Source Brief
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How might we equip users to discern trustworthy sources?

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

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

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

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

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

How might we measure success?
- User testing and interviews
- Feedback buttons on source briefs (ex: was this helpful? yes/no)
- A/B testing could measure whether readers spend more time viewing article pages that include additional source info.
- Source brief interactions relative to page scroll and/or engagement time

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How might we implement this concept?

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

- Wikipedia
  - API to query content [https://www.mediawiki.org/wiki/API:Query](https://www.mediawiki.org/wiki/API:Query)
  - Returns first sentence from Wikipedia article, and all data from the info box on the article
  - Also powers the info boxes shown on Google search results

How might we retrieve source material data?

- Scraping of meta citation tags
  - Some publications, particularly for content such as academic papers, use meta tags for citation describe article pages
    - Includes the following tags:
      - `<meta name="citation_author" content="Pennycook, Gordon ">`
      - `<meta name="citation_author" content="Rand, David G.">`
      - `<meta name="citation_title" content="Assessing the Effect of “Disputed” Warnings and Source Salience on Perceptions of Fake News Accuracy">`
      - `<meta name="citation_publication_date" content="2017/09/12">`
      - `<meta name="citation_abstract_html_url" content="https://papers.ssrn.com/abstract=3035384">`
  - By scraping some sites for this data, we could present it to users without requiring them to click away from an article to the study
  - Could also potentially use [https://scholar.google.com/schhp?hl=en-us](https://scholar.google.com/schhp?hl=en-us) to make this even easier, and avoid the step of creating a scraper. Needs more research.
How might we define the information architecture?

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Standardized source info for hyperlinks in news articles

Facebook has said its efforts to reduce false news are working, but declined to provide any underlying data. The social media giant’s refusal to share information has frustrated some fact-checkers. “I’m hoping Facebook will see this study and determine that there is even more inappropriate for them to share data as to how this is actually going,” said Alexios Mantzarlis, the executive director of the Trust Project.

Rand also said that he wished Facebook had information that could tell it who clicked on stories, but Rand said it is not clear whether the company knows who shares and includes the misinformation. There is not enough data or research to determine whether people actually believed and acted on the false news. "That is one that raises fears of censorship."

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How might we design the UI/UX?
Today, in the early days of the Trump administration, roughly nine-in-ten
Democrats (89%) say news media critic plays key role in keeping leaders in
low (quarterly)
called the news media's "watchdog role"), while only about four-in-ten
Republicans (42%) say the same. That is a 47 percentage-point gap, according
to a new online survey conducted March 16-27, 2017 among 4,761 U.S. adults
who are members of Pew Research Center's nationally representative
American Trends Panel. The gap stands in sharp contrast to January-
February 2016, when Americans were asked the same question. Then, in the
month of the presidential primary season, nearly the same share of
Democrats (94%) and Republicans (77%) supported the watchdog role.