education
  - commitment to a culture
  - News is something **we** do.

**Informed**

- Conversation with colleagues or friends
- Connection to the world

**Interested**

- Catches my attention.

**Entertained**

- It's a diversion...
  - from interaction and action.
  - from boredom.

**Taking a Break from News**

- from an aligned/centered life.

**Disengaged**

- Too negative
- Too much negative
- Overwhelming
- Biased
- Crazy
- Lies

- Apathy
- **I don't have a stake/voice.**  
*(Almost all interviewees say this. But it's a driver for the Disengaged.)*

**Repelled**

- There's nothing there. No relevance.
- Don't even want to discuss or think about it

- Guilt?
- Anger?

\* All are quoted words from interviews except those in gray.



Date Feb-Mar 2016

## What Can We Offer Across the Engagement Spectrum ?

(28 to 42 year olds do range across the spectrum.)

### Activated

- They set their own standards and are in control.
- Help them share their Thing, their passion
- Shine light on the “Why Aren’t They (those other folks) Reading?” question. So they can help us think about that.
- How would they interact more deeply with the maps that others (just) see? (ref to maps below)
- What can we engage them to lead on?

### Informed

- Refine their approach to / model of being informed. This could come as a holistic guidance piece or in the feed
- Outline or highlight the gray zone between informed, using and active. Where do they think they are, how might that change or develop? What’s appropriate for The News to do in their experience of it? (Is News just about being informed? Or does it lead to Action Beyond Sharing and discussing.)
- Visualize how sources align with what they are looking for.
- Illustrate the map of stances and where an article lies on that.
- Connect them to alternative viewpoints and expect them to click through 5% of the time / when they have time, just so they stay abreast of what everyone’s saying. Many like to do this, even when they find the alt-view aggravating.

### Occasional

- Offer modes that they can choose from at every access opportunity? Example: Headlined. Alt Views. Locals.
- Map their Surf and plot their Interests. (like Apple Music)
- Slowly initiate them into little bits of Active or Informed behavior.
- How might we “see” who influences us?

### Disengaged

- Prove that a constructive, unbiased approach is possible and how being informed makes any difference?
- Map of relevance and interest?
- What can they do in 5-10 minutes?
- What can be learned / taken from Reality (TV) Programming?

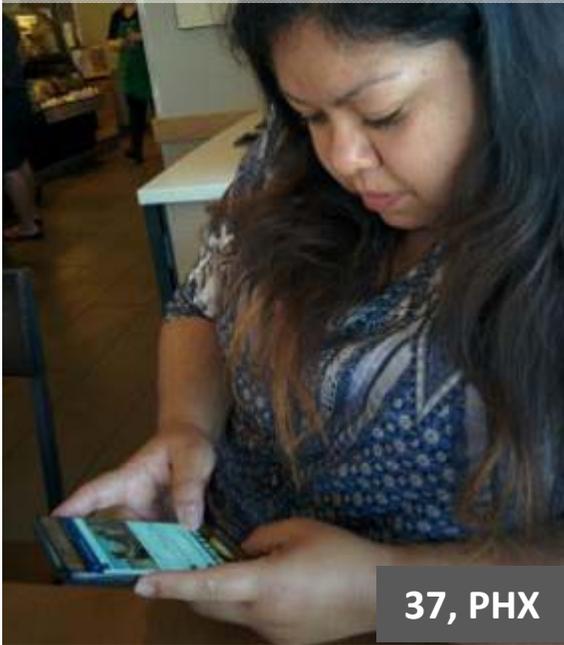
### Repelled

- Both ends of this spectrum (Activated and Repelled) want to see a dramatic statement of “Yes, It’s Become Crap / Is a Mess.” before moving on. Sort of like a Truth and Reconciliation Commission. It really is beyond a Promise, Claim, or a Seal of Approval, and maybe even beyond a grading feature or service. The latter might work, but not until after the Mea Culpa. Or “fault” may be too strong. But an admission of current circumstances at the very least.



Feb 2016

“Whether you think so or not, you’re influenced by others.”



“News is there to let us know what’s going on? Around the world. Around the neighborhood. But I’d like for it to be more real. Not just selling a viewpoint or a person.”

- Wants more news / less violence.
- Wants news that “helps us do better locally.” (In our parlance: News I can act on.)
- Connects news with family and culture.
- Uses news to take action on family well-being.

### Indicators of Trust

- Link to byline
- Eye-witness

### Features

- Feedback to author
- User trust rating in browser extension
- Friends’ ranking based on shares



HMW connect people to their trusted- local connections, local or global? (for confirmation and local connection)



HMW, engage neighborhoods in their own local stories and local improvement?



More active sharing may mean friends’ recommendations are important.

Date 28 Feb 2016

Who is...

35, associate degree, Democrat, healthcare data entry
American Mexican. Lived in CA, TX and now AZ. Has boys 7 and 11 years.
Currently her family has moved in with her parents, since her husband lost his job.

Occasional and regular news. Sharer and receiver.

“Every morning I listen to Fox 10 for the traffic report and other news. I click on links that my friends post on Facebook, and at work I sometimes listen to the news when the TV is on in the break room. Reddit. Google.”

What do you think about the News? “News is fine. It’s there to let us know what’s going on? (inflection) Around the world. Around the neighborhood. Really it’s fine: But I’d like for it to be more real, not just selling a viewpoint or a person.”

W

Notes

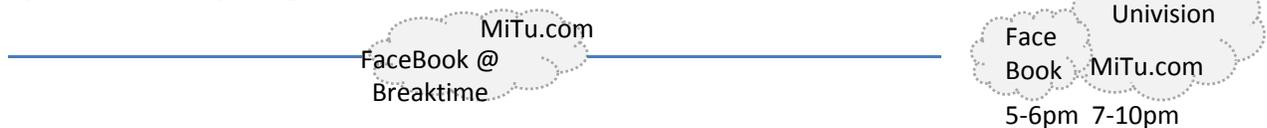
As a child, Wendy watched Univision with the family every night. (They watched Channel 74 in southern California; and also Telemundo on Ch. 52) They would turn it on at 5pm while mom was making dinner, and as food came to the table, the news was part of it.

She still watches Univision and Jorge Ramos, a Mexican news show host based in Miami, but sees Univision as changing over time, and Ramos as “more with the Latino community. Before it was just him aggressively following [many kinds of] topics.” (Meaning, it’s a bit focused on Latino interests these days and doesn’t offer her the wider variety she seeks.) Wendy trusts NALIP, a Latino-based website, which communicates various perspectives on events. “They post all those views. That’s great.” She showed her current feeds on wearemitu.com and Occupy Democrats on FaceBook.

Daily News Journey at age 26



Daily News Journey at age 35



She follows news a little during her downtime via FaceBook. Her feed displayed her interest in Green Card Soldiers, who are U.S. military enlistees hoping for citizenship; the news story she showed focused on the unfairness dealt to a veteran, who was deported after serving.

She shares a lot on Facebook: “Anything that’s news, I’ll share. Anything racist, I won’t share....Racism is everywhere, and it starts in the home. My family didn’t see color. My mom raised us with beliefs - - without color.” There was no “don’t hang out with those other people.”



Date 28 Feb 2016

**How does she establish her trust in a source?** We see the well-known, long-standing Univision relationship, the connection to family and culture, aligning with a sense of fairness, and she also has her own contacts who are sources of confirmation. With troubles reported in Mexico, she checked in with her cousin there who let her know "They're exaggerating it." Her response to that to me : "Right: because it's news." This understanding of how news is often tuned to gain viewers is reinforced when, two weeks later, news reports are of troubles assuaged. She checks in with the cousin again to find out this isn't true; unrest is still on.



Wendy, like others with empathy, is disappointed that she can't trust the news, but sees it as part of being human. Just like the sentiment that "all cops are racist or bad" isn't really true for her -- she sees the person behind the cop-shooting story.

While she has been a Democrat, really she feels "in-between on [her] political direction." Trust in political institutions is broken when important issues are not addressed as promised, such as "We're gonna help with immigration laws."

Beyond trust, Wendy's desire to read the news is also reduced by excessive reportage of shootings and similar "bad news." : "It's overwhelming." So she (like others) backs off the news now and then.

**Does News Lead to Action?**

Wendy not only keeps informed, she also shares a lot. When prompted for possible ways the news might lead to action, she gives the nod to sharing, discussion, and research (getting more information), and to voting. When an issue is close to home and family well-being, then she'll click through on links to send a letter to local politicians on subjects like Medicare, which affects her parents and her healthcare data entry job; and issues related to her kids' schools. She appreciates links that would lead to changing a law or government practice.



Her desire to see constructive news relates to her feeling of neighborhood connection. She doesn't want to hear just negative news, but wants to see models for change and perhaps even opportunities for involvement.

Wendy picked very socially oriented indicators of trust. "Whether you think so or not, you are influenced by others." She could imagine her indicators displayed with an article or news post, and together we sketched them with a gradient to communicate how much the article was aligned with her wants in this way.

- Local to me
- News source local
- # Friends
- Evidence
- Y Public comment

**Indicators of Trust and Features**

DEFINITE

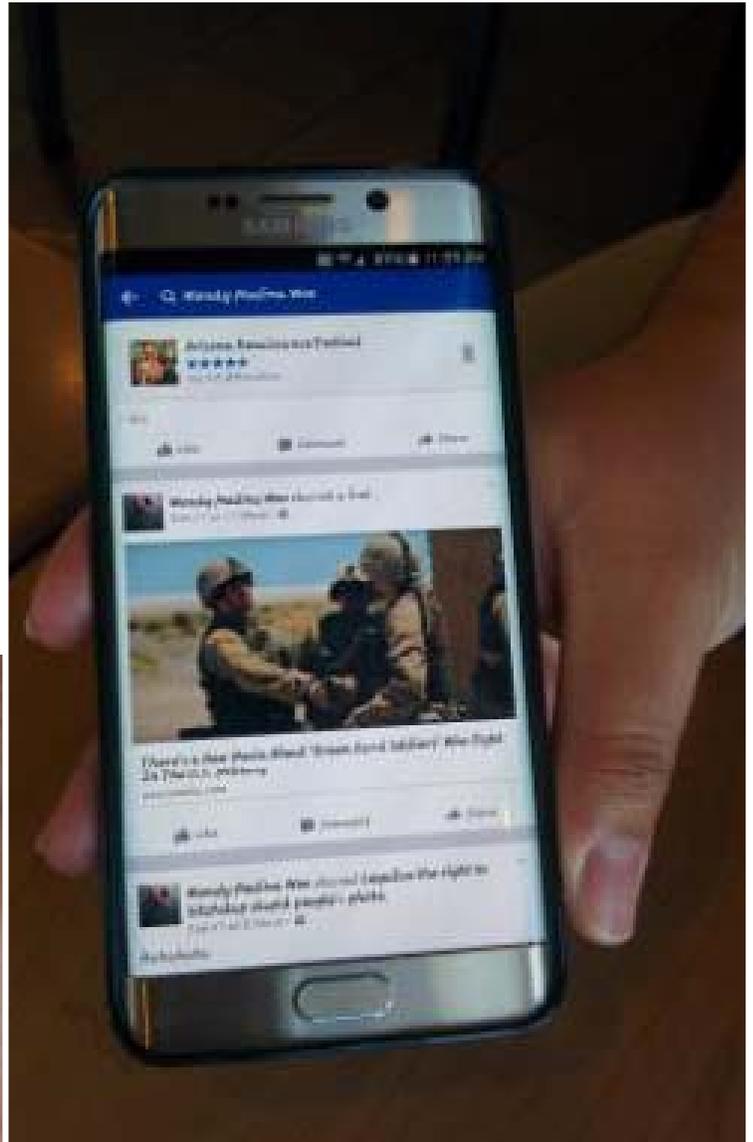
- Link to byline/author expertise
- Eye-witness
- Feedback to author
- Fact-checking

INFERRED

- GPA location app that shows relevant local stories and friends
- Local reporting : increase context and background
- Recommendations from friends pushed to her
- Social fact-checking tool
- User trust rating in browser extension



Date 28 Feb 2016



27 Feb 2016

29, PHX



How did this story get built?  
Who did it come from?  
Who are your readers?

Non-profit for youth. Sings opera.  
Raised by grandparents.

How much does Rodale trust news items he's reading, in general?  
About 60 percent.  
Some of the more vocal, biased pieces are down at 10 percent.

“News is the re-telling of a story. Sometimes from a more biased point of view: ‘We’re telling our story to you.’ “

“News should [make you] aware of what’s happening. So I can see how to improve my life and the people around me.”

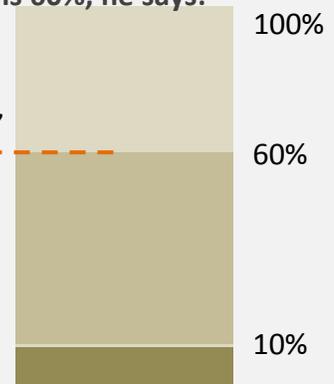
### Indicators and Features of Trust

- Disclosure of conflicts of interest
- Willingness to hold power accountable
- Statement re: objectivity/agenda per topic
- Original reporting
- Diverse sources
- Reporting methodology
- Menu of news sources on topic
- Link to byline with expertise, history, affil.

The best you can expect is 60%, he says:

The credibility of any source (publisher, author, broadcaster, website) is undermined at a minimum by

- personal perspective
- desire/motive
- level of experience
- error



HMW map or visualize the landscape of perspectives on a topic?  
Or of sources?



HMW offer alternate viewpoints?

W

Words are important: “Promise” is hollow, and “action” means many things.

Date 27 Feb 2016

---

## Who is...

29, masters 'degree, Works at a nonprofit for college and career readiness.

Native American. Moderate conservative. Lived around AZ, Chandler, Page, Flagstaff, Shonto, Tempe.

"Geek who likes to sing opera."

Regular and occasional news. ABC News. Clicks through from FaceBook, but only shares humor, himself, not news. Family discussions. Appreciates NPR because they don't cover only the catchy news items.

They go deeper than headlines. They cover the arts, which he likes. And Native Americans.

What do you think about the News? "It's like two sides of the same coin." [Trying to capture the feeling that there's something too much the same about those two sides. While they also feel polarized.]

"They try to get people to make rash decisions." [polarizing the public viewpoint]. "It feels like a play to create chaos. ... Drama."

## Notes

Raised by his grandparents, Rodale enjoys hearing them take opposite views when discussing the news, especially his grandfather who plays devil's advocate (Trump to his grandma's Ben Carson). Then Rodale reaches saturation and wonders why he's spending so much time listening to an oppositional monologue.



He does still seek it out in his news. "People don't do much critical thinking anymore. They just want an answer and don't want to work through it."

He discusses the socialism that his friends espouse, with his own viewpoint particularly influenced by Native American history: "They want government-funded healthcare, but it's really not so great. You can wait all day to get seen because it's so under-staffed." As with other interviewees, the concept of

**W**

"promise" is generally not a secure one.

He does side with the social concept of fairness, "We want something fair...teachers are struggling." Like others in Phoenix, he believes you have to pull your own weight. But he notes that "jobs up north are not really the greatest." (So it can be hard to do so.) He sees unfairness in the workplace, where bosses use their power to push employees who've accidentally messed up. Employers seem to want the world but don't really invest in the worker. He talks about how people are swayed and pulled by polarized voices as well as the rhetoric of unionization. He wonders at how superficial union discussion is - - it's just about more money. If you want to be a wealthy person, you should probably be doing it another way. He understands the constructive aspect of unions, but feels like working circumstances are sure a lot better than when people were worked to the bone. Of course you don't want to live under a regime.

We are discussing Rodale's social and political views because this is a lot of what news is about, so it brings these thoughts up. He also talks about education - - so bad in Arizona! Underfunded.

