



TipCard

Three-Sphere Model

- Sphere 1** Detect and Alert (short-term): Recognize acute disturbances in the media ecosystem and expose actors, methods and systems responsible for it.
  - > fact-checking, verification, investigative reporting, OSINT, digital forensics, research, data journalism, campaign detection
- Sphere 2** Design and Create (medium to long-term): Make quality information attractive and enhance possibilities for dialogue and the spread of public interest content in media ecosystems.
  - > Community-based journalism, podcasting, gamification, AI, video storytelling, influencers
- Sphere 3** Educate and Advocate (long-term): Establish the value of quality media and fact-based information as an important factor for the prosperity of communities and advance active democratic participation.
  - > Trust Initiatives, MIL, Policy / Regulation, Constructive Journalism, campaigns, advocacy, social network engagement