

# The Perspective News

Exploring perspectives in the public debate with emotional awareness

## Polarization in society

The term 'polarization' has become well-known in the public debate and news, and can be defined as 'a sharpening of opposites between groups that can result in tensions and increased segregation'. In January 2019, the Netherlands Institute for Social Research reported that 77% of the Dutch citizens think disagreements on social issues increase.

As we mostly hear and see the more extreme and opposing sides in the media, it seems like society is divided about many issues. Media act as catalysts, providing the fuel - rigid statements and harsh comments - to ignite the discussion. Extremes use their voice, while the moderate majority stays silent.

## The unnoticed, silent majority

As the extremes are easy to find, a key to the silent majority is missing. And behind the rough comments, firm statements and strong emotions in politics and social media, real concerns stay hidden. In a polarized society, one is either positive or negative, with little space for a more nuanced emotional awareness. Few options exist to share your opinion moderately and nuanced.

"Perspective News enables Dutch citizens to **explore** and **contribute** to the variety of **society's perspectives**, in a nuanced way.

Through a survey that supports **reflection on emotions**, evoked by a news article, and underlying concerns, the perspectives are captured. Subsequently, the **perspectives are presented on a platform** that is integrated into an existing news media website."

You read a news article



READ

Answer a couple of questions about how you felt after reading



RESPOND

Explore the perspectives of the Dutch society and compare your own

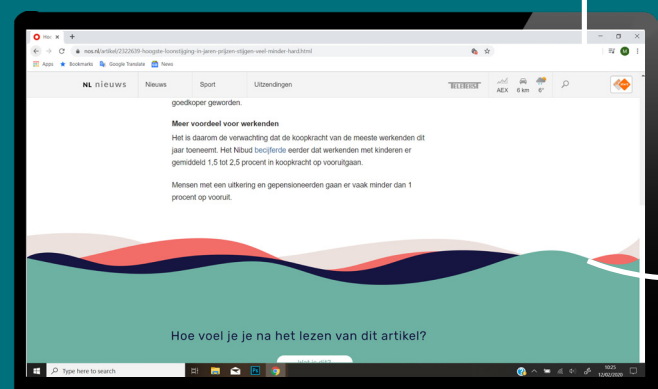
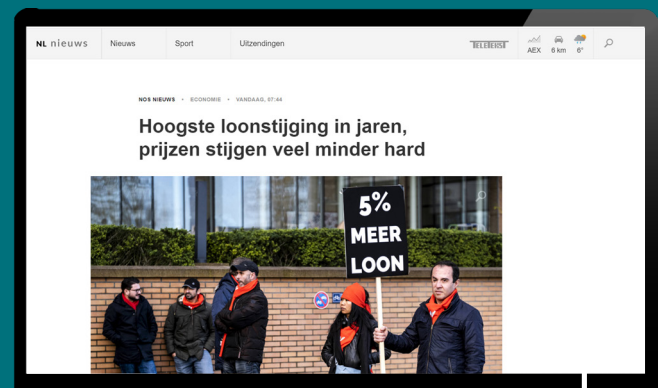


EXPLORE & COMPARE

## Perspective News consists of

### An emotion measurement survey

To capture citizen's perspectives after reading a news article, based on the existing tool PrEmo that supports self-indicating of emotions and underlying concerns.



Indicate emotions

The survey is based on PrEmo, developed by Emotion Studio, the case-owner of the project. PrEmo is an instrument to measure nuanced emotion profiles on products. PrEmo is a non-verbal self-report tool that measures seven positive and seven negative emotions, expressed as 14 cartoons. The project aimed for a new application of PrEmo on social themes.

"Participate in the public debate with nuance, compare your own perspective to others and create insight into your own emotions and concerns."

