

A person is seen from the side, working on a laptop at a wooden desk. On the desk, there is a vase with white flowers, a small potted plant, and a pen holder. The background is a blurred indoor setting with a window.

Blendle and the need for **Filter Bubbles**

EPRA Edinburgh Meeting. May 19, 2017
Anne Schuth, data scientist

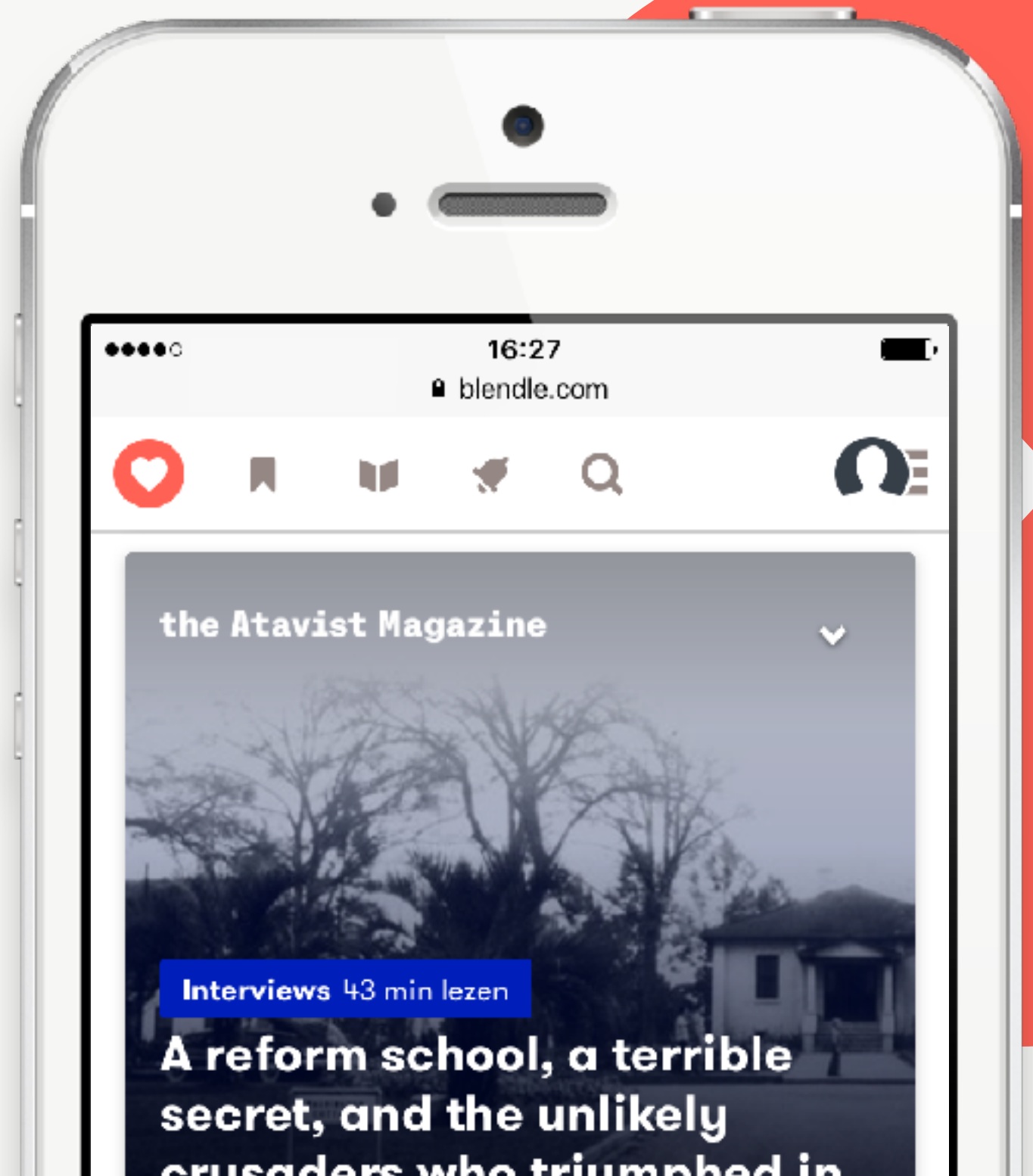
Blendle and **Some** need for **Filter Bubbles**



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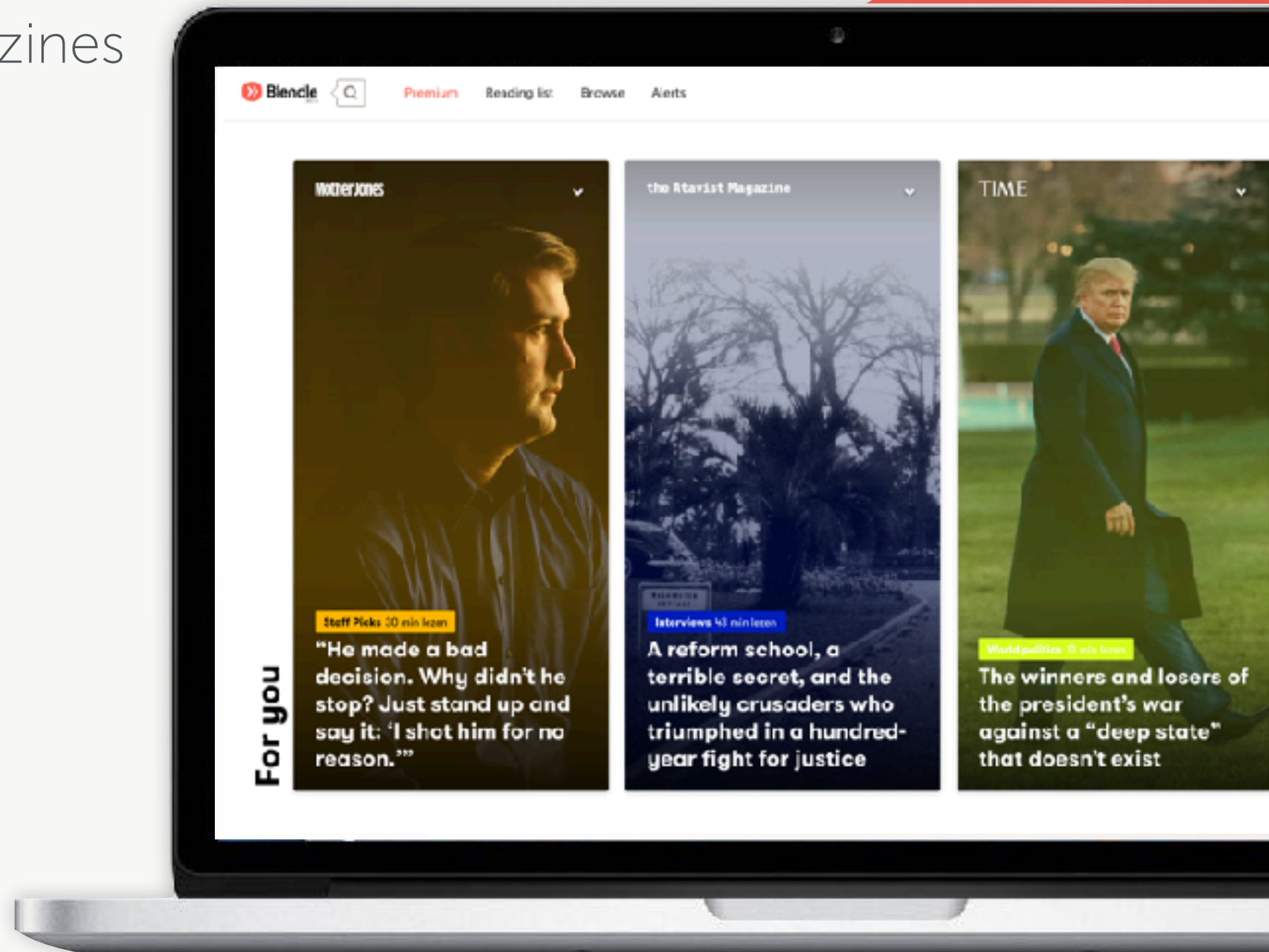
Blendle's **Mission**

"Help you
discover and
support the
world's best
journalism"



