# Attribution in Journalism

***READ***:

* + WATCH: [A Fragile Trust: Jayson Blair, plagiarism and the New York Times](https://www.youtube.com/watch?v=QMJXprjU1qk)



* + WATCH: [Independent Lens | A Fragile Trust | Jayson Blair Scandal Fallout | PBS](https://www.youtube.com/watch?v=4Tq6DBENYbw)
  + [Practice ethical curation and attribution](https://www.americanpressinstitute.org/publications/reports/strategy-studies/ethical-curation-attribution/)
  + [Getting digital attribution right, Part 2](https://www.poynter.org/reporting-editing/2013/getting-digital-attribution-right-part-2/)

***ACTIVITY***:

* + Have students watch a portion of the PBS Documentary, “A Fragile Trust.” Following the report, begin a discussion to address the following questions:
    - * + What was Jayson Blair accused of?
        + How was it determined that plagiarism took place?
        + How do you believe it went unnoticed within the New York Times?
        + What would you do differently in your newsrooms to practice ethical reporting?

***ACTIVITY 2***:

* + What is digital attribution?
    - * + What does it look like?
        + Why do we need it?
        + What is UGC (User Generated Content?)

If it’s public, why do I need permission to use or attribute?

* + - * + READ:

[Getting digital attribution right, Part 2](https://www.poynter.org/reporting-editing/2013/getting-digital-attribution-right-part-2/)

[Twitter Responds To Santa Barbara Shootings With #YesAllWomen Hashtag](https://www.buzzfeednews.com/article/alanwhite/twitter-responds-to-santa-barbara-shootings-with-yesallwomen)

* + - * + Students will work in groups of four to determine a process of obtaining permission and correct attribution to embed or use a social media post. Students will be asked to do the following:

Show how they will reach out to confirm and obtain source information of photo or post.

Show how attribution may look on an online publication.