Accountability without a toolkit. Standards but no help.

He says: "All my friends seem to have their own ideas. I try to see things from a distance. If I'm too close, then I don't see." When looking at Facebook news posts from his friends, he assesses the agenda behind the article by looking through the comments for either atunement or bashing.

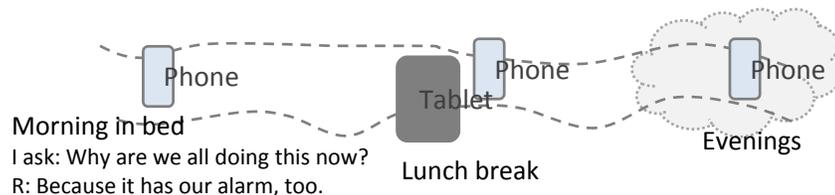


Date 27 Feb 2016

### Grandparents' Daily News Journey



### Rodale's Daily News Journey



### What's he looking at?

A local paper ("DK") – fairness, but small. Jobs, health, wealth.

ABC – Favorite news.

20/20 slightly in-depth. Topics like: Global warming. Why more products are made in the US.

Gives information without forcing you to choose an idea.

Social media – It's so easy (in a bad way) for the message to change over time as it is passed along: like the telephone game. Rare to find a credible source.

The Onion – "Love it! That's not real, you know. Some people find it misleading."

W

### Does news lead to action?

W As with other conversations, discussion of whether trustworthy news led to action, felt like I was asking about activism. Rodale clearly separated Activism from News. "Activists have an objective. You need to protest. News should just tell you the story, so that you are aware of what's happening. So I can see how to improve my life and the people around me." "Is there a cause behind it? If you are told to take a side? Then it's not the news."

W "All the networks have their own spin. It's all about ratings -- it's a business. But news should make you think critically." "They sensationalize the news to make people angry -- to choose a side." He sees that **news leads to action in the way it shapes the view of the populace**. He notices what this does to his grandmother. He sees her first curious, then worried, and advises "**Please don't let it affect you to where you are immobile.**"

### News is...

**like art.** People say about a piece of art: "Do you like it?" "I hate it." The public attitude toward the news has that same feel to it. People like or hate the tone or information from a particular news source.

On whether it's the author or the publication that carry more trustworthiness weight for him: "Well, they're interconnected."

On advertisements: It's a "blockage." Doesn't like surveys for the same reason. Really affect the readability.



Date 27 Feb 2016

---

**He wants to know:**

How did this story get built?      Who did this come from?      Who are your readers?

**We summarized:**

I asked Rodale what made up his background and viewpoint. I offered that I saw  
Native American culture      Raised by grandparents      Artistic; a performer  
Educator      Fairness / Equanimity

To which he added “Belief in God. I’m a Christian. This means it’s not all about me.”

**W** He looks for multiple viewpoints and distance. “You can disagree, but don’t go home and be mad. And I’m not going to lose sleep over the news or our differences.”

Neither he nor the news should be “the center” or “pulling people to my side.”



27 Feb 2016



**Six words on news:**

Connection. Information. Current. Stories. Personal. Trustworthy.

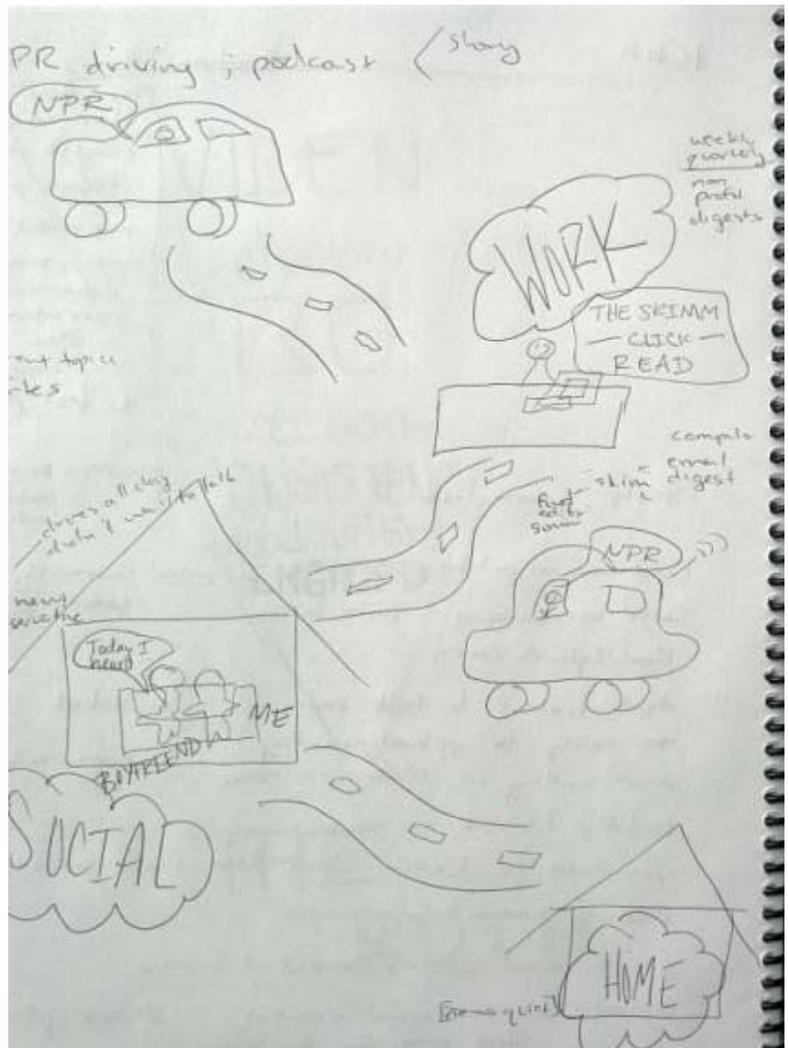
“Empathy ... and the personal aspect ... make news real.”

**Indicators of Trust**

- Describe why author chose issue
- Distinguish news, analysis, opinion

**Features**

- User interacts with site: feedback, corrections
- Algorithm puts best additional news sources into story body
- User can suggest diversity-related sources
- Apps to aggregate news with many citations



HMW map or visualize who the reader is in comparison to those in story?



HMW show where this story is, in general in the media, in its development?



Date 27 Feb 2016

---

## Who is...

24, lived in Illinois until college. ASU: Elementary education; English as a 2<sup>nd</sup> Language. Non-profit management. Currently a youth program leader. Wants to get a masters' degree in social work and public administration. From a Mormon family.

NPR on radio is a trusted source because they are funded by individuals and have a lot of donors. She likes their tone, and you fall in love with the radio personalities and journalists (Audie Cornish!). Peter O'Dowd is a friend of her brother-in-law.

She uses email digests and news sites on Tumblr (she uses Click-to-Save function) and Facebook.

Forwards educational and native Indian news. Things she notices that relate to her personally in the news would be connected to her age, locations (family in the Midwest; AZ; exchange student from Brazil; personal travel to the UK), issues, and populations she serves.

Mildly liberal; middle of the road. "I'm in Arizona, so it doesn't matter what I think." (If not Republican.)

## Notes

Kalah's dad was in politics. Having been an electrician and involved in unions, this led to working on state campaigns. He's very much into the news. As a child, Kalah had to bear listening to talk radio every time they got in the car to drive to school. Dad would even call in, making up a name. He is mildly liberal to conservative, as she is, and would say, "You have to know what the idiots are saying." What with Fox and rant shows playing at home to balance their other news, she was news-aware - - and not interested in it while she was at home. What makes Fox annoying?, I ask. "There's the sense that the world is always ending. The next catastrophe, this new virus is going to kill me. Polarization and fear: I don't want to watch that!"

Kalah's high school was a diverse place and her gifted program led her to deepening her awareness and to reading current events. She sees that people have different ways of perceiving the news and many don't question the news source. She's noticed problems with news errors in things she is personally involved in, but gives authors the benefit of the doubt: "It was probably a different person writing it than the one who interviewed us....I make mistakes all day; it's human." She feels this sort of empathy extends through her generation. If it looks like they don't care if the news is untrue, it's more that they feel everyone has a point of view, and there's no getting around that. And as far as fact-checking on one's own, they don't feel that's possible: how long would that take if you had to do it for every piece of news you thought might be biased or mistaken?? Sometimes she doesn't actually doubt an author, but figures it could be the fault of the entity releasing the information to the author. Sometimes it's decent reporting, but the "news just isn't there yet." (Too little news but a piece is created with it anyway.)

Kalah is open to other views: her Latino/Native American boyfriend is a conservative and each day they discuss how each other's news sources reported on topics differently.

She likes hearing the personal stories she gets from sources, like an NPR, that puts a face to a piece of news. She likes the more one-to-one, people-connection. Plus it's something she doesn't need to argue back to because it is one person's experience and she can draw from it. Speaking of personal stories, she really likes Post Secret. ("Have you sent any in?" "Yes : ) But they haven't used them!" "How sad!")



Date 27 Feb 2016

---

### Does News Lead to Action?



“Not much personally. It’s a knowledge-gaining experience, a way to deepen awareness and empathy. News can bring humility, positioning my troubles on the map of the world.”

### A little politics, since we’re talking about the news.

In her words:

Ted Cruz: A little crazy.

Trump: **No.** ...Crazy.

Rubio: Like that he’s got the “closer connection, via Florida, to poor Hispanics” card [to play].

Hilary: Confident in her track record.

Bernie: Like, but not super practical. Anyway, I’m in Arizona so it doesn’t matter what I think.

In Illinois, Kasich is a noteworthy moderate, but darn...

Kalah agreed to do a little homework before we met.

2/24

**Listened to** the Republican debate on **NPR**.

**She’s interested in** hearing the commentary and predictions about upcoming journalism,

**Confidence Level:** Very confident – trust NPR and it’s more speculation than a story.

2/25

**Read about** the Johnson & Johnson lawsuit and viewed on **the L.A. Times**.

**She’s interested because** she’s curious how the lawsuit proved cancer and feels connected with the American Cancer Society.

**Confidence Level:** Pretty confident, but the story seems to be missing some sides.

2/25

**Viewed** the tornadoes in the Midwest on **The Skimm**.

**She’s interested because** her family is in the Midwest and she’s wondering where the tornadoes are.

**Confidence Level:** Somewhat confident – unsure of how detailed the report would be about specific areas.

2/26

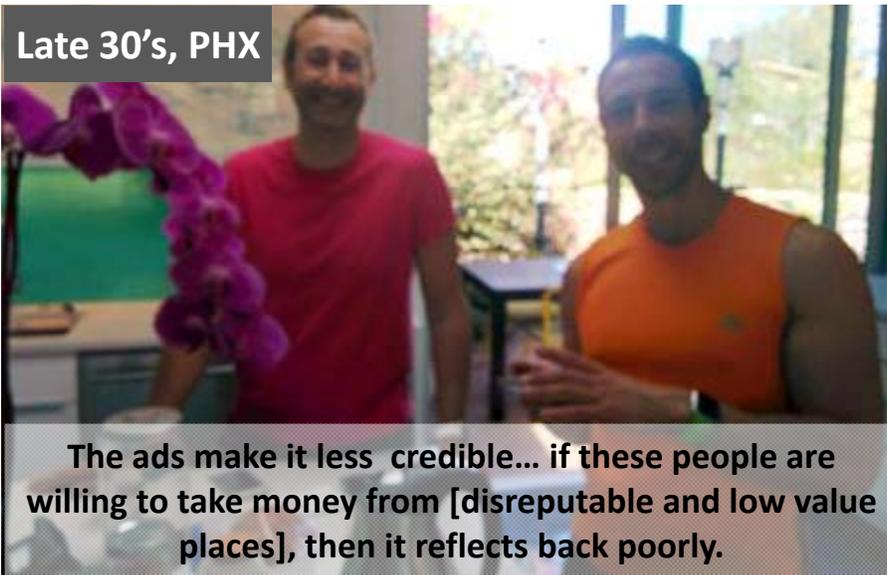
**Viewed** a story about sexual assault laws on **Facebook / The Guardian**.

**She’s interested in** it because she’s curious how someone my age is impacting a Senate bill.

**Confidence Level:** Very confident – tells the story well.

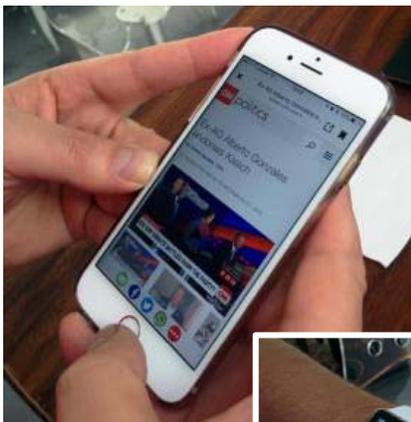
27 Feb 2016

Late 30's, PHX

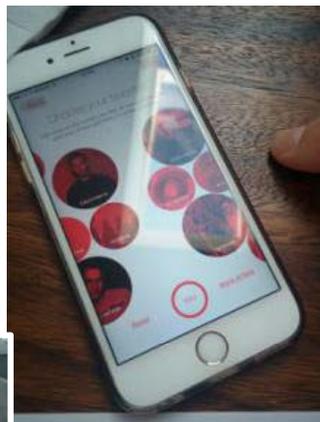


### Indicators and Features of Trust

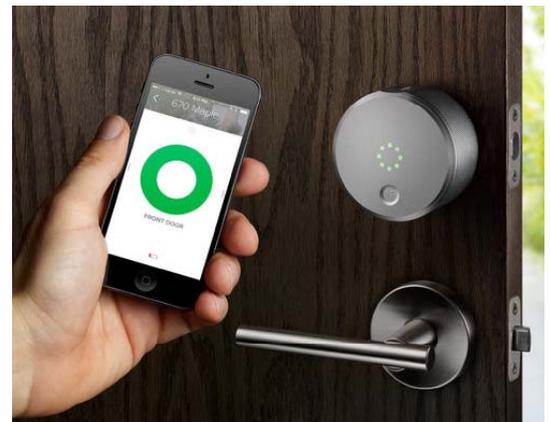
- User trust profile
- Breaking news
- Updates option
- Semantic analysis based on "temp"
- Geo-ref on story location
- Personalized email push
- Collect international news sources on hot topics
- Cards / layers
- "Churnalism" ranking
- Badges / flags for deeper content



News



Music Profile



Home Security Management



HMW ...create an engaging user experience around curating our own news?



