



# TrustMark for News

**Why Non-Biased Digital Content Needs Transparency**

**February 26, 2014**

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August 2013 - February 2014  
Financed by Den Fynske Bladfond*



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## ABSTRACT

Three trends show how the news media industry is being disrupted: 1) We all have our own media platforms; 2) We receive news fragmented rather than from one outlet and; 3) Credibility can belong to anyone.

At the same time we are witnessing a massive content confusion online. So much content can be mistaken as non-biased journalism, from advertorials over brand platforms to downright fake content. Other players than news media with economic or political agendas have borrowed journalistic terms to gain credibility. We see an explosive increase in the use of content marketing / advertorials (ads hidden as articles), fabricated reviews and so-called digital wildfires (fake stories circulating quickly). Further, commercial companies are setting up their own media platforms that act like newsrooms. A lot of concrete examples of this content confusion - including illegal practises - illustrates the problem non-biased content is facing – lack of visibility, credibility and impact.

Advertorials have to be clearly marked as ‘advertisement’ in many countries, but the whole idea of imitating journalism is to hide the messages and pretend it is news, and thus there is a negative attitude towards following those rules. Poynters Institute’s book, *The New Ethics of Journalism: Principle of the 21st Century*, says it quite clearly, “In a world where so many people and organizations can create news and spread information, transparency becomes a mechanism that allows the public to sort the reliable from the suspect.”

Just like many journalists demand transparency from states and businesses, media users should demand transparency from journalists. A descriptive definition of non-biased content in a digital era could resemble the following: ‘Nonbiased content informs the public in an as objective, balanced and truthful way as possible. It is transparent, meaning that citizens are fully aware of influential factors, be it economic or political.’

Therefore, I suggest three steps:

First, be transparent and put your code of conduct on the frontpage of your website. Individuals with an ambition of providing non-biased content should publish an individual disclosure/ethics statement - Appendix 1 provides a template.

Second, prove that what you are saying is true and establish a certification body which can maintain a non-profit, privately run Trustmark for News.

And third, promote the use of database tools to create a better foundation for verification and evaluation of online content.

This report concludes with a set of recommendations - see page 28 for complete list - such as:

- Make media consumers ‘mediactive’ - meaning critical, as that will make content better
- Implement disclosure policies
- Sign up for your country’s press council
- Make a code of conduct and make it visible
- Make a visible code of conduct a condition for public funding
- Do not take your credibility for granted
- Do not get into advertorials, if you can afford it
- Work together with other content producers
- Report those not following the rules to the authorities



## 1. INTRODUCTION

This report is primarily made on behalf of the consumer of online news content - directed towards everyone producing non-biased content in the digital age - be it a traditional media brand, an individual, a company or government with its own media platform. What I will propose will hurt and is tough to implement. But I believe it will help the suffering non-biased digital journalistic content find a way through the massive amounts of biased content. Make it more visible for the consumer - wherever it comes from.

Critical, non-biased media is important for our democracy. Many of us know that, but in the hunt for new business models for journalism many have forgotten to explain to the media user how and why it is important. Many journalists have taken it for granted.

According to the Danish Consumer Ombudsman, Henrik Øe<sup>1</sup>,

*"Users need to know if something is biased or not. An article about a restaurant is more credible, if it is written by a independent journalist than by the restaurant itself. It is important to understand the difference. If we believe the best is what the restaurant writes itself, we are preparing the ground for inappropriate companies. We need non-biased information to maintain efficient competition, which spurs innovation and gives us cheaper and better products."*<sup>2</sup>

In most European countries, there is regulation that commercials need to be clearly marked as such. In other countries, like the US, it is voluntary, but authorities keep an eye on the development, which seems to go in the wrong direction: More and more biased content is filling up and drowning out the other stuff. This report is focusing on this development and on how to label the non-biased content instead of only labelling the commercial content - just like other businesses within fair trade, organic products and fair practises are doing it.

"Journalism is being recreated and redefined in real times," as Bob Steele writes in the foreword of *The New Ethics of Journalism*<sup>3</sup>, but one thing that should not be re-invented is that part of the craft that many of us originally went into journalism for; to change the world for the better by performing fair, critical non-biased reporting - not to promote a political or commercial cause.

## Reading Guide

The problems non-biased content is facing are international, so this report and related video talk<sup>4</sup> is done in English. I use many international examples throughout the report, but there is a heavy focus on Danish examples because this is where I could conduct the most interviews.

There are footnotes referring to documents, links and interviews, and Appendix 1 is a list of literature and interviewed sources. I have, however, had many more informal talks with people in or related to the media industry. Chapters 2-3 are about how the lack of credibility is a growing problem. Chapters 4-5 point to solutions and Chapter 6 is a list of recommendations for media users and funding institutions plus for those producing non-biased content; individuals, smaller brands, larger brands and the news industry.

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<sup>1</sup> Face-to-face interview 15.10.2013

<sup>2</sup> Face-to-face interview 15.10.2013

<sup>3</sup> The New Ethics of Journalism : Principles for the 21st Century, Kelly McBride, Poynter Institute and Tom Rosenstiel, American Press Institute.  
<http://www.cqpress.com/product/New-Ethics-of-Journalism.html>

<sup>4</sup> [www.digital-identitet.dk/trustmark](http://www.digital-identitet.dk/trustmark)





## 2 MEDIA TRENDS

### 2.1. All Our Own Media Platform

Today everybody has their own media platform. The teenager is writing her diary. The young woman is maintaining her fashion blog. The politician speaks directly to his audience through social media. The criminal, the journalist and the academic expert all have one as well. And so do the national bank, the think tank, the multinational corporation, the traditional media company, the local government, the EU and the UN. Everybody is their own journalist. The demarcation between journalism and other content has blurred. When traditional media had a monopoly on distributing news through print, radio or TV there were many trust issues, but today, when everybody with different agendas has their own, the trust issue has magnified. According to Eric Schmidt, Chairman of Google and Jared Cohen, Director of Google Ideas, the role of traditional media will be disrupted: "Mainstream media will primarily become one of an aggregator, custodian and verifier, a credibility filter that sifts through all of this data and highlights what is and is not worth reading, understanding and trusting," they write in their book *The New Digital Age*<sup>5</sup>.

### Celebrity Media Platforms

'Imagine celebrities starting their own news portal about an ethnic conflict that they care deeply about. They hire their own people to work in the conflict zone, and they provide daily reports that their staff at home form into news articles. Their overhead would be lower than major news outlets, and they might not need to compensate reporters; some of whom would work for free in exchange for the visibility. Mainstream media outlets will find such new serious competitors in the future—not just tweeters and amateur onsite observers—and that will complicate the media environment. Many will still support established news organizations, out of loyalty and trust in the institutions, and the serious work of journalism will remain in the domain of the mainstream media. But for others, the diversification of content sources will represent a choice between a serious outlet and a "celebrity" outlet.'

- Edited abstract from *The New Digital Age* (footnote 4)

[The newsletter](#) from Bill Gates is one of the first examples.

### 2.2. Fragmentation

Another very disruptive media trend is what I call *fragmentation of media*. Others call it unbundling. Three media surveys<sup>6</sup> show how we obtain our news today:

#### US 2012<sup>7</sup>

- 9% via social media
- 36% directly from news sites
- 32% via search
- 29% aggregators

#### Denmark 2012<sup>8</sup>

- 26% social media
- 55% directly from news sites
- 32% via search
- 11% via aggregators
- 

#### Denmark 2013<sup>9</sup>

- 22% via social media (40% for 18-24 year olds)
- 55% directly from news sites
- 30% via search

### News Are Sharable

News content is sharable content, and social media platforms encourage users and traditional media to make news content viral. News content also make people stay longer on a platform, and therefore [LinkedIn bought](#) Pulse, a news reading and aggregating app. Looking at your wall on LinkedIn you get a mixture of news from tradition media, status update from your connections and ads.

<sup>5</sup> The New Digital Age, Eric Schmidt & Jared Cohen, 2012 <https://itunes.apple.com/us/book/the-new-digital-age/id586023091?mt=11&ls=1>

<sup>6</sup> The three surveys cannot be directly compared as they are conducted separately with different questions

<sup>7</sup> The State of The News Media 2012 <http://stateofthemediamedia.org/2012/mobile-devices-and-news-consumption-some-good-signs-for-journalism/what-facebook-and-twitter-mean-for-news/>

<sup>8</sup> Berlingske Media Analyse, 2012

<sup>9</sup> Danskernes brug af nyhedsmedier 2013 page 20 [http://front-page.dk/wp-content/uploads/2013/08/](http://front-page.dk/wp-content/uploads/2013/08/Danskernes_brug_af_nyhedsmedier_2013.pdf)

[Danskernes\\_brug\\_af\\_nyhedsmedier\\_2013.pdf](#). Aggregators not measured.



Fewer and fewer users receive their news directly from the news site or from the brand producing the news. Increasingly more obtain it in smaller fragments from social media or aggregators, and the number will rise, looking at the usage of younger people. 'Omnibus' - the full Monty, the full news package - is receiving less and less attention.

This is confirmed in *The End of Big Media*<sup>10</sup>:

"The rich, wonderful, but also deadly combination of aggregators, blogs, newly ingrained information-seeking habits and social media streams has destroyed the idea of brand recognition or audience loyalty around a masthead of single news entity (a few exceptions notwithstanding.)"

The authors conclude that journalistic content will have a hard time online, as it "will increasingly be swept around the Internet in an anonymous blur of sharing and finding through networks, with little regard for the source or the labors taken to produce that news."

The fragmentation is also giving rise to an emerging trend of single subject news sites such as Chalkbeat.org that covers educational change, or Detoffentlige.dk that covers the public sector.

According to the Tow Center report, "Seeking the single subject news model,"<sup>11</sup>

"Traditional newsrooms, under competitive and commercial pressures, have been unable to maintain consistent coverage of complex stories. As a result, the supply of in-depth coverage or sustained reporting on certain issues has dropped. In parallel, the Internet has created a space for new communities of interest, surfacing a micro-audience around many of the same issues that have disappeared from the mainstream press."

Getting news via social media means that the users don't know the site, they arrive at - they have not actively chosen a source, they know or trust. But that fact has very little importance to users getting their news via Facebook. According to the Pew Research analysis, The Role of News on Facebook<sup>12</sup>, news brands rank low in the reasons Facebook news consumers click on links. The biggest single reason people on Facebook click on news stories is 'interest in topic' (70%), then comes 'entertaining story' (51%) and 'surprising' (50%). That the link came from a 'news organization' they preferred is cited by just 20% as a major reason to click on the story.

### 2.3. Credibility Crisis

In 2008, former fellow at SDU, Mette Davidsen-Nielsen, suggested that journalists take on an oath like healthcare professionals have taken with the Hippocratic Oath.

"Journalists rank like auto-dealers when it comes to credibility. But more importantly, in searching for a *raison d'être* in this internet age, they obstruct themselves in being ethical and credible," she said according to the book, *A Promise to Journalism*<sup>13</sup>. Journalists graduating from the Danish university, SDU, take on a journalistic oath, but in general it has not been implemented by the journalism industry. Credibility has not been in the forefront in recent years.

#### Journalistic Terms Wanted

While traditional media in many ways is suffering from a credibility crisis, everybody else seems to copy the terms used by journalists to make content more credible.

- Everything on a Facebook wall is called 'News'
- Niche websites call partner content for 'partner news'
- Content marketing magazines have 'editors' and 'editor-in-chiefs'
- Staff at the communications department in the 'brand newsroom' of Jyskebank.tv are called 'journalists'
- Coca-Cola also has a 'newsroom'
- Some magazines are going further. A whole-page ad for drinking water in the US-based Shape Magazine was labelled 'News', until the FTC stopped it.

<sup>10</sup> The End Of Big Media by Nicole Mele and John Wihbey, April 2013, St Martins Press, <http://us.macmillan.com/theendofbig/NiccoMele>

<sup>11</sup> <http://towcenter.org/wp-content/uploads/2013/11/Seeking-The-Single-Subject-News-Model.pdf>

<sup>12</sup> The Role of News On Facebook, Pew Research, October 2013 <http://www.journalism.org/2013/10/24/the-role-of-news-on-facebook/>

<sup>13</sup> Et løft(e) til journalistikken (A Promise to Journalism), Peter Bro og Troels Mylenberg, SDU, 2008



Traditional media, performing the main part of journalism online, is still more trusted than hybrid media, owned media and social media. According to the 2013 Edelman Trust Barometer,<sup>14</sup> 58% of respondents (worldwide) rate traditional media as the most trusted general news information source - along with search engines. Younger respondents generally trust alternative media sources more than their older counterparts.

News in Denmark is trusted by 86% of the population. When it comes to online news, that number is only 67% according to Radius Kommunikation.<sup>15</sup>

Credibility is what professional journalism has left, after it lost its business model. But credibility is what everybody can gain and build up on their own media platforms. But let us first look at some of the main reasons why we need to work hard on the trust issue. The next chapter, Content Confusion, will dive into the massive amounts of content online that can be mistaken as non-biased journalism, from advertorials to brand platforms (and downright fake content).

