The Perspective News

Exploring perspectives in the public debate with emotional awareness

Design to reduce polarization

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The emotion measurement survey
1. THE USER READS AN ARTICLE

2. AT THE END OF THE ARTICLE, THE USER ENCOUNTERS THE SURVEY

3. THE USER IS DIRECTLY PROBED TO INDICATE THE EMOTION(S) THAT ARE ELICITED BY THE ARTICLE

4. THE USER CAN START FILLING IN THE SURVEY, OR CLICK ‘WHAT IS THIS?’ ON WHICH A POP-UP SCREEN EXPLAINS THE PURPOSE
5. LEVEL OF INTENSITY
As concluded from the research phase, people do not find difficulty in indicating their emotions. To limit the effort required for the survey, one can pick up to 3 emotions. A significant amount of participants noted the word emotion feels ‘heavy’, they might feel something, but they do not feel very emotional about the news item. Therefore, the user can quickly set the level of intensity of the emotion felt on a scale from 1 to 5.

6. RELEVANCE QUESTION
Do you feel [emotion] because this has a positive/negative effect on an aspect of your personal life? If yes, continue. If no, go to part 10 and skip 7-9. When a topic does not have a significant effect on your personal life, it is hard to indicate your own needs, but most people do have an opinion of what values are important in the topic. In this case, some questions can be passed.

7. THE NEED THAT CAUSED THE EMOTION
If the news report could have a positive or negative effect on the user’s (daily) life, the user can indicate one or multiple needs that are affected here.

8. THE LEVEL OF EFFECT
After indication a need, a pop-up will appear. In this pop-up the user can set to what extent the need is affected or could be affected in the future.

9. (OPTIONAL) EXPLANATION
To conclude the need-questions, the user can explain why a certain emotion was felt. Thereby, the user can use the responses given on previous questions. In addition, an explanation of the emotion is shown here, to support the user to formulate concerns.
10. VALUES
Values are presented in clusters to support the user choose easily. Clusters are: to help each other, not giving up, open-mindedness, positive thinking and wisdom.

11. (OPTIONAL) EXPLANATION
If the user did not fill in the questions about the user’s needs, an (optional) explanation will appear. This is the same screen as shown at part 9.

12. NUANCE THE CHOSEN VALUE
The chosen value can be nuance. For example equality: for who or why equality important to you?

13. PERSONAL INFORMATION
When all questions regarding one’s perspectives are answered, the participants’ age and gender is asked for.

14. A SUMMARY OF YOUR RESPONSES
An overview of all responses is presented in a short story, complemented with visualisations of chosen emotions, needs, and values.

15. REFERENCE TO PERSPECTIVE NEWS
Eventually, some previews of the platform of Perspective News are shown and a button that links to Perspective News.
The platform of Perspective News
1. Homepage
The metaphor of two ‘pushers’ on a ladder instantly points to the fact that what we see and hear is often a fraction of reality. The homepage gives a short introduction. It links new users to the information page and people familiar with the platform to the topic overview. Furthermore, the homepage displays the amount of contributions made so far.
2. Tour

Similar to platforms like Kialo (p50), the platform includes a 'tour' page. The goal of this tab is to introduce users to Perspective News. On this page, through visualisations, the goal of the platform is explained, including an explanation on how it works. Furthermore, awareness is created about the effect of news and the notion of a silent majority and emotional awareness are presented here too. The visualisations are supported with short explanations. In a future version, the visualisations can be replaced with short animations.
3. Topic perspectives
On the homepage or topic selection page a topic can be selected. The user is immediately referred to a one-pager with all perspectives on that topic. First, a short explanation on the topic is given, including the amount of participants, contributions and articles that are reflected upon. Then, several layers to ‘dive in’ are shown, presenting society’s perspectives on the topic, gathered by means of the emotion measurement survey.

1. Emotions: all emotions that are felt by participants, arranged on percentage.
2. Needs: the effect of topic on our personal needs and (life) goals.
3. Values: values people find important

Finally, a link to the various articles is given, so that users can explore perspectives specifically on one article, or read the article.

Subtab: comments per emotion

Subtab: main emotions per Dutch province

Subtab: all needs with percentages

Above: a selection of optional subtabs
4. Topic selection
On the topic selection page, a selection of most recent news themes are presented. Thereunder, all articles that users reflected upon are listed.

Social themes
Suggestions for suitable subjects are proposed in 'Implementation', p164.

Personal perspective positioning
These screens show the user’s personal position highlighted within all other perspectives. Left: own comment highlighted. Right: own indicated emotions highlighted.
5. My perspective
Without the creation of an account, a user can compare his/her perspective by transferring their survey answers to the platform (p138). However, if an account is created, the user can also save previous responses, compare their answers to others and explore individual perspectives through a perspective carousel.

A list of your previous perspectives on several topics

Link to other people’s comments with the same or opposite answers

Individual perspective carousel