

# Trust Label Research Project

The impact of labeling news articles

Media Futures ●

Kata Urban & Snorre Alvsvåg, MediaFutures, UiB  
Kata.Urban@uib.no | Snorre.Alvsvag@uib.no

## Facts

1 Serving size per fact-checked news

**Serving size**

**1 article**

**Reading time**

**1 minute**

## Abstract

By labeling news articles, we can assess the effect it has upon users and see if it can affect the users perception of the article as a whole. By reviewing articles with methods of spotting fake news and presenting this information to the user through the use of labels, we can nudge the user to decide for themselves how they wish to perceive the article. We look into how we can best utilize labels to gain trust from the users. Finally, we take this knowledge and see how a journalist would perceive the label nudges, and if this could help their information gathering task by labeling useless news articles as exactly that.

## Research question

- 1.) How users perceive fact-checked articles?
- 2.) What do users and journalists perceive as effective ways to create trust labels for news articles?
- 3.) Are users more likely to read an article that is labelled as being fact-checked?

## Goals

- To provide a useful choice both for news producers and users. It helps both sides to differentiate between news
- Find the “healthiest article in its category”
- Value creation – news producers and users

Contact information: Kata Urban kata.urban@uib.no | Snorre Alvsvåg snorre.alvsvag@uib.no

## PARTNERS



## HOST



## FUNDER

This research is funded by SFI MediaFutures partners and the Research Council of Norway (grant number 309339).

