Correx.news User's Guide

Thanks for trying Correx.news, the ASU News Co/Lab's new corrections/updates tool. Our goal is to help you easily send corrections and major updates down the same social media pathways that the original stories traveled.

Ted Han, our software developer, has been working hard on this tool. And like the tool itself, this guide is a work in progress. We need your feedback on both!
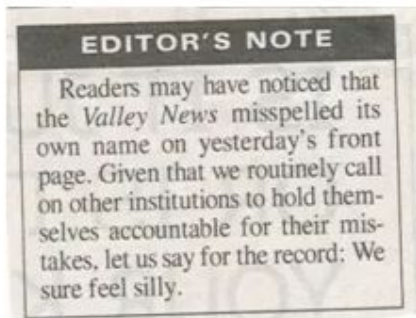
To show you how Correx works, we'll use an in-house example.

It starts with a blog post by Dan Gillmor, co-founder of the News Co/Lab, which is building the tool as part of a larger project to bring journalistic corrections firmly into the 21st century.

Dan posted the following on his personal blog:

There is an error in this post. Can you find it?

Posted on May 26, 2020 by Dan Gillmor

> ### EDITOR'S NOTE
> Readers may have noticed that the *Valley News* misspelled its own name on yesterday's front page. Given that we routinely call on other institutions to hold themselves accountable for their mistakes, let us say for the record: We sure feel silly.

The ASU News Co/Lab is deploying a "corrections tool" — a way to help journalistic corrections and major updates travel the same social media pathways as the original errors — into several newsrooms soon. This post is part of that process, as I'll explain here.

The News Co/Lab's Corrections Project is based on several notions: First, we believe that forthright corrections are a fundamental, essential part of journalistic transparency. Second, we can help automate the process of sending them down those social media pathways — to alert people who'd shared the original articles that there was a correction or significant update. Finally, we hope to help the news industry (and others who believe in the best journalistic principles) come up with a standard for creating and publishing corrections.

Our software developer, Ted Han, has been building the web-based corrections tool. It has two main parts:

Then he tweeted about it a couple of times, asking folks to help out.

Dan Gillmor ✓
@dangillmor

If you'd like to help us improve journalistic corrections in a social media age, please tweet about this blog post. Read it first so you'll know more about what we're doing. (Retweets are appreciated, but the experiment needs links to the post.)

There is an error in this post. Can you find it?
The ASU News Co/Lab is deploying a "corrections tool" — a way to help journalistic corrections and major updates trave...
🔗 dangillmor.com

4:11 PM · May 27, 2020 · TweetDeck

In your newsroom, think of that blog post, which definitely had an error in it, as an analog to something you published. You learned it had an error, or that conditions changed dramatically enough to require a major update.

Dan got some replies to his post, and that's when we put the Correx tool to work.

Using Correx

➤ **First**, log in using the Twitter account you want to use to reach readers.

Home   Search   Sign in with twitter

If you've never used Correx before, you'll see the "Audience Mapper" screen. It has a short menu and a search box:

Home   Search   Logout

Audience Mapper

[   ] Get Data

(If you *have* used the tool before, it should list stories you've searched on before.)

➤ **Next**, get the URL of the story you plan to correct or update. Plug it into the Correx search box and press the Get Data button.

In our example, here's what we saw on the next screen:

This is a list of tweets, ranked by followers, from people who shared the link. You can click on Followers, Retweets, or Favorites to rank those columns; the default is Followers. (The first two rows in this example are Dan's tweets; it turned out that most people simply retweeted our request rather than creating a new tweet to point to the blog post.)

If you click on "show" in any of the rows, you'll see what appears to the right. Above, you see a link by Twitter user Marc Reeves.

