

Country Reviewers/ Consultant Profile: United Kingdom

ORGANISATION The Global Disinformation Index (GDI) is a global not for profit organisation dedicated to reducing online disinformation by identifying and labelling domains with a “risk of disinforming” rating. Our goal is to create a world where we can trust what we see in the media.

3 PILLARS GDI built on 3 pillars (see 3 Pillars document for more detail):

- Independent: The GDI is not for profit and diversely funded. It exists solely to assess online publishers’ risk of disinforming their readers
- Neutral: The GDI is apolitical, global, and evidence-based.
- Transparent: The GDI’s rating criteria, index methodology, and detailed assessments will all be public, auditable, and disputable.

BEHAVIOURS

We continually strive to model the following behaviours in our interactions with others:

- Positivity: Problem solver, not problem raiser.
- Responsibility: Make it your problem - if it’s not right, fix it.
- Trustworthy: Make sure others can depend on you - If you say you are going to do it, do it.
- Respect: treat everyone, especially those with whom we disagree, with courtesy and respect.

MAIN RESPONSIBILITIES

The GDI has developed a research methodology to assess the disinformation risk of a news domain. The news domains are based on the national media market and put together with a local partner/country reviewer. As part of extending the risk ratings to other countries, we are seeking up to two researchers per country to compile a media list and conduct research on a selection of up to 35 news domains in the UK and apply a set of questions to determine each of the domain’s risk of “disinforming”. The framework is based on a set of indicators and questions that serve as flags of disinformation risk. The indicators and questions are divided into three topics or “pillars”: content, context and operations. Each researcher will assess each of the sites across the two pillars to be reviewed by the country reviewer (content and operations). There are 11 questions that are to be applied to each domain. Each of the country reviewers will maintain a researcher’s notebook and will be trained on and provided with guidelines for conducting the review of each domain. All research will be done virtually and based on an online review of the domains (and a selection of 10 stories from each domain). The researchers should be able to review sites and respond to questions. The neutrality and integrity of the researchers is critical in this role.

The researcher(s) should have conducted similar research reviews at the country or company level. Each researcher should have strong knowledge

of accepted good practice research techniques, including scoring methodologies. S/he should be familiar with the UK media market. The researchers can be part of an institution. In this case, a formal partnership could also be established with the partnering institution.

In conducting the review, each researcher is expected to:

- Produce a research notebook in English, including all quantitative scores and qualitative notes for each domain that has been reviewed.
- Assist the index manager with producing a scored assessment of the domains to produce a general overview of the disinformation risks in the UK media market.
- Write up a summary of the key findings and trends for the UK market in conjunction with the GDI team (not to exceed 20 pages).

The work is to be completed in conjunction with the index team and done in coordination with the rest of the organisation.

This is a fixed-term consultancy. An estimated 15 days of work for each researcher is envisioned:

- Compilation and agreement of media list (1 days).
- Review of up to 35 sites based on methodology (10 days/reviewer).
- Compilation of findings and market report (4 days).

Flexible work schedules are possible as long as the work is completed.

All of the work should be completed by no later than 1 July 2020.

However, depending on the candidate (or partner organisation), some flexibility can be allowed in the end date for the deliverables.

EXPERIENCE AND
QUALIFICATIONS

Required for each of the researchers:

- A university-level degree in a relevant topic (political science, data science, sociology and humanities).
- Demonstrated experience conducting desk research.
- Excellent knowledge of Excel and MS applications.
- First-hand experience with primary data collection efforts.
- Native speaker of English.

Preferred:

- Energy and enthusiasm.
- Problem solver and do-er.
- Experience with data visualisation and infographics.
- Experience working on media and/or related fields (fact-checking, OSINT, etc.).
- Comfort using Google Suite products and internal collaboration platforms.

LOCATION

Remote

REPORTING TO

Santhosh Srivivasan, Research Manager