## 3. CONTENT CONFUSION

### 3.1. Sponsored By (Advertorials)

#### 3.1.1. Definition

Advertorials - also called content advertising, native advertising or brand advertising - are content from advertisers that resemble editorial coverage. It could also be called product placement as we know it from the TV and film industry or in plain terms, hidden ads.

#### 3.1.2. Numbers

Advertorials are used by 73% of US online publishers, according to the Online Publishers Association.<sup>16</sup> 17% of the remaining publishers are considering offering them.

There are no numbers on Danish usage, but it is certainly on the rise, as most traditional media and niche websites have adopted them, whereas lifestyle magazines and bloggers have used them for years. The yearly trend-survey<sup>17</sup> from Markedsføring/MegaFon does not have a category for advertorials in their online advertising categories. The survey asks the biggest advertisers every year about their ad spending, and all online categories - search, social, gaming, web-tv, mobile, e-mail, banners, own websites - are on the rise.

#### 3.1.3. Why?

Traditional media need new revenues, bloggers need pay, and when innovative tech companies grab most of traditional advertising money, because they have better products with search and social ads, the rest have to find new ways. Therefore, advertorials are gaining traction. According to BuzzFeed the click-through is 20-30 times higher on branded content than on banner or display ads.

Another reason is Google. According to the social media entrepreneur, JD Lasica, you have to play the 'content game' if you want to rank high in Google's search results. This means you have to create "new content delivered weekly, daily, even hourly that generates lots of social sharing. That's what Google demands today, so businesses need to feed the beast with interviews, Q&As, buzz-worthy infotainment and blog posts ranging from the erudite to the irreverent."

This explanation is interesting in light of the fact that Google News is against advertorials (see 4.3).

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<sup>14</sup> <http://www.edelman.com/insights/intellectual-property/trust-2013/>

<sup>15</sup> [http://www.radiuskommunikation.dk/media/53564/mediernes\\_trov\\_rdighed\\_figurraport\\_final.pdf](http://www.radiuskommunikation.dk/media/53564/mediernes_trov_rdighed_figurraport_final.pdf)

<sup>16</sup> [http://onlinepubs.ehclients.com/images/pdf/OPA\\_Member\\_Native\\_Advertising\\_Public\\_MASTER.pdf](http://onlinepubs.ehclients.com/images/pdf/OPA_Member_Native_Advertising_Public_MASTER.pdf)

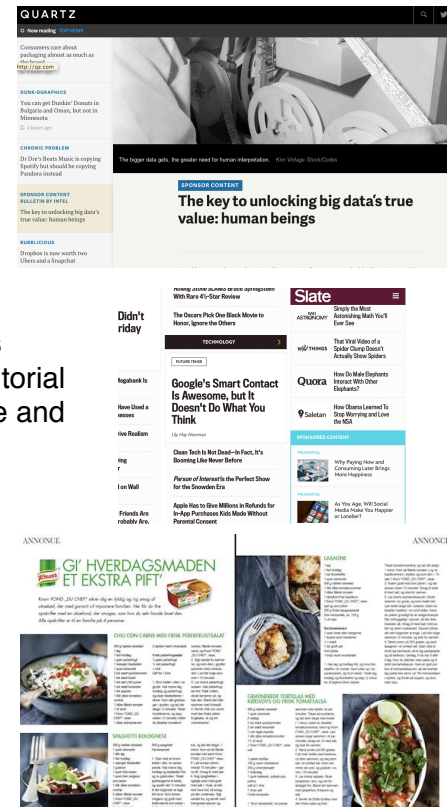
<sup>17</sup> <http://markedsforing.dk/artikler/kampagner/r-p-vej-i-reklamebranchen>



### 3.1.4. Good Examples

It is possible to integrate branded content in a news product, but it is a delicate matter. Here are three good examples:

- I. **Quartz.** The magazine, owned by Atlantic Media, relies entirely on advertorials. It implements them only with a small number of advertisers, served with high yield campaigns. The article list is on the left side of its website. In between articles there are clearly marked 'sponsored content' alert, and it is in a slightly different color. When you click on it, you will see a logo from the company clearly identified in blue saying "sponsor content."
- II. **Slate.** One of the first web-only journalism ventures was Slate, established in the 1990s. It still sets the news agenda, and it also has adopted advertorials. What it does is to make it very clear what is editorial and what is advertorial. The advertorial is placed in a neon blue frame and the headlines have the same color. Hard not to notice.
- III. **Alt for damerne.** According to Marianne Gram<sup>18</sup>, Editor-in-Chief of the magazine, Hjemmet at Egmont, this advertorial in the Danish women's magazine, Alt for Damerne, is a good example from her presentation of 'The Good, The Bad and The Evil Advertorial,'<sup>19</sup> because, as she explains, there is a clear label stating "annonce" (advertisement) and its layout is different from the layout of the magazine.



### 3.1.5. The Bad and Cruel Examples

The bad and cruel examples of advertorials are manifold. When it's really hard to distinguish an editorial article from an advertorial it is bad. When it is not marked with 'advertisement' as prescribed by the law in the EU, it is cruel - or rather impossible for users to know. Of course, the whole idea with advertorials is that users are led to believe it is editorial content. But, in the long run it will totally destroy the credibility of the website or the writer. Here are some of the really bad and cruel examples:

- I. **Forbes.** Forbes' revenues come partly from its printed magazine and from ads and advertorials online. The business website does not charge users for its content online. Forbes is a first-mover when it comes to native content, and 25% of the digital turnover comes from advertorials<sup>20</sup>. In 2010, Forbes introduced its current platform where contributors can promote themselves and build a following on the back of the Forbes name. There are three categories of content: 1) Forbes staff writers - getting paid. There are 45 of them; 2) The contributor - not getting paid, and; 3) BrandVoice - ads. See appendix 4. All contributors can upload content and present it in the same way as the staff reporters. Erin Griffith reporter at the PandoDaily, covering Silicon Valley, believes Forbes has lost its credibility. She writes,<sup>21</sup> "It's never clear when you click on a Forbes link whether you're going to find useful, reliable information or some random contributor's self-promotional musings." But the traffic on Forbes.com has passed WSJ, BusinessWeek, CNNMoney and Bloomberg. And Forbes head of BrandVoice,

<sup>18</sup> Interviewed 30.09.2013

<sup>19</sup> [http://rd.danskemedier.dk/wp-content/uploads/2013/05/Marianne\\_Gram.pdf](http://rd.danskemedier.dk/wp-content/uploads/2013/05/Marianne_Gram.pdf)

<sup>20</sup> <http://www.adweek.com/news/press/forbes-sponsored-content-bet-pays-148341>

<sup>21</sup> <http://pando.com/2013/12/17/the-ouroboros-is-complete-forbes-outsourced-contributor-outsources-journalism-to-actual-journalists/>





Kopit Levien, has been headhunted by The New York Times, who is also entering the arena. She told the AdAge,<sup>22</sup>: “We believe that marketers have stories to tell, and they are looking for atomized ways to tell those stories and ways to amplify their messages.”

- II. **Lifestyle magazines.** The cruel advertorial, according to magazine-specialist Marianne Gram, is the one where it looks like an article - the same layout and fonts and no labelling indicating it's an ad. There are two versions: That the advertiser pays for it as an advertorial, or the advertiser finances the production of the article, e.g. paying the travel expenses. In both cases it is cruel, when there is no mention of neither. This 'Nye lyde i boligen'<sup>23</sup> was published in a Danish interior design magazine February 2013. Despite of the fact that the publisher called it an article and maintained it is, Marianne Grams pointed to the next issue of the magazine (March 2013). Here all the same products are mentioned in a 16-page clearly marked advertorial. See appendix 5. “This is exactly the point about the cruel advertorials. The publishers call them editorial,” she said.



- III. **Niche Portals.** We are seeing more and more niche news portals. **Industry-supply.dk**<sup>24</sup> is one (see box). It has a lot of content marketing, but it does not mark it clearly with “advertisement.” Other niche portals such as **Horisontgruppen** with a print history has traditionally been more careful. The content in their five printed magazines are all made by journalists with editorial freedom, according to Rasmus Brylle<sup>25</sup>, CEO and editor-in-chief. But on their website and in their newsletters they have advertorials. Here, it can be really hard to distinguish between the types of articles. At csr.dk you find news from the journalists with a byline and then “news from partners.” It is the same layout and letter font, but there is a slightly different background color. They don't mark it “advertisement” as required by the law in Denmark, but you can see the member logo and byline, and articles and news from partners are mixed in ‘most read’ with not marks. In the newsletter advertorials are mixed with editorial articles, and when you click on it, you do not know it is an ad. “We are at a crossroad,” said Rasmus Brylle and asked, “Shall we continue the editorial way as on print and charge for our content online, or shall we go the content marketing way?” Rasmus Brylle continued that, “With a newspaper you expect editorial content with no commercial interference. But online we are used to Facebook and constant commercial messages. Here most users don't care, where the content comes from, as long as they can use it. But online

### News Portals with a commercial DNA

[www.industry-supply.dk](http://www.industry-supply.dk) (owned by Nordjyske) has seven b2b niche portals in areas like food, retail, energy and electronics in Denmark, Sweden and Norway. Every portal has an editor, who updates the site with articles and sends out newsletters creating content on their own. Every portal has companies as paying members. They can upload their own content under 'members news.' Finally, there is a marketplace where members and others can buy and put up ads.

“We are news portals, where members also can put up 'members news'. It is content marketing, as they pay for it,” said Morten Petersen, CEO and editor-in-chief. They do not mark members news with ‘advertisement’, which is required by law in Denmark. But next to the members article is a logo from the member and above the index line tells it is news from members (see appendix 3). The journalists' articles look similar, but have a byline on and no logo. Morten Petersen is responsible for the portals, but every editor decides what to bring, the editorial staff is separated from the sales department, and they have had angry advertisers complaining over critical news content. “We don't have a problem seeing the difference between news from our own journalists and our members – nor do I think our readers have,” he said. “Maybe you do from a academic/journalistic point of view. In general our point of view is commercial, but we do editorial objective content because otherwise nobody wants to read it.” (read: trust it).

Morten Petersen believes that content on his portals are often more neutral and objective than on traditional media, as they tend to use a strong rhetoric to get more clicks.

<sup>22</sup> <http://adage.com/article/media/york-times-plans-branded-content-redesigned-website/244984/>

<sup>23</sup> [http://rd.danskemedier.dk/wp-content/uploads/2013/05/Marianne\\_Gram.pdf](http://rd.danskemedier.dk/wp-content/uploads/2013/05/Marianne_Gram.pdf) page 37

<sup>24</sup> Morten Petersen was interviewed January 2014

<sup>25</sup> Rasmus Brylle was interviewed 11.12.2013



we can also verify the content quickly - we can't do that on print." After the interview, Rasmus Brylle said that they have decided to go the content marketing way both on print and online, so advertisers will also get their advertorials in the newspapers. He also said that they will distinguish more clearly between articles and advertorials online.

- IV. **Mashable**, one of the biggest blogs/news sites on tech and social media leads the way in blurring the lines. Here, journalists writing editorial content also write the advertorials. The same is the case at many magazines in Denmark, who have been running advertorials for ages. At Fairfax in Australia<sup>26</sup> and many other websites, reporters are asked to do the advertorials. Others, e.g. Danish Berlingske Media with its own content bureau in the commercial department, use separate staff. So do Horisontgruppen and Industry-supply.dk. And The New York Times. Yet, according to Mashable, it is no problem mixing the two: "The reporters are actually excited about the content, because it is something that they want to do in the day to day work, but they cannot (because of time constraints)," says Lauren Drell, campaign editor at Mashable, according to The International Herald Tribune.<sup>27</sup>
- V. **Online Shops**. Another grey area is where traditional media sells products on behalf of others but as their own. The Danish dailies, Politiken and Berlingske, have been selling products for years through print with special sections for that. But online it is a blur. None of them use 'advertisement' as required by law, but take for granted that their own brands, "Berlingske Shop" and "Politiken Plus" tells everybody that it is not editorial content. Berlingske even uses the same letter font on editorial and ads for their 'own' products.
- VI. **Bloggers**. Advertorials are also used by many bloggers, who often have ads as their only income. As Frederic Filoux writes in his blog, Monday Note,<sup>28</sup> "Many bloggers do a better job than presumed professional writers. Still, by construction, bloggers are more prone to serve third party agendas: many are penniless, young, untrained, unsupervised and their writing is unedited. A target of choice for manipulation." At many blogs you cannot see if it is an ad or a blog post, and some bloggers chose not to follow the rules and label them clearly. Some also make money on

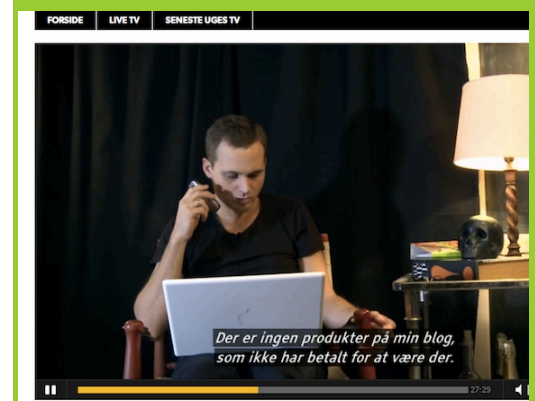


Kejser vand er simpelthen Danmarks reneste kildevand, i økologiske flasker. Skulle nogen efterlade en flaske i naturen (det gør man jo ikke!), så nedbrydes flasken lige så hurtigt som et æble.