➤ **Next,** select the rows indicating the people you've decided to alert to the correction/update. It can be some:

http://dangillmor.com/2020/05/26/there-is-an-error-in-this-post-can-you-find-it/

Results 》 Followup

Twitter Facebook

	Followers	Retweets	Favorites	
☑	46417	5	1	show
☑	46417	26	14	show
☑	9546	0	0	show
☑	4752	1	6	show
☐	4113	0	0	show
☐	2350	0	0	show
☐	1700	0	0	show
☐	1647	0	0	show
☐	749	0	0	show
☐	499	0	0	show
☐	278	0	0	show

Esther Beadle
@estherbeadle

Really interesting project here. Looking forward to seeing how it develops. There is an error in this post. Can you find it?
wp.me/p4pXp6-1iw

There is an error in this post. Can you find it?
The ASU News Co/Lab is deploying a "corrections tool" — a way to help journalistic corrections and major updates travel the same
dangillmor.com

♡ 8:36 PM - May 27, 2020 ⓘ

See Esther Beadle's other Tweets 〉

Or all:

http://dangillmor.com/2020/05/26/there-is-an-error-in-this-post-can-you-find-it/

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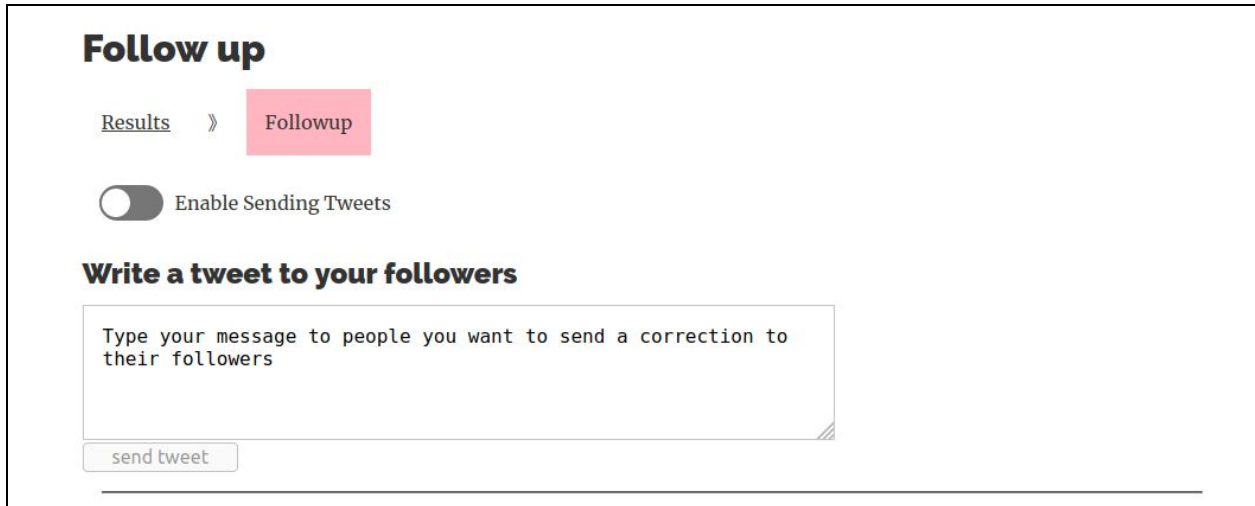wp.me/p4pXp6-1iw

