

Twitter needs an Urgent Trust Score



White Paper from [SanRa.co](https://sanra.co). For corporate clients - corporate@sanra.co

White Paper: The Urgent Need for a Trust Score on Twitter

Introduction

In the digital age, social media platforms like Twitter have become pivotal in shaping public opinion, disseminating information, and fostering communication. However, the rapid spread of misinformation and the challenge of verifying the credibility of content have raised significant concerns. This white paper explores the urgent need for a trust score on Twitter, a metric that evaluates the trustworthiness of information based on its source and content. We will discuss the importance of social trust in digital content, the distinction between primary and secondary sources, and propose a framework for implementing a trust score on Twitter.

The Importance of Social Trust in Digital Content

Social trust is the confidence that audiences have in a content creator or media source to provide truthful and reliable information. High levels of social trust lead to greater perceived credibility, which is crucial for protecting digital assets and fostering engagement with content[3]. Trust indicators such as verified profiles, citations, and transparency around sources and data help boost credibility. However, the challenge of establishing trust on social media, where misinformation can spread rapidly, underscores the need for a systematic approach to evaluate and rank the trustworthiness of content.

Primary vs. Secondary Sources

Understanding the difference between primary and secondary sources is essential for evaluating the credibility of information. Primary sources are original materials that provide direct evidence or firsthand accounts of events, such as journal articles, raw data, and eyewitness reports[1][2][5]. Secondary sources, on the other hand, interpret, analyze, or summarize primary sources, offering commentary and context[1][2][5]. By distinguishing between these types of sources, we can better assess the reliability of information shared on Twitter.

The Need for a Trust Score on Twitter

Given the vast amount of information shared on Twitter, a trust score can help users navigate the platform more effectively by highlighting credible content and reducing the spread of misinformation. A trust score would evaluate the trustworthiness of tweets and users based on several factors, including the type of source (primary or secondary), the accuracy of the information, and the transparency of the content creator.

Proposed Framework for Trust Score Implementation

1. Source Verification

- ****Primary Sources****: Tweets that link to primary sources, such as original research articles, official reports, or firsthand accounts, should receive a higher trust score. These sources provide direct evidence and are less likely to be influenced by interpretation or bias.
- ****Secondary Sources****: Tweets that link to secondary sources, such as news articles or opinion pieces, should be evaluated based on the credibility of the publication and the author. While secondary sources can provide valuable context, they are one step removed from the original event and may introduce bias.

2. Content Analysis

- **Accuracy**: The trust score should consider the factual accuracy of the information. This can be achieved through automated fact-checking tools and cross-referencing with reliable databases.
- **Transparency**: Content creators who provide clear citations, disclose potential conflicts of interest, and maintain transparency about their sources should receive a higher trust score.

3. User Behavior

- **Engagement**: Users who consistently share accurate and well-sourced information should be rewarded with a higher trust score. Conversely, those who frequently share misinformation should see their trust score decrease.
- **Verification**: Verified accounts, especially those belonging to experts or reputable organizations, should have a baseline higher trust score due to their established credibility.

Challenges and Considerations

Implementing a trust score on Twitter is not without challenges. The platform must balance the need for accurate information with the principles of free speech and open dialogue. Additionally, the algorithms used to calculate trust scores must be transparent and regularly updated to adapt to new types of misinformation and evolving user behavior.

Conclusion

A trust score on Twitter is urgently needed to enhance the credibility of information shared on the platform and to combat the spread of misinformation. By leveraging the distinction between primary and secondary sources, evaluating content accuracy and transparency, and considering user behavior, Twitter can create a more trustworthy and reliable information ecosystem. This initiative will not only protect digital assets but also foster a more informed and engaged user base.

References

1. QUT Library. "Primary vs Secondary Sources." YouTube. [1]
2. University of Minnesota Crookston. "Primary, Secondary, and Tertiary Sources." [2]
3. ScoreDetect. "Importance of Social Trust in Digital Content Creation." [3]
4. Macquarie University. "CoTrRank: Trust Ranking on Twitter." [4]
5. Western Governors University. "What Is the Difference Between a Primary and Secondary Source?"

Sources

- [1] Primary vs secondary sources - YouTube <https://www.youtube.com/watch?v=FZRyYfWYEBI>
- [2] Primary, Secondary, and Tertiary Sources <https://crk.umn.edu/library/primary-secondary-and-tertiary-sources>
- [3] Importance of Social Trust in Digital Content Creation - ScoreDetect <https://www.scoredetect.com/blog/posts/importance-of-social-trust-in-digital-content-creation>
- [4] [PDF] CoTrRank: Trust Ranking on Twitter - Macquarie University https://research-management.mq.edu.au/ws/portalfiles/portal/158395764/138878616_AAM.pdf
- [5] What Is the Difference Between a Primary and Secondary Source? <https://www.wgu.edu/blog/what-difference-between-primary-secondary-source2304.html>
- [6] Primary vs. Secondary - Primary Sources: A Research Guide <https://umb.libguides.com/PrimarySources/secondary>
- [7] [PDF] Should We? Evaluating the Trustworthiness of Twitter Users <https://trepo.tuni.fi/bitstream/handle/10024/145760/FakeNews.pdf?sequence=1>
- [8] Primary and secondary sources - UNSW Library <https://www.library.unsw.edu.au/using-the-library/information-resources/primary-and-secondary-sources>
- [9] What is the difference between Primary and Secondary sources? <https://libguides.furman.edu/special-collections/for-students/primary-secondary-sources>
- [10] Disinformation, 'fake news' and influence Campaigns on Twitter <https://knightfoundation.org/features/misinfo/>
- [11] How important is consumer trust to effective programmatic advertising? <https://www.kantar.com/inspiration/advertising-media/how-important-is-consumer-trust-to-effective-programmatic-advertising>
- [12] Trust, Media Credibility, Social Ties, and the Intention to Share ... <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8869166/>
- [13] Study: On Twitter, false news travels faster than true stories <https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>
- [14] What is meant by primary and secondary sources? <https://www.canterbury.ac.uk/learning-skills-hub/understanding-academic-sources/what-is-meant-by-primary-and-secondary-sources>
- [15] Fake news spreads faster than true news on Twitter ... - Science <https://www.science.org/content/article/fake-news-spreads-faster-true-news-twitter-thanks-people-not-bots>
- [16] Twitter's new crisis misinformation policy: All you need to know <https://www.aljazeera.com/news/2022/5/20/twitter-rolls-out-misinformation>

[17] Trust in Social Media | Ipsos <https://www.ipsos.com/en/trust/trust-social-media>

[18] An exploratory study of COVID-19 misinformation on Twitter <https://www.sciencedirect.com/science/article/pii/S2468696420300458>

[19] Twitter flagged Donald Trump's tweets with election misinformation <https://misinforeview.hks.harvard.edu/article/twitter-flagged-donald-trumps-tweets-with-election-misinformation-they-continued-to-spread-both-on-and-off-the-platform/>

[20] Instagram Trust Score: What It Is and How to Improve It <https://www.thesocialmediahat.com/blog/instagram-trust-score-what-it-is-and-how-to-improve-it/>

