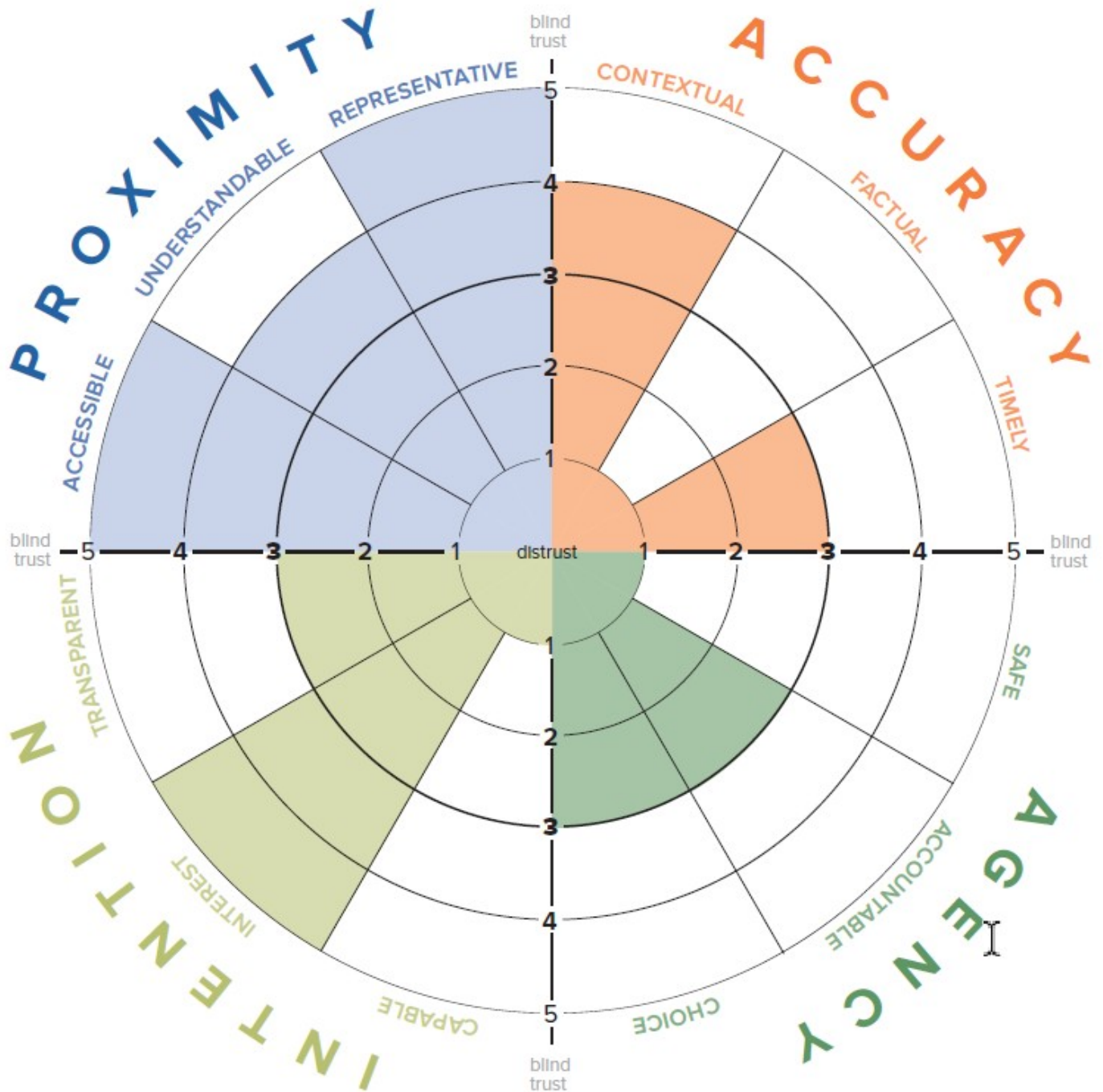


The Trust Framework



The Trust Framework

Information ecosystems are a complex blend of unmet needs and an over-abundance of information. It's crucial to promote the creation of locally relevant and dependable information. However, no matter how factual and relevant your information is, these efforts are futile if the information is not trusted, and is rejected.

The Internews Trust Framework offers a perspective to gauge the presence of trust and, importantly, to understand why certain sources of information might be more, or less trusted. This framework consists of four key elements of trust, each comprising three components. This enables us to analyze, monitor, plan, and assess with the goal of fostering, enhancing, or nurturing trust.

Crucially, this framework operates on the principle that the goal of information providers is not blind trust. High-quality information benefits from being subject to constructive scrutiny, and information providers should be open to questions and be genuinely accountable to their audiences.

Accuracy

1. Is the information locally relevant?
2. Is the information factually correct?
3. Is it the information people need right now?

Proximity

1. Is it easy to contact the information provider?
2. Is it easy to understand the information provider?
3. Is it easy to relate to the information provider?

Agency

1. Is people's privacy protected?
2. Are people able and encouraged to give feedback?
3. Are people supported to make their own decisions?

Intention

1. Is the information provider transparent about their intentions?
2. Is it clear who they intend to help?
3. Is the information provider able to deliver on their promises ?