

# P7011

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**Submitter Email:** [josh@pitt.edu](mailto:josh@pitt.edu)  
**Type of Project:** New IEEE Standard  
**PAR Request Date:** 16-Oct-2017  
**PAR Approval Date:** 06-Dec-2017  
**PAR Expiration Date:** 31-Dec-2021  
**Status:** PAR for a New IEEE Standard

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**1.1 Project Number:** P7011  
**1.2 Type of Document:** Standard  
**1.3 Life Cycle:** Full Use

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**2.1 Title:** Standard for the Process of Identifying and Rating the Trustworthiness of News Sources

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**3.1 Working Group:** News Site Trustworthiness Working Group (SSIT/SC/News Site Trustworthiness)

**Contact Information for Working Group Chair**

**Name:** Joshua Hyman  
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**Contact Information for Working Group Vice-Chair**

None

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**3.2 Sponsoring Society and Committee:** IEEE Society on Social Implications of Technology/Social Implications of Technology Standards Committee (SSIT/SC)

**Contact Information for Sponsor Chair**

**Name:** Victoria Hailey  
**Email Address:** [vhailey.iso@gmail.com](mailto:vhailey.iso@gmail.com)  
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**Contact Information for Standards Representative**

None

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**4.1 Type of Ballot:** Individual

**4.2 Expected Date of submission of draft to the IEEE-SA for Initial Sponsor Ballot:** 04/2020

**4.3 Projected Completion Date for Submittal to RevCom**

**Note: Usual minimum time between initial sponsor ballot and submission to Revcom is 6 months.: 02/2021**

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**5.1 Approximate number of people expected to be actively involved in the development of this project:** 15

**5.2 Scope:** This standard provides semi-autonomous processes using standards to create and maintain news purveyor ratings for purposes of public awareness. It standardizes processes to identify and rate the factual accuracy of news stories in order to produce a rating of online news purveyors and the online portion of multimedia news purveyors. This process will be used to produce truthfulness scorecards through multi-faceted and multi-sourced approaches. The standard defines an algorithm using open source software and a score card rating system as methodology for rating trustworthiness as a core tenant in an effort to establish trust and acceptance.

**5.3 Is the completion of this standard dependent upon the completion of another standard:** No

**5.4 Purpose:** The purpose of the standard is to address the negative impacts of the unchecked proliferation of fake news by providing an open system of easy-to-understand ratings. In so doing, it shall assist in the restoration of trust in some purveyors, appropriately discredit other purveyors, provide a disincentive for the publication of fake news, and promote a path of improvement for purveyors wishing to do so. The standards shall target a representative sample set of news stories in order to provide a meaningful and accurate rating scorecard.

**5.5 Need for the Project:** Currently, no standardized method for evaluating truthfulness in internet news publications exists. Consumer are (unrealistically) expected to act as researchers in order to evaluate this essential quality of news and information. This has resulted in the proliferation of fake news, misinformation, and civil discord. Establishment of this standard will work to institutionalize an open, unbiased system for scoring and rating of news purveyors for the betterment of the public good.

**5.6 Stakeholders for the Standard:** News Media, Internet Search, Social Media, Online Advertising, software engineers, open source community, general consumers. website developers

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**Intellectual Property**

**6.1.a. Is the Sponsor aware of any copyright permissions needed for this project?: No**

**6.1.b. Is the Sponsor aware of possible registration activity related to this project?: No**

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**7.1 Are there other standards or projects with a similar scope?: No**

**7.2 Joint Development**

**Is it the intent to develop this document jointly with another organization?: No**

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**8.1 Additional Explanatory Notes:**