

POV and Experience Prototypes

Team: Laura B, Matthew C, Leslie K, Saamon L

Studio: Digital Democracy

Presenter: Matthew C



Problem Domain

**Uninformed
Politics**



Problem Domain



The diagram consists of two nested ovals. The outer oval is light green and contains the text 'Uninformed Politics'. The inner oval is dark grey and contains the text 'One-Sided News'. This visualizes that one-sided news is a component or subset of uninformed politics.

**Uninformed
Politics**

**One-Sided
News**

Initial POV

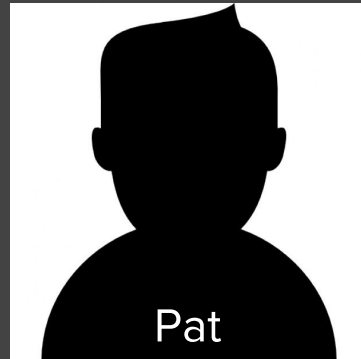
Initial POV

- Almost **never** sees news articles or opinions that he disagrees with
- Still considers himself **more informed** than almost everyone else
- Want to help him **understand** news **biases** and have easy, balanced way to stay informed



Additional Needfinding

Who we interviewed



POV 1: Taylor

- Facebook news feed primarily opposing views
- Extreme views made her feel “icky”
- Wants to understand how the other side things



POV 1: Taylor

- Facebook news feed primarily opposing views
- Extreme views made her feel “icky”
- Wants to understand how the other side thinks

Game-changer: social news feed that is more well-rounded



POV 2: Maria

- Who needed an easier way to learn about down-ballot issues
- Because she reports to “not know much” about down-the-ballot issues



POV 2: Maria

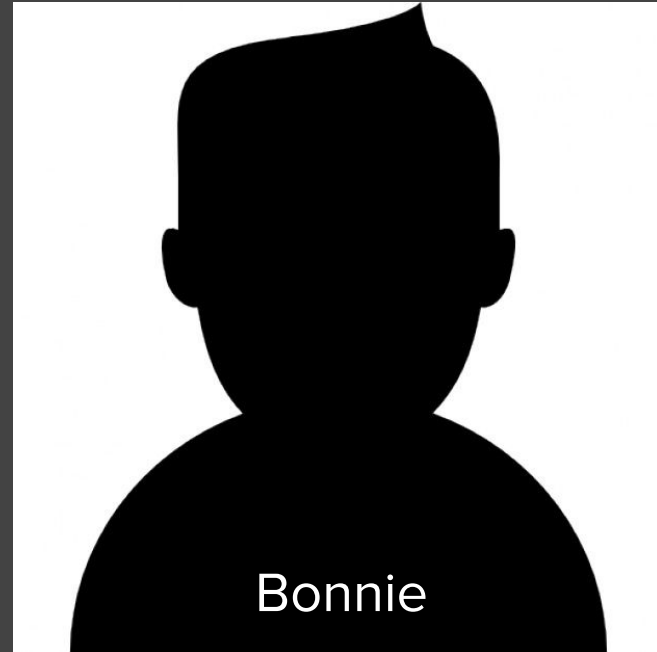
- Who needed an easier way to learn about down-ballot issues
- Because she reports to “not know much” about down-the-ballot issues

Game-changer: one-stop shop to see the pros/cons of a proposal in an unbiased fashion



POV 3: Bonnie

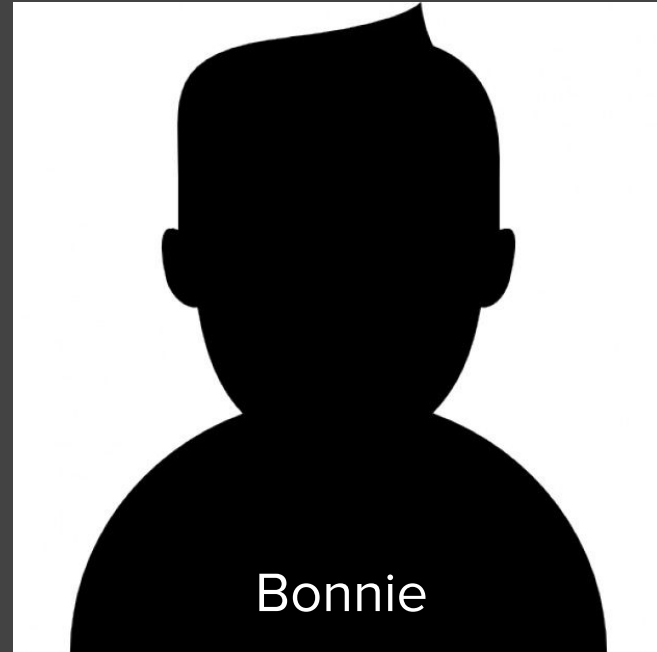
- Who needed a way of ensuring the news she reads is unbiased
- Because she worries that, like her friends, she could be creating her “own reality” with one-sided news



POV 3: Bonnie

- Who needed a way of ensuring the news she reads is unbiased
- Because she worries that, like her friends, she could be creating her “own reality” with one-sided news

Game-changer: suggestions to get unbiased view of politics



HMWs and Experience Prototypes

How might we...