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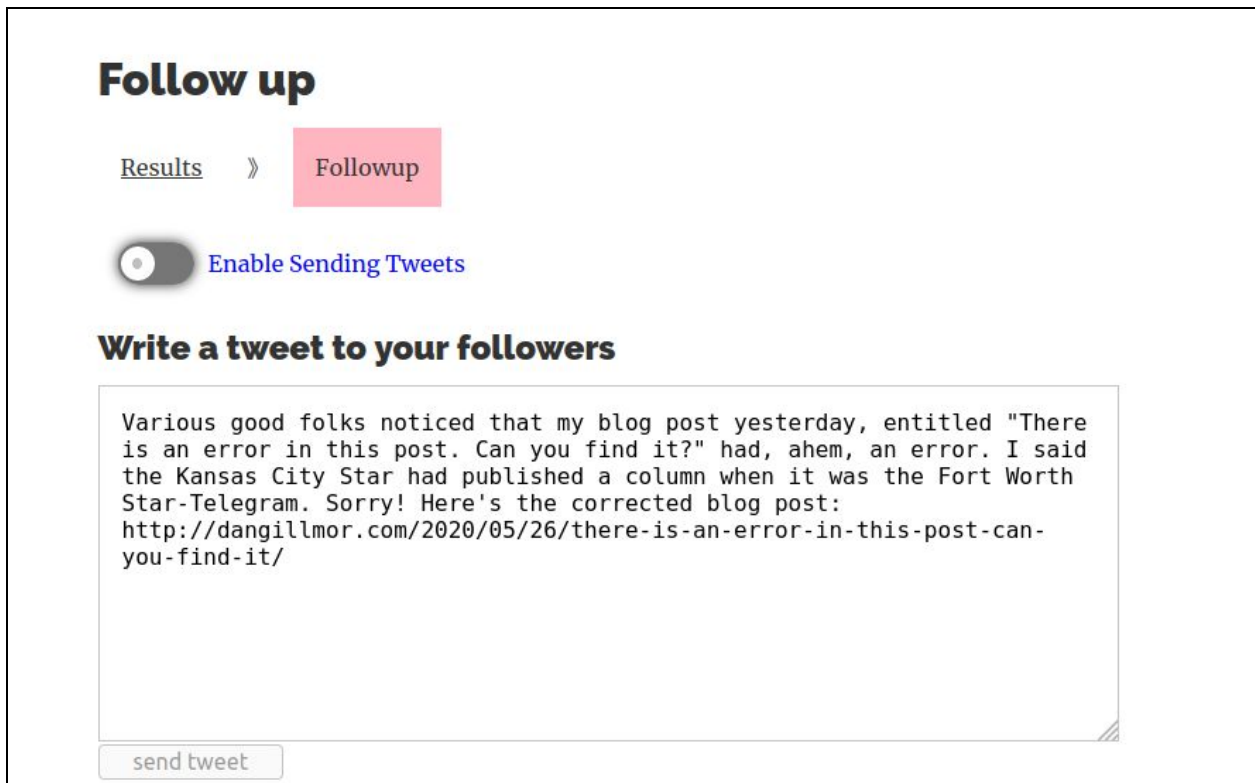♡ 8:36 PM - May 27, 2020 ⓘ

See Esther Beadle's other Tweets 〉

➤ **Then** click "Followup" — here's what we saw at the top of the next screen:

Notice that the "Enable Sending Tweets" button is toggled Off by default. We strongly recommend not turning it on until you've decided exactly how you're going to act.

➤ **A good first step** is to tweet to our account's followers. In Dan's case here's what he wrote — but only after he'd gone back into the blog post and corrected it!

Below the "Write a tweet to your followers" you'll see a list of the accounts you selected in the previous screen. Here are several from our page:

Write replies to selected tweets

Copy message as reply

Samuel B. Johnson
@sbjohnsrpi

This seems interesting.dangillmor.com/2020/05/26/the…

There is an error in this post. Can you find it?
The ASU News Co/Lab is deploying a
"corrections tool" — a way to help journalistic
corrections and major updates travel the same
dangillmor.com

♡ 5:49 AM - May 28, 2020   ⓘ

See Samuel B. Johnson's other Tweets   >

Add reply

*
@vruz

I'm not 100% sure this is the error that Dan Gilmor is looking for,
but it should probably read *User's Guide* (not "Users
Guide")dangillmor.com/2020/05/26/the…

There is an error in this post. Can you find it?
The ASU News Co/Lab is deploying a
"corrections tool" — a way to help journalistic

➤ **Next,** if you want to send the tweet you plan to post for your followers to the people who shared the original story, you can click the "Copy message as reply" — and it'll appear automatically below each of their tweets (*on the Correx page)* like this:

Write replies to selected tweets

Copy message as reply

Esther Beadle
@estherbeadle

Really interesting project here. Looking forward to seeing how it
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♡   8:36 PM - May 27, 2020   ⓘ