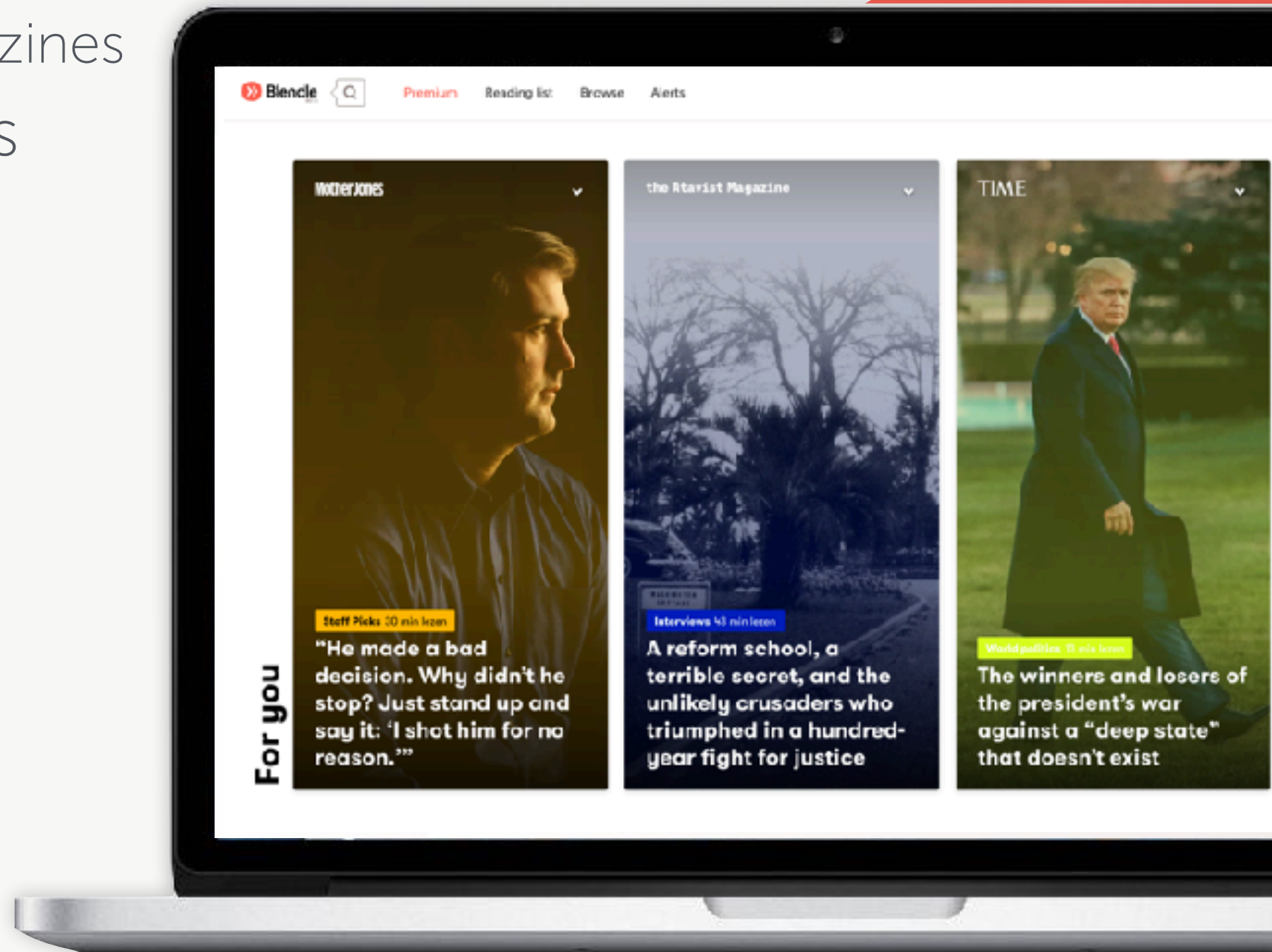
Blendle in **Numbers**

- » >120 titles
- » newspapers, magazines



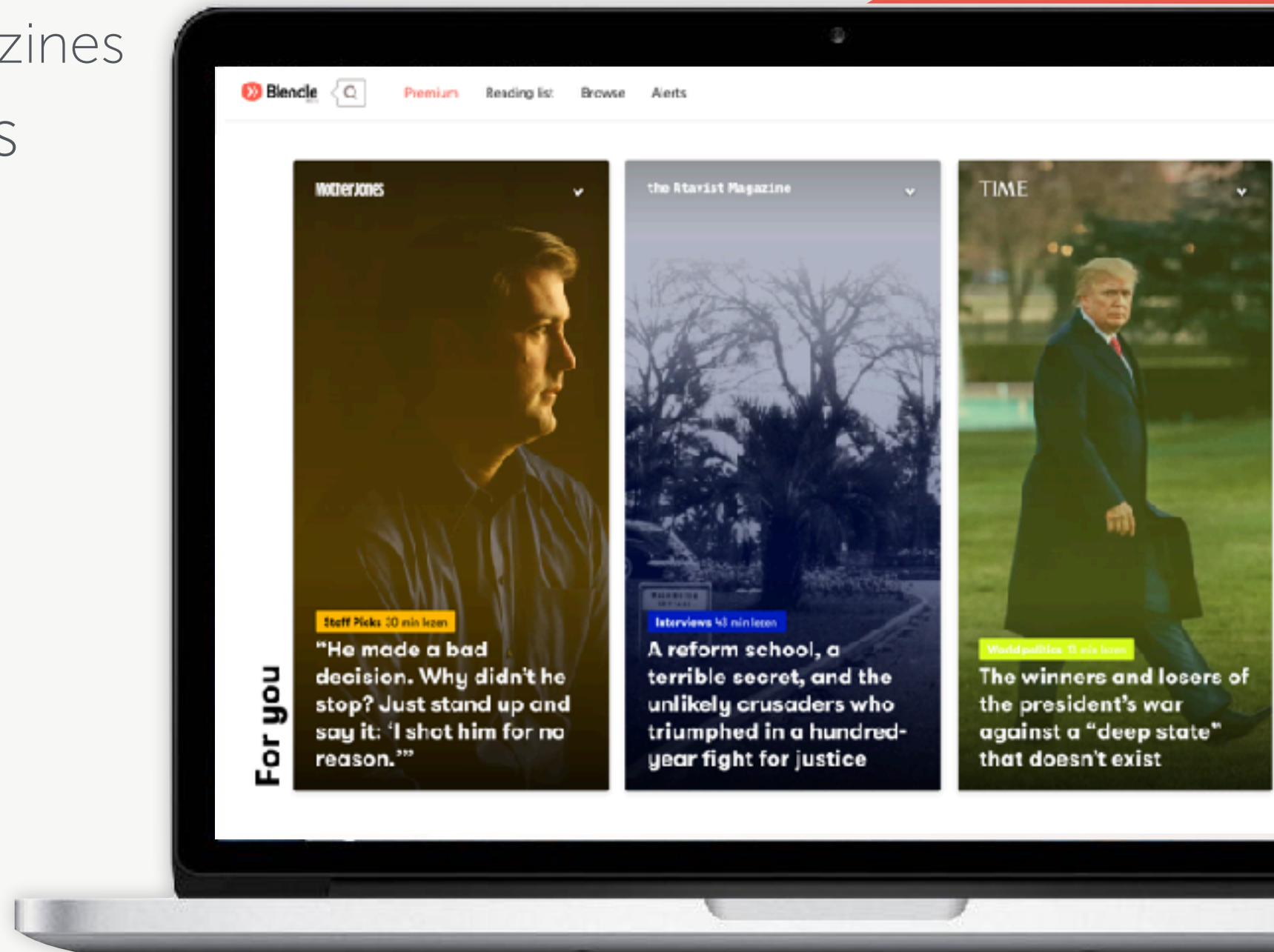
Blendle in **Numbers**

- » » >120 titles
 - » » newspapers, magazines
- » » 2 payment models
 - » » Micro payments
 - » » Subscriptions



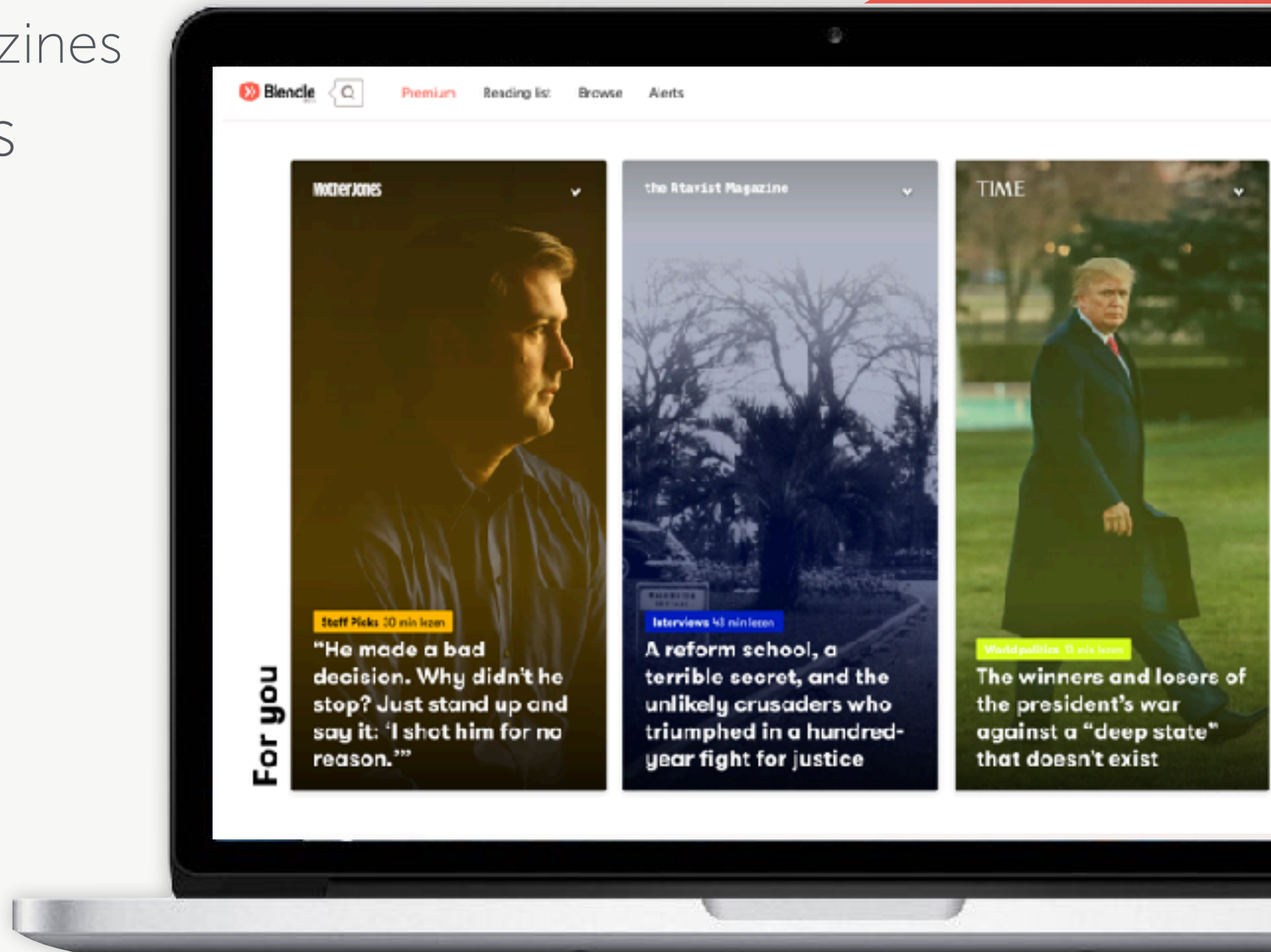
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- » » 3 countries
 - » » NL, DE, US



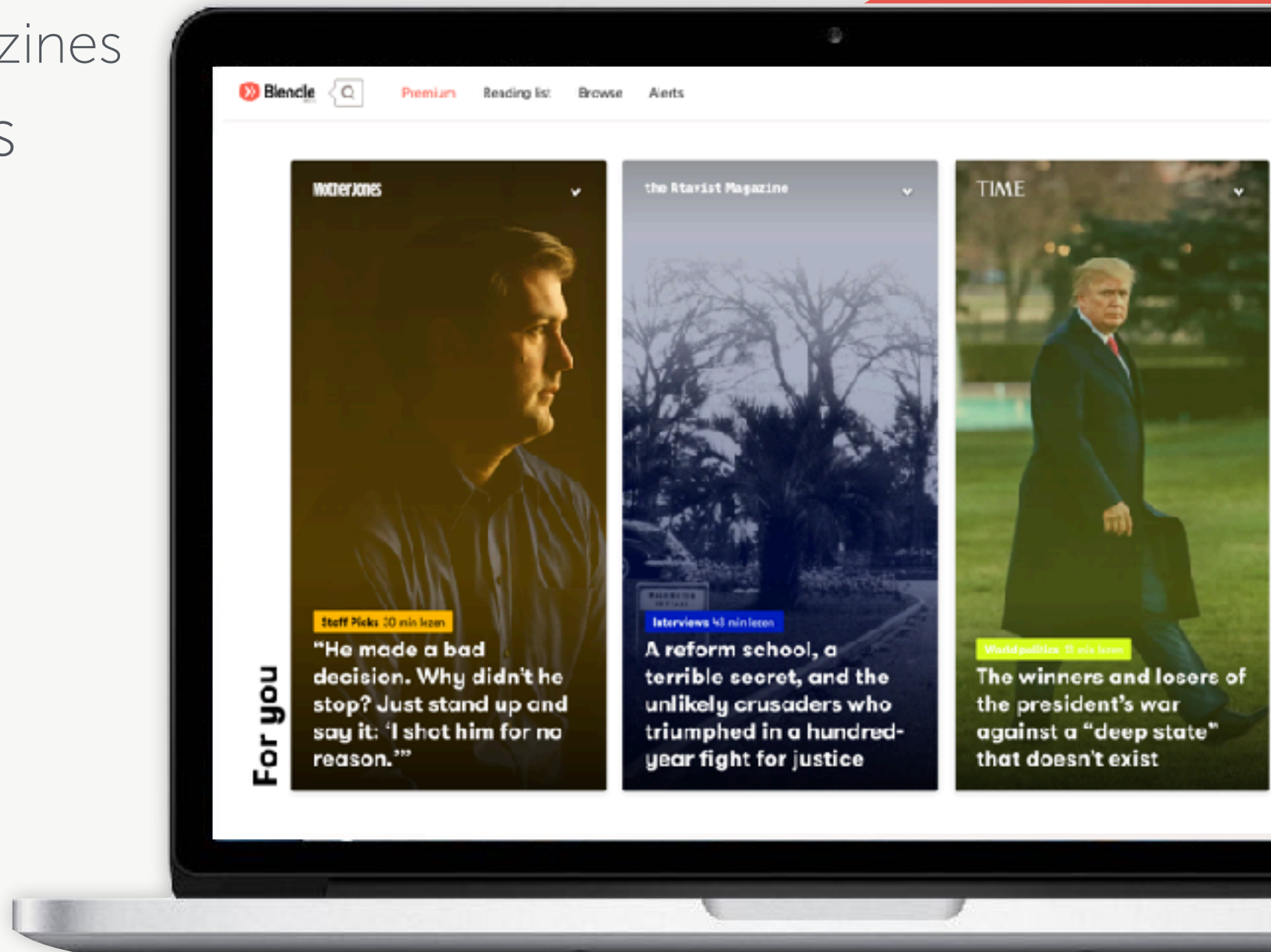
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- » » >1M users
 - » » 1 in 5 is paying



