

INTRODUCTION

Thanks for participating in this project! The work you do will help support the work of the Credibility Coalition.

In this study, you will review a set of 30-50 articles and annotate them with basic response questions.

We are working to improve this process, so we encourage you to leave any notes for improvement while you work through the tasks.

GETTING STARTED

1. Fill out this [new participant survey](#).
2. Review the Annotation Guide for an overview of the questions you'll be asked
3. Visit [checkmedia.org](#).
4. Log in with the user name and password you've been provided. This will take you to your team on Check.
5. Click on "Study [X] Project 1" (where [X] will be either 1, 2 or 3).

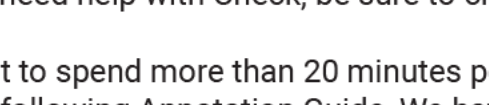
FOR EACH ARTICLE

Click on the first item. You will see an item view with a URL, and a set of 24 tasks below it.

1. In the upper left hand corner, change **New** to **In Progress**.
2. Read the article, paying attention to both the article and surrounding media.
3. Respond to the tasks in order. Some of these might require some side research.
4. If you cannot find an answer, please do not leave the field blank; instead, type in "could not locate".
5. When you are finished, change **In Progress** to **Complete**.
6. Move on to the next item in order

TIPS AND TRICKS

Don't hesitate to reach out with any questions! We're happy to help:



If you need help with Check, be sure to check out our [Product Guides](#).

Try not to spend more than 20 minutes per article. In the following Annotation Guide, We have provided sample amounts of time for each task.

If an article seems to have disappeared, you can copy its URL and paste it in [archive.is](#). We have all the articles archived there.

TASKS

1/24

What's your first impression after reading the article once?

In this section you will find a guide to all annotations.

Q: Rate your impression of the credibility of this article.

- A:** Very low credibility
Somewhat low credibility
Medium credibility
Somewhat high credibility
Very high credibility

ORIGINALITY

2/24

Q: Has the text of this article appeared in exactly the same words or very similar words in another publication?

Instructions: Using no more than 5 minutes, determine to the best of your ability whether this article is an original piece or originated elsewhere. You are free to use search engines to search for titles or phrases.

- A:** A) Most likely original
B) Appears to be a copy of one or more articles, with some portions different or remixed
C) Extensive quoting from another source, with some original content
D) A wholesale duplicate of another article

?: B) Sometimes article texts get repurposed in new publications. (This can be due to licensing agreements from a wire service or the article can simply be stolen without crediting the original article.)
C) Sometimes the article is copied wholesale while other times some words are changed or a new article is created that copies from multiple articles.
D) Finally, some articles will quote extensively from one or more other articles with only a small amount of original reporting or writing.

3/24

Q: If you answered B, C, D, above, was attribution given and if so, was the attribution accurate?

- A:** A) Attribution was not given
B) Attribution was given but was inaccurate
C) Attribution was given and was accurate
D) Unclear which is the original

FACT-CHECKED

4/24

Central claim: does the author have a statement that requires evidence?

Q: Has the central claim in this article been fact-checked by another source?

Instructions: Determine whether the article has a central claim. If it does, using no more than 5 minutes, determine to the best of your ability whether this central claim has been fact-checked by one of the approved sources. You may stop after finding 1 source (no need to find multiple fact-checking sources). You are free to use search engines to search for titles or phrases.

?: There are sources that seek to verifying or debunk claims that appear in articles. A prominent example of such a source is Snopes.com. Here are the list of approved fact-checking sources relevant to this article (taken from [this list](#)):
Snopes
PolitiFact
Climate Feedback
AP Fact Check
Factcheck.org
Full Fact
The Washington Post Fact Checker

- A:** A) No central claim
B) Most likely not fact-checked by an approved source
C) Fact-checked and determined false
D) Fact-checked and determined true
E) Fact-checked with unclear results
F) Fact-checked with mixed results
If you selected C, D, E, or F, please paste the URL of the fact-checking page:

REPRESENTS SOURCE CONTENT

5/24

Follow these steps for the first three citations you see.

Q: Is Source 1...

Instructions: Find where the article is quoting or citing another source, whether it be a person, organization, or scientific study. Find the original content online that it is citing. You are free to use search engines to determine this information. This question DOES NOT include original quotes, such as from an interview by the author of the article. If there are more than 3 sources, do this question only for the first 3 cited or quoted sources in the article. If there are fewer than 3, leave the question blank.

?: Journalists are expected to accurately represent any sources that they cite or quote, such as scientific articles, speeches, or other materials.

- A:** A person
A scientific study
An organization
Other [free response]

6/24

Q: Is a link provided in the article to where the original content came from? Whether yes or no, paste the URL of the original source (if it is from a live event, find the transcript or video) in the notes:

7/24

Q: If you can find it, paste the impact factor of the journal or conference of Source 1.

Instructions: Often this is on the homepage of the publication, or searchable by typing the journal name in quotes and "impact factor". Type the journal or conference name in the additional details section. If you cannot find an answer, please do not leave the field blank; instead, type in "could not locate".

8/24

Q: Does this article properly characterize the methods and conclusions of the original source?

?: The article could overstate or understates conclusions from the source, selectively quote or cites a portion while ignoring other important aspects, or extrapolate more from the source than what it actually conveys.

9/24

Q: This article properly characterizes the methods and conclusions of the cited or quoted source:

- A:** Strongly disagree
Somewhat disagree
Neutral
Somewhat agree
Strongly agree
Unable to find source
Source is behind a paywall

NUMBER OF ADS

?: The number of ads can be an indicator of a site that is focused on financially-motivated misinformation. A simple tally of ads can reveal a lot, if there's an unusual number of ads on the page.

