

Notes Day 3

Session name: Transparency and Credibility workshop

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What is credibility? Who has it? Is it different from transparency and integrity?

An organisation is credible when people believe what it does: when the methodology is sound, and the data is reputable. Credibility is an element of trustworthiness. Losing credibility might result in a loss for the organisation even if it has been doing great things. Is credibility given or earned?

Integrity is linked to people, motivation and values.

Transparency means that the information is readily available but in a clear way. The EU institutions provide a lot of information, but it is very hard to find and understand the data. One of the points of being transparent is to build trust and show results that help to build credibility.

The three methods of persuasion of Aristotle: ethos (credibility), pathos (playing to the emotional side), logos (factual content). There needs to be a balance between ethos, pathos and logos: for example, someone who tries to communicate evidence facts and connect emotionally but lacks credibility.

Can you only speak with credibility? How to establish authority?

It is more than being an expert on something: it is all about contexts. Credibility and transparency are also different from country to country.

Credibility is always likely to skew towards power and vested interests. Credibility is related to reliability - trust is gained and relationships with stakeholders are built through sound reasoning.

RESOURCES:

<https://www.newsguardtech.com/>

<https://www.newsguardtech.com/ratings/rating-process-criteria/>

https://www.researchgate.net/publication/303693370_Whom_Do_Bureaucrats_Believe_A_Randomized_Controlled_Experiment_Testing_Perceptions_of_Credibility_of_Policy_Research

The Transparify Think Tank Integrity Check:

https://docs.google.com/forms/d/e/1FAIpQLScWBw_3Ugy1GdYT78I24vcJp_cjZLeal1ReIE5XgXIL4eYq_nw/viewform

https://onthinktanks.org/wp-content/uploads/2017/03/OTT_TransparifyIntegrityCheck_ToPrint.pdf