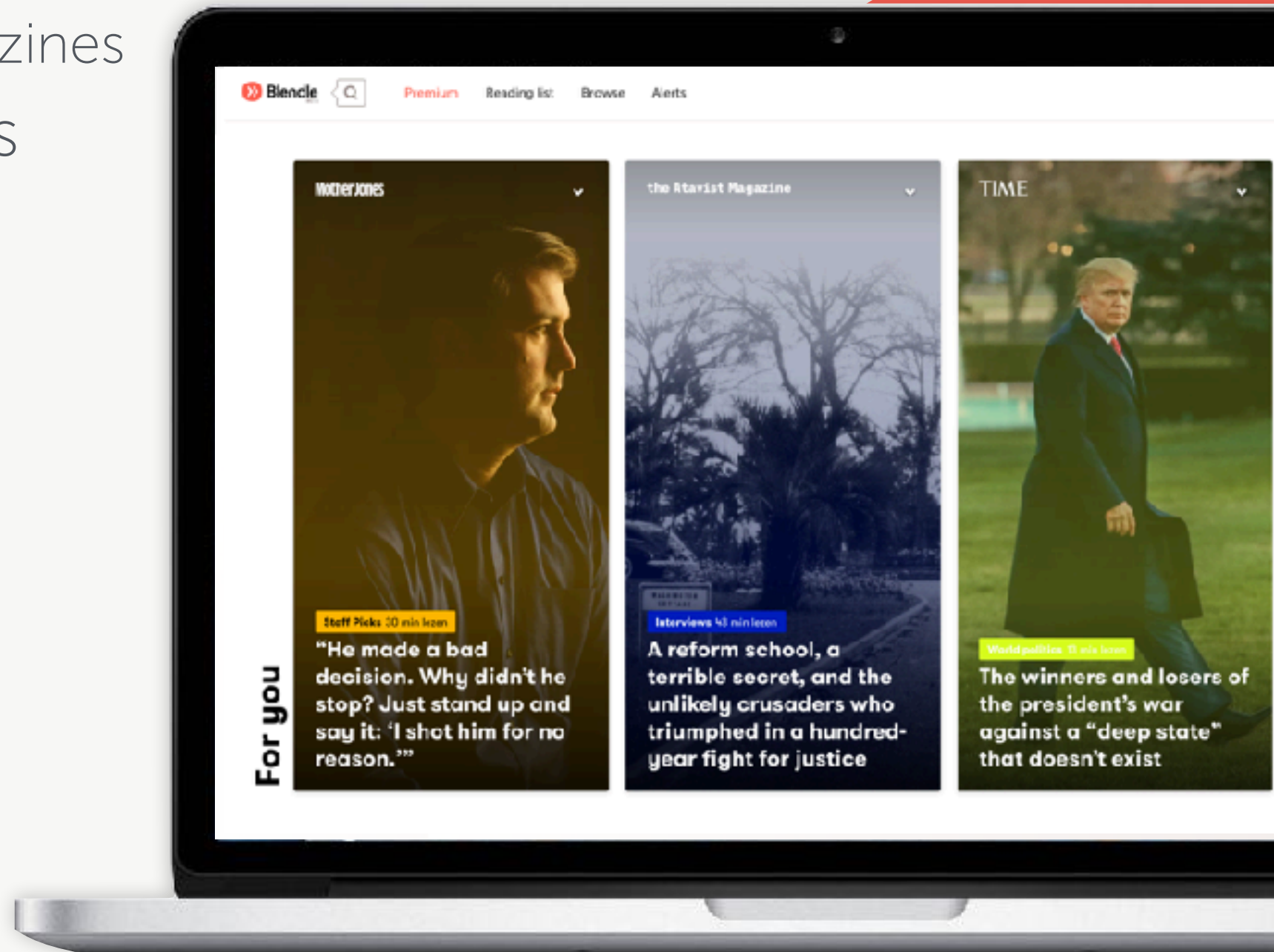
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 - » » ~50 developers

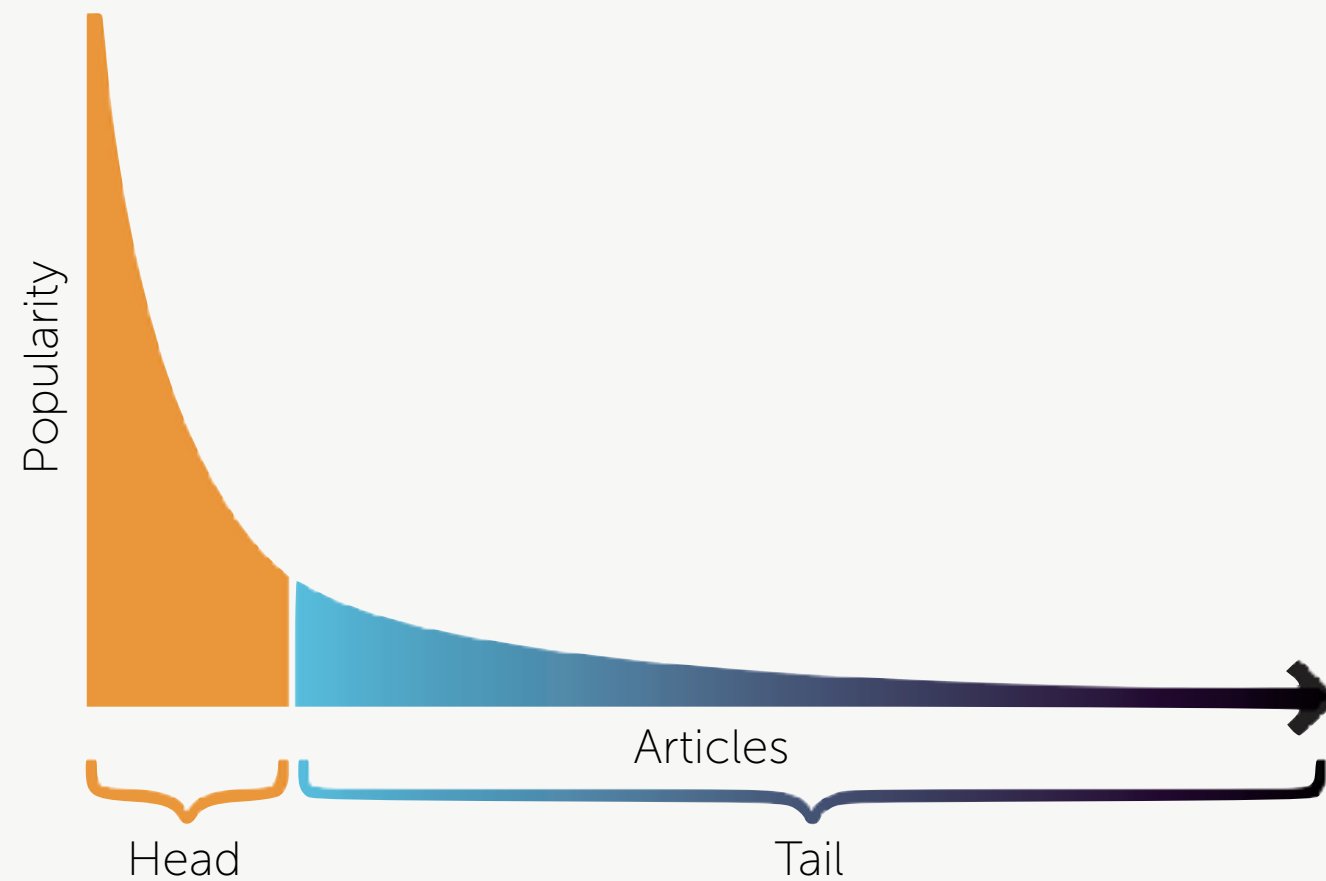


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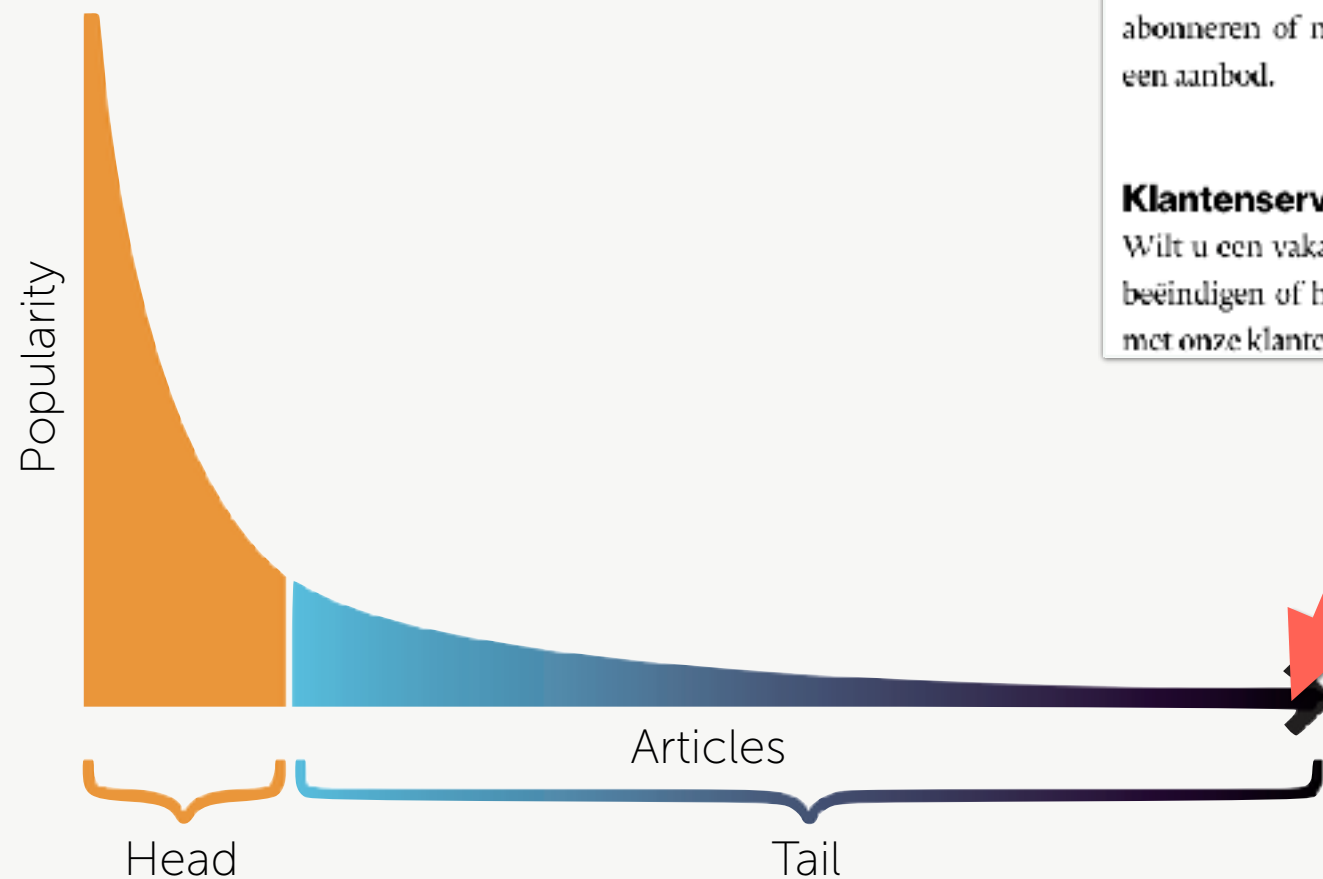
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 - » 1 in 5 is paying
- » ~80 employees
 - » ~50 developers
- » >4M articles
 - » >8K every day



The **need** for filter bubbles



The **need** for filter bubbles



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Colofon

GEEN KRANT ONTVANGEN? 088-0561560

Vragen over VERHUIZING OF VAKANTIE? 088-0139960

Abonneren

U kunt gebruikmaken van onze aanbiedingen via [destentor.nl](#)/abonneren of neem contact op met onze klantenservice voor een aanbod.