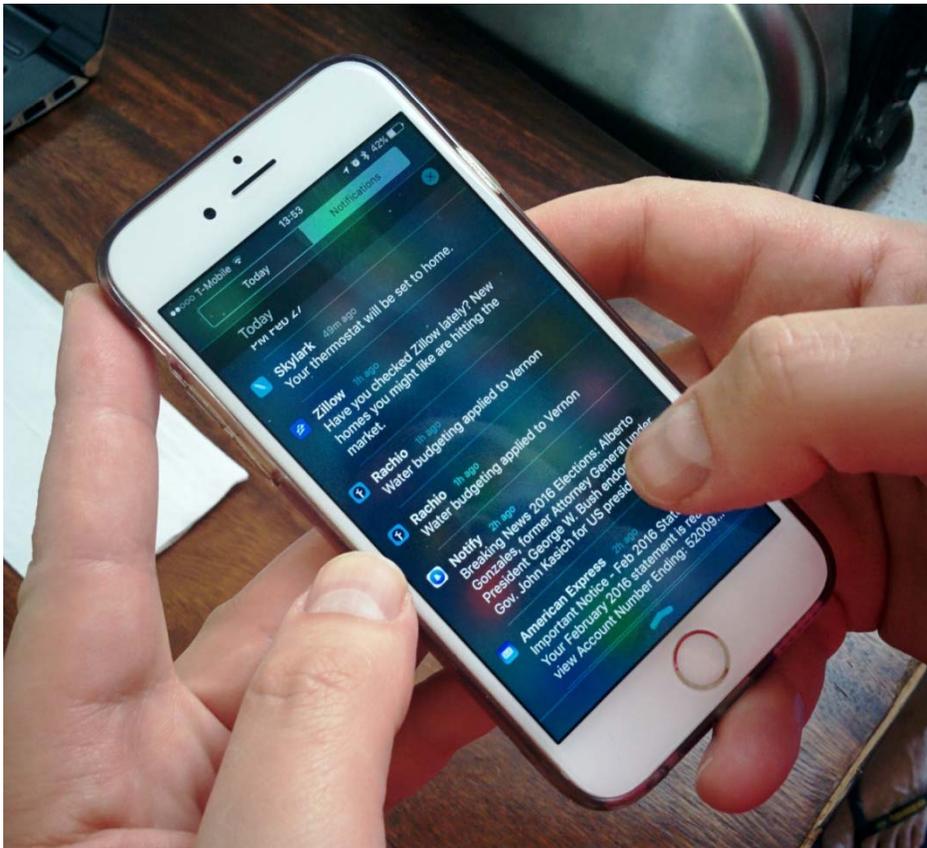
HMW ...offer transparency when a publisher changes its focus, approach, commitments?



We need a new approach to advertising + news online.



27 Feb 2016



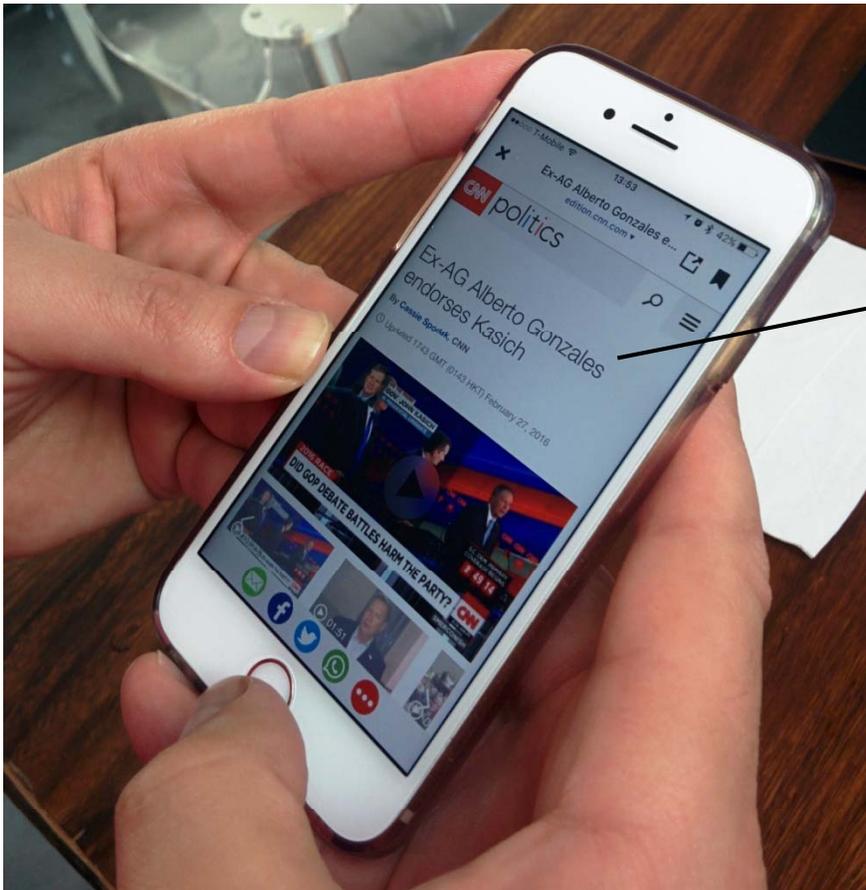
- Home control notification
- Zillow push
- Community water message
- Breaking election news
- Bills



- Cancel Showtime on iTunes
- NYT on Repub and Trump
- Bill alert
- Dictionary push learning bite
- Cancel AT&T membership
- Household calendar note
- Home controls notification

Summary of Interview Findings

27 Feb 2016



- News notification  
→ CNN Politics  
Ex-AG Alberto Gonzales  
endorses Kasich

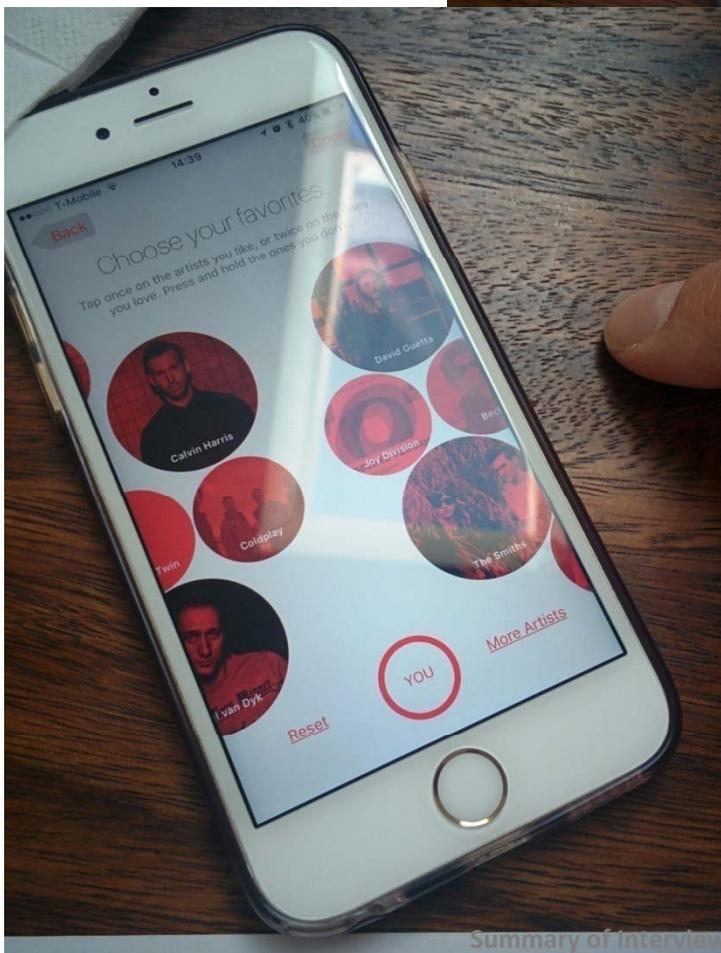
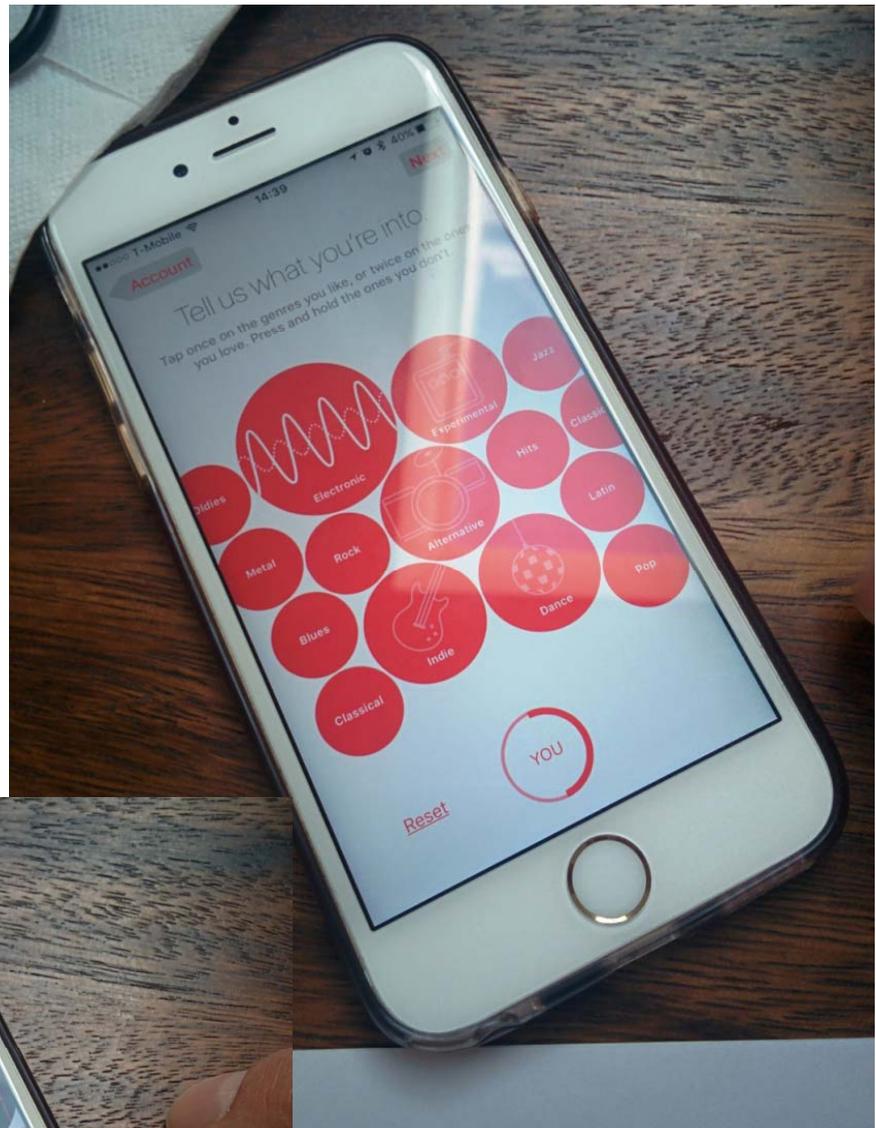


- His phone feed is from:
- OFFER UP – Want to sell stuff?
  - ZILLOW – A push notification

27 Feb 2016

- Apple Music Profile
- Tell us what you're into.
- Tap once on the genres you like, or twice on the ones you love. Press and hold the ones you don't.

→ Bigger circles for Electronica, Indie and Alternative. Smaller ones for Hits and Rock.



- Choose your favorites.
- Same instructions.
- In both panels, the bubbles float by, balancing lively with soothing, as they help you manage your listening.
- A fun way to build a profile. Doesn't have to be done all at once.

Date 27 Feb 2016

**Who is...**

Alessandro and Jayson are partners, living in Phoenix. A beautifully and functionally designed home is part of what makes their second lives as AirBnB hosts work well. They are social, fun, and discerning. They both have tech-nerd backgrounds and this shows up in their home (Bosch wall-installed coffee maker; remote-controlled LED accent lighting under the bathroom counter; August Door Lock app) - - as well as a bit in their news access. Given the amount of tech in their lives, they would probably still be able to absorb more technology in the area of managing their news. When we talk, they are researching an upcoming trip to Vietnam and planning a party for their friend-group that has moved to L.A.

Alé, Italian, lived in China and in the US (San Jose and LA). Works at Intel in data center design. Jayson, West Virginia and Phoenix. ¼ Native American, is a software developer.

We talk about

- How interactivity with a device has replaced actionability after news reading.
  - Teasing apart “credibility” and “readability” and how advertising on mobile device screens affects both.
  - When additional research is good and when it leads the reader down a rabbit-hole.
  - Length of article – Alé’s patience for reading online articles: 3 paragraphs. Jayson’s is perhaps 2-3x that.
- Both have different ways to manage their initial invested time in a piece.

Jayson has a structured method to evaluate articles by doing a quick skim, reading the first line of each paragraph, then the final paragraph, to decide if he wants to invest in reading the whole thing.

Alé just reads as long as it’s interesting.

Alé discusses how the Huff Post has “migrated to nonsense and BuzzFeed migrated the opposite way. BuzzFeed has been trying things before others.” Alé asks: “Is this a THING?” in reference to articles getting shorter and fluffier in the last few months.

Their publishers: “NYT, BBC, Post - - if one of these it’s credible. If not, then hmm.”

From the FaceBook feed – What’s credible? Politifact. and FactCheck.org

Likes the “True / Mostly True” and “Pants-on-fire” labeling. He follows those on his news feed.

“The ads make it less credible... if these people are willing to take money from this total sh#t, and associate your message and brand with this. (!) Rather not see advertising.” And yes, they know that’s what pays for things. We consider that advertising on mobile and web need to be re-designed and Ale talks through the different buckets of advertisement:

Bottom of the barrel – 30 lbs in 30 days! Or the before and after shots of woman and morphed guy.

Mainstream – Well-known brand of detergent or toothpaste or automobiles.

Nicest – Art exhibit or new book. Cultural things that don’t affect your news value.

So, in Ale’s mind, he wants to see the Nicest advertising. And they both admit that it probably doesn’t pay as well as the Mainstream. Known brands seem like the minimum bar for what a publisher should allow themselves to be associated with.

Jayson mentions the least obtrusive manner of advertising seems to be what he sees in the Architectural Digest online articles. First thing is an advertisement - having it upfront rather than embedding.

Which is more important in establishing trustworthiness -- the author or publisher?

Alé – “Author plays no role in credibility for me. I feel a little funny about this. But I trust the org that selected them to make a sound decision. Is Don Gagne more authoritative than Melissa Block?

I don’t know: they’re both hired by NPR and I trust them to have vetted their journalists.”



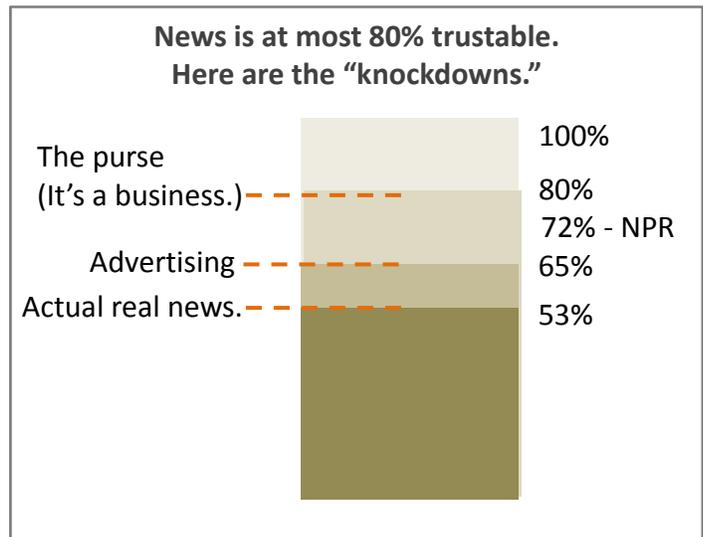
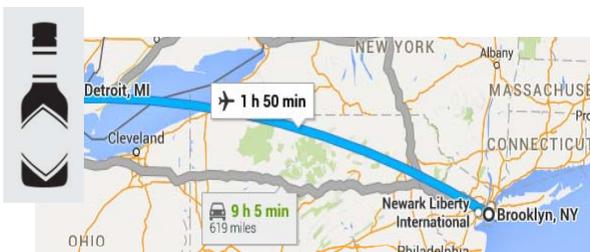
24 Feb 2016



Navigates her news through Twitter, heavily and interactively. "I keep it clean and curated." She posts generally there and about music elsewhere. Wants to know all the news and form an opinion. Wants publishers to be accountable. "I know the sculptor of the news."

### Indicators and Features of Trust

- Tool to support user as curator
- Provide new source/topic each day
- User can suggest diversity-related sources
- Willingness to hold power accountable
- Local reporting: topic timeline, author loc.
- Enterprise reporting
- Verification tool to flag inconsistencies
- Social fact-checking tool



HMW ...take Alex (aka Bunny Fuego) to the next level ...as a DJ of news, ethics and lifestyle: Making news accessible to those not seeing it?