### Paid blogging: "All Products On My Blog Have Paid To Be There"

At the DR program Absurdistan in April 2013 (program taken down from web) there was a feature about Mascha Vang, a popular fashion blogger and celebrity. She received a phone call from a journalist pretending to be working with "Emperor Water" (a fake company) and wanting to buy mention of their new bottled water. Mascha Vang took on the task writing a post at her [blog](#). She wrote what she was told by Emperor Water, a story that was fabricated by the journalist, for example, he told her that the plastic bottle is broken down in nature as fast as an apple. She wrote that. She called her blog post "sponsored" in small typing at the very end of the article.

When the reporter initially contacts her to get his bottled water featured, she said: "All products on my blog have paid to be there."



Absurdistan (4:10)

DEL PROGRAMMET:  
MAIL

<sup>26</sup> <http://www.marketingmag.com.au/blogs/paddy-manning-was-wrong-in-defence-of-advertorials-39159/#.Utu9MfY1i9Y>

<sup>27</sup> International Herald Tribune, ISSN 0294-8052, 04/09/2013, p. 17

<sup>28</sup> <http://www.mondaynote.com/2011/09/11/the-blogosphere%E2%80%99s-soft-corruption/>

affiliate links - they are paid if they link to someone and it generates sales - without telling the reader. Bloggers are good targets, when you want mentioning of your products at the blogs and also in traditional media, according to the media manipulator, Ryan Holiday. He explained at a talk in Copenhagen<sup>29</sup> last year that one of the most efficient ways of getting both true and false messages in traditional media is to plant the message on a popular blog. The newspapers, television and radio then often take it from there. Some bloggers are gaining so many views that they are more interesting for advertisers than traditional media. For years, journalists covering lifestyle, travel and entertainment at traditional media have received many free products to 'test' and write about them. That is a form of soft corruption that users of traditional media know nothing about. But bloggers, who are taking over more and more of the free products for 'test' often do not inform their audience about it either.

### 3.1.6. Regulation

The rules in Denmark regulating advertorials are based on common EU-rules,<sup>30</sup> and they are very clear. Marketing Act §4 says that any kind of marketing should be identified as such on any kind of media. The Danish Consumer Ombudsman, Henrik Øe, explained that you have to use the word "advertisement" (*annonce*). "Sponsored content" is not good enough. It has to be very clear, visible and cast no doubt about what it is. Companies are obligated to follow these rules; if they then get bloggers or others to disrespect the rules in their writing about their products, it is also a violation. "The responsibility mainly lies on the companies. They are not allowed to use other people to market their products in ways they are not allowed to do it themselves", he said.<sup>31</sup> In general, he believes advertorials are very risky to use, if you are a credible, respected news publisher.

It is very difficult to enforce the rules because there is simply so much content out there. And because many do not label their content voluntarily, how should the regulators know then? The Consumer Ombudsman said he has to rely on competitors complaining about each other in order to stop it, and even then it is very hard to prove.

There are some clear rulings, where traditional media has been fined, and the majority of traditional media in Denmark more or less adheres to the rules. So do some bloggers, e.g. at Bloggers Delight, which hosts 125 blogs helping them with marketing and distribution. Most advertorials go through the staff at Bloggers Delight, and they follow the rules, said Director Henrik Akselbo.<sup>32</sup> Mascha Vang (page 10), who has her blog on Bloggers Delight, also does advertorials on her own, which is where it went wrong, he said.



**Summing up:** A good advertorial must be laid out and formatted differently than the non-biased content and be clearly marked at the beginning, so readers know when they start reading it, that is not a normal news story but advertising. Media born on print with a publicity mission tend to respect this, whereas digital native media like blogs, niche portals and online-only news media, often operate in a grey zone. However, companies like Berlingske and New York Times are heading in that direction and thereby placing their credibility at a very high risk.

<sup>29</sup> <http://www.b.dk/kultur/mediekonference-se-ryan-holidays-foredrag-om-hvordan-mediene-bliver-manipuleret>

<sup>30</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:149:0022:0039:en:PDF>

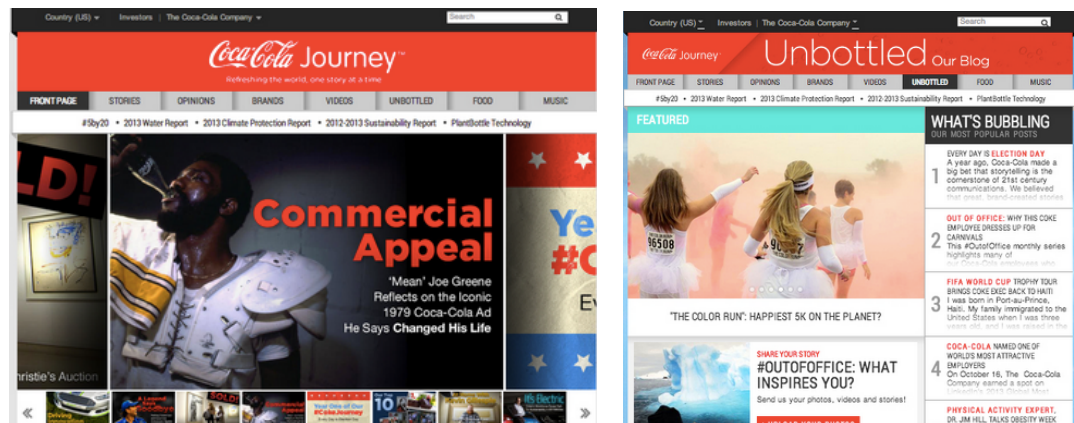
<sup>31</sup> Interviewed 15.10.2013

<sup>32</sup> Interviewed October 2013





### 3.2. Companies With Own Media Platforms



**Coca-Cola.** November 11, 2013, [Coca-Cola declared](#) the corporate website (pictured left) dead. Instead, it launched a digital magazine called Unbottled, Our Blog (pictured right). It looks like a news portal. With different sections like Culture, Food, Business, Health and Jobs. In place of “latest news,” they have “What’s Bubbling.” They have a newsletter called “The Optimist.” And, they have “The Opener,” a contributor network writing about food, culture and innovation. Coca-Cola has 2.2 mil followers on Twitter and over 78 mil likes on Facebook, over 100,000 followers on Instagram and are building up on Pinterest and LinkedIn. So, what does it need the traditional media for?

#### The Branded Newsroom

[Jyske Bank](#), a large Danish bank, has its own TV platform. Since 2008, [Jyskebank.tv](#) has been producing webcasts. It employs a staff of 10 and half the bank’s communications department is one large newsroom, a so-called brand newsroom. The team travels the world finding stories, e.g. from CES in Las Vegas, and up to 80% of their content is distributed to other platforms like tech sites or even traditional media like [markedsføring.dk](#).

When you cannot rely on old media, you have to become your own media, a philosophy of Jyske Bank’s and many other big companies building their own media platforms.

“We work and think like a traditional newsroom instead of a traditional communications department,” explained Lasse Høgfeldt. “It is a really strong way of doing communication. We don’t reach the people we want to reach through traditional media.”

Only when he travels he calls himself Editor-in-Chief. His formal title is Director of Communications. It is more straightforward, and he does not like that his staff call themselves journalists, because they are doing content marketing, he says, “But we are very straightforward about what we are doing and we call ourselves Jyske Bank TV and not something fancy.”

The branded newsrooms bring great benefit for Jyske Bank. They not only brand the bank as modern and innovative, but they are also used to give the Jyske Bank version of critical stories from traditional media, to inform the staff and to give the staff content they can use in their sales work.

“We do critical journalism just like traditional media does, but of course we serve the interests of Jyske Bank. We would never tear down Jyske Bank. But would Berlingske newspaper tear down Berlingske Media. I don’t believe so.”

**Saxo Bank.** Another bank is following the Jyske Bank<sup>33</sup> example. In January 2014, the Danish Saxo Bank launched [Tradingfloor.com](#). A British anchor from BBC, Owen Thomas, has been hired along with a former anchor from Sky TV and other television personalities to make a ‘Facebook for traders,’ according to the Danish business daily, *Børsen*. With news, background stories, analysis and tips and tools, Tradingfloor.com is going to be a global media platform for the customers of the bank. The professional journalists are hired, because they are good at shaping stories and have an

33 Lasse Høgfeldt was interviewed January 2014



already established news authority. According to head for communications at Saxo Bank, the journalists at Tradingfloor.com will have editorial freedom and have no ties to the bank itself.

**Johnson & Johnson.** In the medical industry we see many companies having their own 'news sites.' The multinational, Johnson & Johnson, which sells medication and first aid supplies, is a good example. It owns [babycenter.com](http://babycenter.com), which, according to themselves, reaches 36 million moms globally in 11 different languages. In the US alone, the website reaches 7 in 10 newborn babies. Babycenter.com has an advisory board<sup>34</sup> of over 35 experts specialized in preconception, pregnancy, pediatrics and parenting. With the board of experts, the company has its own trustmark.

All over we see companies, institutions, government agencies and politicians with their own media platforms. Some have 'only' a presence on Facebook, Twitter and other social media alongside a traditional website. Others have printed and online editorial magazines such as [Tænk.dk](http://Tænk.dk) (Denmark), a part of the consumer association, or [Samvirke.dk](http://Samvirke.dk), part of the prominent supermarket chain, COOP. Both once had editorial freedom but are now members' magazines.

**Summing up:** More and more, companies and politicians can circumvent traditional media, the often very critical filter. They have direct contact to millions of users, whom they can lead to their company or personal website. What should traditional media do to hold on to the media users? The authors of The New Ethics of Journalism have the answer, saying, "When anyone can make journalism, it becomes even more important that its production be ethical and that the community be able to recognize and identify when it is and isn't."

### 3.3. Fake Content

#### 3.3.1. Reviews

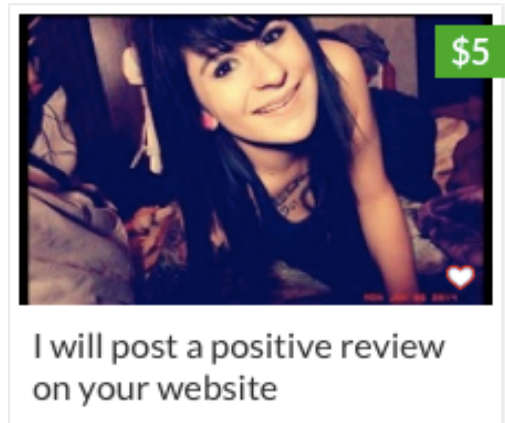
User reviews about films, books, hotels and the likes are extremely powerful. 70% of consumers trust consumer opinions posted online according to a 2012 Nielsen study<sup>35</sup> (whereas only 58% trust editorial content), and 83% are influenced in their buying decisions by the reviews. These reviews have so much power that one star at Yelp can increase revenues 5-9% according to a Harvard Business School study.<sup>36</sup>

A problem is that, depending on who you ask, between 2% and 30% of these online reviews are fake. Gartner,<sup>37</sup> a tech research company, estimates the numbers to be between 10% and 15%.

As with a lot of other avenues online - *likes* on Facebook, *clicks* on YouTube, *pins* on Pinterest, etc - you can buy user reviews.

At a website like Fiverr (right), an online marketplace, you can buy positive reviews on 25 online forums for USD 10 according to PC World.<sup>38</sup> The magazine describes the phenomenon as 'astroturfing' - paying people to comment on something on forums, message boards and social media. There is even astroturfing software magnifying each paid fake opinion writer by auto-generating a credible but phony online persona, including a fake name, email address, website, social media profile and other data. The software creates fake online activity to give the non-existent users a history or an online footprint.

Samsung has been fined by Taiwan Fair Trade Commission for



<sup>34</sup> <http://www.babycenter.com/prkit-advisoryboard>

<sup>35</sup> <http://www.nielsen.com/us/en/newswire/2012/consumer-trust-in-online-social-and-mobile-advertising-grows.html>

<sup>36</sup> <http://www.hbs.edu/faculty/Pages/item.aspx?num=41233>

<sup>37</sup> <https://www.gartner.com/newsroom/id/2161315>

<sup>38</sup> <http://www.pcworld.com/article/2057939/weeding-out-fake-reviews-online-takes-care-incentive.html#>



astroturfing. And in September 2013, New York regulators fined 19 companies<sup>39</sup> for creating fake reviews on sites like Yelp, Google Local and CitySearch. The companies used techniques to hide their identities, such as creating fake online profiles and paying freelance writers in the Philippines, Bangladesh and Eastern Europe between USD 1 and USD 10 per review. They were fined for false advertising and illegal and deceptive business practices.

There is no clever solution to these fake reviews, but some companies try to fight them, eg. TripAdvisor and American Express, which has introduced an “Amex Cardmember Review” where only American Express Card members can write reviews.