⌄ See Esther Beadle's other Tweets   ⟩

reply with (hide)

```
Various good folks noticed that my blog post yesterday,
entitled "There is an error in this post. Can you find it?"
had, ahem, an error. I said the Kansas City Star had
```

There's a good chance you'll want to tweak the language in your replies to sharers
rather than just use the same wording as in your tweet to your own followers. Dan
definitely needed to do that, and here's how he did so in this example:

Esther Beadle
@estherbeadle

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Thank you for noticing that my blog post yesterday, entitled "There is
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the Kansas City Star had published a column when it was the Fort Worth
Star-Telegram. Here's the corrected blog post: http://dangillmor.com
/2020/05/26/there-is-an-error-in-this-post-can-you-find-it/ Appreciate
your help in this experiment!
```

send tweet

(Notice that the "send tweet" button is still inactive.)

➤ **Only after you're satisfied** with the tweet you plan to send to followers, and the reply tweets to the people who shared your original post — go back up and toggle the "Enable sending tweets" button to the On (green) position. When you do that, you'll see that the send buttons are no longer grayed out, and will work if you press them.

Follow up

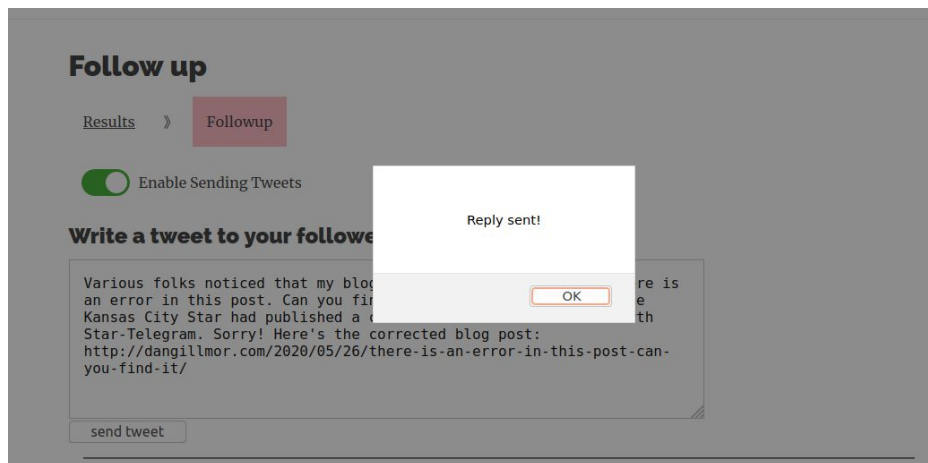Results 》 Followup

🟢 Enable Sending Tweets

Write a tweet to your followers

Various good folks noticed that my blog post yesterday, entitled "There is an error in this post. Can you find it?" had, ahem, an error. I said the Kansas City Star had published a column when it was the Fort Worth Star-Telegram. Sorry! Here's the corrected blog post: http://dangillmor.com/2020/05/26/there-is-an-error-in-this-post-can-you-find-it/

send tweet

We recommend sending the tweet to your followers first, and then the others to the people who shared the original story. But that's your decision.

When you do click the send button, you'll know the tweet was sent:

Ditto the reply tweets:

➤ **When you're done**, you can easily check your Twitter account to see that it worked.

Here's how that reply looked on Twitter's site:

Notice, next to the date/time stamp of my reply, the word "Correx" — that's what Twitter calls a Tweet source label. If I'd sent the reply from Twitter it would have said so. If I'd used TweetDeck, it would be labeled accordingly. Correx works the same way, notifying Twitter that the tweet is coming via our tool.

Now it's your turn.

Think of this as an early beta. We're working on adding features — the next key step is making it work with Facebook — and improving the user experience.

Moving forward, we need your help. As you experiment with Correx, please note what you like and don't like about the tool. And then please let us know. Send an email to Dan or Ted Han, our developer. We're looking forward to your feedback!