HMW ...offer transparency when a publisher changes its focus, approach, commitments?

Date 24 Feb 2016

## Who is...

29, Degree from Syracuse

Worked in advertising and marketing at a big agency, for the man. That... did not work out. Now she's learning sign fabrication, working hands-on with tools, plastics and chemicals. She's the only woman of color at work among privileged white males and has to endure that Polish guy's hilarious memes (sarcastic reference to his casual bigotry) while smiling. She's also in youth development and connected with Landmark International. She's entrepreneurial and, as "Bunny Fuego," she's created a hot sauce company. (Www.nachosnyc) Why hot sauce? "I'm the only girl who carries hot sauce around in my purse; 'I like my hot sauce.'" In previous lives she's also been a pastry chef at a fancy place in Detroit (Joe Muers). "THAT's hard work."



She makes a couple strong comments right up front.

→ "I DO NOT UNDERSTAND why people do not read the news.

Just put your finger in a light socket."

(It's that stupid and self-harming.)

→ Scalia. (It's the week of his death.)

"I popped the champagne: Excuse me, but I did.

He has HURT SO MANY. I'm glad he is GONE."

Alex curates her own news. Scrolling through Twitter and, on a weekly basis, tossing out irrelevant and poor sources, adding new ones. @alexohsnaps and for music, bunnyaintnokindofrider.tumblr.com

She describes the difference between racism and prejudice.

Racist – Comes from a place of privilege. Power stuff. Authority, place of position.

Prejudice – Just means you don't like something.

Loves the music scene. Music and news sometimes intertwine.

## Notes

Alex's mom was a neighborhood mom. She made cookies for folks. "She'll make you a cake. She went to college. And she chose to be a 'good neighborhood mom'." Her dad runs a youth group called Midnight Golf, where he teaches teens to play the game. It's about connecting in a relaxed yet focused way with others: "Kids learn their life skills through golf." Her younger brother, 23, is an entrepreneur, putting together vintage sportswear: SilverSpoonSportif.com What draws her and him to starting businesses? "You've (we've) got a chip on your shoulder. To succeed in a reformed way."

Alex navigates her news through Twitter, very heavily and interactively. She keeps it "clean and curated." She surfs a variety of sources this way, even the New York Post, "just for jokes." She likes PBS and hopes they stay on the air and survive. Her attention is drawn to scientific news, politics, pop art. She trusts CNN and used to look at MSNBC, "but it's becoming a cartoon." Like USA Today, which she sees as a "feeding me the all colors and short sentences for \$2.50" version of the news. "Conde Nast need to be accountable." We talk about how much she trusts the news: The need to be a business takes 20% off the top. The connection with advertisers takes it down to 65%. Actual real news? 53%.



Date 24 Feb 2016

What has drawn her to keeping up with the news in such an active way: "Never allowed *not* to be...I don't understand, I **really** don't understand these people who do not read, who do not know what's going on around them." Growing up in her household, she "was allowed as a person to have opinions." She wants to "know all of the news and form an opinion." She recalls, as part of her Syracuse homework, being required to read the New York Times as a semester project. It wasn't her publisher of choice due to its focus and tone, although she does find it to be a trustable source. It was good exposure and practice.

I ask her about stories that broke her trust in the news she reads. She references stories about the ex-Black Panther Assata Shakur and also Angela Davis (black activist, scholar and author). She mentions her relative, who writes for Hearst's **Dr Oz: The Good Life**. She knows from talking to him that her friend Jeff is writing many of the posts -- and he's just making it up. "I know the sculptor of the news," she says. She also met and was in the programs of the former mayor of Detroit, who was convicted of killing a stripper. She trusted him in high school... and these events shook her up.

Complacency is not an option; although if you're white, she says, maybe so. She reflects as we wrap up that she knows, even with all these problems she sees, that it's still "First world problems."

**Alex's News Journey**



25 Feb 2016

64, DTW



**On the Detroit Public Library:**  
“We are an equal opportunity offender: if nothing offends you, we aren’t doing our job.”

**Six Words on News**

Information. Constant.  
Overwhelming. Routine. News Junkie.

The level of political discourse in her family growing up was high. Mother went to Spellman and Dad was in the UAW.

Alma gets the news across multiple digital devices all through the day: TV and tablet with coffee in the morning; radio while driving; notifications all day from Freep, NYT, ClickOnDetroit, weather... and winds down at night with TV and cable. She still gets the Detroit Free Press on Sundays for the feel of newspaper on the weekend.

**Indicators and Features of Trust**

- Easy-access editorial guidelines, owner, funding sources
- Link to byline
- Geo-ref on story location
- Local reporting, diverse sources – increased context
- History or notation of fact-checking
- Links to content on same topic: (ALTERNATE VIEWS)
- Friend share ranking
- Organize meet-ups / coffee chats
- Tool for avid news sharers
- Verification tool to flag inconsistencies



HMW show community and local impact?



HMW connect readers, viewers and listeners to alternate viewpoints?



Date 25 Feb 2016

## Who is...

64, special assistant to the executive director of the Detroit Public Library. She's an English major from Columbia. Grew up on the Detroit Free Press. Read it sitting on Dad's knee, picking up words. Dad was in the Ford Union – the UAW. Her mother went to Spellman in Atlanta. The level of political discourse in her family growing up was high.

Alma's multiple-source view on the news (below) extends to her work place, the library. She sees the DPL as "exposing people to all sides: We are an equal opportunity offender. If nothing offends you here, then we're not doing our job."

## Notes

Alma gets the news across multiple devices. Phone, tablet, laptop, desktop and TV. Digitally she gets the Free Press and NYT. On TV: CNN, MSNBC, PBS, ... and Fox for perspective.

Detroit Free Press - When the papers merged, the opinions merged and size went down and they took on a 24-hour news cycle. Now it's not essential for her and she gets Sunday's print edition just to have the Sunday-morning-with-paper feeling.

MSNBC – Morning Joe "They're fawning over Donald Trump." I still watch them, just not as often.

PBS / NPR give stories time. They are telling the story in more depth.

PBS News Hour – Enjoy the regular faces and two women doing politics on Monday.

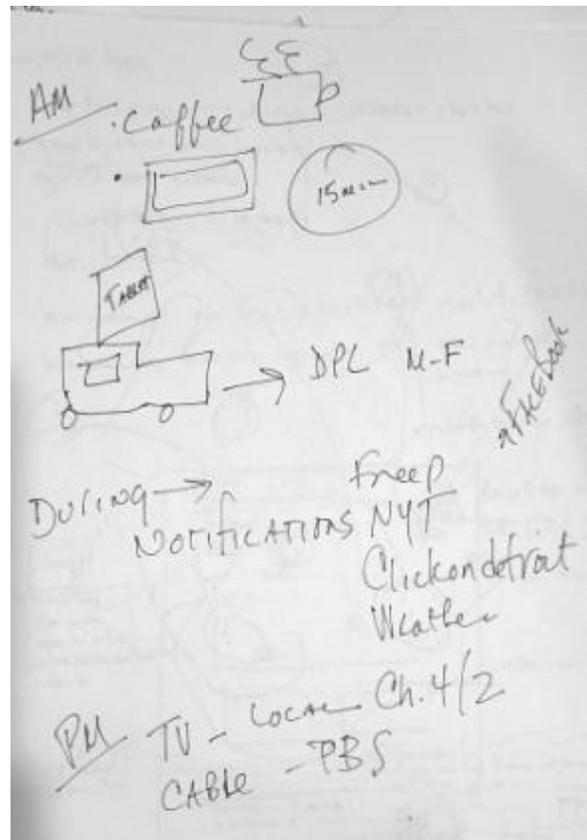
Politics affects my life with its fascinating rationales and backgrounds. Other constituencies are women, children, African-Americans, urban living, education, political news, and HGTV.

Likes The Root and The Griot. Looks at the Huff Post. Appreciates the links at the bottom of her digital resources that lead her to look for more.

## When does News lead to Action?

Sometimes she gets pissed off when reflecting on society as seen in the news. She's written letters to the editor and given input on digital comment pages. She shares news online and in conversation with co-workers. Alma looks for more, researching for voting information, healthcare, shopping, cooking.

## Alma's News Journey



Date 25 Feb 2016

Alma likes to look at the sports page for human interest stories, book reviews and then local government for her special projects research at work. She also keeps up with authors to promote for literacy campaigns and enjoys the editorial page.

### What matters in establishing trust?

- For fact-checking she goes to Politifact.
- The news outlet's agenda is important – you never know!

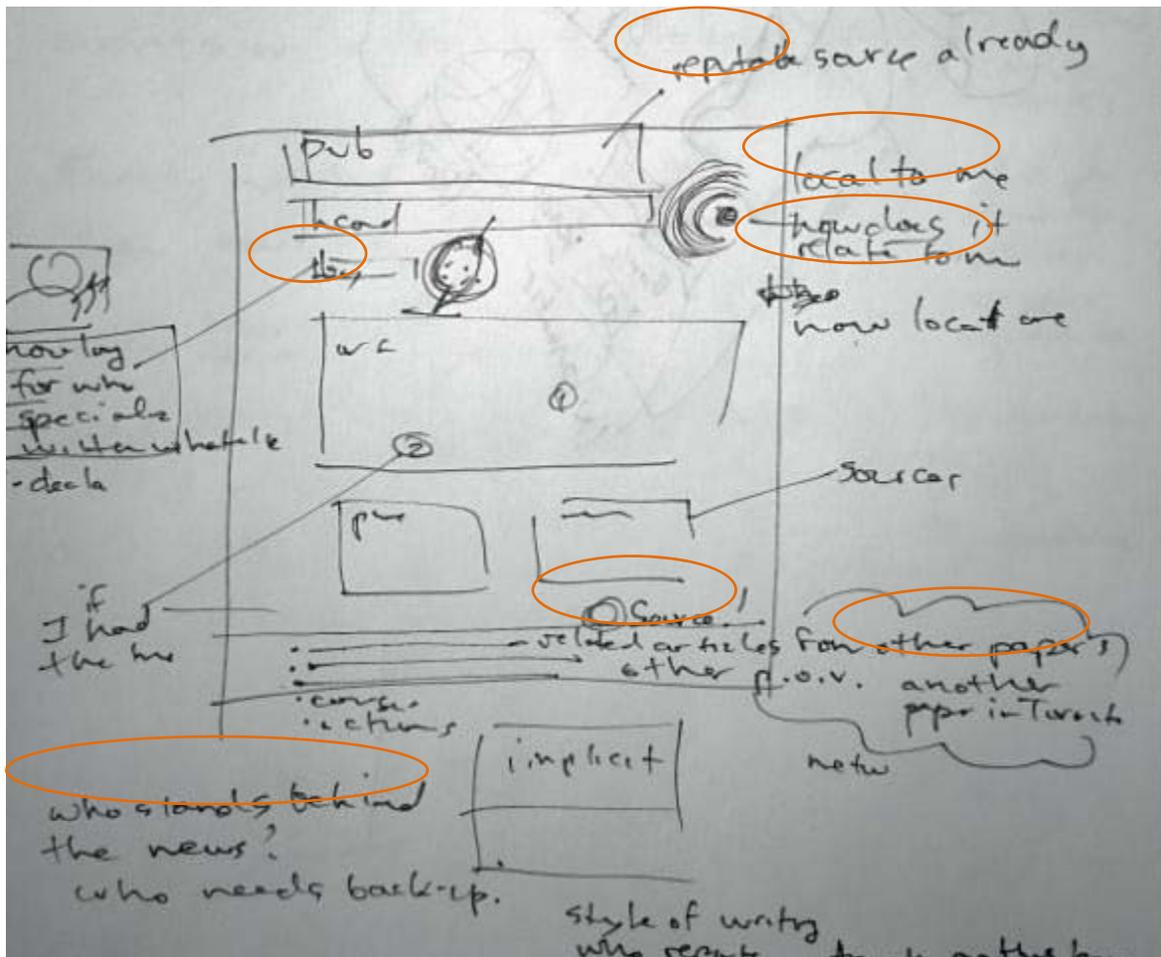
When we look at the shape of a digital article and discuss what might enhance it for her:

W



- She feels the publisher is a known, reputable source to her already.
- She, like others, loves the idea of the author link with years of experience, who they've worked for, special interests, other writings, and a declaration of some sort.
- She's interested in knowing how local it is to her and understanding how it relates to her.
- She wants to see sources called out in the article and would unroll embedded footnotes if she has time.
- She wants to know who stands behind the news? Who backs it up?
- Links at the bottom could show her other points of view and other papers.

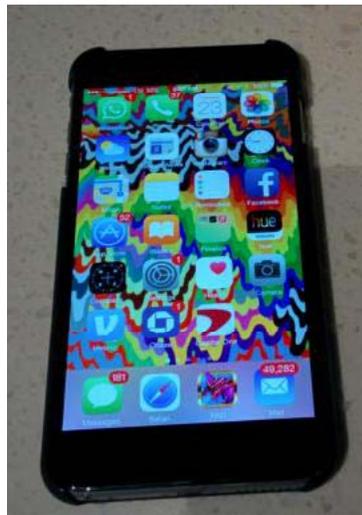
### Alma's Digital Design



23 Feb 2016



37, NYC



**Six Words on News**  
 Automated doesn't make me trust it any more.

W

# ScienceDaily®

Your source for the latest research news

“The only source I trust.”

W

**DR. GATSBY'S**  
*Feline Remedies*

...recommended to Loren today along with Ethereum, quantum computing and foosball.

## Indicators and Features of Trust

- Reporting methodology
- Citations and reference links
- History or notation of fact-checking
- Apps to aggregate news with a lot of citations
- Further reading on topic with ALT VIEWS
- (Non)Churnalism ranking



HMW display the early and credible, accurate, consistent news sources on a developing news story? And those that do not meet this standard?

Date 23 Feb 2016

## Who is...

37, designer in NY: retail with specialty in bottles. Focused on automotive design in college in Detroit. Worked on an early (2009) E-Reader design / pre-iPad that was focused on the news market. E-Ink bendable display substrate material that was in newspaper large format. He's into 3D printing.

Asian multiracial; lived in Detroit, LA, Tokyo, South Carolina, now New York City since 2008. Libertarian.

Experienced ayahuasca in the past year in South America, and this has expanded his world vision.

Reddit – for interest and controversy. Broken GIFs art. Community +/- evaluation manages the trolls well and “curates it okay.” Google aggregator. Drudge Report for “balance.”



**Early News E-Reader Proto**  
Loren was on design team.

## Notes

Loren's a night owl but also wakes early at 5 a.m. -- at which time he pulls out his phone for a little texting and surfing. Then hopes to drift to sleep again one more time before starting the day. Loren's fairly organized about his news, making his own folders and adding/taking-away every month.

Loren finds news trustworthiness to be a “completely subtractive” experience in the sense that it starts as raw information and then “journalism is art,” which removes the information more or less from its original trustworthiness, changing it particularly with spin and quips.

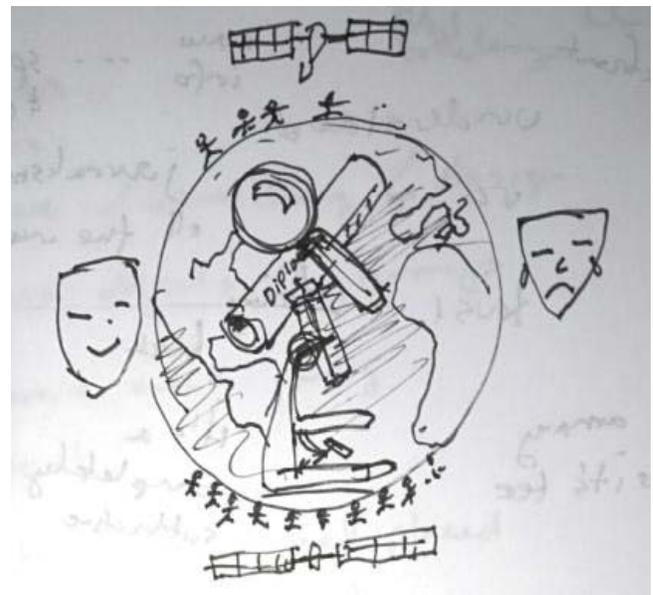
W

He sorts his ladder of feelings about news and news sources as Understand → Value → Trust.