Help people **understand/**
visualize the biases of
their news sources



Experience Prototype 1

- Give users feedback on their sources of news
- Users get sources from sources other than articles
- Most people have not read many articles

Did you read "Al Gore tells Floridians: 'Take it from me, every vote counts'", written by Liz Goodwin for Yahoo! News on October 11, 2016?

Al Gore tells Floridians: 'Take it from me, every vote counts'



Liz Goodwin
Senior National Affairs Reporter
October 11, 2016

1,850 Comments



Democratic presidential nominee Hillary Clinton and former Vice President Al Gore campaign at the Miami-Dade College-Kendall Campus on Oct. 11 in Miami. (Photo: Joe Raedle/Getty Images)

MIAMI — Former Vice President Al Gore relived his painful past Tuesday, invoking his campaign's incredibly close loss to George W. Bush in the 2000 presidential election as a way to motivate Florida voters to head to the polls on Nov. 8.

Yes

No

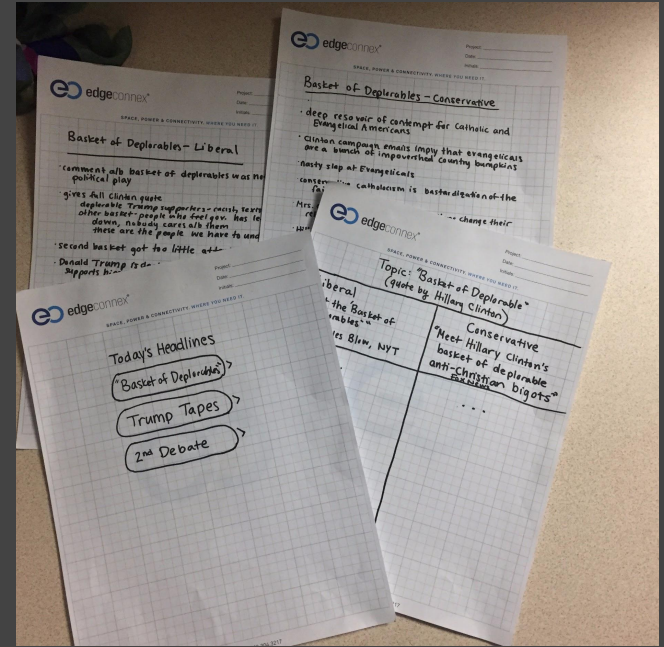
How might we...

Help people receive a
more **well-rounded**
version of the news



Experience Prototype 2

- Users read opposing viewpoint first
- “Interesting” and “enlightening” to see both articles at once
- Still **distrustful** of opposing news source’s legitimacy



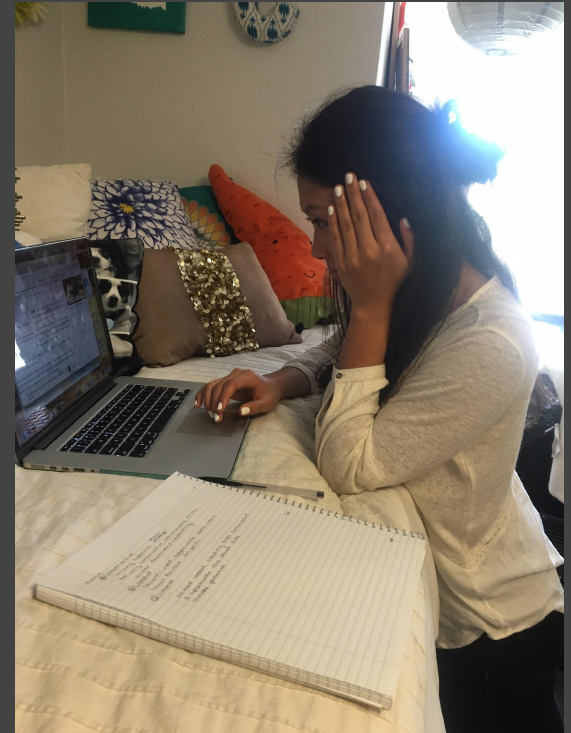
How might we...

disincentivize people
from reading one-sided
news



Experience Prototype 3

- Naturally **alternated** reading articles from different sides
- “Made sense” to read articles from **both sides**
- People tend to be **more open-minded** if they can see that their news is one-sided



Key Takeaways

1. **Difficult to classify** a news source as liberal or conservative

Key Takeaways

1. **Difficult to classify** a news source as liberal or conservative
2. People tend to be **more open-minded** when presented with both sides

Key Takeaways

1. **Difficult to classify** a news source as liberal or conservative
2. People tend to be **more open-minded** when presented with both sides
3. In order to improve one-sided news people would have to **double the amount they read**

Appendix

Notes

1. Interview Notes

- a. <https://docs.google.com/document/d/1SDZV-Kwmp4f9Zjnz1Nx-3jqlye1yclxeO53IUIA2ZYQ/edit>