CAN DATA AND TRANSPARENCY RESTORE PUBLIC TRUST IN MAINSTREAM JOURNALISM?

Roberto Rocha
CBC News
@robroc
Quebec driving increase in Canada's bilingualism rate, census figures show

45% of Quebecers declared they speak both official languages in 2016

Roberto Rocha · CBC News · Posted: Aug 02, 2017 9:17 AM ET | Last Updated: August 2, 2017

The proportion of native French speakers in Quebec has gone down slightly, from 79.7 per cent of the population to 78.4 per cent. (Jean-Christophe/AFP/Getty Images)
Where water mains broke the most and the least since 2000

More breaks than average
Fewer breaks than average

SOURCE: City of Montreal
Saint-Sulpice Seminary

130 Notre-Dame Street W.
Built around 1687 | Architect(s): François Dollier de Casson

Photo: Martin Thibault/Radio-Canada

This discreet building is the most important monument in the city that’s still occupied by the original owner, the Society of the Priests of Saint-Sulpice (the Sulpicians). The Sulpicians were the seigneurs of Montreal for a century and this seminary was a symbol of their power. “It’s one of the rare examples of French classical architecture in a colonial context and we are fortunate to still have it,” Lachapelle says.
Montreal road conditions, 2010-2015
Left: 2010; Right: 2015. Some streets may have been repaved since.
Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks.

by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica

May 23, 2016
Media Now Least Trusted Institution

Percent trust in media, and change from 2017 to 2018

Distrusted in 22 of 28 of markets

Source: 2018 Edelman Trust Barometer. TRU INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General population, 28-market global total.
America's Most And Least Trusted Professions

% of U.S. adults saying the following have high/very high honesty and ethical standards

- Nurses: 82%
- Military officers: 71%
- Grade school teachers: 66%
- Medical doctors: 65%
- Pharmacists: 62%
- Police officers: 56%
- Judges: 43%
- Clergy: 42%
- Bankers: 25%
- Newspaper reporters: 25%
- Local officeholders: 24%
- TV reporters: 23%
- Lawyers: 18%
- Business executives: 16%
- Lobbyists: 8%

*Selected professions
Source: Gallup
How much do you trust the data about the economy that is reported by the federal government? Do you...

- not trust it at all
- somewhat distrust it
- don't know
- somewhat trust it
- completely trust it

[Bar chart showing percentages for different categories]
“It seems to be pretty clear that false information outperforms true information.”

Soroush Vosoughi, data scientist, MIT
Claim: An 85-year-old woman was arrested for making fur coats out of her neighbors' cats

It's a hoax.

Tagged: Animals  Fake News  Hoaxes  Texas

Resolved: snopes.com  Added Jan 7

It was false from the moment it was published, but Snopes offered a debunking.

Originating Source: worldnewsdailyreport.com  Added Jan 7

This is a a fake news article from World News Daily Report, a site which only publishes hoaxes.
### Sources

Sources Tracked: **5**    Total Shares: **336,090**

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<th>Against</th>
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<td><strong>2</strong></td>
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<td>Shares</td>
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<td><strong>86,534</strong></td>
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*Note: The numbers represent shares tracked for and against a specific topic or issue.*
The Intersect

What was fake on the Internet this week: Why this is the final column

By Caitlin Dewey  December 18, 2015  Email the author

(Giphy)
The long read

How statistics lost their power – and why we should fear what comes next

William Davies. The Guardian, Jan 19, 2017
It's called the backfire effect.

and it's a well-documented psychological behavior.

The Oatmeal, theoatmeal.com/comics/believe
A serious problem the news industry does not talk about

Ask anyone working in a newsroom what they think of their audience, and you’ll hear a variety of answers. Over the past couple of years, Andrew Haeg and I have been asking that very question of hundreds of reporters, editors and producers in newsrooms around the world. I’m not one to manufacture an emergency, but the answers we’re hearing are pretty troubling. What they’re saying points to a very serious problem:

The culture of journalism breeds disdain for the people we’re meant to be serving, i.e., the audience.
“Great unwashed masses.”

“If we gave the audience what they wanted, they’d ask for crap!”