W

The only news he can trust is scientific research. Science Daily is trustable: They publish on science, and he noticed that they typically come in before anyone else. The gravity waves piece was two weeks ahead of the mainstream press.

He used to use Snopes, but when that phone broke he lost all his favorites.



## What is the News?

- **diploma** = academic weight
- **microscope** = scientific W
- **magnifier** = small things, critical view W
- **masks** = theater
- **satellites** = 1 for us to see the news through...  
1 to watch us
- **people** = a million people's view

Date 23 Feb 2016

### Does news result in action?

- If curiosity is piqued and he's seen it more than once, he'll do quick research.
- It may inspire his Sketch-a-Day practice.
- Guides his daily activities, entertainment, decisions, diet change, health care change, voting.

### The Trust Project Experiments

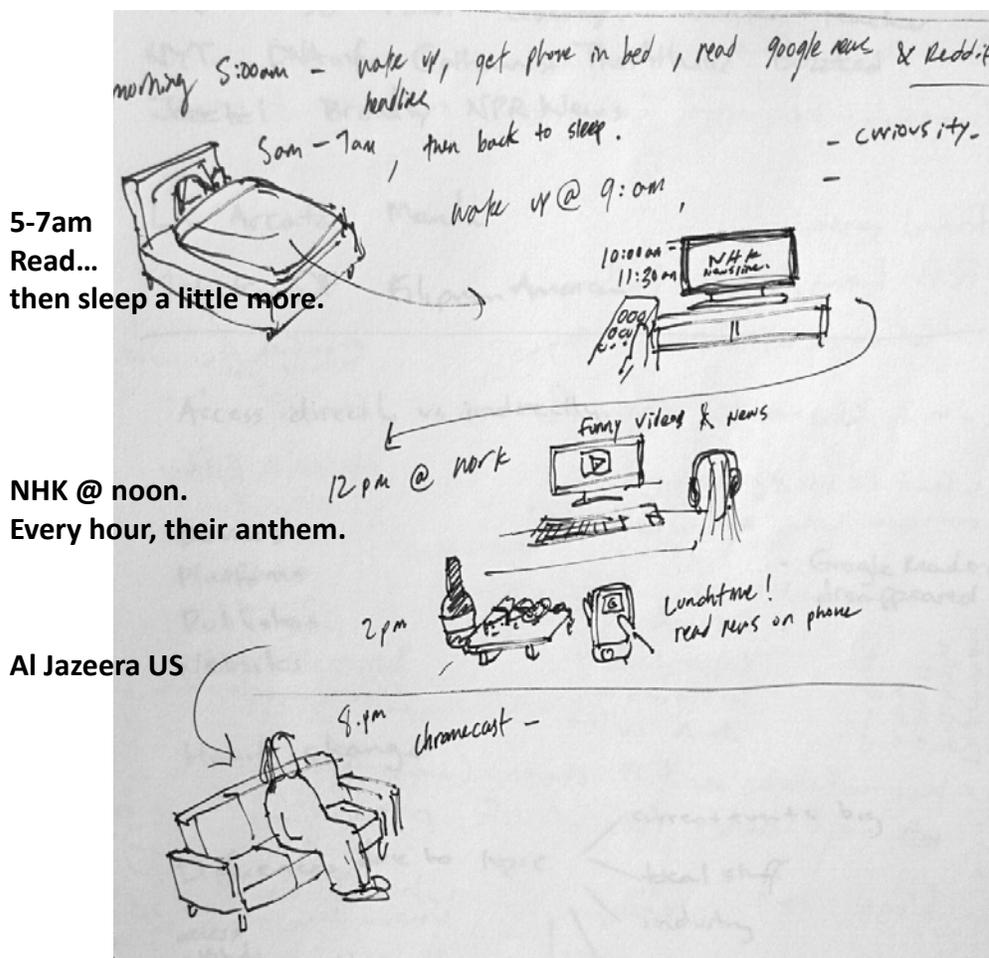
- Loren was intrigued. He referred to the Vox footnotes as "your grandfather's footnotes." He felt hemmed into the one article / author (/ publisher?) which made him feel, even if not true, that it was too single-source. In general, he liked that this work was going on.

### Final Quotes

→ It's not a conspiracy, it's business.

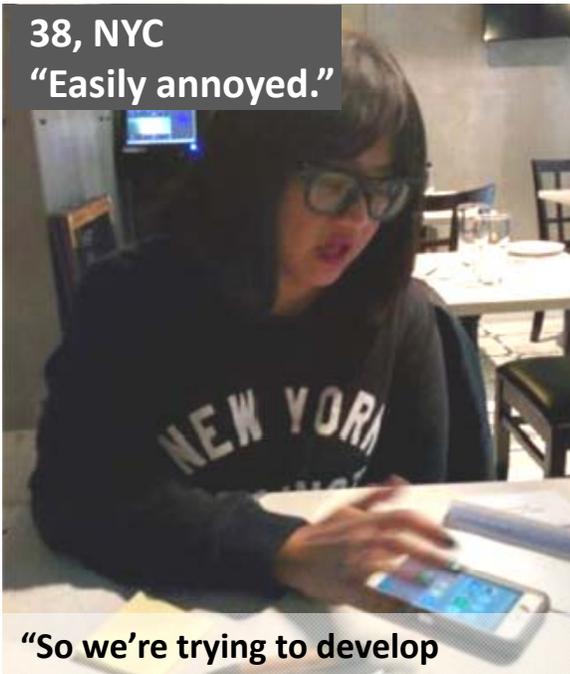
→ It's embarrassing to go through this because... I guess I'm a straight-up hippie now.

### Loren's News Journey



23 Feb 2016

38, NYC  
"Easily annoyed."



"So we're trying to develop standards? I like transparency. With a cat video now and then."

"What are the new journalism ethics?" she asked. How can citizens be represented in some way? Who is a good representative of the people?"

"News is one way for getting information and responding."

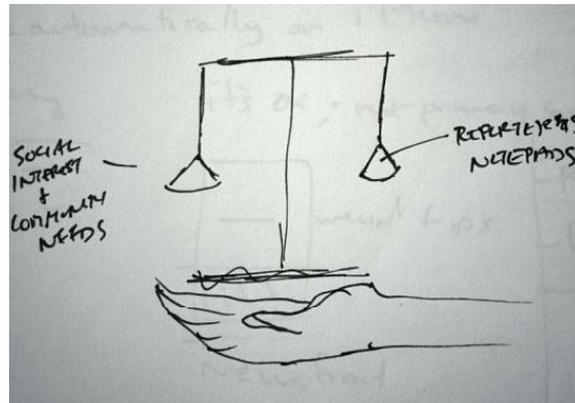
"I would trust a system that was as critical of institutions as I am."

### Six Words on News

Journalism: [Ideally]

Fourth branch of "Checks & Balance."

"News is one way for getting info and responding."



Scales mean "Whose needs are the news ultimately trying to satisfy?" Human hand designs and supports the system.

### Indicators and Features of Trust

- Ombudsperson
- Ethics policy
- Disclosure of conflicts of interest
- Easily accessible editorial guidelines, company ownership, funding sources
- Diversity policy
- Objectivity agenda on any given topic
- Semantic analysis based on "temperature"
- Good grammar, spelling, writing.



How might we engage users to define (and redefine) their trust standards and values within the news site or distribution platform ?



Date 23 Feb 2016

## Who is...

38, urban, liberal progressive, writer and teacher, NYC.  
Lived in L.A. and Arcata, California; Manila  
Queer 1<sup>st</sup>-generation Filipino American

Went to school for social work and has an affection for journalism. This puts her in the critic's seat when it comes to the news. She says "You're not your day job" and "under my photo it can say 'easily annoyed'," meaning she has an opinion about how news is written.

Digital reader:

NYT, DNA Info, Gothamist, The Atlantic, BuzzFeed, Jezebel, Broadly. Also NPR News .

## Notes

Hossannah likes DNAInfo.com because "they seem to practice journalism. The process is there." She sees more reporting, they talk to more people and print more quotes. She reads them for the more neighborhood-specific news as well as general NY news. She tunes in to Bed-Stuy and Flat Iron info: "Single mom looking for affordable home" and "So-and-so is taking applications." DNAInfo is "well made."

She reads the Gothamist, enjoying its "wink-&-nudge style" plus it's "overall pretty reliable." Sticky, fast news keeping her up on what's going on. Whimsical and funny. It's "in line with her romantic notion of New York." Add to that, you get the subway info and *why* the commute is what it is today.

She reads the NYT, calling it "pretty classist" what with the "poor-janitor-runs-into-burning-building" stories that apparently aim to highlight and elevate 'our minorities'.

I ask her about news leading to action and she remarks on the police violence protests she joined. "Conversions were happening." People who attended were activated. It made a deep impression on her.

## What's trustable?

Her words for what she looks for: reliable, moral, ethics, manners. She gives the nod to "Is it real?" And adds that she also has in mind (with all the advertising): "What do you want me to buy?" and has her eye out for sponsored posts.



## Above – Her Facebook today.

*Paul Ocampo via Angry Asian Man  
"I'm Chinese American and I Think This Weekend's  
Peter Liang Protests Were A Problem."  
huffingtonpost.com*

Hossannah trusts Angry Asian Man for critiques on Asian-American culture. She reposted the blog's statement.

She doesn't like reading on the Facebook app (due to tracking) and instead moves onto the news site itself.

FaceBook is good for seeing what her network shares, especially her writer friends, and covers lots of life perspectives. I ask about FB vs. Twitter and she says, "Nahhh" to Twitter. "But when Sandy hit...!" It's certainly valuable in particular ways.



Date 23 Feb 2016

### What is “not trusting”?

“I don’t trust one source anymore.” She’ll Google and do keyword searches on recent news.

I ask: How can the mistrust be turned around?

She has quite a response.

“Number One: Acknowledge the current state. (Things are so bad that) people are going to blogs.” Her request for this acknowledgement is akin to that of the “proper apology”.

She was interested in these (unprompted wording)

- Who’s funding?
- Reliability
- Connection to local
- Author process
- Organisation’s practices of hiring
- Define how ads influence the material: Format, motivation.  
“Being forced to experience pop-up ads reminds me that there’s potential [for something untrustworthy to be delivered]. A clearer delineation or separation” is needed.
- “Who owns what?”
- A statement or promise. Like doctors and lawyers take an oath.  
Then she pondered the *actual* value of a promise. (As others did.)

“What are the new journalism ethics?” she asked.

How can citizens be represented in some way?

Who is a good representative of the people?”

W

“We’re trying to develop standards? I like transparency. With a cat video now and then.”

“News is one way for getting information and responding.”

“I would trust a system that was as critical of institutions as I am.”

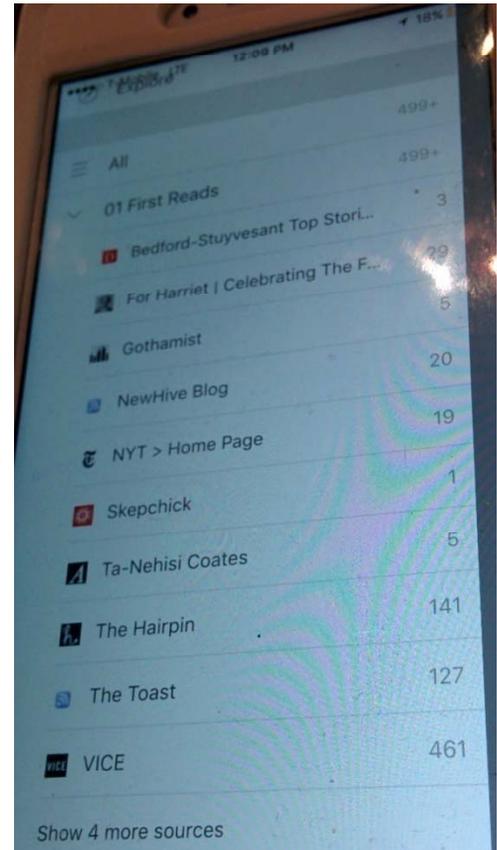
W

### As for the Vox experiments with annotations,

at first she felt the article format should be left alone and use the older way of processing footnotes at the bottom. She wanted it outside the reading flow. Then relented and said it would be okay to hover over an in-article link which floated a one-sentence summary... connecting to an out-link. Note: People’s reactions to these experiments show that interaction design prototyping and testing will be needed.

### She sorted the indicator cards, saying

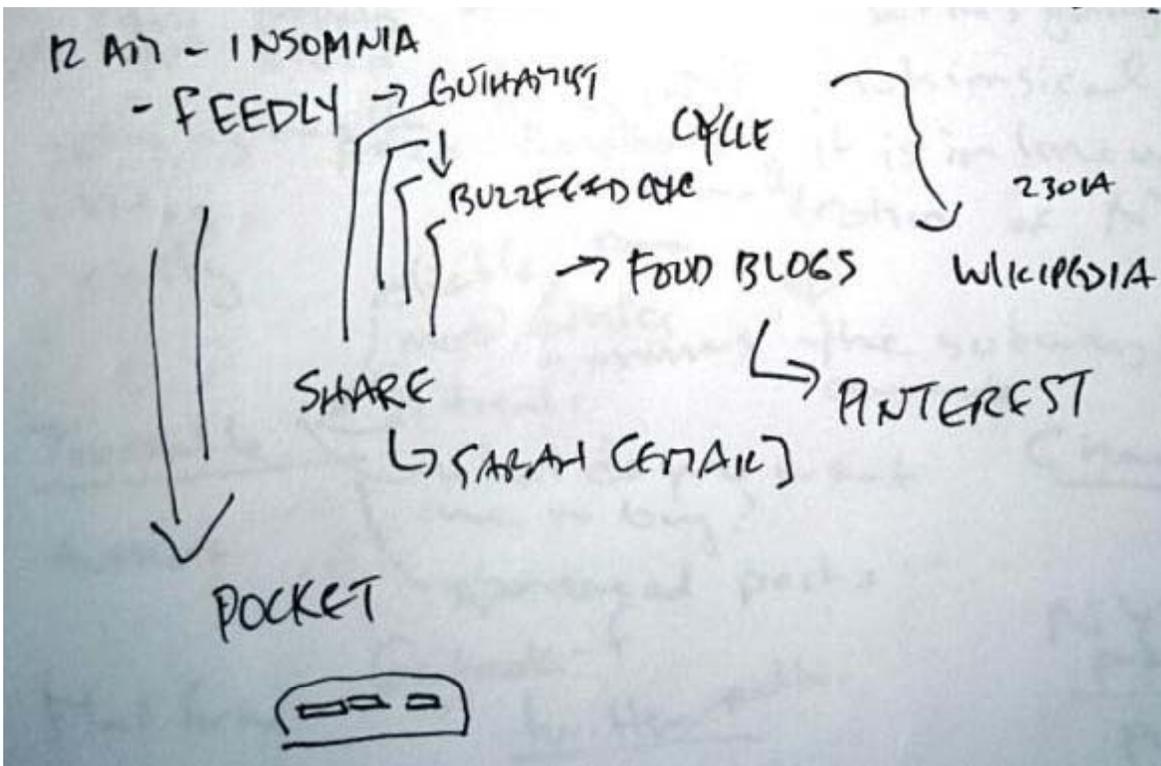
“My value system is developing as I sort these.”