Klantenservice

Wilt u een vakantie of verhuizing doorgeven, uw abonnement beëindigen of heeft u een andere vraag? Neem dan contact op met onze klantenservice via

not
interesting

The **need** for filter bubbles

sensational

Fertility Doctor Fathered Children, Dutch Suit Says

By CHRISTOPHER F. SCHUETZE

THE HAGUE — Twelve people who were conceived with sperm from a Dutch fertility center have filed a lawsuit asserting that its longtime director is their biological father, and that over several decades, he swapped donors' sperm with his own.

The 12 people, and 10 mothers who suspect that their children were conceived using the clinic director's sperm, filed a lawsuit on Friday asking a court in Rotterdam to give them access to the DNA of the clinic director, Dr. Jan Karbaat, who died last month at 88.

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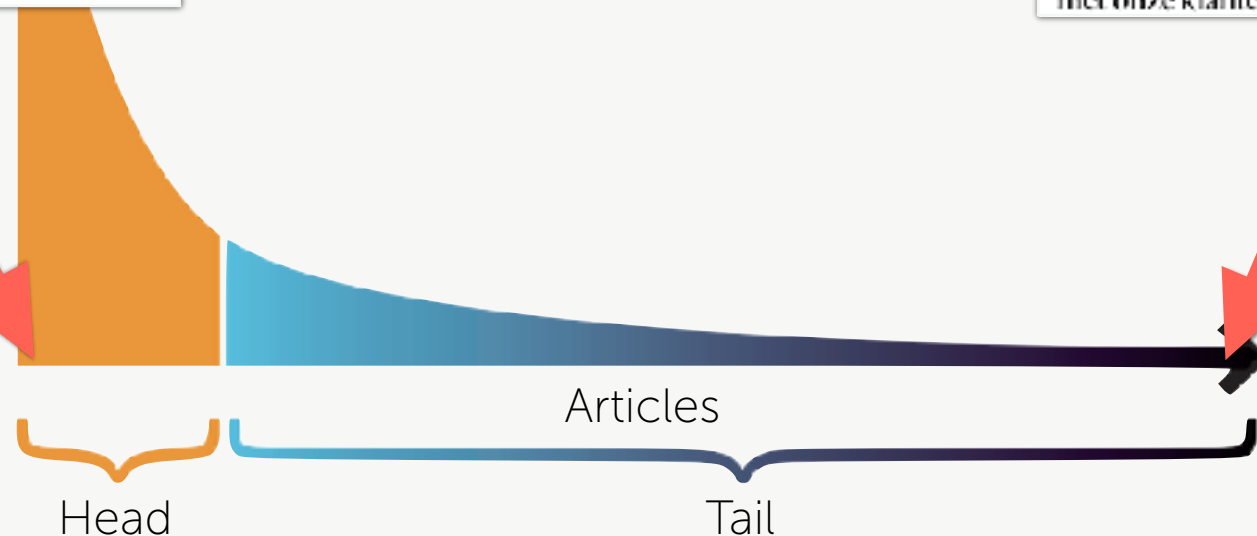
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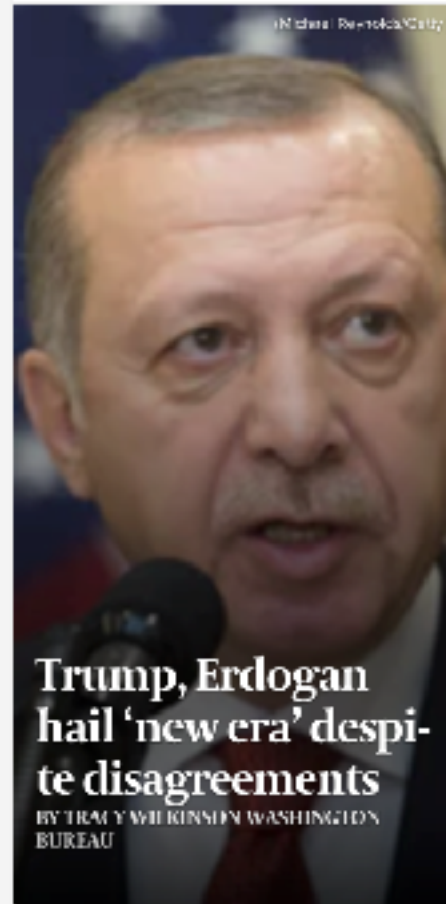
The New York Times

Los Angeles Times

€ 0,19

Chicago Tribune

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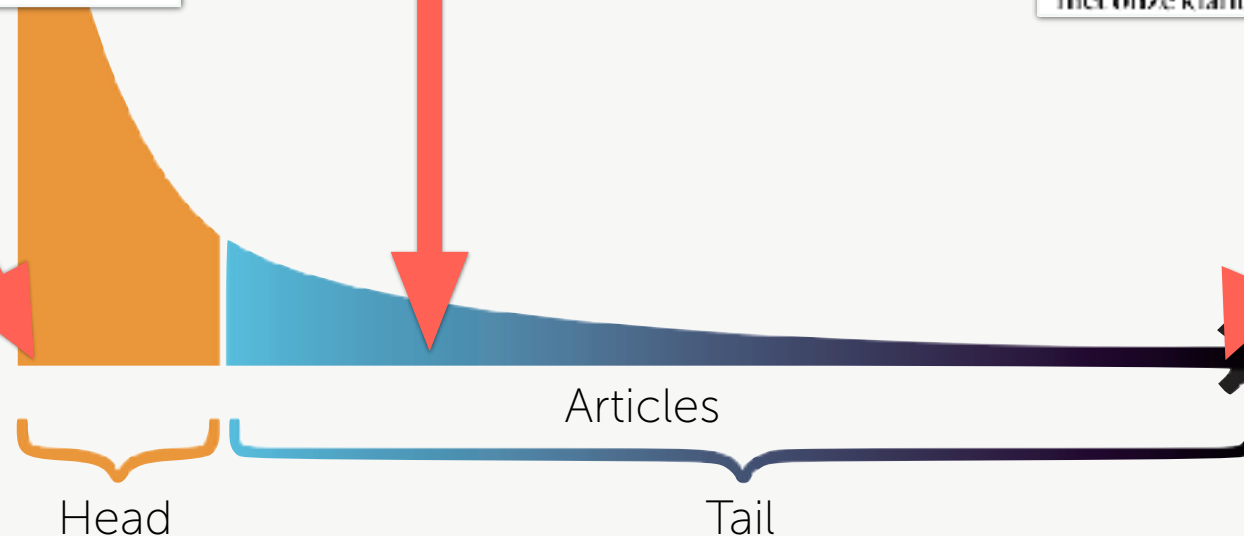
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For Turkey's President, Tensions Are Set Aside

By JULIE HIRSCHFELD DAVIS and MARK LANDLER

Friendly faces despite discord

AFTER MEETING TRUMP, TURKISH PRESIDENT PUBLICLY BRINGS UP DISAGREEMENTS OVER KURDS AND A CLERIC.

By TRACEY WHITSON

Trump, Erdogan hail 'new era' despite disagreements

BY TRACY WILKINSON WASHINGTON'S BUREAU

Closing In on Where Eels Mate

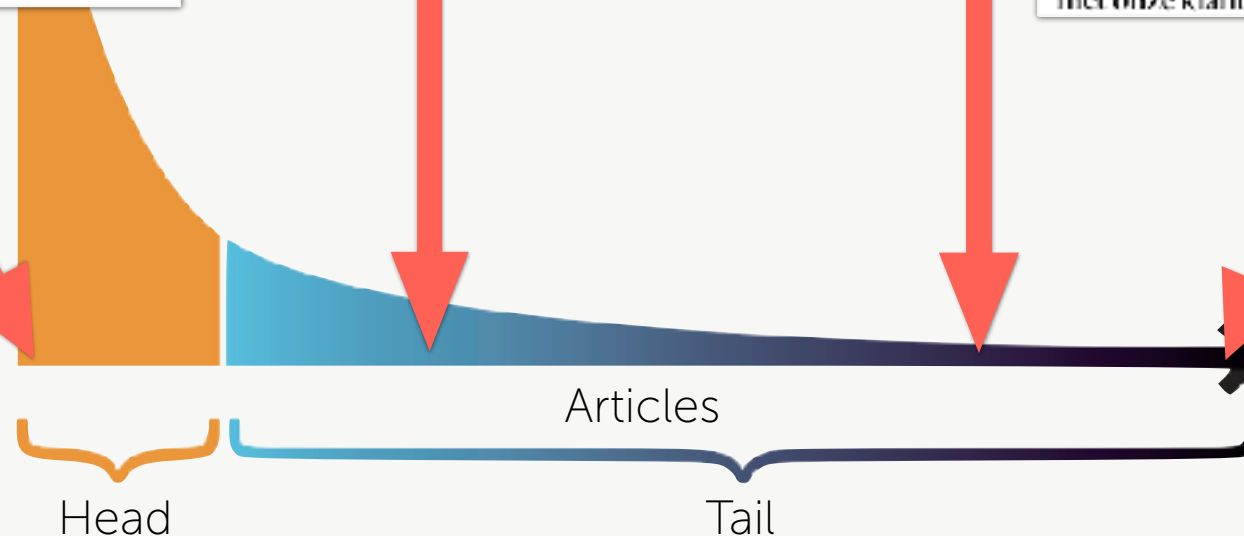
An impressive ocean journey is finally tracked, providing hope of solving a mystery.

By RACHEL NUWER

Eels hold tight to their biological secrets, so much so that Aristotle mused that they must be sexless creatures spontaneously emerging from the "earth's guts." Now, at least one eel enigma is finally a step closer to being solved.

beëindigen of heeft u een andere vraag? Neem dan contact op met onze klantenservice via

