Authenticity Ratio™ Report

Brand: nytimes

Report ID:	run_20251106_063752_88e43de9
Generated:	2025-11-06T06:38:29.536933
Analysis Period:	Current Run
Data Sources:	brave, youtube, reddit
Rubric Version:	v2.0-trust-stack

Summary

Core Authenticity Ratio: 66.7%

Extended Authenticity Ratio: 75.0%

Total Content Analyzed: 6

Executive Summary: 66.7% Core AR — 6 items analyzed.

Executive Summary

Out of 6 items analyzed, 66.7% met authenticity standards, indicating that most brand-related content lacks verifiable provenance or transparency. The low Verification and Transparency scores suggest the brand's messaging is being reused or misrepresented by third parties.

Score-based Authenticity Ratio (mean 5D score): 65.9%

Definitions:
- Core AR (classification): Percentage of items explicitly classified as 'Authentic' (Authentic / Total * 100).
- Score-based AR (mean 5D score): The arithmetic mean of per-item 5D composite scores (0-100).
- Extended AR: A rubric-blended metric combining classification labels and score-based signals; see AR Analysis for formula details.

Examples from this run:

The New York Times - Breaking News, US News, World News and Videos — Authentic (86.2)
Live news, investigations, opinion, photos and video by the journalists of The New York Times from more than 150 countries around the world. Subscribe for coverage of U.S. and international news, politics, business, technology, science, health, arts, sports and more.
URL: https://www.nytimes.com/

youtube_video_SzP8OhWoOG4 — Suspect (50.0)

What's the New York Times Cutoff? — Inauthentic (23.2)
What's this year's cutoff for the New York Times?
URL: https://www.reddit.com/r/RunNYC/comments/1onapfn/whats_the_new_york_times_cutoff/

The New York Times Company — Authentic (77.9)
The New York Times is dedicated to helping people understand the world through on-the-ground, expert and deeply reported independent journalism. The New York Times's industry-leading products are designed to help readers make the most of their lives and passions. Being dedicated to journalistic i...
URL: https://www.nytco.com/

The New York Times - YouTube — Authentic (76.7)
The New York Times is the most powerful engine for independent, boots-on-the-ground and deeply reported journalism. We set the standard for the most ambitious and innovative storytelling across features, news and investigations. Because we're journalists, we're excited to report the news as quick...
URL: https://www.youtube.com/@nytimes

Authenticity Ratio Analysis

Metric	Count	Percentage
Total Content	6	100.0%
Authentic	4	66.7%
Suspect	1	16.7%
Inauthentic	1	16.7%
Core AR	**66.7%**	
Extended AR	**75.0%**	

Core AR (simple): Authentic / Total * 100 = 4 / 6 * 100 = 66.7% Extended AR: 75.0% — this is a rubric-adjusted blend that can pull items toward authenticity or inauthenticity based on 5D scores and attribute rules.

Provenance

Definition: How traceable and source-verified the content is.
Key Stats: Average: 0.633 | Range: 0.14–0.81
Moderate provenance indicates some content includes brand-linked metadata or source signals (e.g., official product listings or verified user accounts), but most lacks clear traceability.

Verification

Definition: Alignment with verifiable brand or regulatory data.
Key Stats: Average: 0.698 | Range: 0.24–0.99
Verification is the weakest pillar. Few posts or listings reference authoritative identifiers (such as verified domains, SSL certificates, or official brand handles).

Transparency

Definition: Clarity of ownership, disclosure, and intent.
Key Stats: Average: 0.576 | Range: 0.14–0.78
Transparency remains low, likely due to missing disclosure tags or ambiguous authorship.

Coherence

Definition: Consistency of messaging and tone with known brand assets.
Key Stats: Average: 0.672 | Range: 0.19–0.89
Inconsistent tone or visual style may indicate unofficial reshares or imitations.

Resonance

Definition: Audience engagement that aligns with brand values.
Key Stats: Average: 0.714 | Range: 0.45–0.85
Resonance is relatively stable but not strongly correlated with authenticity, suggesting popular content may not be brand-originated.

5D Trust Dimensions Analysis

Dimension	Average	Min	Max	Std Dev
Provenance	0.633	0.140	0.814	0.271
Verification	0.698	0.240	0.987	0.287
Transparency	0.576	0.140	0.778	0.232
Coherence	0.672	0.186	0.886	0.277
Resonance	0.714	0.453	0.846	0.186

5D Trust Dimensions - Average Scores
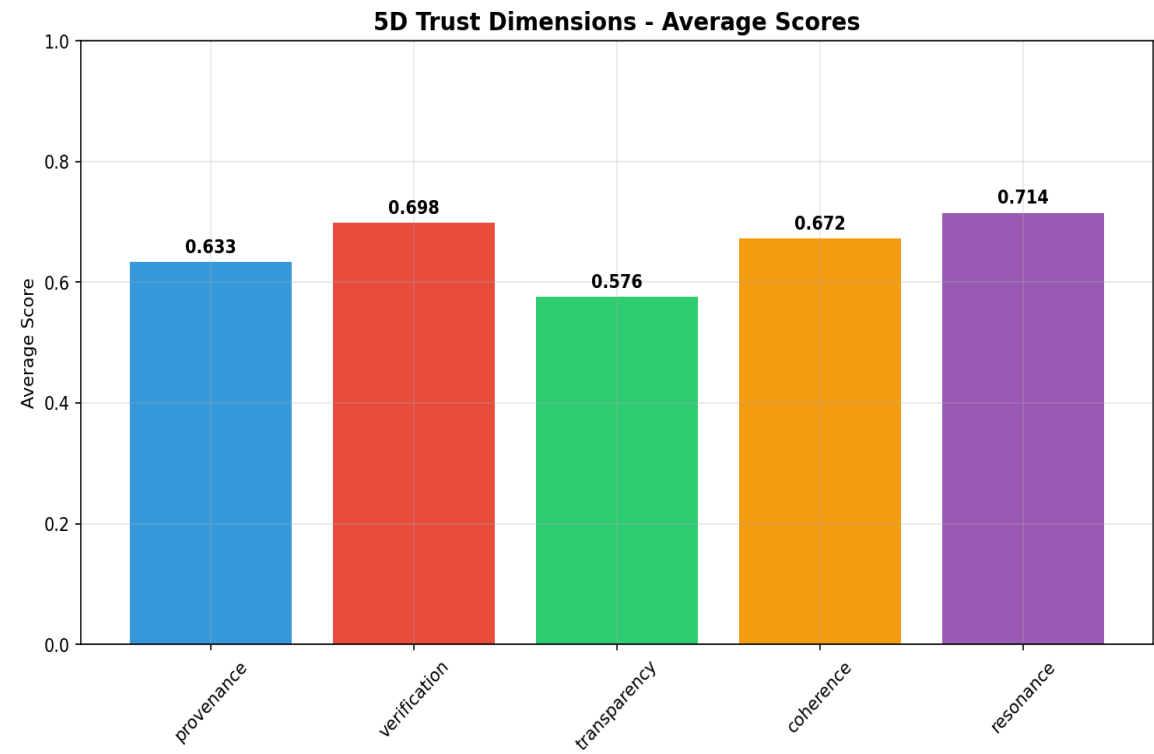
Content Classification Analysis

Content classification analysis reveals the following distribution: • Authentic content: 4 items (66.7%) • Suspect content: 1 items (16.7%) • Inauthentic content: 1 items (16.7%) This classification helps identify content that requires immediate attention (inauthentic), content that may need verification (suspect), and content that strengthens brand authenticity (authentic).