Date 23 Feb 2016



Using Pocket to Gather News for Later



Daily News Journey

26 Feb 2016



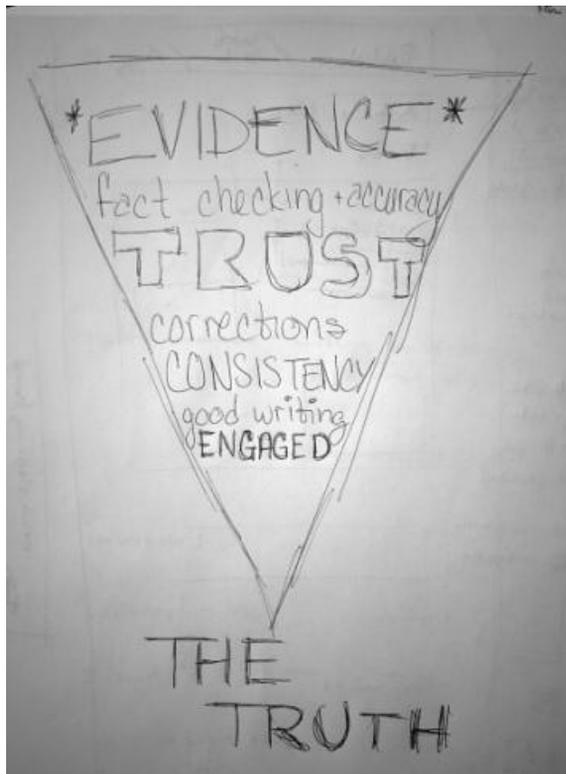
**6+ Words on News**

- Fact-based updates.
- Informed perspective.
- Events on national / global scale.

Brandon, a D.C. lobbyist turned Detroit art-center entrepreneur, outlined both an emblem for himself and also an infographic with measurements for each article.

31.999, DTW

**What's Important: Brandon's Emblem**



**Indicators of Trust**

- History or notation of fact-checking
- Updates: Option to follow / be notified of relevant articles or updates. Or option to follow the problem.
- Social crowd score of author's social media activity
- Social share-ranking of story
- Corrections policy and practices
- Details of corrections
- History of versions of articles
- Further reading – links to content on same story
- Original reporting
- Diversity policy



How might we roadmap the daily news and signal its trustworthiness.



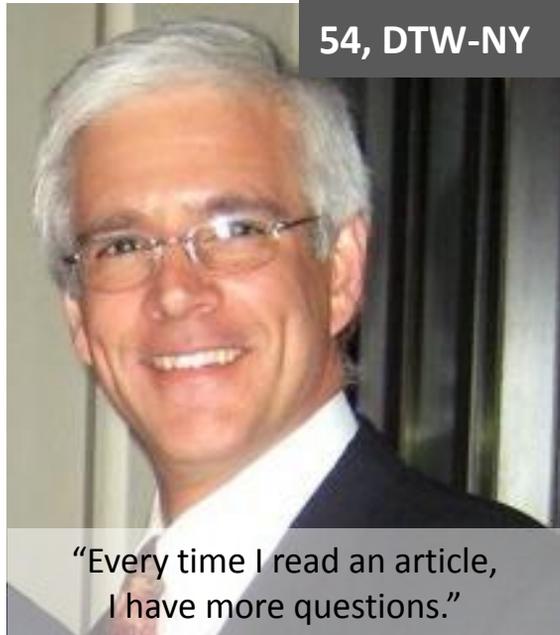
How might users brand themselves?

(Nutritional News. Diverse Voices. Just the Facts, Ma'am...)





24 Feb 2016

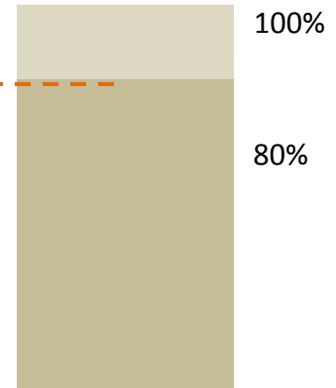


## 6 Words on News

Who's behind it? (sense: who is author?)

What's beyond it? (sense: further research)

Feels news is about  
80% trustworthy.



### Other quotes:

- Comes from a family where “My father reads like a job!”
- Trusts BBC, NPR, NBC’s Lester Holt, CBS “60 Minutes.”
- Local news is “Trying to be your friend.” “I don’t need drama or personal inflection.”
- Puts faith in the author, once known. “Look! It’s Bill, known him for years.” “Even the old-time, legitimate newspapers might be written by complete unknowns.”
- “Wikipedia isn’t worth the paper it’s written on.”

### Indicators of Trust

- Author bio linked to byline
- Network of links and citations of author’s work in other locations
- Citations and references: Include precise links to original documents.
- Further reading: Cite other news sources on same topic or user-selected topics
- Further reading: Links to content about the same topic.



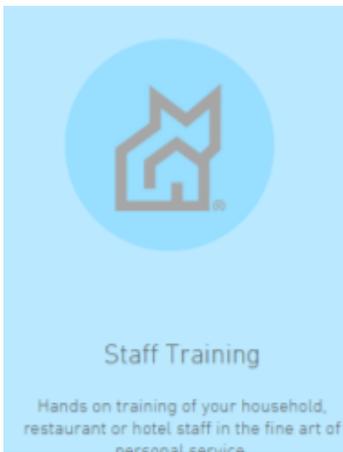
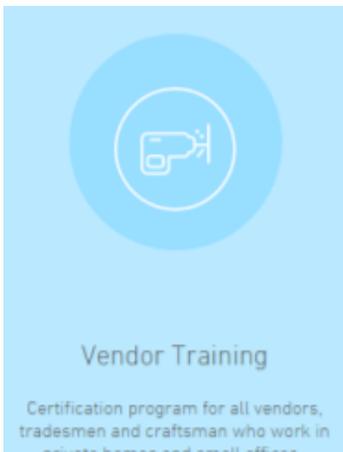
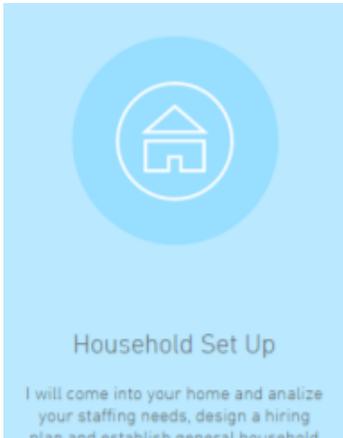
How might we diagram the authors Graham trusts and further illustrate the opposite opinions using automation or user interaction?



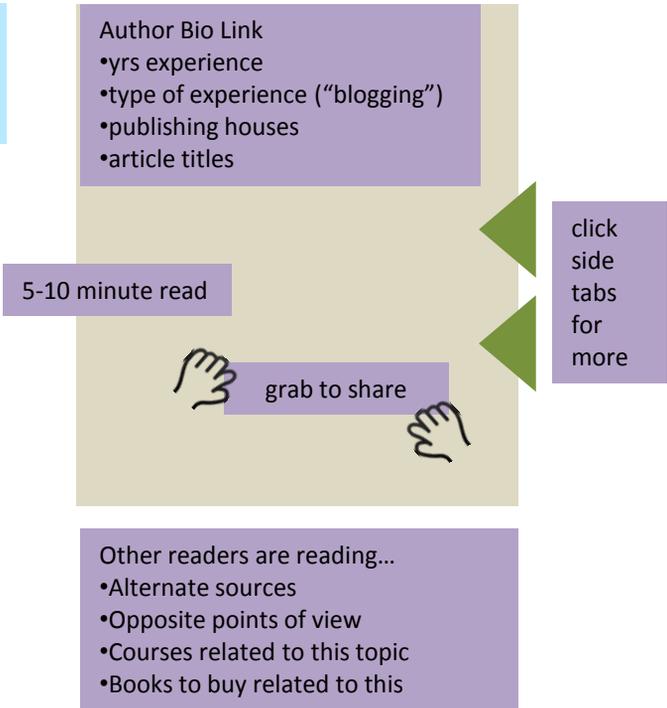
In what ways might we link to purchasable services or products for education and learning?



Date 24 Feb 2016



Graham's Wolf Service website



Graham's Ideal New Article Format

Graham's ideal article is a 5- to 10-minute read with additional factoids bulleted to the side for further enquiry, and where he can simply grab from the text to share it. At the bottom he wants to see what other readers are reading, alternate sources and points of view. For him, suitable action following news reading is to go further in depth on a subject area, buying a book or otherwise learning more deeply, so a link to further actions like that at the bottom would be good. (This didn't feel like advertising, particularly.)

As an example of what action means for him, he points to the Flint, Michigan lead-in-water crisis and reporting. Through a bit more searching, he learned about the history of the town and lead, the physics and physiology of lead... and then found that other towns in the US have similar problems that haven't been reported on. "Every time I read an article, I **have more questions.**" Interestingly, Wikipedia is definitely not on his trusted list of research go-to's.



**David - New Jersey**

Less Digital. Reads paper format of "The Week."  
Trusts it because it's recommended by his brother-in-law who's in publishing. He values the clear formatting and multiple perspectives on issues.

He also looks on Facebook.. Has his own small business promoting Neal's Yard products, which may be part of bringing him into the digital realm for news.

**Karen**

Very Busy in Detroit

News reading was very important to her family growing up and remains so now.  
Wishes she had more time.



## Indicators of Trust

Easily accessible / Low-time / Low-effort

- Disclosure of conflicts-of-interest
- Diversity policy
- Provide new source / topic
- Evidence of willingness to hold power accountable
- Clear distinction among news, analysis, opinion
- User trust rating incorporated into browser extension
- “Churnalism” ranking
- Actionable feedback to journalist



HMW show that being informed makes a difference?



HMW prove that a constructive, unbiased approach to news is possible?

## Emotions regarding News

- Disappointment
- Disgust
- Overwhelm
- Irrelevance
- Immobilizing cynicism
- Apathy

## Complaints

- “Too negative”
- “Too much negative”
- “Overwhelming”
- “Biased”
- “Crazy”
- “Lies”
- “There’s nothing there. No relevance.”
- Doesn’t even want to discuss or think about it

**Julianne**, 25, is new to Seattle, having lived in Cleveland, small towns in Massachusetts, and in the southern New Jersey / Philadelphia area. We went through with our appointment as an unexpected power outage in downtown Seattle was wrapping up.

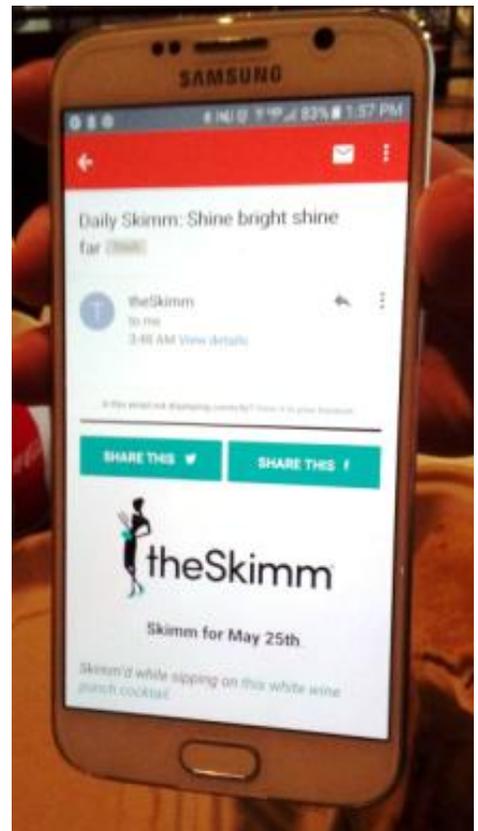


Julianne responded to my call for disengaged past newsreaders. Her areas of interest are Impact Investing and women's empowerment / diversity issues. News, for her, is a source of current events. She finds it "usually biased," by which she means a slanted presentation accompanied by sound clips that fit the bias. At other times "news is a debate show you have to watch with people sparring back and forth, usually yelling."

She describes her news connection over time: "Growing up, I used to watch the local news while eating breakfast and subscribed to 17 magazine. In college, without a TV at breakfast, I sought out news through a few main sites on an almost daily basis. I thought **if I didn't check, I would be clueless** since college was a bubble where 'news' was homework, activities, and school-related.

"Now Facebook is a main source for news since **friends post updates** on current events (political debates, terrorist shootings) and **I subscribe to a start-up newsletter** that recaps the major news events from the day before (Skimm).

"Facebook is still a very biased source of news, but I know what the bias is as I view it. The newsletter has **surprised me in keeping a neutral tone** on describing events and can't discriminate too much on content, because it's only the top news stories of the day. The **best part of disengaging from mainstream media** is being less exposed to marketing and ads that push mainstream ideas of body image, femininity, and other social norms."



*Skimm'd over Buncha Crunch*

## QUOTE OF THE DAY

"A four" -- [Hillary Clinton](#) on how Donald Trump would rate the Statue of Liberty's looks. Both

## On Diversity

Julianne doesn't see much diversity in staffing (of broadcast news), noting that Megan Kelly (watching Trump in debate) – is “blonde and pretty. They're using very pretty women as the face of news. You have to present a certain way as a woman. There's that weather caster wearing a sleeveless top with bare shoulders, being called off stage to put a cardigan on; she had to change her appearance while trying to deliver the weather.”

## Her Exposure to News

“No one my age has a television or watches news shows there, so they have to get it on Netflix and Hulu. Recently I found NPR Online; seems like a good way to attract a younger audience. Otherwise if you listen to radio, you do get news in-between the music. A lot is news I care less about. You might get your local news on the radio... New Jersey, Seattle, the suburbs you live in. It's free ...although who's on XM? That's not free.”

“I like the quirky news, human interest stories and those with political background. You figure out what your leanings are and pick your news to match. I'm conservative. It's important to see it in the mainstream. Why am I seeing 'black TV'? ... Facebook had a big meeting for conservatives [referring to Facebook's potential news culling incident earlier in 2016]: Glenn Beck wrote that 'if they have any bias I don't see it.' What was the intention of all that?”

Julianne appreciates links to real news sources... like a link to CBS news, seeing it as for younger and millennial women. She doesn't like to get caught up in Tweeting and Facebook posting, herself, preferring to see instead “We Skimm'd it for you.”, meaning “they've briefed it for you.” She liked how they insert a small education piece sometimes, on vocabulary terms, for instance. Recently she'd learned DTC meant “direct to consumer.”

Asked about whether she cares about original reporting, we spoke instead of a sometimes benefit of it, which is early breaking news. She responded that getting the news from the earliest news source isn't so important. “They invited all the candidates to a Skimm interview. Essentially I see it [news via Skimm] a day behind. But I never *feel* behind. I would have stopped if I was behind. Getting the news “early” is only important when it's a terrorist attack. As for something where “original” was important, she points to the Panama Papers.

I'm not going to watch a 60-minute show: I Skimm for 5 minutes a day. Sometimes I don't click any links. Sometimes I don't care. The MidEast war is not my interest war. How many things can I really deal with? I do it first thing in the morning. I don't post on weekends or holidays. I do hear things from people each day. News doesn't stop on the weekend, but I'm fine that I'm not covered on the weekend.”

## Julianne's 6-word story

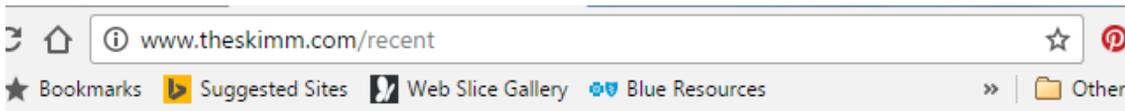
**Current. Big.** (National / International/ Fed Government)

**Bullet points.** I just want the main take-aways. Least words (She was an English major.)

A lot of news on TV is so repetitive, recapping what was just on. That drives me nuts to hear it. Everything is so debated. Something happens and it's reported; then there'll be discussions. How many times do we have to rehash the same story? It likely hasn't changed much.