### A Perspective Platform

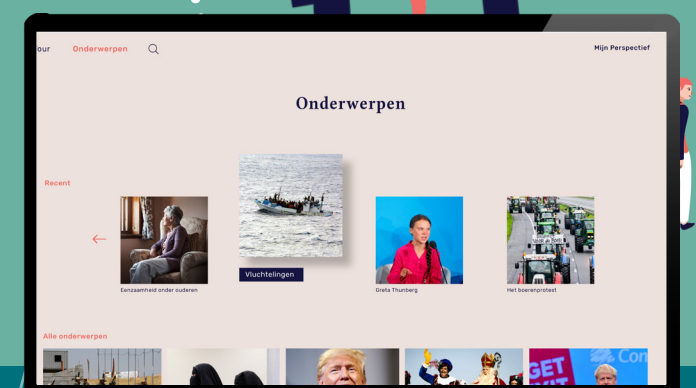
The platform, integrated into existing news media websites, shows how people feel after reading about social issues in the news, and what concerns caused their emotions.



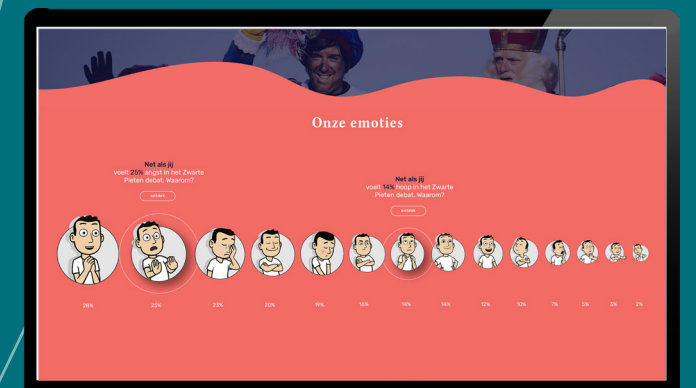
Homepage

Perspective News realizes 1) an accessible possibility for easy participation and 2) an inclusive image of society's perspectives.

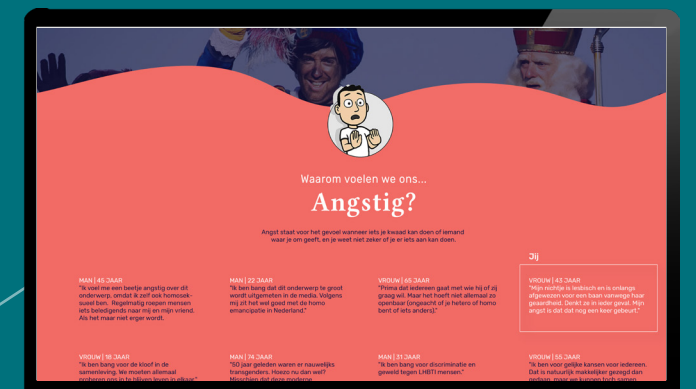
Perspective News provides a **stage to everyone**, as every member of society should be able to have a say in the current situation, developments and events concerning everyone. The platform of Perspective News helps to **get a sense of what a significant amount of society thinks and feels**. It reveals the nuances and reasonableness that can be found within society. Besides, news media organisations can adjust their news reporting according to what is found important in society. Instead of engaging with harsh and hostile formulated opinions, **distrust and fear** for 'the other' are diminished by understanding each other's concerns.



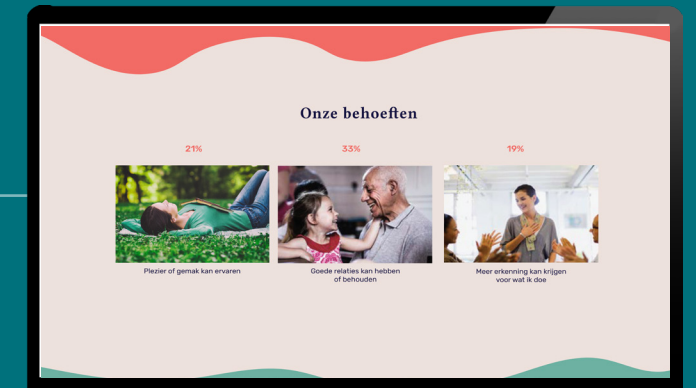
Topic selection



Overview of emotions per topic



Read explanations



Explore concerns



'Browse' through single perspectives

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**Design to reduce polarization: exploring perspectives in the public debate**  
 March 27th, 2020  
 MSc Design for Interaction

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