Open Trust Protocol
Meet Hossannah

- Deeply engaged (has go-to news sources in Feedly)
- Interested in journalism’s place in society
- Lost her faith in journalism
- “I like transparency”
- Likes reporting that has a clear process
Key questions

- How can we make it easier for Hossannah to *determine which organizations to trust* and add to her rotation of trusted sources?

- For sources Hossannah already trusts, how can we make it easier for her to *understand the process behind stories* they create?
Signals of trust (organization-level)

- Mission statement
- Ethics statement
- Sourcing policy
- Funding source
- Diversity of staff
Signals of trust (story-level)

- Significance
- Author bio
- Original reporting ✓
- Opinion 🗣
- First-hand/eyewitness ✓
- Fact-checked ✓
- Copy edited ✓
- Sources
- Corrections
- Citations/references
Prototype

- Marvel App link
Open Trust meta-tags

- Google Doc link

```html
<html>
  <head>
    <title>Superman announces he will retire in August</title>
    <meta property="ot:sourcename" content="The Daily Planet"/>
    <meta property="ot:mission" content="http://dailyplanet.com/missionstatement.html"/>
    <meta property="ot:ethics" content="http://dailyplanet.com/ethicspolicy.html"/>
    <meta property="ot:funding" content="http://dailyplanet.com/fundingstatement.html"/>
    <meta property="ot:sourcing" content="http://dailyplanet.com/sourcingpolicy.html"/>
  </head>
</html>
```
Opportunities

- Integrate a “Trust” checkmark for sites that have implemented OTP to signal in Feedly, Facebook, etc. that a site adheres to standards
- Use “Trust” page to link to even deeper engagement (e.g. Slack channel)