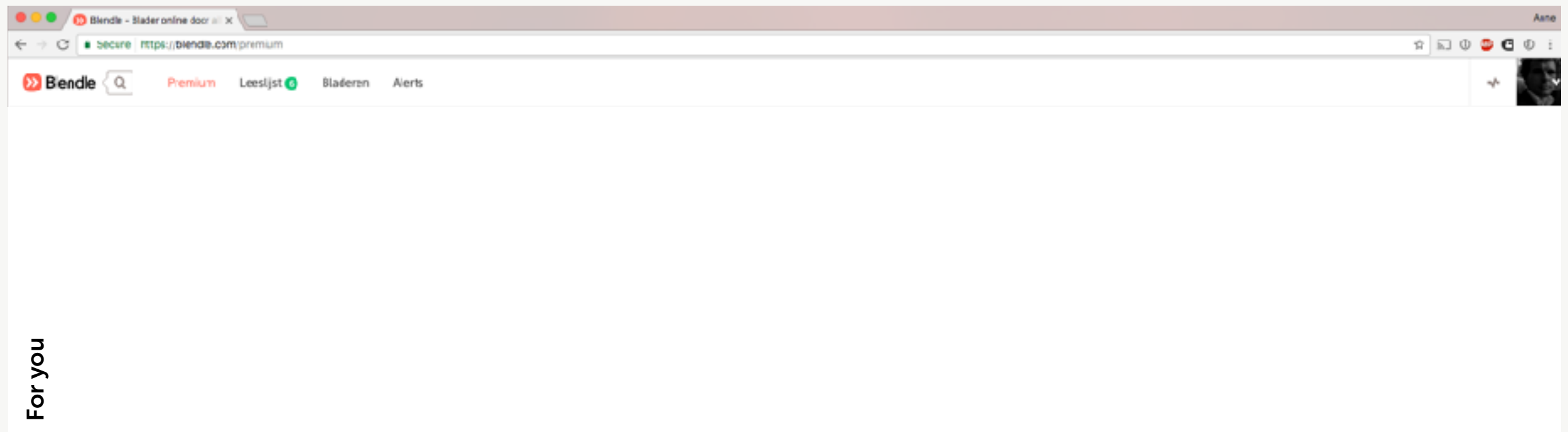
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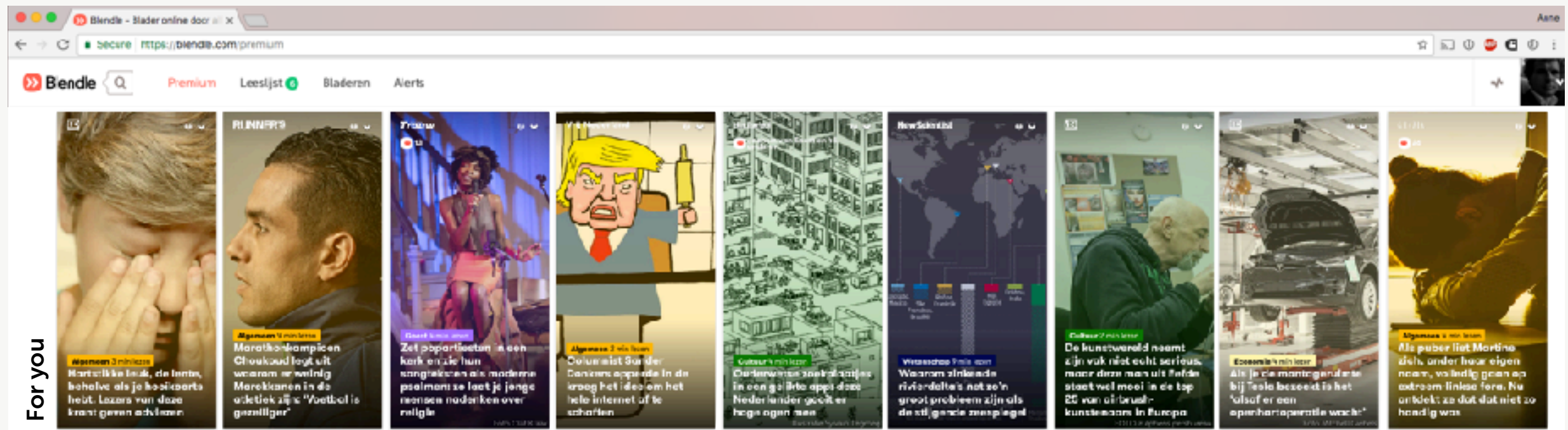
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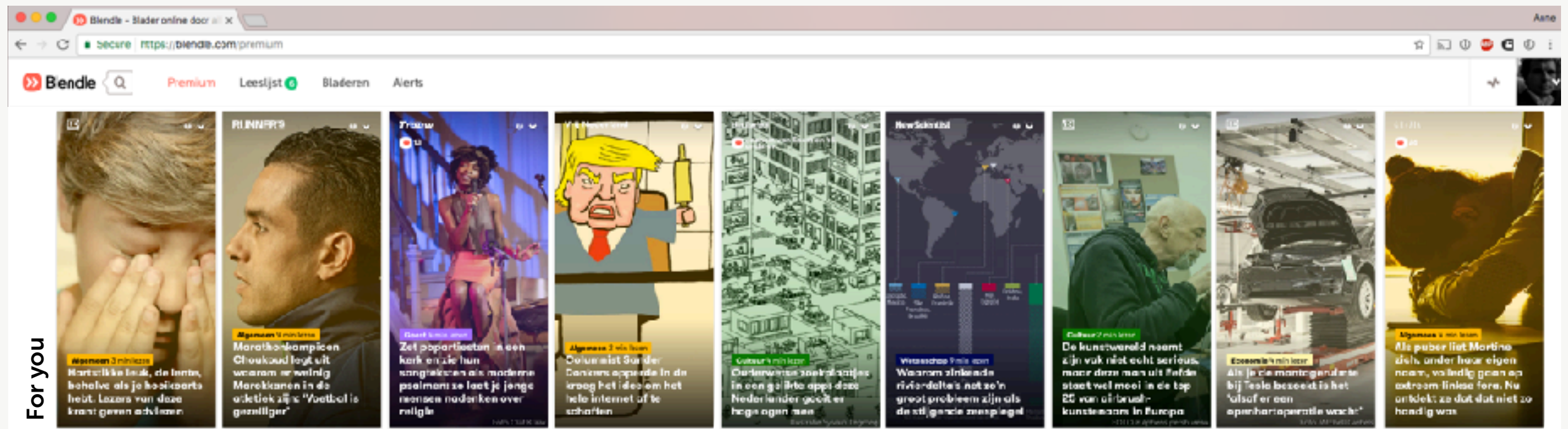
How we **personalise**



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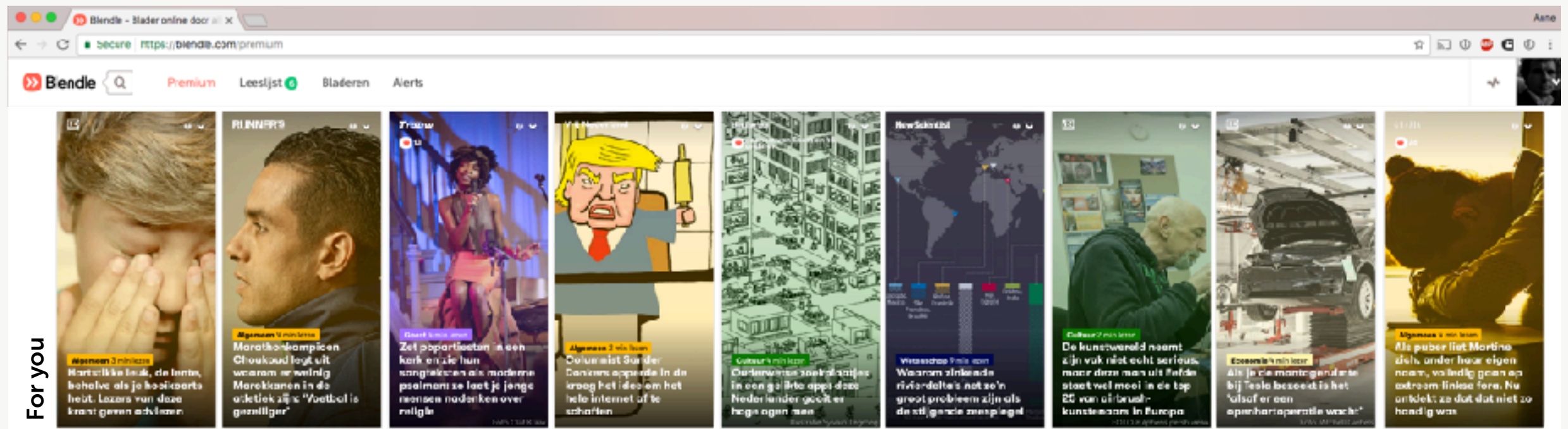


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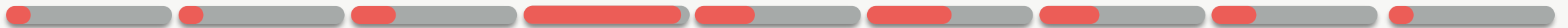


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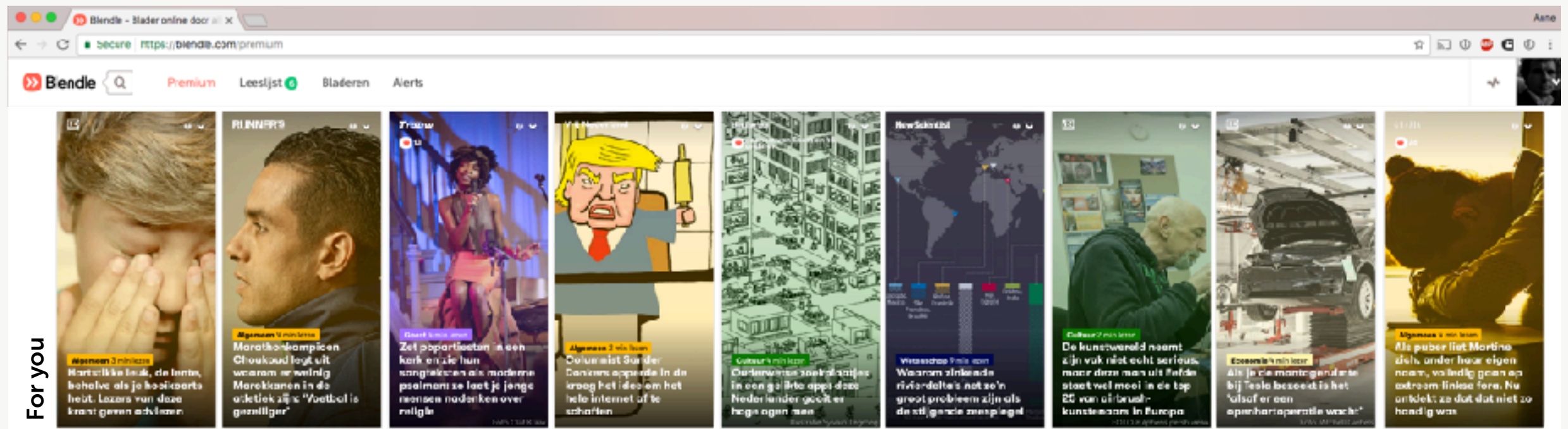
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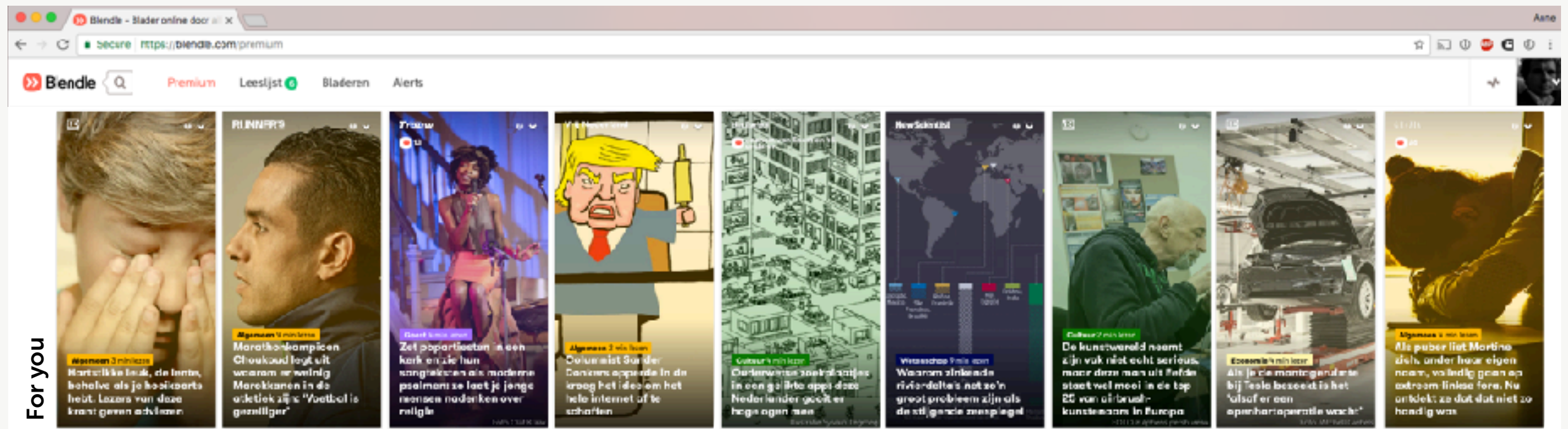