“Our audience are idiots.”
While Trust in Platforms Declines, Trust in Journalism Rebounds

Percent trust in each source for general news and information, 2012 to 2018

Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust at all” and nine means that you “trust it a great deal.” (Top 4 Box: Trust), question asked of half of the sample. General population, 25-market global total.
Journalism More Trusted Than Platforms in 21 Countries

Gap in trust in journalism vs. platforms

% Trust in Journalism

59

61 53 52 66 61 52 57 53 67 66 53 77 62 54 61 55 41 52 54 74 62 71 62 63 57 65 42

% Trust in Platforms

51

40 33 33 47 43 35 40 36 63 54 42 88 54 46 53 49 37 47 48 51 73 62 71 62 64 58 68 55

Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box, Trust), question asked of half of the sample. General population, 28-market global total.
Fact-Checking Can Change Views? We Rate That as Mostly True

Brendan Nyhan @BrendanNyhan Nov. 5, 2016
Do People Actually Learn From Fact-Checking?
Evidence from a longitudinal study during the 2014 campaign

Brendan Nyhan
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November 30, 2016

Abstract

Though fact-checking’s prominence has grown in recent years, little is known about public attitudes towards the format or how fact-checking exposure affects the accuracy of people’s beliefs about controversial political issues. In the current political environment, it is especially important to understand whether fact-checking can effectively counter incorrect and misleading claims made by politicians. To assess fact-checking’s influence on factual beliefs, we randomly exposed a representative panel of Americans to receive fact-checking or placebo content over multiple survey waves during the 2014 campaign. Our findings indicate that fact-checking exposure significantly increases the accuracy of people’s beliefs, especially among individuals with high political knowledge. We find only limited evidence that these effects vary by whether the fact-check is politically congenial to respondents. While Republicans feel less positively about fact-checking than Democrats, fact-checking improves belief accuracy among Republicans and Democrats for both belief-consistent and belief-inconsistent items.
How to talk about immigration
Many people are misinformed and don’t know what the facts show

This person thinks that I’m stupid.
I understand what he’s saying – I just don’t agree with it
“When the intention is to engage with general, non-specialist audiences, there is no substitute for going and talking to the people with whom these arguments are designed to connect.”

*British Future.* How to Talk About Immigration, 2014
Journalism in the 21st century has undergone a fundamental change from how it would be understood to a 19th or even 20th century audience. The Guardian's editor Alan Rusbridger describes the centrality of a two-way relationship between journalists and their readers and how it has shaped the Guardian's editorial strategy.
An index of all our open-source data, analysis, libraries, tools, and guides.

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- Data and Analyses
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Data and Analyses

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<td>Analysis of diversity in the dialogue of Best Picture-nominated films</td>
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<td>Analysis of the text of every State of the Union address</td>
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Analysis

What is the total number of fatalities?

In [10]: len(fatalities)
Out[10]: 179

What has the trend been over time?

In [11]: fatalities['death_year'] = fatalities.death_datetime.apply(lambda x: pd.to_datetime(x).year)

In [12]: charts.bar(fatalities.death_year.value_counts(), figwidth=12)

Who are the victims?
BREAKING: Undercover Video Exposes Washington Post’s Hidden Agenda

by Staff Report

November 27, 2017

in Press Releases / Video / Top Stories / #AmericanPravda / Journalism / #FakeNews

BREAKING: Undercover Video Exposes Washington Post's Hidden Agenda...

DAN LAMOTHE, NATIONAL SECURITY REPORTER, WASHINGTON POST

And then there's the other side of it that's like the opinion from God, the Washington Post institutional voice and that's the editorial.
The fixes, to me seem both obvious & unlikely:
1. massive, resourced, deliberate media literacy campaign
2. abandoning needless convention (editorial boards, perhaps)
3. emphasis on fairness, not nonexistent "objectivity"
4. radical transparency about how we do what we do

12:39 PM - 29 Nov 2017
Elections 2014: Make Your Own Senate Forecast

By JOSH KATZ, WILSON ANDREWS and JEREMY BOWERS

Control of the Senate is up for grabs in this year’s midterm elections. We at The Upshot created Leo, a statistical model that combines polling, fund-raising data and other variables to forecast win probabilities in each race. But perhaps you can do better.

Below, we let you tweak Leo’s settings, explore the effect of different assumptions and create your own forecast. You can submit one set of predictions or a new forecast every day — or anything in between. After the elections are over, we’ll award the best forecaster the coveted Upshot Cup for Excellence in Election Forecasting.

1. CHOOSE A STARTING POINT

   - The Upshot
   - Polls only
   - Fundamentals only
   - House effects
   - Nontraditional polls
   - Weight recent polls

538

2. FINE-TUNE YOUR PICKS

Make your forecast by clicking states or moving sliders to rate each race.

3. YOUR SENATE FORECAST

YOUR FORECAST SAYS . . .

75% Chance of Republican control
Show your work: The new terms for trust in journalism

The transparency movement has finally come of age. Power has shifted to the users. Their trust has to be earned in different ways now.
Because this universe of ours
is so achingly beautiful.

And we’re all in it together.
Thank you.