

About The Markup

Big Tech Is Watching You. We're Watching Big Tech.

We are a nonprofit newsroom with an unparalleled roster of quantitative journalists who are committed to finding the true meaning in large amounts of data. Our programmers use the latest computational methods—from large-scale data collection to artificial intelligence—to pierce the veil of secrecy around tech used by big businesses and the government.

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The Markup (TMRKP)

Description:

The Markup is a nonprofit newsroom that investigates how powerful institutions are using technology to change our society. We are a new kind of media organization, staffed with an unparalleled roster of quantitative journalists who pursue meaningful, data-driven investigations. The Markup uses these and other cutting edge methods to collect and analyze evidence showing how technology is being used and how it affects you, your family, and your community.

Stakeholder(s):

Powerful Institutions

Big Tech Companies

Quantitative Journalists

Academics :

We invite academics, journalists, policymakers, consumer activists, and community organizers to engage with our findings—after all, this is for you.

Journalists

Policymakers

Consumer Activists

Community Organizers

The Markup Team

Julia Angwin :

Editor-in-Chief and Founder

Nabiha Syed :

President

Evelyn Larrubia :

Managing Editor for Investigations

Simon Fondrie-Teitler :

Infrastructure Engineer

Annie Gilbertson :

Reporter

Adrienne Jeffries :

Investigative Reporter

Jon Keegan :

Investigative Data Journalist

Lauren Kirchner :

Investigative Reporter

Colin Lecher :

Reporter

Emmanuel Martinez :

Investigative Data Journalist

Surya Mattu :

Investigative Data Journalist

Sam Morris :

Graphics Editor

Dan Phiffer :

Full Stack Engineer

Aaron Sankin :

Investigative Reporter

Mia Sato :

Audience Engagement Editor

Maddy Varner :

Investigative Data Journalist

Wynton Wong :

Office Manager and Executive Assistant

Leon Yin :

Investigative Data Journalist

Vision

Trustworthy journalism

Mission

To investigate how powerful institutions are using technology to change our society

Values

Science: Our approach is scientific: We build datasets from scratch, bulletproof our reporting, and show our work. We call this The Markup Method.

Technology

Data

Public Service: As a nonprofit newsroom, our journalism exists to serve the public.

Transparency: And that's why we have embraced a Show Your Work philosophy. Whenever possible, we will publish the underlying datasets and code that we use in our investigations, as well as a detailed methodology describing the data, its provenance and the statistical techniques used in our analysis.

Outreach: We also want our stories to reach you where you are.

Partnership: That means we will publish our stories on our own site and also through distribution partnerships with other media.

Sharing: And because we know many different types of audiences—including those we don't know about!—will be interested in our work, we encourage you to freely republish our work under the terms of our Creative Commons license.

Privacy: We also make a privacy promise to our readers. We will not expose you to third-party tracking. We will collect as little personal information about you as possible. And we will never monetize this data. This makes our work more complicated and more expensive, which is tough for a nonprofit—but your privacy is worth it.

Trust

Trust

Rebuild trust in journalism

Our goal is simple: We want to rebuild trust in journalism, one dataset at a time. We pursue stories through what we're calling The Markup Method, an approach rooted in the scientific method. It's a three-step process:

1. Questions

Ask questions and collect or build the datasets to test our hypotheses

Build. We ask questions and collect or build the datasets we need to test our hypotheses.

2. Stories

Rigorously review our stories

Bulletproof. We bulletproof our stories through a rigorous review process, inviting external experts and even the subjects of investigations to challenge our findings.

3. Methodology

Share our research methods

Show our work. We share our research methods by publishing our datasets and our code. And we explain our approach in detailed methodological write-ups.

3.1. Code & Datasets

Publish our datasets and our code

3.2. Explanations

Explain our approach in detailed methodological write-ups

Administrative Information

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