US news is very focused and not a good source for international. BBC was her place to get international.

For impact investing she uses a couple newsletters by subscription, from individuals who are not sponsoring anything nor sponsored themselves. The newsletters are curated for you with the top stories for the week. Her boss is big on checking Twitter. In general, it's hard to learn about impact investing via internet search. Currently search returns only very basic information. To find really significant updates, I can't use Google in my area of work.



## REPEAT AFTER ME...

### WHAT TO SAY WHEN YOUR BF DROPS OFF A BOX OF YOUR STUFF AT YOUR DOOR...

Did we just break up? Yesterday, Philippine President Rodrigo Duterte said he's [consciously uncoupling from the US](#) and shacking up with China. For decades, the US and the Philippines have been friends with benefits. Think: military and economic allies. But then Duterte came to power earlier this year, and decided the Philippines wasn't getting anything out of its US relationship. Last month, Duterte called Obama a "son of a b\*tch." And then yesterday, while on a trip to Beijing, Duterte said "America does not control our lives." Well OK then. Duterte's newfound love for China is a little surprising because the Philippines (along with the US and friends) has for years been trying to stop China from taking over the [South China Sea](#). That's because the South China Sea is great for things like trade and oil. But yesterday, Duterte said he'd temporarily forget about previous disagreements between the Philippines and China. Love can be blind like that.

SKIMM THIS



### WHAT TO SAY WHEN YOUR BOSS FINDS A SLACK CHANNEL LABELED 'EMPLOYEES ONLY'...

Busted. Yesterday, the NCAA [charged current and former basketball staff members](#) at the University of Louisville with rules violations. This has to do with a scandal that broke last year that revealed a university employee had been hiring prostitutes for players and recruits. Earlier this year, Louisville imposed its own penalty...a postseason ban for the basketball team. Now, the NCAA could decide that's not good enough. Stay tuned. Meanwhile, in other sports news that makes you want to go 'ugh,' earlier this week, police documents were released that show NY Giants kicker Josh Brown abused his former wife. Last year, Brown was arrested after his wife told police he had abused her multiple times. The charges were dropped, but the Giants suspended Brown for one game. Then earlier this week, a series of emails, journal entries, and a letter written by Brown were released, where Brown says "I



*Skimm'd over Buncha Crunch*

## QUOTE OF THE DAY

"A four" -- [Hillary Clinton](#) on how Donald Trump would rate the Statue of Liberty's looks. Both candidates were in the same room for the annual [Al Smith Dinner](#) in NYC last night. They red, white, and roasted each other.

SKIMM THIS



## MO-SUL, MO PROBLEMS

---

### THE STORY

Welcome to day five in the fight to [get ISIS out of Mosul](#).

---

**Sea Gabriel**, 51, is a resident of the Central District in Seattle, inhabited by a mix of townies, Burners, young entrepreneurs and unemployed folks, all pretty close to downtown and the fun-loving Capitol Hill district. Sea Gabriel responded to my query for those disengaged with the news. It turned out that she's come from a news-filled background.



Sea Gabriel is working on a PhD in Mythology, Comparative Religion, and Depth Psychology. She puts out a podcast: "Mythic Deviant," with a book in progress. She completed a film that she hopes to have in festivals soon. She's a single parent who works part time for the Impact Hub, a co-working space. She's lived in Pennsylvania, New York, Delaware, Maryland, California (longest), Hawaii, Sydney (Australia), Berlin, Port Angeles, and Seattle. She also spent a few months traveling in South America.

About news she wrote:

"To me, 'news' represents the dissemination of misinformation for the purposes of cultural indoctrination by the 'elite' in order to ensure that the masses remain joyful, and self-righteous while whole-heartedly perpetuating their own slavery. (That sounds so bitter, but I feel only remotely sad as I write it: it's just a truth to me.)

In my teens I watched some news, mostly morning stuff. I was never into full-on evening news, though I watched occasionally. I am a spinner [of stories] myself, so over time I saw more and more clearly the ways that we spin everything to create a culture of willing service to money-holders. 10 years or so ago, I would listen to (radio) news programs from Canada and watch international news sources online. In time, i gave those up as well."

Our conversation ran like this:

Sea started a newspaper. "Best job I had that I really loved." It was the Palo Alto Daily News in the 1990's. She was hired by the founders, one from Stanford and two onboard with money. She was the first hire and ran the place for three years, making herself "locally famous for writing the offbeat horoscopes."

She found the local news work really fun compared to larger organizations. "I could do whatever I wanted within constraints." It was good while it lasted. The owners liked her and gave her leeway, but eventually the founders fought. They sold the Daily News to the Mercury News and weren't allowed to compete for a period of time. Eventually one of them opened the Daily Post, which she finds more fun.

The full length film she's just completed started within her film certificate program at University of Washington. Titled "Wish Fish." it's a "family death comedy." spun for little kids.

As we moved the discussion to news consumption and why she stopped, I ask her about one of the perennial trusted organizations, NPR. “I haven’t really missed it since 12 years ago, after my divorce. Well except for “This American Life.” Instead of news, Sea Gabriel reads “Heck for the Homeless” and Sol’s Civic Minute. She found this weekly round-up of the news through a local co-worker who asked “Do you want to be on my newsletter?” “It’s a 30-second investment: think of that. I replaced my ex-husband (who used to keep me informed daily) with a 30-sec newsletter. It’s a simple bullet-point list that I could appreciate from the very first read- - spare but informational. No Spin.



Windermere  
REAL ESTATE

Home About me/Zillow reviews Sol's Civic Minute! Market Reports Neighborhood News Sign In Register



What's happening in Seattle, in 60 seconds per week

Sol's Civic Minute is a weekly email newsletter that I send to my subscribers every Sunday morning at 6 am. As the tagline implies, you can scan the entire thing in under a minute to catch up on what happened in Seattle the previous week. Lots of people tell me it's the only email they get that they read in its entirety, though, so be forewarned that reading the whole thing and clicking on a bunch of the links will take you longer than a minute. My focus is on local politics & government and other related items—the kinds of things that we all want to pay more attention to but that it's tough to take the time to stay up to date on. I spend hours each week reading all the local news I can find so that you don't have to!

Each week's email is divided into four sections:

**Last week in Seattle** gives you concise, bullet-point summaries of the 5 biggest local news stories from the previous week, along with enough context to help you understand them even if you're not familiar with a given issue.

**Real estate corner** is the only part of the newsletter that's directly real-estate-related, and it's also the shortest part. I include a graphic each week that you can absorb in a couple of seconds, along with brief writeups of three significant pieces of local real estate news (related to either the purchase or rental market) and a reminder to keep me in mind if you need a real estate agent.

**Miscellaneous** is where I put the stories from the week that either didn't rise to the importance of the first section or can just easily be summarized in a single sentence.

**Upcoming events** gives you 6 ideas for events you might want to check out in the upcoming week—each week I try to have two civic events, two arts events, and two community events.

If you're interested in checking it out, subscribe below!

“Sol goes to everything around town. I wish you could have that for the nation. Covers political science and peace-keeping, protests... he worked in an assemblyman’s office” so he’s well-connected informationally.

What made her stop? Feeling that the news she was reading and publishing was ineffective. Several emotionally impactful moments included

- Bush going to war on her birthday. “I’d done all this to prevent it with my friends.”
- Reactionary aftermath contributed: “My friends set a bus on fire in San Francisco. That distressed me.”

Following this she did nothing political until her son was born. At this point, and in response to U.S. war involvement, she initiated a personal letter-writing campaign after the 9/11 catastrophe. (Her sister-in-law was personally affected and saved from death by getting off her normal transit commute a stop early that morning to get a salad.)

In looking at the list of indicators, Sea Gabriel pointed out “Willingness to hold power accountable.” “This speaks to me, but it could also be used for grand-standing and getting attention for oneself.” She is also interested in why the author chose to write about something and prefers for them to disclose conflicts of interest. “I don’t mind, we all have them. Call it spin or a lens. Admitting it is a big deal. (Yes it could be overdone, but that first fresh moment would feel great.)”

She also likes:

- Network of links and citations of authors work.
  - Original reporting.
  - Fact-checking.
  - History of versions of articles.
  - Meet-ups or coffee chats.
- “Sitting face-to-face with a human being. I'm 51.”

Words that strike her are

- Credible
- Integrity
- Intelligent (people are such imbeciles)



“I love spinning. Also when I see it being done. I find it enjoyable. A great power to have as part of one’s relationship with the world. (Are you spinning or being spun?) Except when it’s used to manipulate people, making them essentially ignorant and working against themselves: Perhaps we should call this ‘Un-spin.’ ”

She wants to see critical thinking rather than the negative effect of “Un-spin.” “Being able to dissect something, take it apart to see if it’s accurate. ‘What actually happened?’ I want to know this to some degree.

“I don’t want them telling me how to feel about it. Other perspectives are interesting when they are stated and not told as mine I don’t like the boundary crossing.” Since some other interviewees had disliked emotion added by news readers, I asked about this. “If the news anchor is showing emotion, that’s ok - - if it’s authentic. Playing-up emotions would cross that line.”

## DJ Crystal Durant New York, May 2016

53-year-old African American woman

I met DJ Crystal in Manhattan in between auditions. She typically DJs to a crowd of about 50-75 people but says she doesn't quite bring what's needed for the bigger audiences. She's also an art teacher.

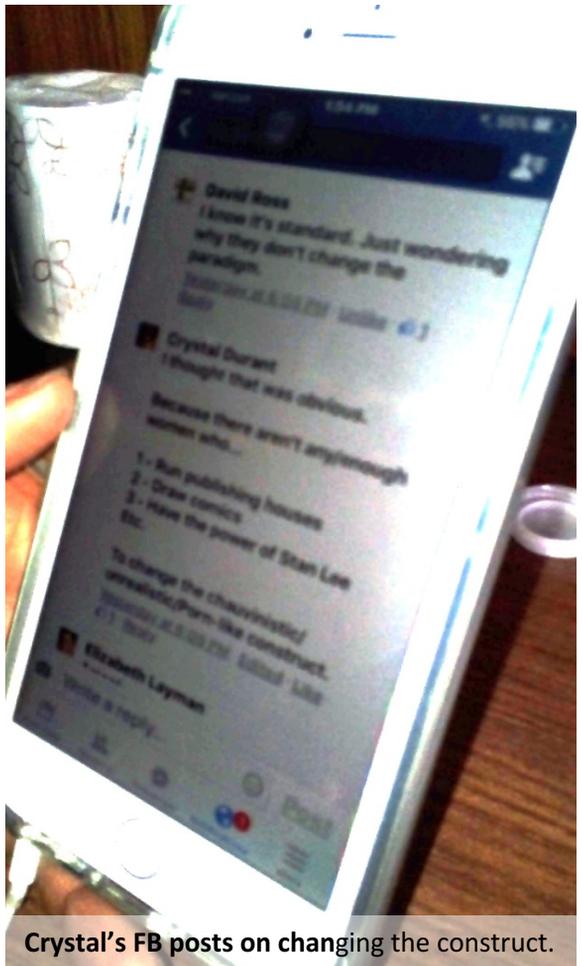
To start our conversation about news, Crystal shows me *Celery Why*, a Facebook group with 1300 followers, 1200 comments. "Readers are simply Liking without commenting." While touching on significant topics for her, such as the thread on women still not earning enough, it doesn't feel very deep or impactful. She points out that some things just obscure the real issues that should be focused on. She shares an example, "Free the Nipple," a demonstration event where women walked around topless. "Why??... when your reproductive rights are being eroded." She sighs, "A dollar." She wishes she had one for every time people were using their political capital and energy unwisely. She lightly disparages "voting with the uterus."

"There's just a lot of not-thinking(in the public discourse)." We talk about the entertainment industry: "Matt Damon was interviewed about diversity on a show. He's explaining diversity to a black woman." and "We have a racist power construct. People of color who are just as talented are obviously not getting a chance."

"In the media it's extra egregious; we could work on that. People in charge are not people of color, women, LGBT. Until the construct changes, there will not be a sea change. It's about power and control (not just money). Will Smith is rich. Danny Glover. Wealthy is Oprah Winfrey; she is WEALTHY. There's rich-rich and hood-rich Rihanna isn't that diversified. So she's hood-rich. But how many of these different kinds of rich people run TV stations or movie studios?" she asks.

Crystal notes the Huff Post's Diversity Platforms - LGBT, Black Voices, and Hispanic Voices. She posted her own story on NBC Black about the first time she met Prince. "I got emails from all over the world thanking me for my story."

She's unhappy about people using "I don't see color" to mean that they see everybody as equal. "Here's the reason that's crazy. #1 you see that I'm brown. #2 Don't whitewash my history. My family has had crosses on our lawn. My dad was a teacher, and we had cops stationed." Letters sent to and printed in the newspaper were written to her parents by people of the city, ignorant people and smart people. Her parents sat her down: "'That's going to be your life. Figure it out and deal. Don't let anyone stop you from anything.' Minorities have to be 110% better because of bias. If I'm 100 feet away you can still see that I'm brown."



Crystal's FB posts on changing the construct.

Crystal continues on the thread of attending to diversity, naming it as the thing she would fix about journalism to bring her back. She points out the relevance of diversity: “I’m a year older than the civil rights act. It’s not ancient history. It’s now. A systems of checks and balances is needed. Perhaps satire? A protest site?” She would also want to see evidence and fact-checking. When reposting things she finds there’s “not enough time to run Snopes on everything. And who snopes Snopes?”

As we slow in the conversation, we get back to her own history. She’s been a visual art teacher for 22 years and grew up in a home where education and access to information were important. They were excited each Christmas to get the next 12 books of the Encyclopedia Britannica. That was their resource for anything that wasn’t on the news or in the newspaper... which they would read or watch every day to know what was going on.

These days, “instead of getting up and getting paper with coffee, now we lay in. And lifestyle dictates when you get to check in to your device.” For her it has varied from 15 to 20 times a day to quite little, depending on her gigs. When her day job is regular and demanding, she’s up early, checking Facebook for just five minutes on lunch. Then it’s Facebook again at 7:30pm. She’s in bed by 9:30pm for an early rise.

When she’s a freelancer, she can check any time. She currently wears a Bluetooth earbud at all times so she can know immediately if rehearsal time is changed or there’s a gig offered.

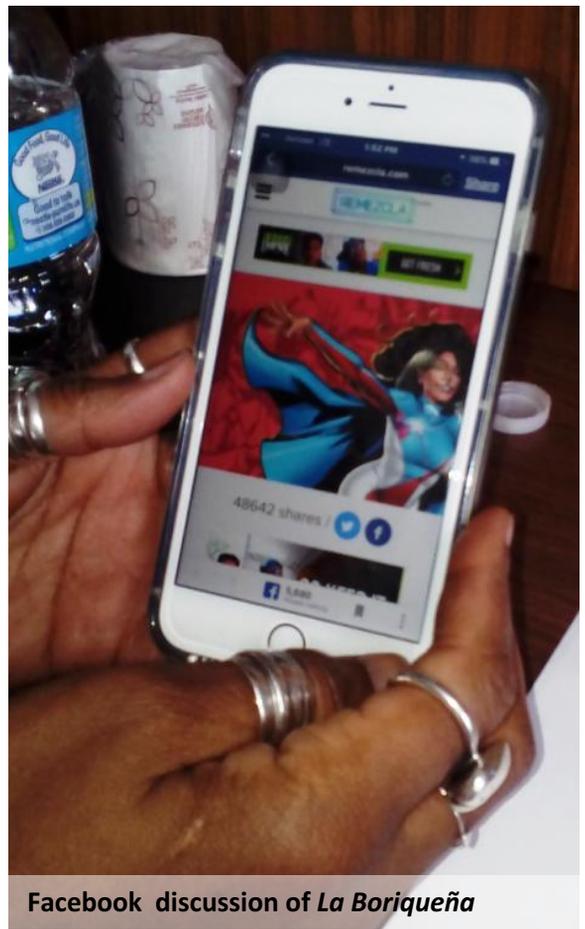
Looking at the prototypes, she favors the Blue T of Open Trust. “For the most pressing news, like another black person getting killed, then Yes, I’d click through on it to get the details. There’s been this paradigm shift of hipsters who don’t research and fact-check what they read.” She would research authors for their background. If it’s entertainment news, she’s not so invested; if Life and Livelihood, then every time.

