THE TRUST PROJECT

A CONCEPT FOR ENHANCED CITATIONS BY:

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The User: Rodale

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

- Conflicted on politics
- Gets news from local paper, ABC, NPR, 20/20, Facebook
- Feels the news is polarizing, “like a play to create chaos”
How might we expose how a story was built?
The Concept

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

MVP: Citations with a sense of time

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

- Shows the depth of research that went into a story
- Allows users to quickly see the variety and quality of sources
- Allow users to find the types of sources they care about
- Visualizes dead-ends and missing pieces
- Illustrates the reporting process alongside the news cycle
- Shows how a story can evolve over time with updates
- Makes updates to a story more transparent
“65 percent of voters believe there is a lot of fake news in the mainstream media.” – Harvard-Harris

CiteLine increases trust by increasing transparency and improving reporter accountability.
CiteLine Prototype
Q&A

Thanks!