ClickZ has a good roundup of how ads might appear on a page

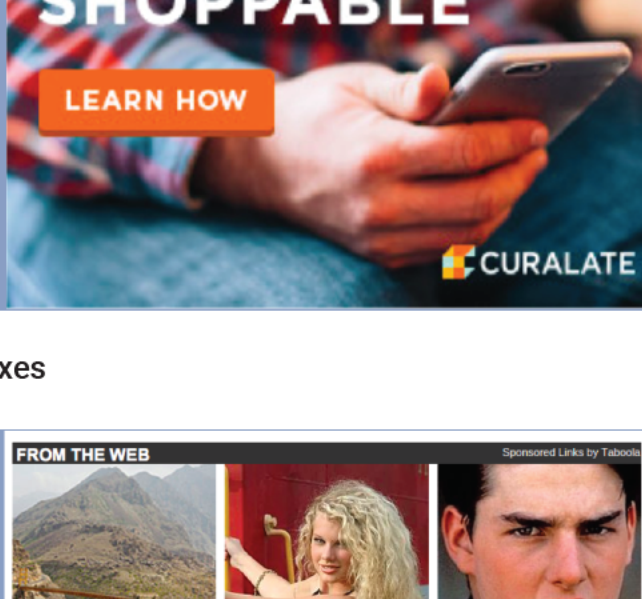
Instructions: There are three types of ads to look for:
(1) Display ads.
(2) Content recommendation engines
(3) Sponsored content

17/24

Q: Number of display ads

?: These are boxes that are clearly advertisements, typically in the form of a graphic image, or in the case of Google Adwords, a box with text.

This can take the form of banner ads or images on the page, popups, interstitials, etc. They are clearly advertisements, like so:

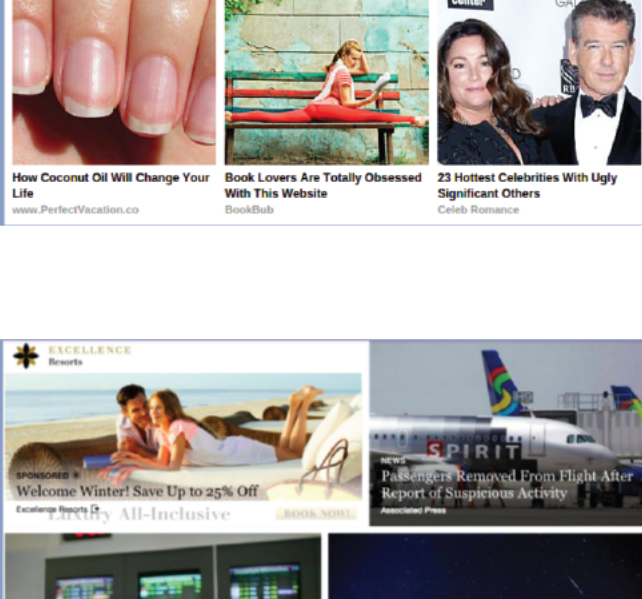


18/24

Q: Number of content recommendation boxes

?: Look for content recommendation engines, specifically:
Taboola
Outbrain
Tivo
RevContent

This box counts as a single ad unit, though it contains links to many pages.

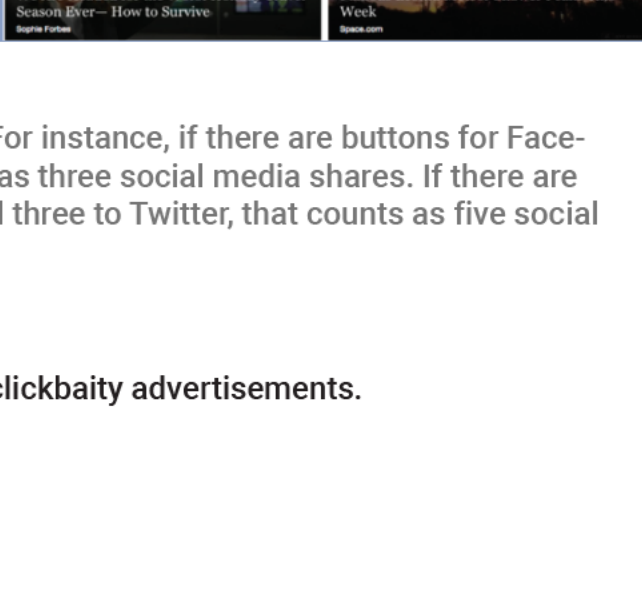


19/24

Q: Number of links to sponsored content

?: This is content recommended on the site with a clear label: "Sponsored."

This is more subtle. In this example, you can see the item in the upper left hand corner is designed to look like content.



20/24

Q: Number of calls to social shares

(This is defined by each individual call. For instance, if there are buttons for Facebook, Twitter, and Pinterest, this counts as three social media shares. If there are two buttons for sharing to Facebook and three to Twitter, that counts as five social media shares)

21/24

Q: Number of calls to join a mailing list

22/24

Q: The page of the article has spammy or clickbaity advertisements.

- A:** Strongly disagree
Somewhat disagree
Neutral
Somewhat agree
Strongly agree

23/24

Q: The page of the article has aggressively-placed advertisements, social shares

- A:** Strongly disagree
Somewhat disagree
Neutral
Somewhat agree
Strongly agree

Do the ads interrupt the flow of an article?

24/24

Q: Rate your impression of the credibility of this article.

Has your answer from Task 1 changed after completing the rest?