### 3.3.2. Digital Wildfires

False information spreading virally through social networks can have a devastating impact before being effectively corrected. Therefore ‘digital wildfires’ are considered one of the main global risks according to World Economic Forum.<sup>40</sup> The report, Global Risks 2013, lists various examples of digital wildfires such as:

- The extensive use of Twitter by both sides during the November 2012 clashes between Israel and Hamas in Gaza<sup>41</sup> points to the possibility of situations in which competing versions of events are propagated in self-reinforcing loops among groups of people who are predisposed to believe one side or the other and do not share a common information source that might help to dissipate some of the self-amplified information loops.
- Fake tweets have moved markets, offering the potential to profit from digital wildfires. A Twitter user impersonating the Russian Interior Minister, Vladimir Kolokoltsev, in July 2012<sup>42</sup> tweeted that Syria’s President Bashar al-Assad “has been killed or injured,” causing crude oil prices to rise by over USD 1 before traders realized the news was false.

The quest for clicks online from news sites, whose business model is based on only advertising, does not curb digital wildfires or fake news. “If you throw something up without fact-checking it, and you’re the first one to put it up, and you get millions and millions of views, and later it’s proved false, you still got those views. That’s a problem. The incentives are all wrong,” said Ryan Grim, the Washington bureau chief for the Huffington Post to the New York Times.<sup>43</sup>

### 3.4. User Content & Commentary

*“A personal recommendation often weighs much heavier than one given by an expert, as there is an increased element of trust involved. As a result of this, bloggers can have incredible influence, and a huge amount of followers on their blog and social media,”* said Henrik Akselbo,<sup>44</sup> Director of the community Bloggers Delight.

He is right in so many ways. We are living in an era where the amateur is king. Just look at the power of user reviews, mentioned in 3.3.1. It may well end one day, as everything has an expiration date, and some

#### Mother of three: What to trust?

“My son had a broken arm, so I looked up what to do, and I got advice from so many different sites,” she explained and listed the following: netdoktor.dk, sundhed.dk, apoteket.dk, baby.dk, min-mave.dk, sygeboern.dk, dindebat.dk, sundhedsguiden.dk, altomboern.dk.

“Who should I trust,” she asked.

Bettina Ortmann, mother of three, owner of a good education and a steady job within marketing, finds it really hard to know how to deal with online health content. The website mine-mave.dk ranks high in the search results, and she also uses that. It is a 100% user-generated site, where none of the information is verified or written by experts. Still, it is one of the biggest sites focusing on health and debate.

<sup>39</sup> <http://www.ag.ny.gov/press-release/ag-schneiderman-announces-agreement-19-companies-stop-writing-fake-online-reviews-and>

<sup>40</sup> <http://reports.weforum.org/global-risks-2013/view/risk-case-1/digital-wildfires-in-a-hyperconnected-world/>

<sup>41</sup> <http://www.theguardian.com/world/2012/nov/15/israel-hamas-twitter-media-war>

<sup>42</sup> <http://www.zerohedge.com/news/supposedly-fake-tweets-about-syrian-president-assads-death-cause-all-too-real-spike-crude-and-s>

<sup>43</sup> [http://www.nytimes.com/2013/12/10/business/media/if-a-story-is-viral-truth-may-be-taking-a-beating.html?pagewanted=all&\\_r=0](http://www.nytimes.com/2013/12/10/business/media/if-a-story-is-viral-truth-may-be-taking-a-beating.html?pagewanted=all&_r=0)

<sup>44</sup> Interviewed October 2013



people have also started the discussion. One is the politician Søren Pind of Venstre, the biggest political party and represents the right wing in Denmark. "Everybody is so busy offering us an answer to everything," he wrote at his blog in Berlingske.<sup>45</sup> "The so-called free debate is one big mud."

Søren Pind believes that our democracies are threatened by reality-shows and stupidity, and that experts who insist on facts and history are ridiculed. New media and new technology has not made it better. On the contrary, they have shown the dangers of making all views of equal importance. On a radio show at DR P1<sup>46</sup> he explained, rightly, that the job of journalists is to use expert sources, who can be trusted and to moderate and fact check discussion forums, so they are useful instead of muddy.

In this chapter I have tried to line up all the different types of online content that can be mistaken as non-biased journalism. Some areas have been left out - rewritten press releases. It could be categorized under fake content, but laziness and common mistakes will always be here and are not something a trustmark for news could change - as long as we are open about them and correct them as soon as we realise the mistake. Another topic I left out is affiliated links, where publishers get paid for each purchase of a product that their content led to. I have not much information about that practice, and it is fairly new for publishers.

Before I go in solution-mode, the next short chapter is about non-biased content, what it is, why it is important, whether we can tell the difference - or even care.

## 4 NON-BIASED CONTENT

### 4.1. New Definition

In many ways it is antiquated to talk about non-biased content. But for lack of a better expression, it is what I have chosen to use, as we need to be able to define that category of content which is made only with one agenda - to inform the public in an as objective, balanced and truthful way as possible, just like DR<sup>47</sup> is striving for (see box).

The report, "A Free and Pluralistic Media to Sustain European Democracy"<sup>48</sup> describes it as follows: "The democratic function of media may be undermined by poor quality journalism and a lack of journalistic integrity. It is thus as important for media to strive to be objective, truthful, unbiased and high-quality."

When professional journalists had a monopoly on news through TV, radio and print, the discussion of the *raison d'être* of journalism was non-existent. But in the internet era, where traditional journalism is suffering from lack of resources and others take over many of the job functions, it

### Transparency at DR - on and off

DR, The Danish Broadcasting Corporation (equivalent to BBC) is 100% publicly funded journalism (and entertainment). According to Ethics Director, Inger Bach, DR should never take any political or economic interests into account. DR has one agenda - to inform the Danes in a non-biased, credible and diverse way. Everything is written down in a 52 page [Ethical Statement](#).

Transparency is important to DR. And one area where DR-staff could violate the ethical rules is taking on second jobs. Therefore, DR chose in January 2014 to make public a list of all second jobs amongst its staff of 3,000 people. Every single employee has to report a second job - be it yoga instructor, on the board of their coop or moderator at a conference - and there is a maximum of 300,000 DKK to be made yearly. "We do it to show our independence," said Inger Bach. "We say no to a lot of requests, but we also allow some, as we think it is important that our competences can be used elsewhere, but it has to be compatible with their jobs."

On the other hand, DR has chosen not to be transparent, when it comes to a concrete, controversial case. A bank was revealed in a DR-documentary using hidden cameras for giving unethical tax advice to its customers. The bank demanded to see the raw files - the recordings - and many observers have agreed upon that. But DR has chosen to say no. Inger Bach's comment to this was, "I am working on this hard topic of how open we should be around this, but I do believe we are going in the direction of more transparency."

<sup>45</sup> <http://sorenpind.blogs.berlingske.dk/2013/12/31/debatten-er-demokratiets-nyeste-fjende/>

<sup>46</sup> <http://www.dr.dk/radio/ondemand/p1/p1-morgen-598#!00:00> at 2.03 hours

<sup>47</sup> Inger Bach, Ethics Director at DR, was interviewed 13.01.14

<sup>48</sup> <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/HLG%20Final%20Report.pdf>





is becoming more and more relevant, as I hopefully documented in the former chapter.

In the Internet-era, non-biased content could be called transparent content. The book, *The New Ethics of Journalism*, defines new ethical principles for the 21st century. **Truth** has been kept, but “Independence” is swapped with “**Transparency**” and “Minimize Harm” with “**Community**.” The authors write,

“In a world where so many people and organizations can create news and spread information, transparency becomes a mechanism that allows the public to sort the reliable from the suspect. When citizens can see how the work was created, how newsrooms are financed and who is in a position to influence editors and reporters, they can judge the value of the news.”

And this can count for everybody, not just traditional media, who creates news content.

#### 4.2. Can We Tell The Difference - and Do We Care

There is not much documentation on the topic of whether media users can distinguish between, e.g. an advertorial or editorial article. According to Ben Hammersley,<sup>49</sup> writer, futurist and member of a high-level group to the EU writing the report, “A Free and Pluralistic Media to Sustain European Democracy,” there is nothing to worry about - at least when it comes to kids – saying, “Media sophistication of teenagers is really high. They can tell the difference between biased reporting and non-biased reporting. People online changes what they read all the time. The kids are fine. I have no worries about them getting their news. What worries me is people in their 50s and 60s having read the same paper for years.”

There are few existing studies about this ability though. According to media expert, Roy Langer,<sup>50</sup> studies in the 1990s in Asia and the US showed that 60% could not distinguish the difference. Jesper Clement and Jan Trzaskowski from CBS (Copenhagen Business School) have just initiated a study using eye-tracking to document whether we can tell the difference.

According to the New York Times, David J. Franklyn, a professor at the University of San Francisco law school, said preliminary results from his research showed that 35% of the consumers in groups he has studied could not identify an advertisement even when it said “advertisement” on it. Roughly half, he said, indicated they did not know what the word “sponsored” meant.<sup>51</sup>

What is perhaps more interesting, is that one-third of consumers say they do not care if something is an advertisement or is editorial material, and many would be more likely to click through to an item, if they knew it was an ad. According to The New York Times, that led Mr. Franklyn to ask, “So what are we protecting the consumer from?” On the other hand, however, a MediaBrix survey from 2012<sup>52</sup> shows that 66% of US adults find advertorials misleading.

#### 4.3. What Would Google Do

Today it is worse for a company to have negative content figure high on Google search. Another very important Google tool for many publishers is Google News (except in Denmark, where traditional publishers managed to keep it out of Denmark with a court ruling against ‘deep links’). And Google News does not like content marketing. Richard Gingras, senior director of news and social products, wrote the following<sup>53</sup> in a blog post March 2013:

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<sup>49</sup> Interviewed 20.11.2013

<sup>50</sup> <http://politiken.dk/kultur/medier/ECE1978838/forskning-paa-vej-kan-vi-se-forskel-paa-journalistik-og-reklame/>

<sup>51</sup> <http://www.nytimes.com/2013/12/05/business/ftc-says-sponsored-online-ads-can-be-misleading.html?pagewanted=all>

<sup>52</sup> <http://www.mediabrix.com/survey-reveals-native-ads-can-be-damaging-to-brand-trust/>

<sup>53</sup> <http://googlenewsblog.blogspot.dk/2013/03/a-reminder-about-promotional-and.html>



“Credibility and trust are longstanding journalistic values, and ones which we all regard as crucial attributes of a great news site. It’s difficult to be trusted when one is being paid by the subject of an article, or selling or monetizing links within an article. Google News is not a marketing service, and we consider articles that employ these types of promotional tactics to be in violation of our [quality guidelines](#).

Please remember that like Google search, Google News takes action against sites that violate our quality guidelines. Engagement in deceptive or promotional tactics such as those described above may result in the removal of articles, or even the entire publication, from Google News. If a site mixes news content with affiliate, promotional, advertorial, or marketing materials (for your company or another party), we strongly recommend that you separate non-news content on a different host or directory, block it from being crawled with robots.txt, or create a Google News Sitemap for your news articles only. Otherwise, if we learn of promotional content mixed with news content, we may exclude your entire publication from Google News.”

That is pretty clear. Either Google News really is a publicist by heart, or it is just trying to make sure that if anybody should make money on online advertising, it should be Google.

**Summing up:** It is interesting that Google, one of the major disruptors of the news business, ends up being a fierce supporter of non-biased news. A descriptive definition of non-biased content in a digital era could be the following: ‘Nonbiased content informs the public in an as objective, balanced and truthful way as possible. It is transparent, meaning that citizens are fully aware of influential factors, be it economic or political.’”

## 5. THREE MAJOR STEPS

### 5.1. Disclosures

#### 5.1.1. What

Many traditional news media brands have their own code of conduct, and they are also regulated by the marketing and media laws in their country.

A few bloggers have an individual ‘disclosure policy,’ they have to follow the Marketing Act, and they are also surveyed by the taxing authorities, similar to an 18-year-old Norwegian blogger, who got a fine of 300,000 NOK for not paying taxes from the many sponsored gifts she, was receiving.<sup>54</sup>

But all parties could do better. Often it is very hard to find and sometimes impossible to gain access to these brands’ codes of conduct. And too few bloggers are transparent about what they receive in direct and indirect pay for their content.

This report mainly focuses on the individual content producer - whether he/she works on his/her own or is hired by a brand. With the fragmentation trend where brands become smaller and smaller, individuals and non-media are gradually taking over the powerful roles of traditional media.

There are three levels of disclosure policies:

1) Brand code of conduct (mitfyn.dk<sup>55</sup>)

### Mitfyn.dk: The Good Example of a Brand Solution

The website belonging to the printed regional Danish newspapers Fyens Stiftstidende and Fyns Amts Avis are being relaunched with a paid for entrance, and it is a very good example of a solution where the brand makes it [code of conduct visible at the frontpage](#) and at the same time it is working with individual disclosures. The latter is not ready yet, as they discuss how many details to disclose, but it will come, according to the editor of the website Gerd Maria May.