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Complexity

Length

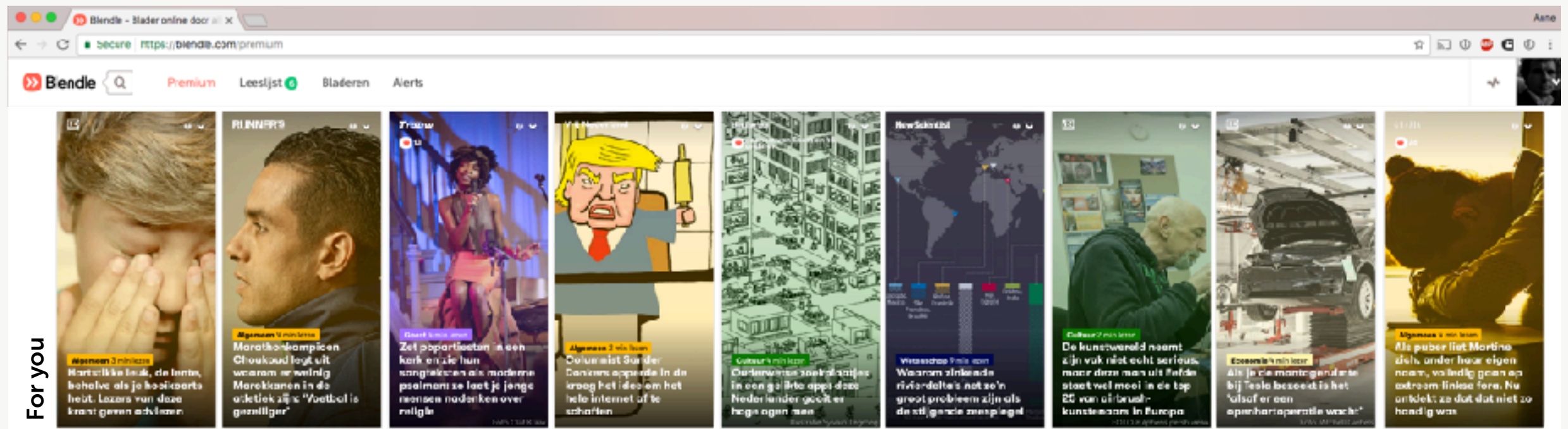
Sentiment

Feel

Popularity

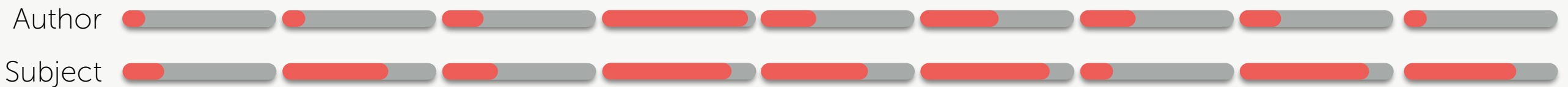
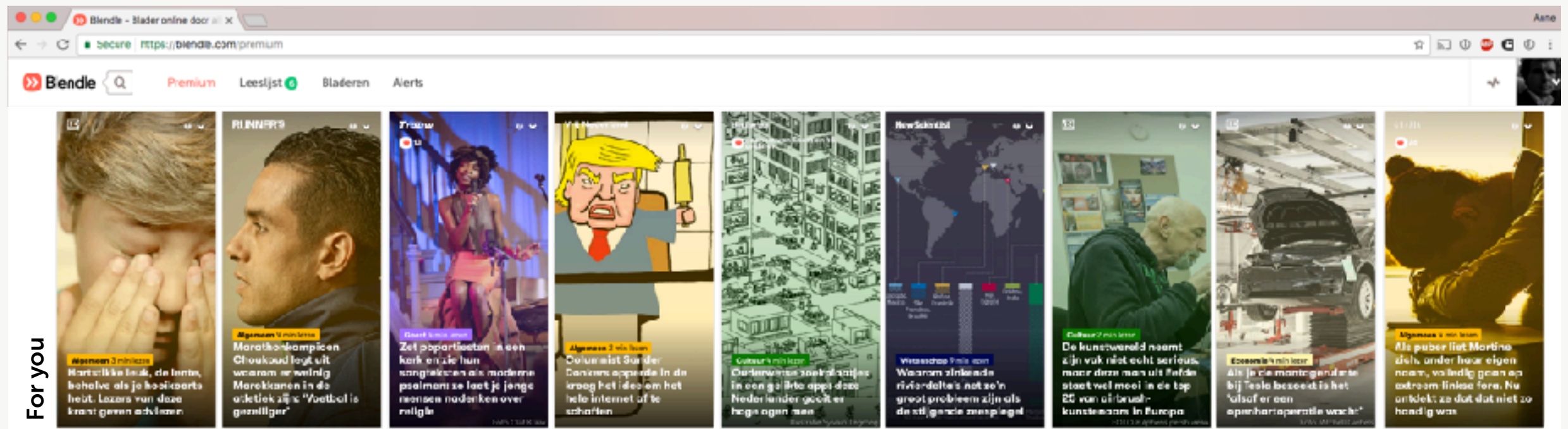
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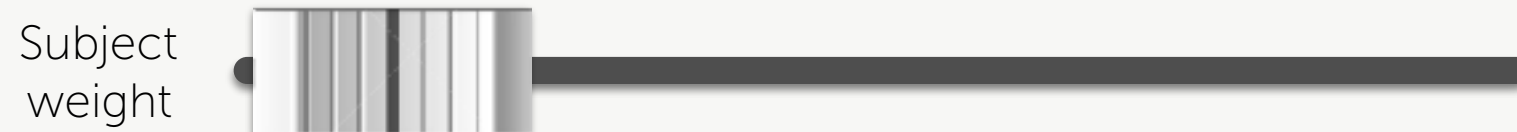
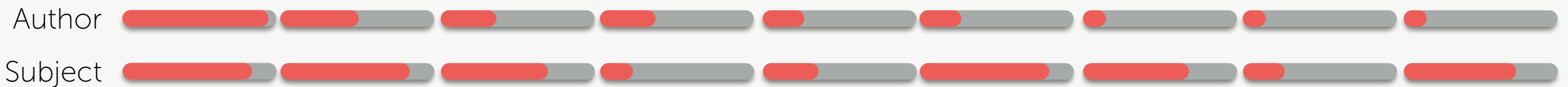
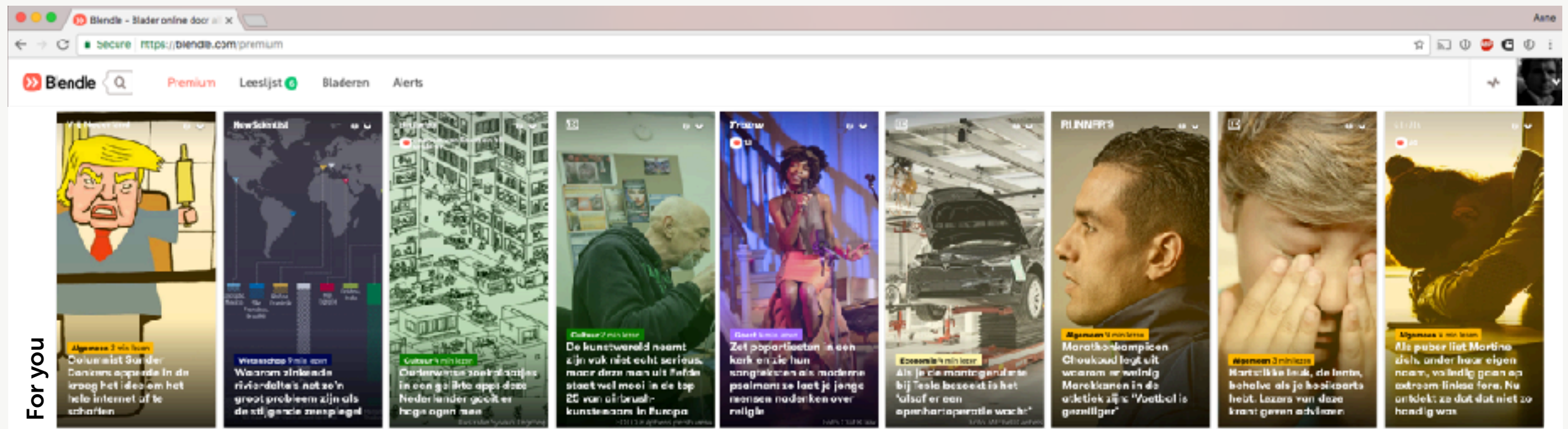


