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."

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

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 fine-grainedness that can be found within society. In this way, news media organizations 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.

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An emotion measurement survey
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