#### Presseetik

Fyens Stiftstidende og Fyns Amts Avis følger de presseetiske regler, som er besluttet af Danske Medier og Dansk Journalistforbund i foråret 2013.

Anmodning om genmæle eller klager over de to mediers indhold eller handlemåde kan rettes direkte til henholdsvis:

**Chefredaktør for Fyens Stiftstidende**  
Per Westergaard  
Banegårdspladsen,  
5000 Odense C  
per@fyens.dk  
Tlf: 6611 1111

eller

**Chefredaktør for Fyns Amts Avis**  
Troels Mylenberg  
Sct. Nicolai Gade 3,  
5700 Svendborg  
trmy@fyens.dk  
Tlf: 6221 4621

eller til

**Pressenævnet**  
Adelgade 11-13, 4.  
1304 Kbh. K  
sekr@pressenaevnet.dk  
Tlf: 3315 5564

Vær opmærksom på, at klager til Pressenævnet skal være skriftlige, og at der er en forældelsesfrist på 28 dage.

Udover de centralt fastsatte regler har vi vedtaget et sæt supplerende presseetiske regler for Fyens Stiftstidende og Fyns Amts Avis. De kan læses via linket nedenfor.



<sup>54</sup> [http://www.mx.dk/penge\\_erhverv/nyheder/story/27226029](http://www.mx.dk/penge_erhverv/nyheder/story/27226029)

<sup>55</sup> Gerd Maria May, mitfyn.dk was interviewed January 2014



- 2) The individual disclosure (The Conversation and Recode.net)
- 3) The occasional disclosure (Berlingske)

### 5.1.2. Brand Code of Conduct

There are many good examples of brand codes of conduct. Apart from the private media company mitfyn.dk (see box on page 17), the one from DR<sup>56</sup> (in Danish) is extremely good, as is the BBC's,<sup>57</sup> where you can even see a list of the permanent staff's salaries.<sup>58</sup> The brand code of ethics is not what I am dealing with in this report, apart from the fact that they should be visible and accessible. The high-level group behind the EU-report, "A Free and Pluralistic Media to Sustain European Democracy" (see footnote 48) recommends following:

"To ensure that all media organisations follow clearly identifiable codes of conduct and editorial lines, and apply the principles of editorial independence, it should be mandatory for them to make them publicly available, including by publication on their website."

And if a news media gets public funding they recommend following:

"Any public funding should only be available for media organisations which publish a code of conduct easily accessible to the public (including on their site)."

### 5.1.3. The Individual Disclosure

Individuals working on their own or as part of a brand should have their own disclosure, even if the brand has a code of conduct. We are all different, we have different responsibilities and thus we cannot have the same disclosure. Below is a real example of a disclosure, which is not recommendable. It promises nothing apart from abiding to the law. It only states the obvious:

**Disclosure.** *Occasionally we work with brand partners doing competitions and campaigns. We only recommend products we can vouch for personally and cooperate only with brands that are compatible with our values. We say no to partnerships that give no added value to our site, and we never write anything we don't believe in. If we have content sponsored by a partner we will mark it clearly.*

The very best example of a disclosure is to be found at the newly founded Recode.net by Kara Swisher and Walt Mosberg (see box). Their ethical statements are individual, detailed and very forward-thinking. For example Kara Swisher explains that her spouse works at Google, one of the companies Recode.net covers intensively. Her colleague, Arik Hesseldahl,<sup>59</sup> explains what stocks he owns and his retirement funds. And another colleague, Katherine Boehret,<sup>60</sup> explains that she is a subjective opinion columnist and that she never does speeches - not even for free - hosted by companies whose products she covers.

Another way of doing it - much shorter, less detailed, but still

### Recode.net: The Best Example of Individual Disclosures

The people working at AllthingsD, owned by the Wall Street Journal, have founded a new journalistic venture, [Recode.net](http://Recode.net). Though it is a brand all the individual Ethic Statements, like [Kara Swisher's](#) are very clear and detailed, and many serious bloggers are inspired by them.

**Kara Swisher**  
Co-CEO, Revere  
Digital; Co-Executive  
Editor, *Re/code*; and  
Co-Executive  
Producer, *The Code  
Conference*

Here is a statement of my ethics and coverage policies. It is more than most of you want to know, but, in the age of suspicion of the media, I am laying it all out.

Let's begin with a critical piece of information every reader of this site needs to know about me: My longtime spouse, Megan Smith, has been an executive at search giant Google since 2003, where she has had a number of jobs, including as vice president of new business development and general manager of the company's philanthropic arm, Google.org. She is currently working at Google(x), the division of the company dedicated to "moon shot" experiments such as driverless cars, Project Glass (wearable computers) and Project Loon (Internet access delivered by high-altitude balloons). She does not share information with me about any of these projects or any others at Google.

Obviously, a substantial amount of Megan's income from Google has been in shares and options, some of which she has sold and some of which she still holds. Megan makes all her own decisions related to these shares and options, and I do not own any of them. Further, I have signed legal documents that disallow me from future rights to own them and, in

<sup>56</sup> [http://www.dr.dk/NR/rdonlyres/533D8CF2-6CA3-4B55-870C-20AA25BE2A82/5729878/Programetiknyversion\\_13012014.pdf](http://www.dr.dk/NR/rdonlyres/533D8CF2-6CA3-4B55-870C-20AA25BE2A82/5729878/Programetiknyversion_13012014.pdf)

<sup>57</sup> <http://www.bbc.co.uk/guidelines/editorialguidelines/guidelines/>

<sup>58</sup> <http://www.bbc.co.uk/aboutthebbc/insidethebbc/managementstructure/biographies/>

<sup>59</sup> <http://recode.net/author/arik-hesseldahl/>

<sup>60</sup> <http://recode.net/author/katherine-boehret/>





better than nothing is The Conversation,<sup>61</sup> an Australian/UK “source of news and views, sourced from the academic and research community and delivered direct to the public,” as they describe themselves. They even place the disclosure statement next to the article and writers bio (see box).

A template for a disclosure statement which can be used by anyone as a starting point is enclosed in **Appendix 1**. You can choose to include only the first part or the first two parts (if you work like a professional journalist) or all three (if you are also a political writer) depending on who you are and what you cover. For example, a political blogger would be best off declaring his/her political views. My own disclosure is to be found on my website.<sup>62</sup>

#### 5.1.4. The Occasional Disclosure

The occasional disclosure is a statement you make on the go in a given article/blog, where it is only aimed at explaining something for the article/blog.

Alan D. Mutter, a consultant in corporate initiatives and new media ventures, provides a good example in his blog, Reflections of a Newsosaur. Whenever needed his puts in a disclosure in the text like here,<sup>63</sup> where he explains that he is the director of the program he writes about.

Another good example is the Danish newspaper, Berlingske, who has introduced “*varedeklARATIONER*” (product declaration) on certain articles declaring why and how the story was made. In this example (to the right) from September 2013, the article explains that the story was given to the paper as a so-called exclusive story by a spindoctor from the government party.

#### 5.1.5. From Independence to Transparency


Bloggers have been pressing on in the transformation of the journalistic field, and for years many bloggers have also criticised traditional journalists. But they have never truly disrupted media. According to *New media, old criticism*,<sup>64</sup> “they tend to criticize traditional news media on their own turf, thereby holding up and legitimizing those news outlets as the dominant authorities in the field.”

Yet, there are a lot of journalists who can learn from the bloggers. What truth is to journalists, transparency is to bloggers, according to Jane B. Singer.<sup>65</sup> And in 2013, Poynter exchanged “independence” with “transparency” in the book, *The New Ethics of Journalism: Principles of the 21st Century*, defining transparency in journalism as follows:

“Show how the reporting was done and why people should believe it. Explain your sources, evidence and the choices you made. Reveal what you cannot know. Make intellectual honesty your guide and humility (rather than false omniscience) your asset.

### The Conversation: The Good Example

**AUTHOR**



**Neil Thurman**  
Senior lecturer in Electronic  
Publishing at City University  
London

**DISCLOSURE STATEMENT**

Neil Thurman does not work for, consult to, own shares in or receive funding from any company or organisation that would benefit from this article, and has no relevant affiliations.

### B bag om historien

#### Sådan gjorde vi

- Regeringen ventes inden længe at præsentere udspillet til en reform af erhvervsuddannelserne. Arbejdet er blevet karakteriseret som et af regeringens helt store prestigeprojekter dette forår.
- Indtil videre har debatten især kredset om optagelseskraft til erhvervsskolerne, men det bliver efter alt at dømme kun et enkelt element i en meget omfattende reform.
- Bedre brobygning fra folkeskolen er blevet efterlyst fra flere sider, og derfor har vi valgt at skrive om det radikale forslag, der netop sigter i den retning.
- Berlingske har fået tilbudt forslaget som en såkaldt solohistorie.

<sup>61</sup> <http://theconversation.com/new-measures-of-success-extend-newsprints-shelf-life-18892>

<sup>62</sup> <http://digital-identitet.dk/disclosure/>

<sup>63</sup> <http://newsosaur.blogspot.dk/2013/12/uc-berkeley-invites-international.html>

<sup>64</sup> <http://joc.sagepub.com/content/13/7/850>

<sup>65</sup> Contested Autonomy: professional and popular claims on journalistic norms, 2007 by Jane B. Singer



Clearly articulate your journalistic approach, whether you strive for independence or approach information from a political or philosophical point of view. Describe how your point of view impacts the information you report, including how you select the topics you cover and the sources that inform your work.

Acknowledge mistakes and errors, correct them quickly and in a way that encourages people who consumed the faulty information to know the truth.”

According to Dan Gillmor, Guardian columnist and teacher of digital media literacy and entrepreneurship at Arizona State University, traditional media does have a credibility problem. But when journalists do their jobs well, there is a lot to learn from them, he believes. He teaches media consumers to be mediactive<sup>66</sup> and become their own journalists, as he writes in his book, *Mediactive*, from 2010, “If you want what you tell other people online to be trusted, it’s worth following some bedrock journalistic principles.” He also believes that,

“It’s essential to grasp the ways people use media to persuade and manipulate—that is, how media creators push our logical and emotional buttons. Understanding this also means knowing how to distinguish a marketer from a journalist, and a non-journalistic blogger from one whose work does serve a journalistic purpose; all create media, but they have different goals”.

He also has his own disclosure policy<sup>67</sup> and believes that even more need to be done to make media more transparent.

Finally, disclosures are especially important for smaller brands, according to Julie Lykke,<sup>68</sup> whose master thesis, “News from Below”<sup>69</sup> is listing over 300 smaller news sites and single-subject news sites in just Denmark. “It is hard to distinguish non-biased media sites from biased sites calling themselves media,” she said. “Signing up to a disclosure policy or even going further would really help the small sites, who are serious about their reporting.”

Yet, a disclosure is not enough, according to *The New Ethics of Journalism*, where “It is tempting to see transparency as a lower bar: We simply disclose our conflicts of interests, and we’re good to go. In fact, true transparency is more than disclosure. It also requires producing the news in ways that can be explained and defended.”

### 5.1.6. The Trouble with Transparency

Why should journalists and bloggers be more transparent, when many politicians are going in the opposite direction? That is a good question, and transparency also has its dark sides.

According to some critics, transparency can increase criticism rather than understanding and also increase social pressure while hindering journalistic autonomy. In *The Trouble With Transparency*,<sup>70</sup> David S. Allen stated that, “Transparency is a way to increase the power of traditional news media.” He went on to conclude that,

“Journalists should not adopt transparency as a way of improving public standing and increasing legitimacy because it probably won’t work. Legitimacy is maintained not through transparency, but rather by making difficult ethical decisions that often involve difficult story decisions. Transparency ought to be seen as a good in itself. That is, that is ought to be adopted not in an attempt to resolve some problem, but rather because it is believe that being transparent will aid in the establishment of a democratic discourse. But we also need to

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<sup>66</sup> [www.mediactive.com](http://www.mediactive.com) Free book by Dan Gillmor

<sup>67</sup> <http://dangillmor.com/about/>

<sup>68</sup> Interviewed September 2013

<sup>69</sup> [http://julielykke.dk/nyheder\\_nedefra/](http://julielykke.dk/nyheder_nedefra/)

<sup>70</sup> <http://www.tandfonline.com/doi/abs/10.1080/14616700801997224#preview>



understand that transparency comes with a price. That as journalists become more transparent, they are subjected to forces of discipline and surveillance that might, in the end, run counter to the very goals that they seek.”

### 5.1.7. The Role of the Press Council

Many countries have a press council/tribunal making sure that the press adhere to a Media Liability Act and functions as a complaints tribunal. But few media brands use their adherence to the act actively to gain or preserve users’ trust. In Norway the printed media use the logo (see right) from the Press Council in their papers. Secretary general in the Norwegian Press Union, Kjersti Løken Stavrum,<sup>71</sup> is working on getting the media brands to do the same online. The example of mitfyn.dk (see box page 17) is exemplary; they not only have their own code of ethics on the frontpage, but they also have a link to and information about their membership of the Press Council and are working on individual disclosures.