On the Trust Mark of the Blue T, she continues: “From a psychological standpoint, it gets across the idea of trust and being trustworthy.” She sees it as potentially low-hassle one-click way to check further on her most important topics, like politics and racial strife.

On the opportunity to give input and feedback shown in several prototypes. “I am a commenter. The educator in me will correct things. We always post on Facebook when some journalist confuses one black person for another, like Paul Amos for Samuel Jackson. (You should see D.A. Greer on “Funny or Die,” on how to identify black people.)”

I query Crystal on the downside of public comment. “On my threads, everybody is going to be nice to each other. No screaming, cursing or bullying, no trolling. Just because something didn’t happen to *you*, doesn’t mean it didn’t happen.

We talked about her recent bout of posts on a new comic book’s female super hero (*La Boriqueña*, above), a bold African American Puerto Rican. She argued intensely with a Puerto Rican man who criticized the imagery as fascist and overly nationalistic. Crystal countered that he should be actively looking for an icon like this to represent strength to his daughter. “It’s not about *you*, but about these girls and how they can see themselves.”



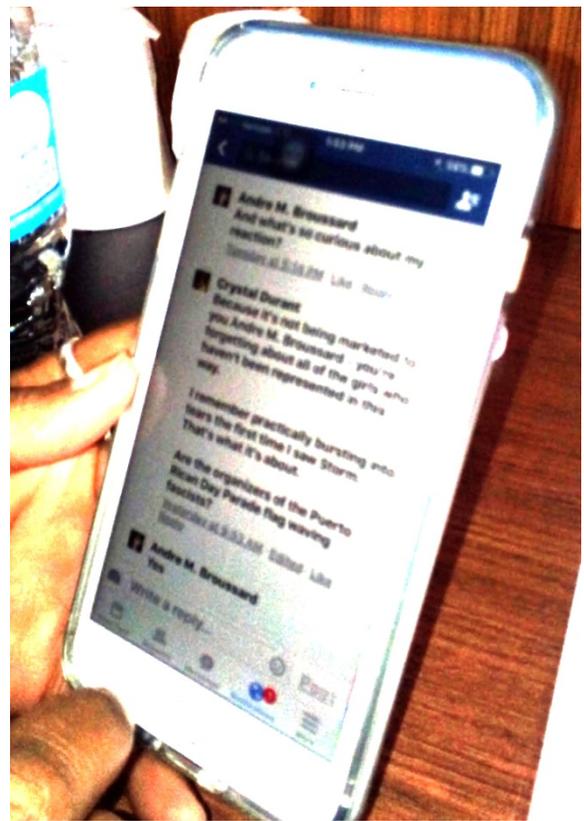
Facebook discussion of *La Boriqueña*

She shares some links. “We were talking about this (constructive public discourse) yesterday; the people in this dialogue actually know what they’re writing about. It was clear, concise and gave both sides.”

She posits open input to the Trust code of conduct or ethics. She looked positively at the feature for offering direction to staff on what to look into next. Responding to the idea that some interviewees mistrusted the feature, she said “How is that not believable?”

She talks about how she takes action. This is a topic for each of the interviews, and it seems that the women of color I’ve spoken with have been the most activated, whether 30, 50 or 60+.

Crystal’s own activity ranges from the entertainment world to the health of the community. We discuss Prince bootlegs posted in memory of his passing, how the posts are removed, and what the points of ethics are in both cases. This comes up because we’re talking about sharing on a news site and who will be in control of what is shared. She also is called on, specifically, to post her own opinion at times... and she considers how annoying the frequent re-posting of others’ opinions is. She wonders how all this would be streamlined in the services she sees prototyped.



Facebook discussion of *La Boriqueña*

Around the health of the community, she talks of *Jeremiah’s Vanishing New York*. “The city is gonna change. It gives an overview of how many music venues and clubs have closed with the history of gentrification across 300 years.” She’s moved to action: she’s Posted, Twittered and Followed. “Now it’s an army of people who go to Mom and Pop places. We sit in at a deli. It closed (anyway) - - (due to) landlord greed. For singers and musicians, in the last five years alone... 10 places have moved to Brooklyn. The Knitting Room, the Living Room, Max’s Fish, Lakeside Lounge, The Cutting Room. After 25-30 yrs they lost their leases and had to move. They built up from raw, gutted spaces. What takes their place would be The Green Room, where you have to have 150 peeps guaranteed in order to play there. Knocks out so many of the artists.” DJ Crystal is activated by the people she’s in contact with, face-to-face, in her working artist’s world, and via local Facebook groups. She is living the news of socio-economic change in her neighborhood and of racial inequity and is moved directly to action.

So what *does* she read and view? On her train commute she can’t read e-devices; they cause headaches there. She used to watch ABC, NBC and CBS national news broadcasts, still checking into ABC as a favorite because it was also her parents’. She reads the NY Times once a week and sometimes takes a free subscription to New York Magazine. For a laugh she looks at the covers of tabloids. She reads some Rolling Stone for music, primarily; they got her back as a reader because they had top-notch environmental writing. Shape Mag - - because a best friend covers books. While she’ll read Entertainment Weekly, she avoids People and the National Enquirer. TMZ (celebrity gossip) both online and TV. Both 1010 News Radio and TV news plays in the air around her. If her schedule allows it, she views Good Morning America. Across all her years, she’s stood by 17 Magazine to stay connected to youth. She didn’t want to give up that old habit. Of our word list she favors: Not a lot of fluff. Transparent. Accurate. Reputable. Facts. Fair. Multiple viewpoints. Tells the story well. Balance. Truth. And adds, “I don’t need any bullshit.”

**Amelia Black** New York, May 2016  
Maker, artist, freelance project work.

As a child, Amelia listened to NPR in the car while commuting to school and found it incredibly boring, repetitive, out-of-touch, and not related to her life in rural New Hampshire.

Now she sees it as a constant. "It's a way of staying in touch with how my family does news, and it feels connected to how I live my life and values."

In the morning she starts with a NYT update, listens to NPR religiously, tunes into her social channels, picking up whatever has come through on Facebook, the whole time sending things to Pocket. For local news she uses DNA Info and the WNYC app, both are good for her social life. She also uses Slack channels to share news and inspiration from the world, including ".org" stories, particularly the Uganda content currently. Some of her reading is done when she's away from WiFi: "I wouldn't be able to read anything without Pocket."

Amelia uses NPR when traveling. "Chicago is such a lively city for NPR. I've been listening there since just before *This American Life*, when it switched into a cultural outlet instead of just news. When *All Things Considered* comes on, it provides a centering feeling for her: "The music is something you know."

Other comments on her news pantheon:  
"The New York Times will always be a place to go. I wish Al Jazeera had a lasting power. The Guardian – I'm surprised at their (staff reduction) this year. If you're going to post to social media, you're going to search for the original before you post. When I got to the Guardian, I knew you could stop. But I haven't sought them out through their news site. Just through a cross-link."

"It's funny how you establish habits and brands when you're young." In high school her cohort were just starting to figure out the web. She also lived abroad growing up (parents were commercial pilot, physician and chef) so the BBC World Service was the norm. She appreciated "being able to hear that solid voice all around the world, wherever you are."

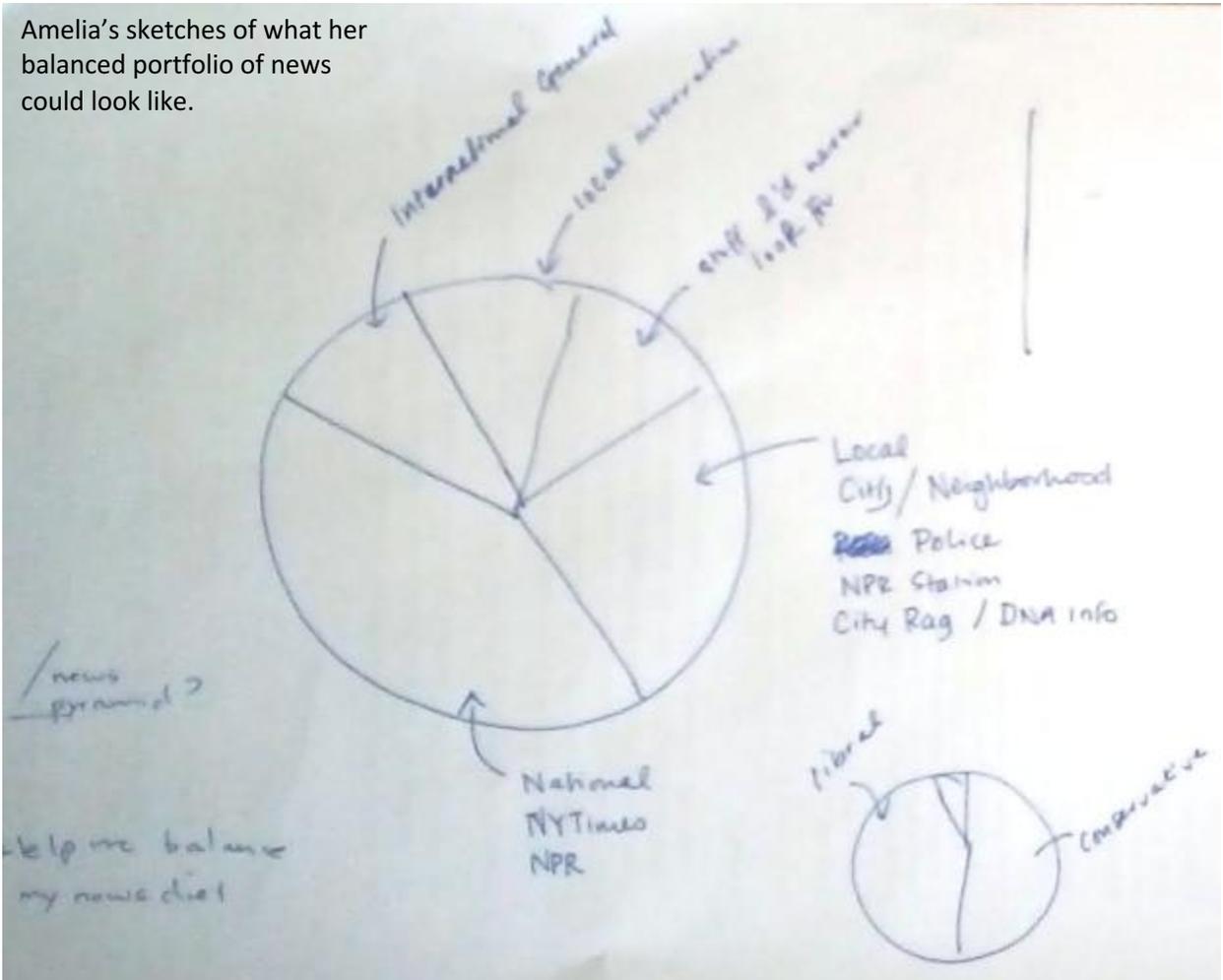
I asked Amelia about news leading to action. She responded that she wanted news that leads to consensus. "We are trying to ratify our beliefs and understand how they exist. Our news coming from people like ourselves creates tunnel vision and makes it hard to understand where our voices sit in a larger scope. We need to find a way to hear those other voices."



I ask Amelia what needs to be better about news and the world of journalism while showing her prototypes and provo-types (more provocative storyboards) to inspire the conversation.

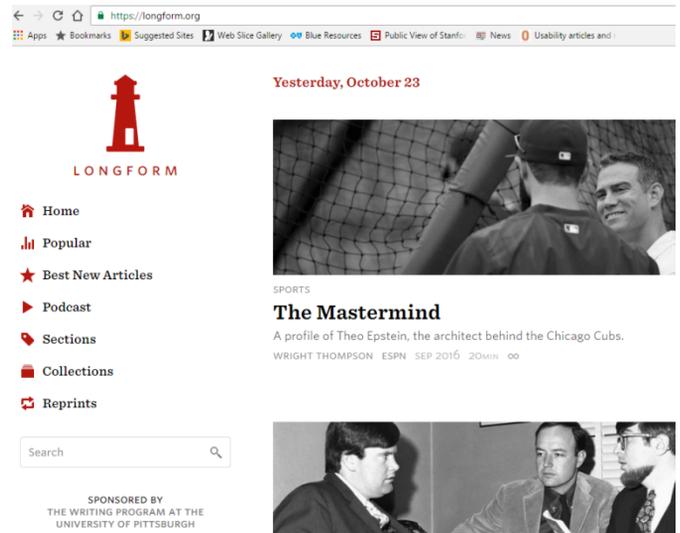
"I have to criticize the sources of news. I don't go as far as I should in reaching out and finding other alternatives. Who am I listening to? Would it be interesting to map it? Perhaps we should be diversifying news like we do with investment portfolios. You could look at a pie graph. (Nerd! she says of herself) (for example,) I'm getting so much domestic news. Have I read the right stuff to be an informed citizen? How do I know? How do I see that? Your personal profile could show this. I want to see who I haven't read." She continues to think about it: "Is it a (digital) layer where you say: 'I want to diversify this.?' She wants to know who's writing on a topic and who's writing most recently. "I want to read all the angles."

Amelia's sketches of what her balanced portfolio of news could look like.



Those who disengage with traditional news formats and those who want more like Amelia are both turning to meatier offerings to improve the quality of what they consume. She is using services like *The Long Form*, which she sees as active, timely, event-based engagements that rely on long-term commitments by the authors and publishers.

About where she puts her own trust and commitment: "I'd rather set up a relationship; I'd rather do that once. I'm not following journalists...but organizations. Rather than the credibility rating of a journalist, she assumes that a set of people can be more credible and more diverse than an individual author.



But she also wants "to know that a single voice in Uganda can be heard. Is there an automated way to get diversity? I wanted to hear from someone in Ferguson, not from a New Yorker going to Missouri. Credible news includes diversity - - and that's more than race and nationality. I'd like to see attitudinal diversity. Investing in that diversity...is more important than arriving to be local on the scene."

"Is it possible to make the process of becoming part of an accredited system more transparent so young guns can come out of the woodwork and get a platform?"

On citations: "For me, these are most valuable when I go back to a piece. Especially for deeper conversations. Perhaps 5% of what I read that becomes the 'piece of the week' for me. The one I want to be able to speak about more with others."

On public commentary features:

She recalled a recent article on "how it took 50 comments for *any* comment list to get to 'You are a Nazi.'"

She appreciated the direct request for directional input from readers. It made that comment section feel much more appropriate and "in context" rather than the soap-boxing that occurs so often. She notes that some prototypes feel aimed at connecting with the journalist, and others at the editorial staff. She likes how the citation elements and the space for an author to comment on their wording choices in the article were not about dumbing it down, but about being appropriate to your community.

Amelia's own favorite words from our list:

Credible. Nutritionally fit. Multiple viewpoints. Reliable in the sense of being a habit and part of her daily diet of established trust. For transparent she would substitute "explicit truth." She also liked "Pantheon of news" and brought up "real voices."