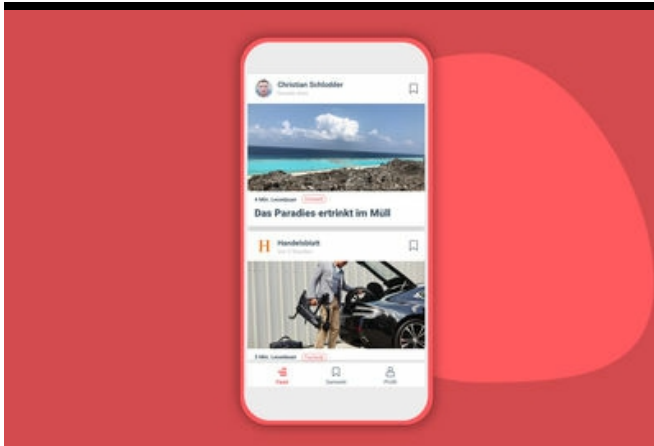


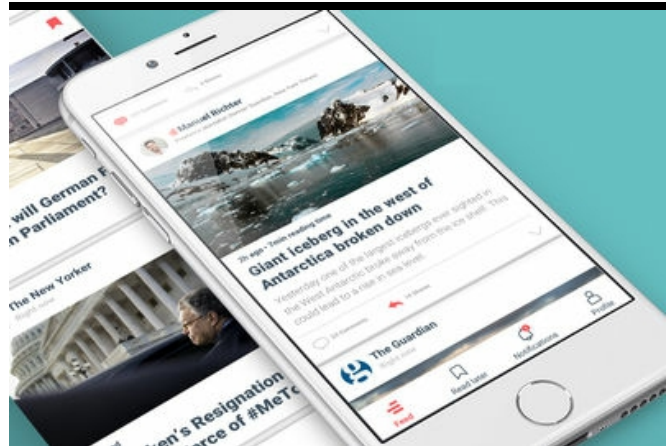
TECHCRUNCH DISRUPT 2018: A MEDIA PLATFORM TO #BURSTYOURBUBBLE

By Rhiannon McGregor and Livvy Houghton

06 : 12 : 2018 Media : News : Technology



Nuzzera



Nuzzera

Berlin – News platform **Nuzzera** hopes to break people out of their filter bubbles by gradually exposing them to a variety of different opinions.

The free-to-view platform combines content from both established news sources and verified independent journalists, using machine learning to tailor it to the individual.

‘Scientific studies have shown that the presentation of facts that are far away from one’s opinion polarises them even further due to the built-in confirmation bias,’ Janine Perkuhn, co-founder of Nuzzera, tells LS:N Global.

‘Therefore, we are aiming to gradually increase users’ exposure to different perspectives, by presenting them with articles that are only slightly out of their normal habits, so that users develop their critical thinking skills on their own.’

As consumers continue to seek out **media they can trust**, platforms like **Tortoise** and Nuzzera are demonstrating the value in taking a more considered approach to journalism by incorporating a variety of perspectives.