Press Councils, however, are typically working only for brands. They are not considering individuals as ‘press’ and have in that way been or will be outpaced by the media trends such as fragmentation (see 2.2.). In Denmark the council is also half state run, which can be a problem in a country where most media is dependent on state funding. Further, the Media Liability Act does not focus on an individual’s economic ties, which is of high importance in an era, when media is fighting for economic survival. The same goes for issues like plagiarism and crediting others, what network you are part of, taking responsibility for commentary etc. Therefore, a disclosure should be a supplement or an alternative to the rules of the Press Council depending on whether you are a brand or an individual.



PFU er et klageorgan oppnevnt av Norsk Presseforbund.

Organet som har medlemmer fra presseorganisasjonene og fra allmennheten, behandler klager mot pressen i presseetiske spørsmål (trykt presse, radio, fjernsyn og nettpublikasjoner).

**Adresse:** Rådhusgt.17  
Pb. 46 Sentrum 0101 Oslo  
**Telefon:** 22 40 50 40  
**Fax:** 22 40 50 55  
**E-post:** pfu@presse.no

## 5.2. Certification

### 5.2.1. Positive Labelling

In Denmark, as in many other countries, there is regulation saying that advertorials - branded content - must be labelled as “advertisement.” In the US there is no regulation, but because of the explosion in the usage, the Federal Trade Commission, FTC, charged with protecting consumers, are considering regulation and warns against deception.

Many US publishers try to avoid labelling it with “advertising” and instead using “sponsored by,” “presented by” or using shaded boxes or different colors for the advertorial.

At a meeting hosted by the FTC in November 2013, Robert Weissman, president of Public Citizen, a consumer advocacy group said, “The whole point of the word ‘sponsored’ is to avoid calling it what it is.”<sup>72</sup>

It is fine to force publishers to call content what it is. But it is also hard to enforce the rules (see 3.1.6) and therefore a solution could be to flip the coin and do positive labelling - label content that is non-biased. That would not only be something that would promote non-biased content, it would

<sup>71</sup> Interviewed 15.11.2013

<sup>72</sup> <http://www.nytimes.com/2013/12/05/business/ftc-says-sponsored-online-ads-can-be-misleading.html>



also be good branding for the producer of the content. It would make it much easier for consumers to find their way through the oceans of information.

The positive labelling (see right) is also what we know works in many other businesses. Fair traded products, for example, are labelled to promise that the workers get fair pay and that there is no child abuse. The EU-Swan label guarantees that the products are produced in environmentally sustainable ways. The German BIO-Siegel or EU Eco-cert labels makes us trust that the products are organic. And E-mærket or BBB (Better Business Bureau in the US and Canada) helps consumers find online shops they can trust with their credit card and buying behaviour.

Mærke	Logo	Mærke	Logo	Mærke	Logo
BIO-Siegel (tysk økologi)		Fairtrade Mærket		PEFC	
Bra Miljøval		FSC		Rainforest Alliance	
EcoCert		GOTS		Det nordiske miljømærke Svanen	
Energi- mærkning		Grøn Balance		W5eco	
EnergyStar		Levevis		Ånglamark	
EU's miljømærke Blomsten		Minirisk		Oeko-tex	
EU's økologi- mærke		MSC		Ø-mærket	

### 5.2.2. Advantages in Certification

- Transparency enhances credibility and non-biased content will thus make more impact
- Will give consumers cheaper and better products
- It is democratic
- There will be an arbitrator to settle disputes

Many of the advantages of establishing a certification body behind a trustmark for content are hopefully clear after having read the first parts of this report. Non-biased content really need visibility and impact in the online world where everybody has its own media platform, its own agenda and where all opinions - whether it is from amateurs or experts - are more or less equal. So a trustmark will definitely help the serious part of the media business. But it will also make life easier for the media consumer. According to the Danish Consumer Ombudsman, the media business itself has to do something - just like online shops have joined forces and initiated labelling for shops (E-mærket) which you can trust with your credit cards. The media business needs to do the same to maintain authority and impact.

Non-biased media consider themselves an important part of a democracy. If advertorials end up being trusted in the same way as non-biased content, we will see inefficient competition, which prevents innovation and in the long run cheaper and better products. Further, it is important for citizens in a democracy to be able to distinguish between content categories, so they are well-informed to participate in the political debate and election.

Finally, an organisation behind the labelling concept could act as an arbitrator to settle disputes. The readers' ombudsman of the Danish daily, Politiken, Bjarne Schilling, suggested<sup>73</sup> in November 2013 that we have an arbitrator to settle disputes, e.g. about source protection - like when the Danish broadcaster DR refused to give access to the raw files of a documentary about banks (see box on page 15).

### 5.2.3. Disadvantages in Certification

- Risky to give guarantees and hard to find common denominators
- Blindness toward labels
- Many believe more in users/amateurs than experts
- Can take away the individual's responsibility of being media critical

<sup>73</sup> <http://politiken.dk/debat/profiler/laeserredaktoer/ECE2127543/indes-der-en-loesning-naar-pressen-stritter-imod-udlevering-af-raabaand/>





It is risky to be professionally transparent as described in 5.1.6, and of course there are disadvantages in a trust certification.

“We don’t give guarantees anymore,” said Jonas Giersing,<sup>74</sup> director at Fairtrade Mark Denmark. After a journalist made a very critical documentary about tea plantations<sup>75</sup> working with Fairtrade, they have changed their communication. “We cannot give guarantees. We are not perfect, but we are working on a process changing the production for the better.”

As with all other businesses where companies are being compared (e.g. banks and insurance) there are many arguments claiming it is too difficult. Some critics say that it is impossible to compare journalistic production and thus find common denominators. Jonas Giersing is of another opinion:

“I believe it is harder to make a trustmark for coffee like we do than for content. Coffee comes from the other side of the world, from countries plagued with poverty and very different conditions that we have. Further, we are also working with a minimum price system on top of the minimum standards for production.”



Another argument against a trustmark is that many users today listen more to other users than to experts. A good example is Trustpilot, where users rate companies. Trustpilot is in many ways threatening the existence of E-mærket,<sup>76</sup> a licensed organisation for online shops. It all depends on whether companies like Trustpilot can maintain its own credibility, and whether consumers in general will start listening to authorities/experts again in the near future.

Finally, Ben Hammersley, writer and futurist, has a valid point:

“If you want to understand, what is going on in your world, you have a responsibility to read as much as possible and gather it from as many sources as possible and understand the individual biases. You cannot get a fully rounded picture from one outlet. Having a trustmark you don’t have to take responsibility yourself, you don’t have to do the work anymore. You just push the level up to another layer. So, actually the most useful thing would be to get people to read stuff they disagree with, the more angles the better and wider view.”

#### 5.2.4. Voluntary or not?

According to a study of 21 green brands<sup>77</sup> in Europe initiated by two Danish authorities,<sup>78</sup> it is an advantage if the state is behind a label. The study concludes that when the state is involved, the trustmark is more well-known and trustworthy. But if a state is behind a label for trustworthy news, it becomes mandatory, just like doctors’ benefits<sup>79</sup> from the medical industry are regulated, and that is not good, says Ben Hammersley. “Any form of certification should be voluntary. If mandatory there are other extra rights and responsibilities and we risk putting a restriction of critical press,” he says. “And if mandatory, do you then have to provide your financial details to that body? If that is the case, nobody will ever do it. If it is voluntarily fine, but not mandatory. Then it would be illegal under European law”.

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<sup>74</sup> Interviewed 28.08.2013

<sup>75</sup> <http://tomheinemann.dk/the-bitter-taste-of-tea/>

<sup>76</sup> Lars Schmidt Larsen, director E-mærket, interviewed 11.09.2013

<sup>77</sup> <http://www.kfst.dk/Indhold-KFST/Publikationer/Dansk/2013/~media/KFST/Publikationer/Dansk/2013/20131219%20Groenne%20maerker/21%20Groenne>

<sup>78</sup> Søren Mørch Andersen, Technical Administrator Environmental Protection Agency, interviewed 8.11.2013

<sup>79</sup> Mats Lindberg, Læger uden sponsor (Doctors without Sponsors) interviewed 15.01.2014



The Danish association of media, Danske Medier,<sup>80</sup> agrees that it has to be voluntary, so it can grow from below, and in the end media users will decide whether it is necessary or not. According to Danske Medier traditional media is already well regulated, whereas many individuals can practice journalism without any regulation, so a voluntary certification of them would be the best place to start.

In the UK they have had a recent intense discussion about media regulation. According to Paul Bradshaw, who publishes the Online Journalism Blog, there are problems with the notion of any regulatory framework for bloggers. He acknowledges that a self-regulatory code could play a part in demonstrating trustworthiness, but also says,

“People draw on a range of ‘signals’ to make a judgment about the trustworthiness of content; that includes their personal history of interaction with the author; the author’s formal credentials, including qualifications and employer; the author’s network; the author’s behaviour with others; numerous other factors including for example ratings by strangers, friends... and of course the content itself - is the evidence transparent, the argument/narrative logical etc. A self-regulatory code would add another signal - but one that could be interpreted either way: some will see it as a badge of credibility; others as a badge of ‘sell-out’ or pretense to authority.”<sup>81</sup>

### 5.2.5. How to Get Started

Most companies, including media brands, don’t like comparison and transparency, so consumers really know what their products are worth. Therefore media brands are not the best place to start trying to establish a trustmark for news - though it is for their own good in the long run. It is probably more opportune to start amongst individuals, companies and organisations with most to gain in the short run.

Here is a **list of possible stakeholders** to form an organisation behind the label:

- Organisation of New Ombudsmen, ONO, <http://newsombudsmen.org/>
- BEUC, The European Consumer Organisation, <http://beuc.org> including the Danish Forbrugerrådet
- Alliance of Independent Press Councils of Europe, <http://www.aipce.net/> including the Danish Pressenævnet
- INMA, International New Media Association <http://www.inma.org>
- Investigative Reporters and Editors, IRE, <http://www.ire.org/>
- Investigative Reporters, IN-R <http://investigativenewsnetwork.org>, including the Danish: <http://www.ir-d.dk>
- International Federation of Journalists, IFJ, <http://www.ifj.org/> including the Danish Dansk Journalistforbund
- NGOs working with media democracy
- Poynters Institute, <http://www.poynter.org/> (who bought NewsTrust - see box<sup>82</sup>)
- Universities with journalism studies including SDU.dk and the two other journalism studies in Denmark

#### Newstrust: When the Crowd Rates the News

NewsTrust is a social news network that helps people find good journalism online / based on ratings on quality, not just popularity.

Newstrust, which is a part of Poynter Institute, features a daily feed of quality news and opinions from mainstream and independent sources in the US mainly, based on ratings from the reviewers.

The web review tools enable everybody who wants to be a member to rate stories for accuracy, fairness, sourcing, context and other core journalistic principles.

<sup>80</sup> Christian Kierkegaard and Holger Rosendal, Danske Medier, interviewed 26.11.2013

<sup>81</sup> [https://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Other\\_publications/Regulating\\_For\\_Trust\\_in\\_Journalism.pdf](https://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Other_publications/Regulating_For_Trust_in_Journalism.pdf) page 82

<sup>82</sup> I did not manage to get hold of anyone responsible for NewsTrust at Poynters. NewsTrust seems to be active, but not growing



There are many small media startups. In Denmark alone, we are talking of hundreds where many have some kind of publicity ambition, according to the list<sup>83</sup> collected by Julie Lykke. The small startups lack the institutional back-up of an established brand, and those who are striving for non-biased news could really use a trustmark of credibility:

“Users have a bullshit filter on when they consume content from small online media. Therefore they don’t have the same impact on the national media agenda as established brands,” writes Julie Lykke in her blog.<sup>84</sup>

According to the Tow Report, Seeking the Single-Subject News Model,<sup>85</sup> she is right:

“There are potential pitfalls implicit in this media fragmentation. The credibility of any given news report has always rested on a two-part formula: the credibility of the journalist, as well as that of the news outlet. In the emerging single-subject model, startup outlets lack the institutional guarantee and practical spot check that a major media outlet provides.”

There is much work to be done to found a certification body behind a trustmark for news. First, a coordinator is needed to start up the project, gather potential stakeholders together, prepare and coordinate meetings and conduct follow-ups after the meetings. The stakeholders should appoint one person in each organisation to spearhead the project, participate in stakeholder meetings and fundraise to secure finances for the first three years of a certification body.