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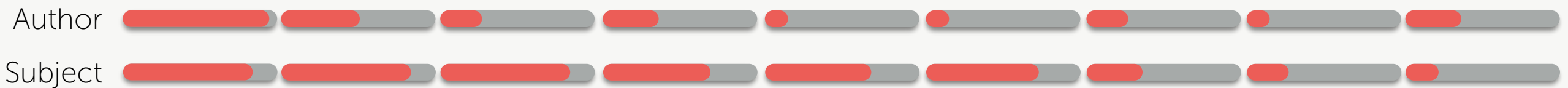
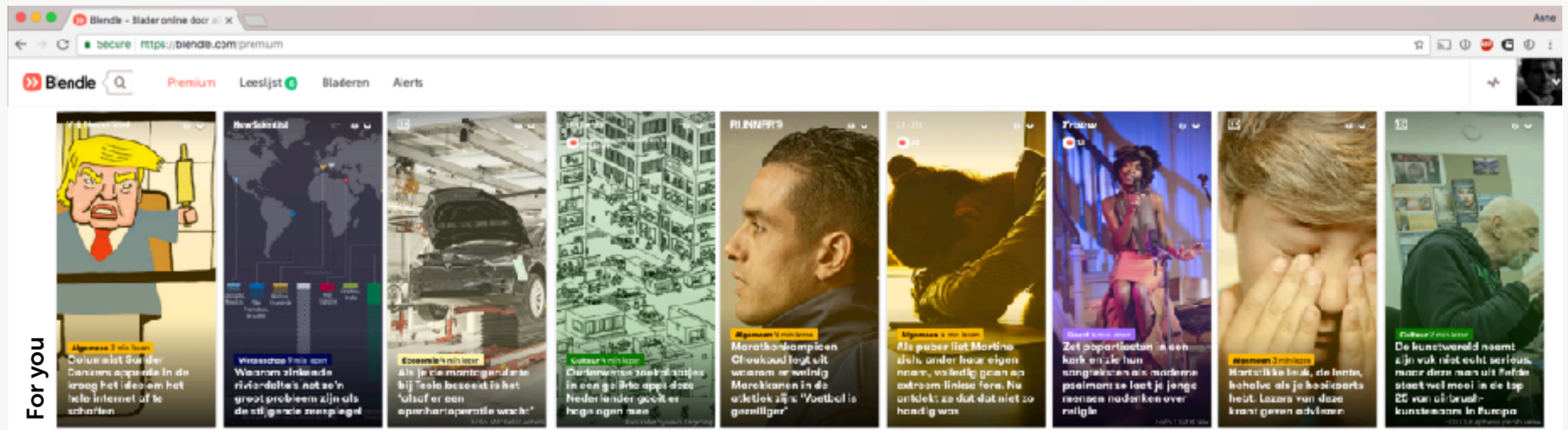
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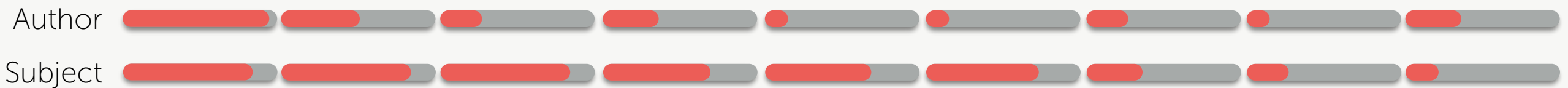
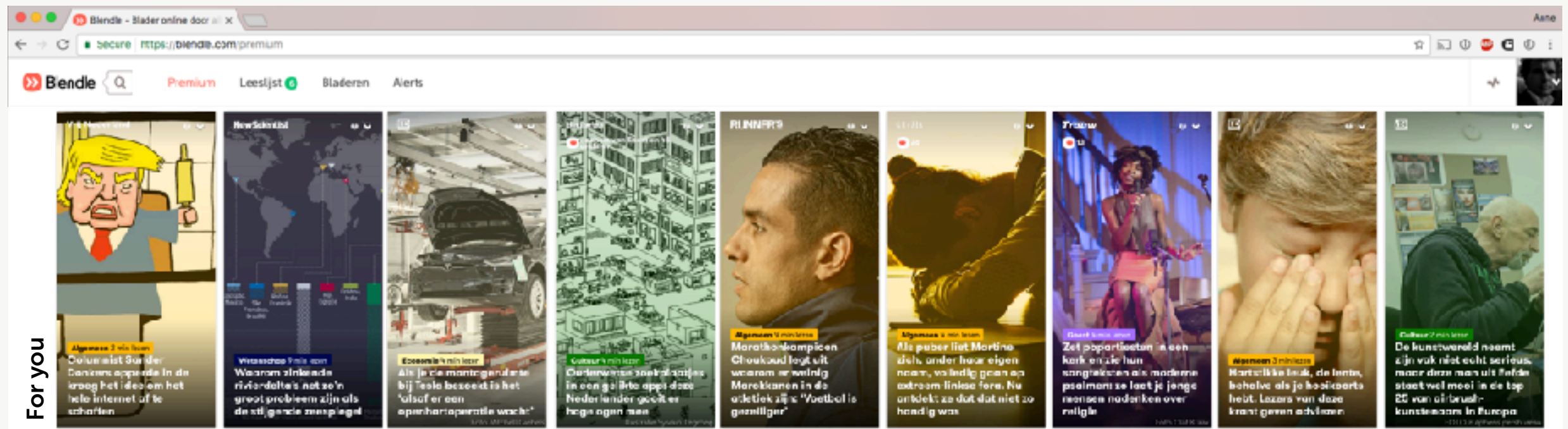
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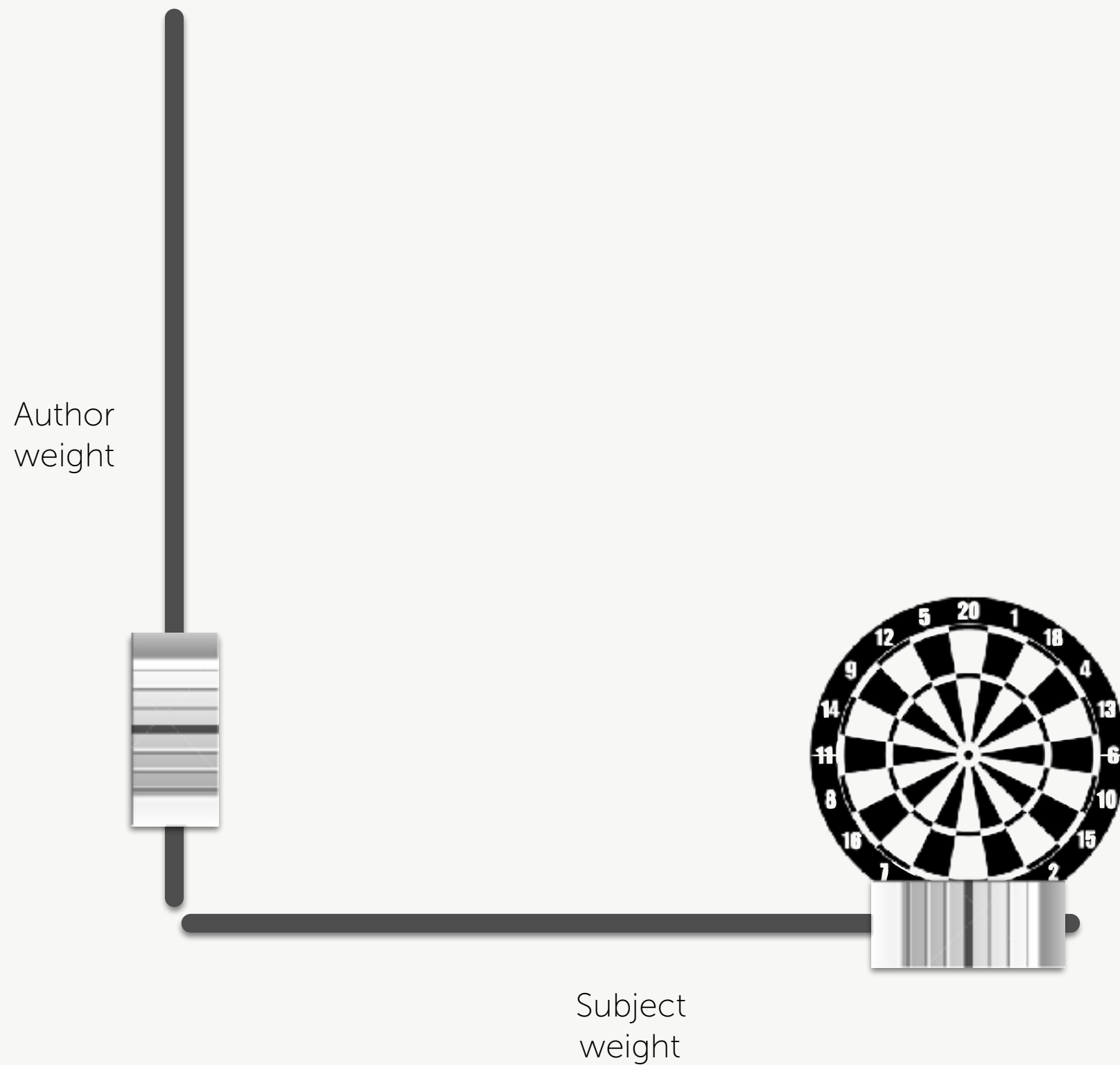
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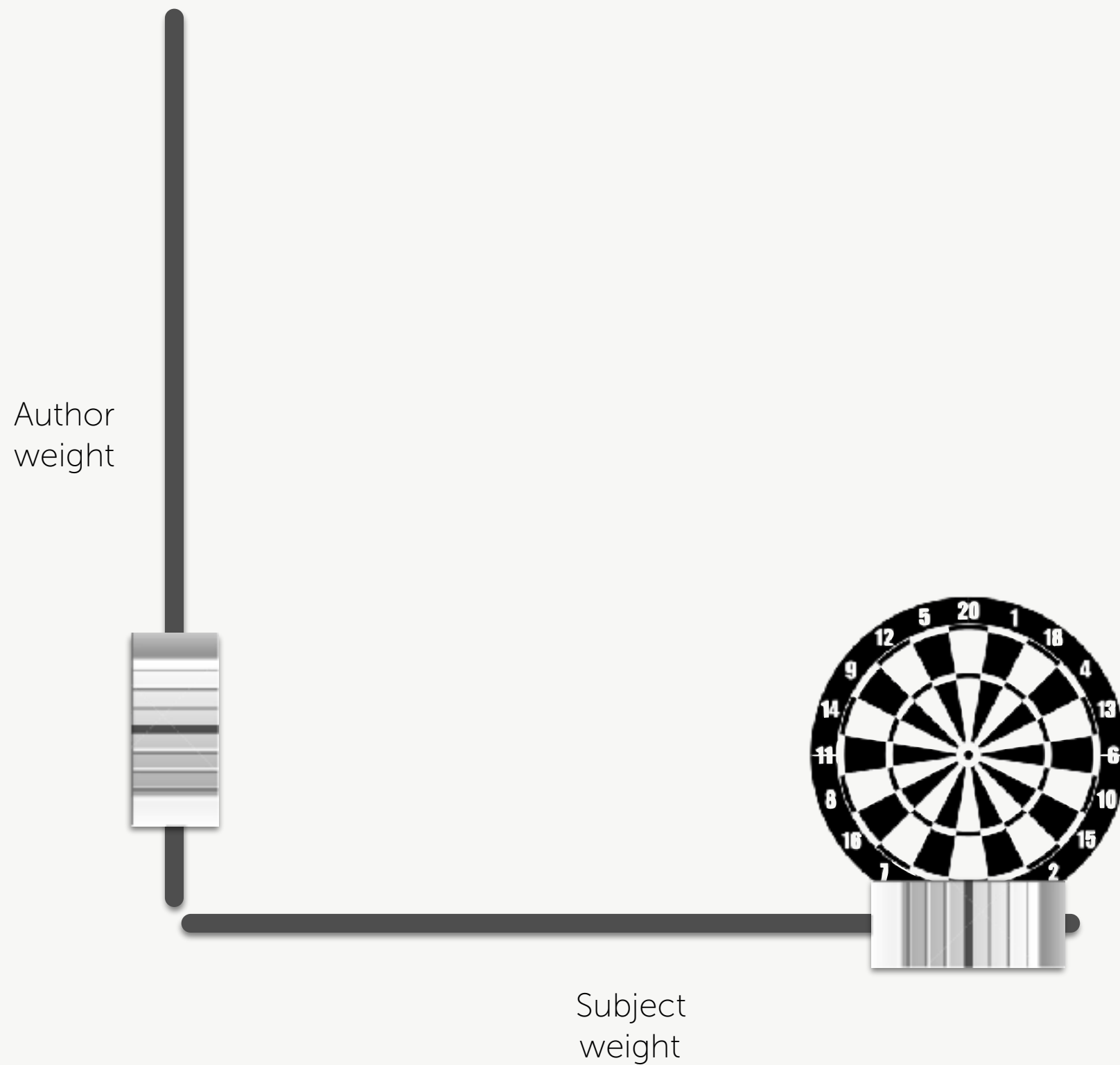
