

**Transparency**

**is the new objectivity**

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## About me **Anna Masera**

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Trustee at the *Nexa Centre for Internet & Society*.

*La Stampa* Public editor since January 2016.

In 2014–2015 Head of Communications at the Italian Parliament.

First Social Media Editor in a major newspaper in Italy after ten years as Web editor.

Journalist since MA Columbia J-School 1984.

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## **S** Media in **crisis** due to lack of public trust

Since the digital revolution in communication,  
there is a crisis of **trust** in media  
and **David Weinberger\***'s premonition  
“transparency is the new objectivity” (2009)  
has become a recipe out of this crisis.

\*American technologist, co-author of the *Cluetrain Manifesto*

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Objectivity – even if unattainable - served  
an important role in how  
we came to **trust** information,  
and in the economics of newspapers  
in the modern age.

## **S** The public wants to know the **sources** and the values of the authors

What we used to believe because we thought the author was objective  
we now believe because we can see through the author's writings  
to the sources and values  
that brought the **author** to that position.  
Transparency gives the **reader** information  
by which he/she can undo  
some of the unintended effects of the ever-present biases.  
Transparency brings us to reliability the way objectivity used to.

**S** Charlie Beckett, **director of Polis**  
the LSE journalism think tank:

“Objectivity  
in its most pure form  
never existed”

**Perugia, April 7, 2016**

**S** Dan Gillmor, **digital media literacy**  
Walter Cronkite School of Journalism:

“If we add up thoroughness, **accuracy**,  
independent thinking and transparency,  
we get something better  
than what we used to call objectivity”

**Perugia, April 7, 2016**



**Mathew Ingram, Canadian  
digital media expert @ Fortune:**

“Being objective  
is not  
a **binary** question”

**Perugia, April 7, 2016**

## **S** The media needs to **engage** with readers

Why?

Because digital media audiences are unfaithful:  
news competitors are everywhere, a click away.

Reader engagement is necessary  
to conquer their **loyalty**.

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«Only quality journalism experiences  
online conquer the public»

**Raju Narisetti** (*News Corp Digital*)

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«The future of newspapers is in the  
value, not in the volume»

**Jeff Jarvis** (prof. @ *CUNY and Tow-Knight Center*)

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«Readers need an advocate in matters  
of journalistic integrity»

**Margaret Sullivan** (ex public editor @ *NYTimes*,  
now media editor @ *Washington Post*)

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The public asks for less emotion  
and more news analysis  
to explain and help **understand**  
what's happening

## **S** Priorities as **public editor**

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1. Put readers first
2. Encourage conversation
3. Promote transparency and understanding

## **S** Public editor **best practices**

1. A weekly paper column
2. A Facebook page
3. Interaction via Twitter
4. Readers letters via email
5. Interaction with colleagues
6. Interviews on controversial subjects
7. Participation in public debates
8. Lessons in schools

**Thank you :)**



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