The Indicator Tree

3 Diversity

Labels 4

Expertise 5

Local 6

2 References

Methods 7

1 Best Practices

Actionable Feedback 8

8 Trust Indicators

1 Best Practices:
a) What standards and ethics are being used?
b) Is the author directly tied to the story?
c) Does the outlet check for accuracy and ensure diversity?

2. References
a) Are the sources that the writer used acknowledged in the article?
b) Can you find where the writer obtained the information?
c) Is there additional information that can help back up the first source information?

3. Diversity:
a) Does the news outlet have a diverse perspective?
b) Are both sides of the party interviewed?

4. Labels:
a) This type of information helps determine if the prompt is written out of bias.
b) Is the purpose of why it was created clear to the audience?
c) Is the work labeled clearly to distinguish between opinion analysis or news?

5. Expertise
a) What is their field of expertise?
b) Have they written any other articles?
c) Is the author credible?
Example The writers for real news will have a biography and you are able to track them to see if they are real or not

6. Local
a) Was the reporting done at the location/ scene or just talked about?
b) Real News contains a timestamp with the location.
c) Do the reporters know the community?

7. Methods
a) What was the process used to collect information.
b) What is the motivation behind the story?
c) What is the timeframe given to compete the work?
d) Was anyone else involved in the process?

8. Actionable Feedback
a) Are people held accountable for ensuring accuracy?
b) Does the news outlet follow a Code of Ethics or Standards?

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