Based on experiences from Fairtrade Mark, E-mærket and the EU Swan here is a list of things that should be considered when setting up a certification body:

- It should be non-profit
  - It should be international - or at least European
  - It should be based on voluntary involvement
  - Openness, transparency and engagement of all parties are necessary
  - It should be financed by external non-conditional funding and most importantly by member fees - e.g. an individual yearly subscription and a brand subscription based on numbers of staff or turnover
  - Standards have to be easy to understand - preferably with wording on the logo and a logo which can follow a byline on all platforms
  - Standards should be based on acknowledged principles or regulation
  - Standards can have different versions/levels
  - In the long run standardization and control should be separated in to different bodies
  - It should be based on human evaluations just like peer-reviews in the academic world but automatic/robot tools should definitely be used whenever possible (see 5.3.)
  - Control and consequence are very important factors. What sanctions are there if a certified member does not adhere to the rules?
  - User engagement like NewsTrust (see box p24), where users decide what is trustworthy, should be considered as a part of the control
  - Best sanction is losing the certification - at least for a while
  - Make sure sanctions are search-engine optimized so they are high up in search results
- Generally, the label should work actively on promoting good journalism online

### 5.3. Automation

New data-based tools are constantly being inaugurated to improve judgment, e.g. police in the US use big data analysis to estimate which prisoners to release on parole according to the risk of him committing murder within the next 12 months.<sup>86</sup>

<sup>83</sup> [https://docs.google.com/document/d/1hDmYKWosNBSjQi642c-8ly36HQwFP6UbZZYkg\\_Wh-lk/edit?pli=1](https://docs.google.com/document/d/1hDmYKWosNBSjQi642c-8ly36HQwFP6UbZZYkg_Wh-lk/edit?pli=1)

<sup>84</sup> <http://julielykke.dk/trustmark/>

<sup>85</sup> <http://towcenter.org/wp-content/uploads/2013/11/Seeking-The-Single-Subject-News-Model.pdf>

<sup>86</sup> <http://online.wsj.com/news/articles/SB10001424052702304626104579121251595240852>





We are also seeing new data tools that are promising for the future of evaluation and verification of content. I will list a couple of them below, as they need to be watched and maybe included in the work of the certification body.

### 5.3.1. ReviewSceptic.com

## Which of these two hotel reviews is deceptive opinion spam?

Date of review: Jun 9, 2006

4 people found this review helpful

I have stayed at many hotels traveling for both business and pleasure and I can honestly say that The James is tops. The service at the hotel is first class. The rooms are modern and very comfortable. The location is perfect within walking distance to all of the great sights and restaurants. Highly recommend to both business travellers and couples.

Date of review: Jun 9, 2006

4 people found this review helpful

My husband and I stayed at the James Chicago Hotel for our anniversary. This place is fantastic! We knew as soon as we arrived we made the right choice! The rooms are BEAUTIFUL and the staff very attentive and wonderful!! The area of the hotel is great, since I love to shop I couldn't ask for more!! We will definatly be back to Chicago and we will for sure be back to the James Chicago.

How would you know? You can guess. Or you can go to [reviewsceptic.com](http://reviewsceptic.com) and get a 90% accurate answer as to whether it is true or deceptive. Scientists at Cornell University developed this based on hundreds of fake reviews of hotels (often paid for by the hotel) and hundreds of true reviews (made by people who were actually there). They found a variety of signals they could use to measure reviews up against. For example, fake reviews typically do not mention spatial information, as the writer has not been there. And the writer of the fake reviews also tends to use a lot of words.<sup>87</sup>

The amazing thing about this 'big data machine' is that it is a first sign that we can use big data and algorithms in the future to help verify information. (The deceptive one is the one to the right)

### 5.3.2. SafeAssign

SafeAssign is a tool that many universities, including SDU.dk,<sup>88</sup> around the world use to prevent plagiarism and to teach students to attribute sources rather than paraphrase. It is also a big data tool like ReviewSceptic, as it checks a file you upload in the system against everything on the internet and thus identifies areas of potential overlap between the submitted assignment and existing works. Users get a report of from where it is stolen.<sup>89</sup>

### 5.3.3. The Ethos Engine

The Ethos Engine<sup>90</sup> does not exist. It is a project by some bright students<sup>91</sup> at the IT-University in Copenhagen. They call it 'aggregated trustworthiness' and it is a robot that can distinguish credible from non-credible content online. It evaluates online credibility by analyzing text, social metrics and

<sup>87</sup> <http://digital-identitet.dk/robot-aflorer-sande-og-falske-hotelanmeldelser/?lang=en>

<sup>88</sup> Charlotte Wien, sdu, interviewed 24.9.2013 about SafeAssign

<sup>89</sup> [http://www.youtube.com/watch?v=\\_Jr-BumVjhl](http://www.youtube.com/watch?v=_Jr-BumVjhl)

<sup>90</sup> <http://firstmonday.org/ojs/index.php/fm/article/view/3731/3132>

<sup>91</sup> Johan Jessen, former student at IT-University, interviewed July 2013



quality criteria and can be compared to the social dynamics of Wikipedia showing how these dynamics mitigate the need for expertise to establish credibility. Another example of how the crowd and big data can be used to evaluate content.



#### 5.3.4. Identifying Fake Images

During Hurricane Sandy (2012) many fake images were spread, e.g. pictures of sharks swimming around between houses and New York City wrapped in the hurricane.

Researchers in India<sup>92</sup> identified 10,350 unique tweets containing fake images that were circulated on Twitter during Hurricane Sandy. They analyzed them to understand the temporal, social reputation and influence patterns for the spread and found that 86% of tweets spreading the fake images were retweets, hence very few were original tweets. Then they used different classification models to distinguish fake images from real images and managed to obtain 97% accuracy in predicting fake images from real ones.



Human evaluation is still the best way of curating, evaluating and verifying news content online. But other tools need to be included – not only collaborative evaluations like NewsTrust, but also big data tools. It will not only make it more affordable for a certification body to maintain a trustmark for news. It will hopefully also make it better.

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<sup>92</sup> <http://ebiquity.umbc.edu/paper/html/id/623/>



## 6. RECOMMENDATIONS

News and journalism will always be in demand. What is being disrupted is the business of news - the ways they are being financed, distributed and consumed. In many ways, it is back to basics, back to the core of our business. Many non-profit and idealistic new ventures in the US seem promising, but it is also possible that a for-profit news venture can thrive. De Correspondent (see box) is an illustration of this possibility.<sup>93</sup>

Based on my research, condensed in the first 5 chapters, I have following recommendations for various groups:

### 6.1. Users of News Media

- Everybody needs to become 'mediactive,' as Dan Gillmor wrote in his book, *Mediactive* (get a free copy from: [mediactive.com](http://mediactive.com)). Mediactive means that you are a critical user of media, and that you are actively producing media content yourself without having to be a professional journalist. The more critical and constructive media users become, the better the media is that we receive. Appendix 2 gives tips on how to become more mediactive. It is taken from NewsTrust.com and Scott Rosenberg's website.

### 6.2. Individuals Content Producers

- Individuals wanting to produce non-biased content should implement a disclosure policy as set forth in Appendix 1
- These individuals should gather together and become organized in order to have a common powerful voice, as they are not represented by the larger brand-oriented organisations

### 6.3. Smaller Brands

- Sign up as a media with the Press Council in your country<sup>94</sup> (DK: Pressenævnet<sup>95</sup>)
- Make your own code of conduct
- Put the code of conduct on the frontpage of your website as recommended by the EU
- Implement disclosure policies for each individual staff, including bios

### 6.4. Larger Brands

- Do not take for granted that your brand name guarantees your credibility. Those days are over
- If you do not have a code of conduct, make one
- Put the code of conduct on the frontpage of your website as recommended by the EU
- Implement disclosure policies for each individual staff, including bios
- Do not become involved with advertorials, if you can afford it. The risks of destroying your credibility are high

### De Correspondent: A Promising Business Model for Non-Biased News

De Correspondent is a Dutch-language, digital native journalism platform that focuses on background, analysis and investigative reporting. It is based purely on crowdfunding when starting up (March 2013) and on subscription at 5 Euros per month. Each reporter can be followed and be a starting point for the subscriber. A new approach instead of dividing content into categories like national, politics or business. De Correspondent is a commercial, for-profit enterprise, but its business model focuses on selling content to readers, rather than selling readers to advertisers. It focuses on partners, not advertisers, and is open to entering into partnerships with third parties, like universities or research institutes, but these partners will have no stake in the profitability of De Correspondent, and De Correspondent will be fully transparent about the nature and terms of such partnerships. As of January 2014, De Correspondent had 28,000 subscribers. If the Netherlands had the same population as the U.S., that would be equivalent to over 500,000 subscribers.

<sup>93</sup> <http://www.fastcolabs.com/3025705/inside-the-ad-free-crowdfunded-publication-that-is-upending-the-newspaper-business>

<sup>94</sup> <http://www.aipce.net/>

<sup>95</sup> <http://www.pressenaevnet.dk>



### 6.5. News Media Industry

- Your most important *raison d'être* is your trustworthiness/credibility. Guard it like a wolf and do not become involved with advertorials, if you can afford it
- Work together with other publicists and do not consider them fierce enemies. Your worst competitors are tech companies wanting your content to jumpstart or boom *their* business
- Teach users to become mediactive, to be critical media users and producers
- Ask users to collect documentation and go to the authorities (Consumer Ombudsman) when you find hidden ads in editorial content

### 6.6. Funding Institutions

- Make it a condition for financial support that the applicants have a clear and visible code of conduct and that they have signed up with the Press Council
- Give special treatment to those who are professionally transparent about how they produce content, e.g. with individual disclosure policies
- Fund science that shows if and how media consumers can tell the difference between articles and advertorials
- Fund projects that will make citizens mediactive



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[http://ebiquity.umbc.edu/file\\_directory/papers/677.pdf](http://ebiquity.umbc.edu/file_directory/papers/677.pdf)

## Interviews

ff (face-to-face)

e (email)

ph (phone or skype)

- Ethan Zuckerman, MIT Center for Civic Media, June 2013 (e)
- Dan Gillmor, Guardian columnist and teacher of digital media literacy and entrepreneurship at Arizona State University, August 2013 (ph)
- Henrik Øe, Consumer Ombudsman, 15.10.2013 (ff)
- Marianne Gram, editor-in-chief of the magazine Hjemmet at Egmont, 30.09.2013 (ff)
- Morten Petersen, CEO of Industry-Supply.dk, January 2014 (ph)
- Rasmus Brylle, CEO of Horisontgruppen, 11.12.2013 (ff)
- Henrik Akselbo, Director of Bloggers Delight, October 2013 (ph)
- Lasse Høgfældt, Director of Communications Jyske Bank TV, January 2014 (ph)
- Inger Bach, Ethics Director, DR, 13.01.14 (ff)
- Ben Hammersley, writer, futurist and member of a high-level group to the EU, 20.11.2013 (ph)
- Editor of mitfyn.dk Gerd Maria May, January 2014 (ff)
- Julie Lykke, journalist and editorial developer at mitfyn.dk, September 2013 (ff)
- Kjersti, Løken Stavrum, Secretary general in the Norwegian Press Union 15.11.2013 (e)
- Jonas Giersing, director at Fairtrade Mark Denmark, 28.8.2013 (ff)
- Lars Schmidt Larsen, director E-mærket, 11.09.2013 (ff)
- Søren Mørch Andersen, Technical Administrator, Environmental Protection Agency, Eco-Innovation, interviewed 8.11.2013 (ff)
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- Mats Lindberg, Doctors without Sponsors, 15.01.2014 (ph)
- Christian Kirkegaard and Holger Rosendal, Danske Medier, 26.11.2013 (ff)
- Charlotte Wien, lecturer, Institute for Marketing and Management, SDU, 24.09.2013 (ff)
- Johan Jessen, former student IT-University, now at Google, July 2013 (ph)
- Lars Werge, Dansk Journalistforbund, 20.12.13 (ff)
- I have been discussing a possible trustmark for news with some of the following editors in the news business: Lisbeth Knudsen (Berlingske), Pierre Collignon (JP), Rasmus Nielsen (Altinget), Anne McElvoy (The Economist), and in February 2014 I presented it for 'Redaktionelt udvalg' in Danske Medier, which means a representative from each private Danish media brand (ff).



## Appendix 1: TEMPLATE FOR INDIVIDUAL DISCLOSURE

### **PART I (for everybody producing content online)**

I wish to be transparent about how I create content and my compensation.

#### **Compensation**

I am employed by (xxx).

Other revenues come from (xxx), where I (xxx).

Among my clients are (xxx).

I don't buy or own shares or stocks in companies that I write about. My pension and savings are administered by a financial institution. I have no knowledge or influence about their choice of securities. No one pays me to say – or not say – certain things on my blog or other media platforms – be they words, sound, pictures or video.

I don't accept money, free products, discounts, free trips or anything of value from the companies I write about. I don't engage with their boards or advisory boards. I will accept a t-shirt or item of small value - less than 500 DKK (80 USD). If I am to review a product, I will borrow it for a week or two and give it back – unless it is worth less than 500 DKK.

If I make an exception from these rules, I will disclose it fully.

#### **Sourcing**

I credit my sources by their names and when possibly a direct link or retweet to their commentary. In other words; I don't plagiarize. I do not use other's work and pretend it is my own.

I declare my sources and explain who they are and what they do for a living, so it is easier to judge my sources motives

#### **Boards & Networks**

I sit on the following board of directors or advisory boards – all unpaid (or – state the payment)

- xxx

- xxx

I am active in following networks; xxx,xxx,xxx

### **PART II (additional disclosure for you who works like a journalist on an individual basis)**

#### **Press Ethics**

I follow the general rules of press ethics (link) but I do want to stress following:

I strive to be open, independent, critical – also towards myself – and to avoid hidden agendas.

I always try to use facts as fairly and accurate as possible. If I accuse any party for wrongdoing, I will try to lay out the fact and include the accused party's explanation.

