

Journalists launch drive to fight fake news

Reporters Without Borders (RSF) and leading broadcasters launched a drive against fake news on Tuesday with a new set of trust and transparency standards for journalists. The Journalism Trust Initiative (JTI), which hopes to be able to certify outlets and news sources with high standards of ethical norms and independence, is being backed by Agence-France Presse, the European Broadcasting Union (EBU) and the Global Editors Network.

RSF head Christophe Deloire said the idea was that search engines and social media platforms would give preferential treatment in their algorithms to media outlets that met the standards. He hopes that it will lead to the setting up of a “trusted media label” in a world increasingly assaulted by fake news.

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