



Does Verification Matter to the Audience?

The process of verification can take journalists a long time. How important do you think verification is to the audience?

News outlets often use the phrase ‘this video cannot be independently verified’ when they use footage that they can’t be 100% sure about. How do you think audiences react to that phrase? Is it helpful or do you think it makes audiences question everything about the content?

Remember the Brussels airport example when news outlets ran the video of people running from the airport building, crediting it to Anna Ahronheim, but she hadn’t captured the video herself. Does that matter? The footage was real, but the credit was wrong. Should news outlets have waited until they were 100% sure of the source, or run it with no credit, or perhaps a caption that ran ‘Credit:Unknown’. What do you think should be best practice in a situation like that?