I try to write my blog as balanced as possible and not to make too sensational headlines so my content lives up the promise in the headline.





I acknowledge the individual's rights to be respected personally and maintain their privacy. I make sure that the sources, who wish to be anonymous, are anonymous – also after the content is publicized – as long as I know the true identity of the person and the motives behind the wish to be anonymous.

**PART III (additional disclosure for political writers only)**

As a political writer/blogger I am (xxxxx - describe your political opinion)

**If you have any questions or comments, please contact me at (your contact)**

Best wishes,

(your name)



## Appendix 2: THINK LIKE A JOURNALIST

“Media has a role in helping people develop critical thinking skills, and journalists—explaining what they do and why—can be among the best teachers. Traditional media have done a generally lousy job of this. They’ve been content to produce their products and (at least until recently) rake in the money, without much concern for helping audiences understand what journalists actually do when they do their jobs well.”

- Dan Gillmore

[Newstrust.com](http://Newstrust.com) has made a great article on how to think like a journalist. I have condensed it here:

Develop the four Ds of thinking like a journalist:

1. **Doubt** — a healthy skepticism that questions everything
2. **Detect** — a “nose for news” and relentless pursuit of the truth
3. **Discern** — a priority for fairness, balance and objectivity in reporting
4. **Demand** — a focus on free access to information and freedom of speech

### 1. Doubt — Don't automatically believe everything you read.

People who lack skepticism are easily hoaxed or manipulated. Think about something in which you passionately believe—the truth about climate change, pro-life vs. pro-choice, liberals vs. conservatives—and then imagine a tipster confirming your worst suspicions. A seasoned reporter would interrogate the source knowing how dissemination of false information not only undermines his or her credibility, but that of the entire media outlet.

Ask yourself:

*Do I seek information or affirmation?*

*Are my beliefs and convictions coloring how I see a topic*

*What is the difference between skepticism and pessimism?*

### 2. Detect — Relentlessly pursue the truth to discover the “big picture.”

Journalists have a “nose for news.” They hunt down stories. They follow up on all tips and leads. They are relentless when pursuing the truth. Reporters share a lot of character traits with detectives who assemble a puzzle piece-by-piece, or fact by fact, until they see the “big picture.”

Ask yourself:

*How can I use the Internet like a detective in verifying assertions?*

*What is the difference between verification in news and assertion in a blog?*

*Does the public have a right to know the news that affects or afflicts them?*

### 3. Discern — Think critically to find a fair balance.

Journalists think critically. They often tell sources that they will contact them again with more questions about a topic or event. Meanwhile, they are discerning how to balance a story so that it is *fair* to all parties. They want their stories to be *balanced* so that their reports are as *objective* as possible.

*Fairness means making sure all viewpoints are included in a story. Reporters discern which viewpoints are more important than others in conveying the truth about a topic or event.*

*Balance doesn't mean getting two equal sides of a story. It means discerning which side is more accurate and then gathering facts to make that case by detecting motives of sources and getting expert opinion to support or refute them.*

*Objectivity means seeing the world as it is, not as the reporter or reader would like it to be.*

Ask yourself:

*How do I feel when viewing news that omits a viewpoint or hypes another?*



*Is the news or opinion politically or personally motivated, slanting truth to manipulate rather than inform?*

*When I see a "hole" in a story missing viewpoints or sources, how can I fill it with facts using online resources?*

#### **4. Demand — Uphold and protect the free flow of information.**

The best reporters make demands—on themselves and others. The most primary demand is for freedom of information. Reporters believe if taxpayers fund a project or function, citizens should have access to details and documents. They believe that when elected politicians meet, the public should be informed in advance, an agenda should be provided, minutes should be taken, and time for public testimony allotted.

Ask yourself:

*How does freedom of information ensure transparency? What role do media ethics play in ensuring quality journalism?*

#### **News vs. Opinion**

Now that you are thinking like a journalist, one more thing to keep in mind is the difference between *news* and *opinion*:

*News* informs. *Opinion* persuades. *News* is based on multiple viewpoints. *Opinion* is based on singular viewpoints. *News* believes the facts speak for themselves. *Opinion* believes informed arguments do. *News* is objective and impersonal. *Opinion* is subjective and personal.

#### **How to evaluate an unknown source?**

Scot Rosenberg, former tech editor at Salon.com and executive editor at Gist, wrote this (also condensed) in 2010 on how to check out something you read on the web.

- What's the top-level domain? Is the page in question on a spammy top-level domain?
- Look the domain name up, e.g. [here](#). Is the registration info available or hidden?
- How old or new is the registration? If the site just suddenly appeared out of nowhere that can be another indication of mischief afoot.
- Look up the site in [the Internet Archive](#). Did it used to be something else? How has it changed over the years? Did it once reveal information that it now hides?
- Look at the source code. Is there anything unusual or suspicious that you can see when you "view source?"
- Check out the ads. Do they seem to be the main purpose of the site? Do they relate to the content or not?
- Does the site tell you who runs it — in an about page, or a footer, or anywhere else? Is someone taking responsibility for what's being published? If so, obviously you can begin this whole investigation again with that person or company's name, if you need to dig deeper.
- Is there a feedback option? Email address, contact form, public comments — any kind of feedback loop suggests there's someone responsible at home.
- What shape are the comments in? If they're full of spam it may mean that nobody's home. If people are posting critical comments and no one ever replies, that could also mean that the site owner has gone.
- Is the content original and unique? Grab a chunk of text (a sentence or so), put it in quotes, and plug it into Google to see whether there are multiple versions of the text you're reading. If so, which appears to be the original?
- Does the article make reference to many specific sources or just a few? And are the references linked?
- Google the URL. Google the domain. Google the company name.



## Appendix 3: HOW NICHE PORTALS DEAL WITH NEWS

At csr.dk there is a box with the most read stories (right). The first two stories are from journalists at csr.dk. The next two stories are so-called news from Members which should be categorized as advertorials - it is paying member companies uploading their own 'news.' However, you have no idea about this as a reader.

Below is a story on csr.dk from a journalist (left) and from a company (right). The difference is that there is a byline on the one from the company along with a company name and a link to the company's profile.

MEST LÆSTE	SENESTE KOMMENTARER
27.01.14 Forbrugerrådet savner åbenhed i danske supermarketers CSR-arbejde	
29.01.14 Ny rapport: Madspild skyldes ineffektiv supply chain	
21.01.14 12 danske SMV'er skal arbejde CSR grundigt ind under huden i 2014	
21.01.14 CSR AWARDS 2014 is coming up...	



Greenpeace lancerede deres såkaldte Detox-kampagne i 2011 for at gøre tøjproduktionen giftfri inden 2020. Mærker som Adidas, Levi's og Nike er blandt de nu 19 producenter, inklusive Burberry, der forpligter sig til at stoppe udladningen af farlige kemikalier.

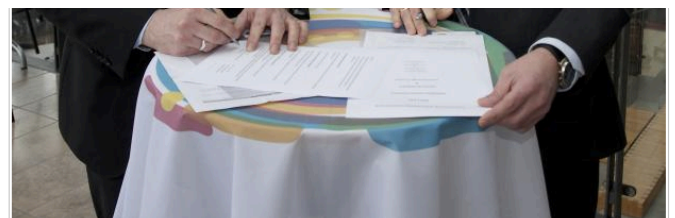
### Burberry vil fjerne giftige kemikalier i deres tøj

Efter hårdt pres fra Greenpeace lover tøjvirksomheden Burberry nu at fjerne de giftige kemikalier, der er blevet fundet i deres børnetøj.

| 31.01.14

**KOMMUNIKATION** Det eksklusive tøjmærke Burberry med de velkendte skotsktern har netop forpligtet sig til at fjerne giftige kemikalier i tekstilproduktionen fra januar 2020. Det sker efter, at Greenpeace for to uger siden udgav rapporten "A Little Story about the Monsters in Your Closet", der dokumenterede miljø- og sundhedsskadelige rester af kemikalier i børnetøj hos 12 globale mærker, heriblandt Burberry.

I hele verden har Greenpeace-kampagnen "Detox" (afgiftning red.) skabt protester og fået forbrugere til at lægge pres på Burberry, der nu er nu det 19. tøjmærke i rækken, som tilslutter sig kampagnen. Der er et fokus på alle de farlige stoffer fra tekstilproduktionen.



Underskrift af strategisk samarbejdsaftale med handels- og europaminister Nick Hækkerup

### Nyt samarbejde øger eksporten for danske virksomheder

I dag indviede Danfoss deres nye videncenter på SDU, som skal øge den globale handel og give loyale kunder. Samtidig underskrev Lean Energy Cluster en banebrydende aftale med Udenrigsministeriet, der skal tiltrække investering til Danmark, sikre nye

| 29.01.14 | Af Rebekka Begelund, Communications Manager Lean Energy Cluster | Se virksomhedsprofil

**ENERGIOPTIMERING** Dagen i dag var stor for både Danfoss, SDU og Lean Energy Cluster. Handels- og europaminister Nick Hækkerup indviede Danfoss Center of Global Business og underskrev en strategisk samarbejdsaftale med Lean Energy Cluster, for at danske virksomheder får større muligheder på eksportmarkedet.

Danfoss Center of Global Business og Lean Energy Cluster arbejder tæt sammen for at nå det samme mål – bedre betingelser for de danske virksomheder og mere videnssamarbejde på tværs af grænser. Det nye center skal bl.a. forske i, hvordan virksomheder ikke kun skaber tilfredse kunder men også loyale kunder. Tilfredse kunder kan nemt skifte til en konkurrent, hvorimod loyale kunder bliver i virksomheden. Ifølge Direktør i Danfoss, Kim Christensen, køber ægte ambassadører for 30 % mere end en ganske almindelig kunde. Guldtricket er at kunne kende forskel på en ambassadør



On another niche portal, food-supply.dk, owned by industry-supply.dk, the first article is by a journalist and the second is by a company. Apart from a byline on the journalist's article the difference is, 1) on the right of the journalist's article there is "most popular" box (with no company news) and, 2) on the right of the company's article there is logo and company profile.

## Afhjælp fugtskader under transport i container eller fly

31. januar 2014

Olitec Packaging Solutions anbefaler Cargosorb® absorbenter, for at forhindre fugtskader på dit produkt, under transport.

Cargosorb® beskytter dine produkter effektivt mod fugtskader under transport, da fugten opsuges af absorbenten.

- Afhjælper skader fra containerregn
- Høj opslugningsevne per absorbent
- Reducerer reklamationer
- Beskytter maskiner, elektronik, metaller og tekstiler mod fugt.
- Stærk krog for nem ophængning.



Absorbenten er specielt udviklet til at forhindre såkaldt "Containerregn", som ofte opstår ved længere rejser, hvor produkterne udsættes for store klimaeændringer.

Cargosorb® har en stærk krog for nem ophængning indvendigt i containeren. Absorbenten kan desuden placeres direkte på produktet, da bagsiden er lavet af folie, som er drypfri, selv fuld af væde.

Alt efter produkttype transport-og lagertid vælges den korrekte størrelse og mængde af absorbenter.

### Olitec Packaging Solutions A/S

Agerhatten 5  
5220 Odense SØ  
Danmark



 [Se hjemmeside](#)

 [Se hele profilen](#)



## Kjeldsens Cookies skal lokke kinesere til Fyn

31. januar 2014 - Af Kamilla B. Hansen

Kelsen Group og Udvikling Fyn har indgået en aftale om at markedsføre Fyn i én million kagedåser - i Kina.

Kineserne elsker Kjeldsens Cookies og ikke mindst H.C. Andersen og hans eventyr. Det vil Udvikling Fyn nu udnytte til at øge opmærksomheden på Fyn som feriedestination og dermed øge antallet af kineske overnattende gæster på Fyn.

-Vi ser frem til samarbejdet, som er helt oplagt siger Erik Høj, som er Kommerciel Direktør hos Kelsen Group. At koble H.C. Andersen og Kjeldsens Cookies, som er de to danske brands, der står stærkest i kinesernes bevidsthed, vil være en gevinst for begge parter.



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## Appendix 4: ARTICLE FROM STAFF (1), CONTRIBUTOR (2) & ADVERTISOR (3) AT FORBES.COM February 11, 2014

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## APPENDIX 5: 'ARTICLE' AND 'ADVERTORIAL' IN LIFESTYLE MAGAZINE

### Article in lifestyle magazine February 2013

**NYE LYDE I BOLIGEN**

BO BEDRE har lavet en oversigt, der på en nem og overskuelig måde guider dig frem til din nye musik-afspiller. Følg pilene ind i den løsning, der passer til dine behov.

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→ computer/netværk ...

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**Smuk lyd til dit hjem**

16 sider med lækre musikløsninger

Oplev fremtidens trådløse lyd

Usynlig hi-fi på tre etager

God lyd kan også være smuk lyd

**Stor iPod-lyd**

SPAR 1.000,-

**synlig i-fi på tre etager**

SPAR 1.300,-

**Advertorial (16 pages) in the same lifestyle magazine March 2013 with all the same products as in the article. Here are 3 pages with 4 examples.**