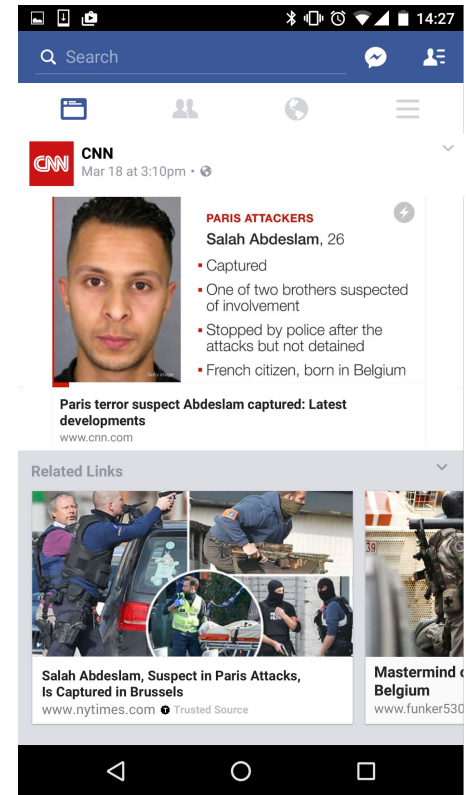
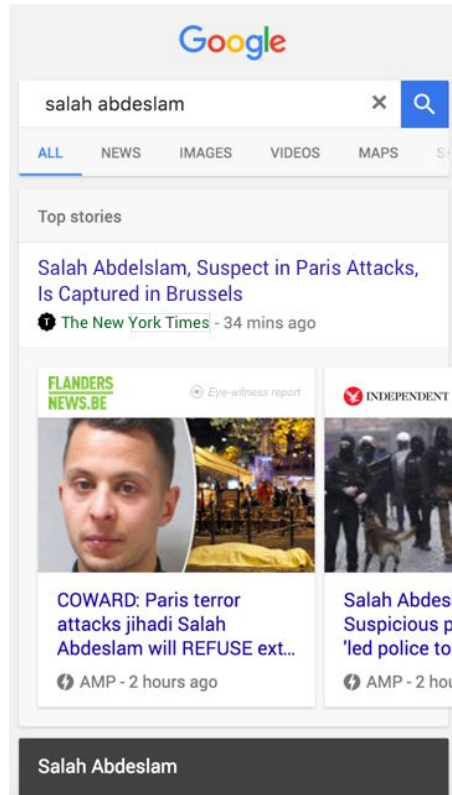


Imagine a subtle visual cue or “badge” in your Google search &/or Facebook feed that indicates trusted news sources.



Imagine how it might also appear on a story page. And how another tier of badges might indicate what, exactly, makes that story more trustworthy. (eg eyewitness report)

The screenshot shows a news article on the Flanders News website. The main headline is "Salah Abdeslam captured alive in Molenbeek". Below the headline is a photograph showing a white van on a street with several people around it. The article text states that Salah Abdeslam, one of the most wanted terrorist suspects in Europe, was arrested during a special, large-scale police operation in the Brussels borough of Molenbeek. It mentions that he sustained a leg injury and was caught alive, with local police confirming this to the VRT. A second suspect was also apprehended. The article also notes that there were talks of 4 different house raids, but the main operation took place at the Vierwindenstraat 79 in Molenbeek. A sidebar on the right contains "Top stories" and "Flandreinfo.be" sections.


The screenshot shows a news article on The New York Times website. The main headline is "Salah Abdeslam, Suspect in Paris Attacks, Is Captured in Brussels". Below the headline is a photograph showing a white van on a street with several people around it. The article text states that Salah Abdeslam, one of the most wanted terrorist suspects in Europe, was arrested during a special, large-scale police operation in the Brussels borough of Molenbeek. It mentions that he sustained a leg injury and was caught alive, with local police confirming this to the VRT. A second suspect was also apprehended. The article also notes that there were talks of 4 different house raids, but the main operation took place at the Vierwindenstraat 79 in Molenbeek. A sidebar on the right contains "Top stories" and "Flandreinfo.be" sections.


If you were to click on any of those badges/logos, it would take you to something like a “creative commons” site -- a database of participating “trusted” publishers and what their badges mean.


☰ THE TRUST PROJECT

The New York Times

T Black Badge

 Has a comprehensive [code of ethics](#)


 Provides [a link](#) to request corrections

 Provides [links](#) to contact editors and reporters


☰ THE TRUST PROJECT

BADGES

The Trust Project gives publishers badges for tiered commitments to providing accuracy, fairness and accountability tools to their audience.



A black badge is given to publishers who provide a comprehensive Code of Ethics, a link to request corrections and links to email reporters and editors about stories



A silver badge is given to publishers who agree to adopt the Online News Association's basic, non-negotiable [ethics standards](#).

✕ THE TRUST PROJECT

About


Badges

Members

Join

Contact

☰ THE TRUST PROJECT



EYE-WITNESS

Here is where we put an eloquent description of what we mean by eye-witness. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

[flag this story](#)