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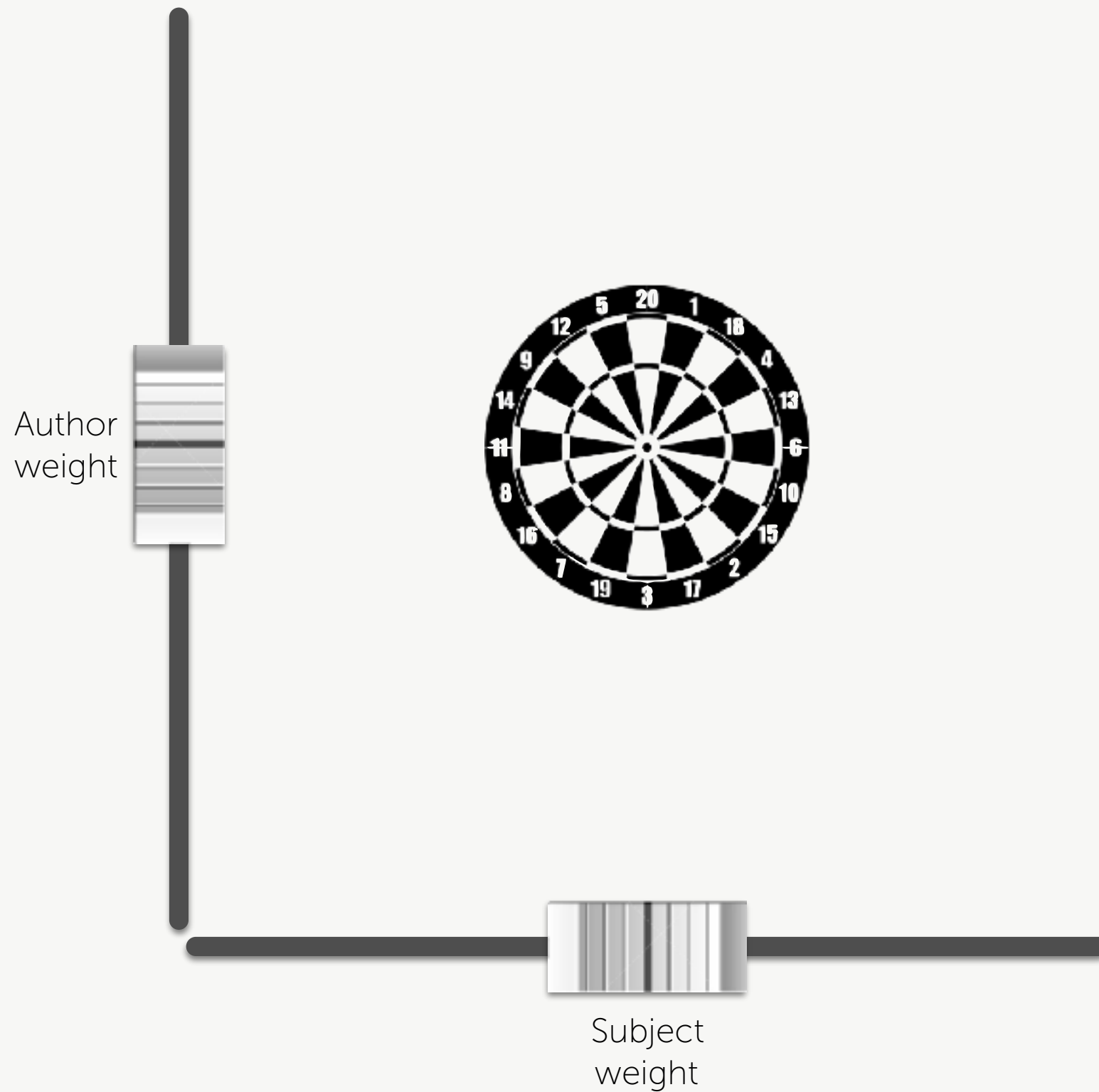
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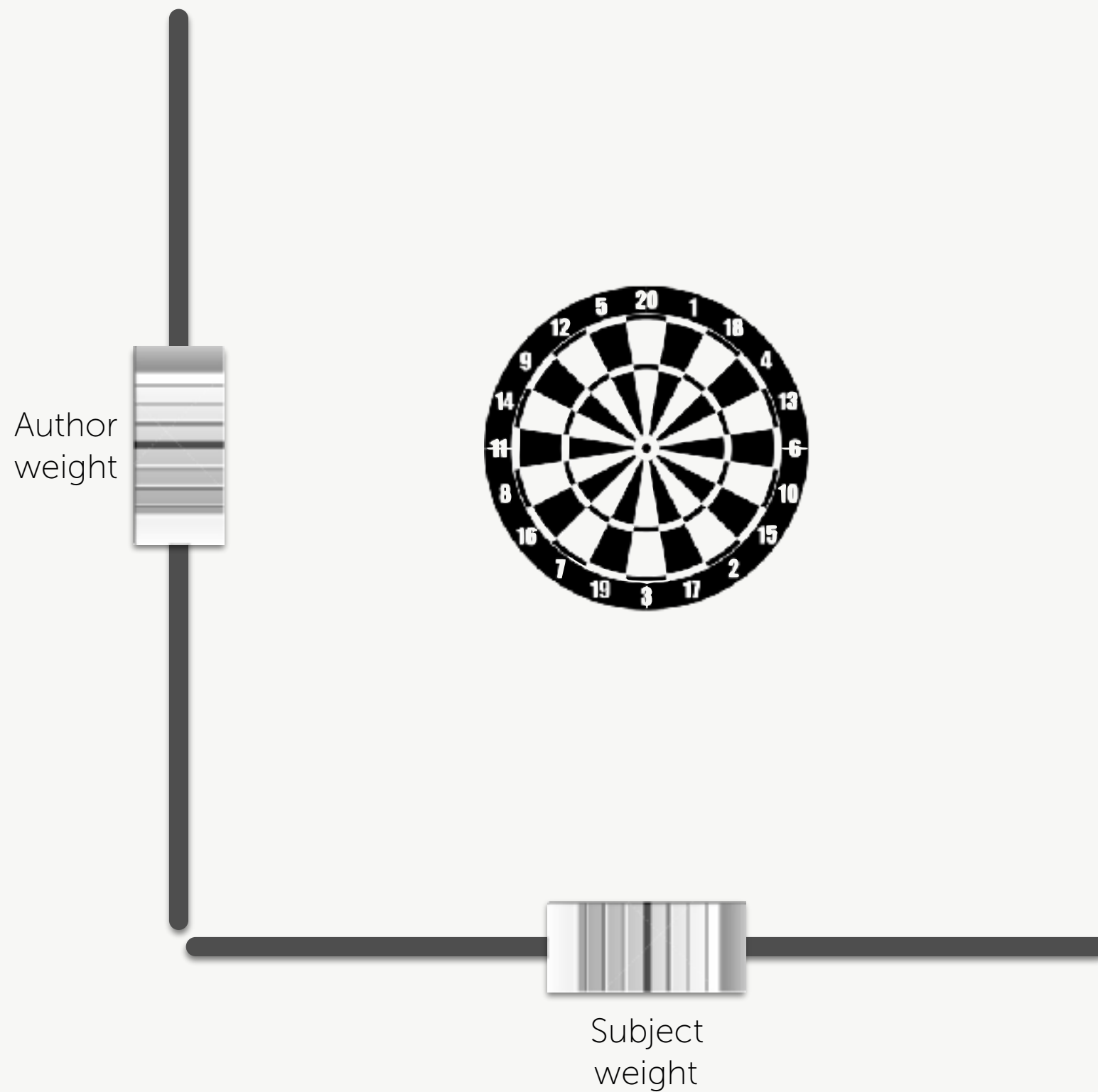
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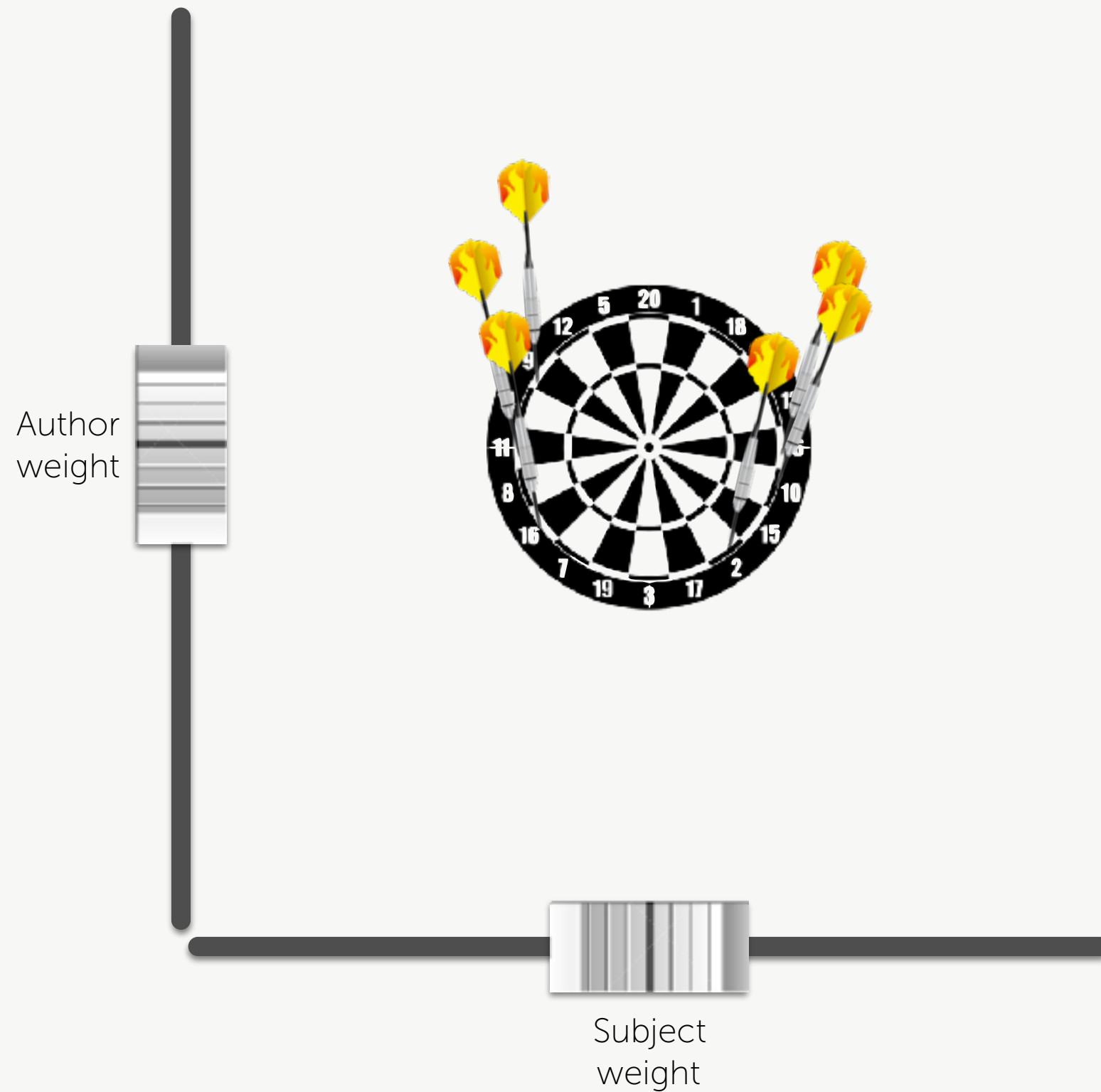
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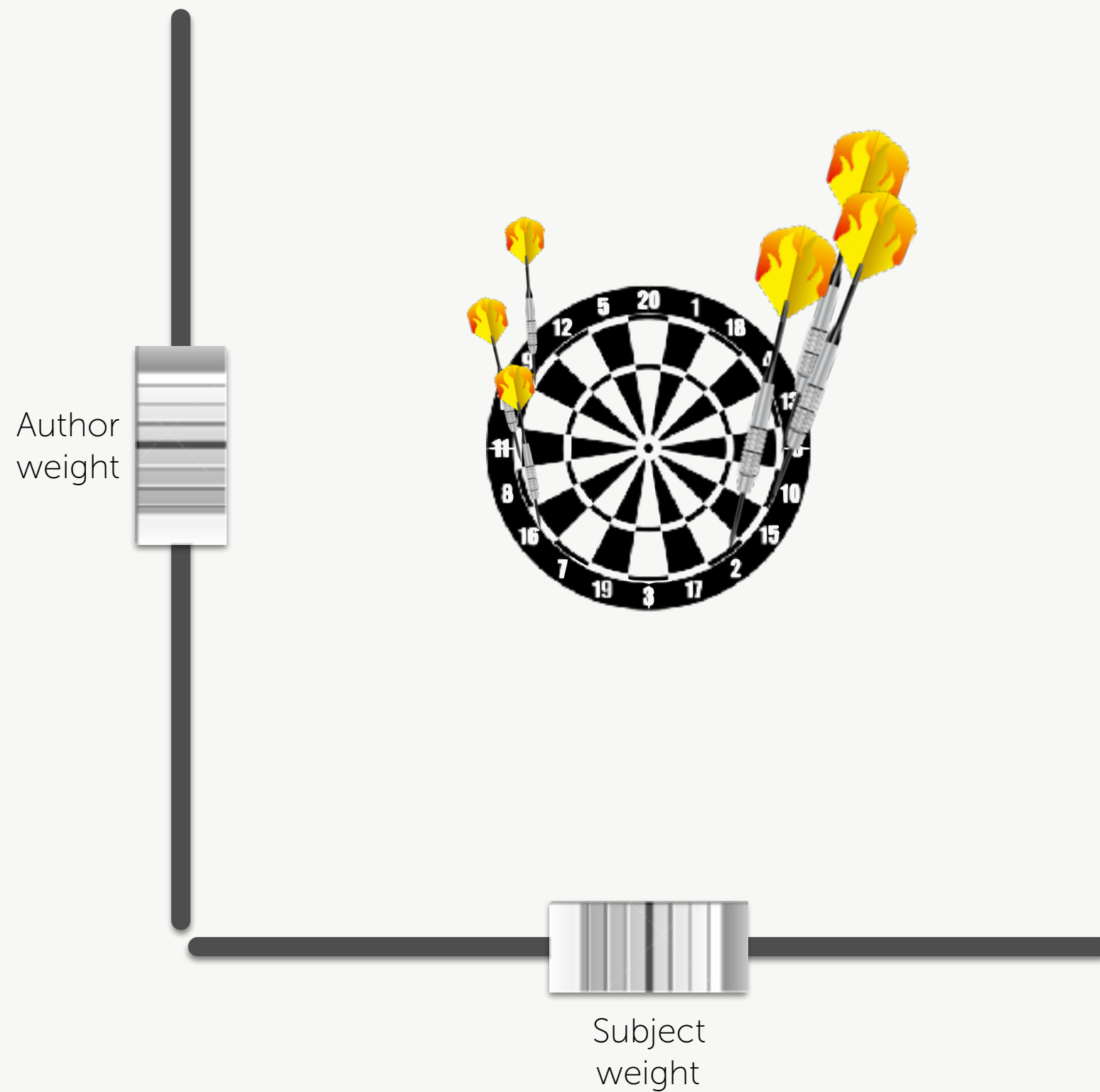
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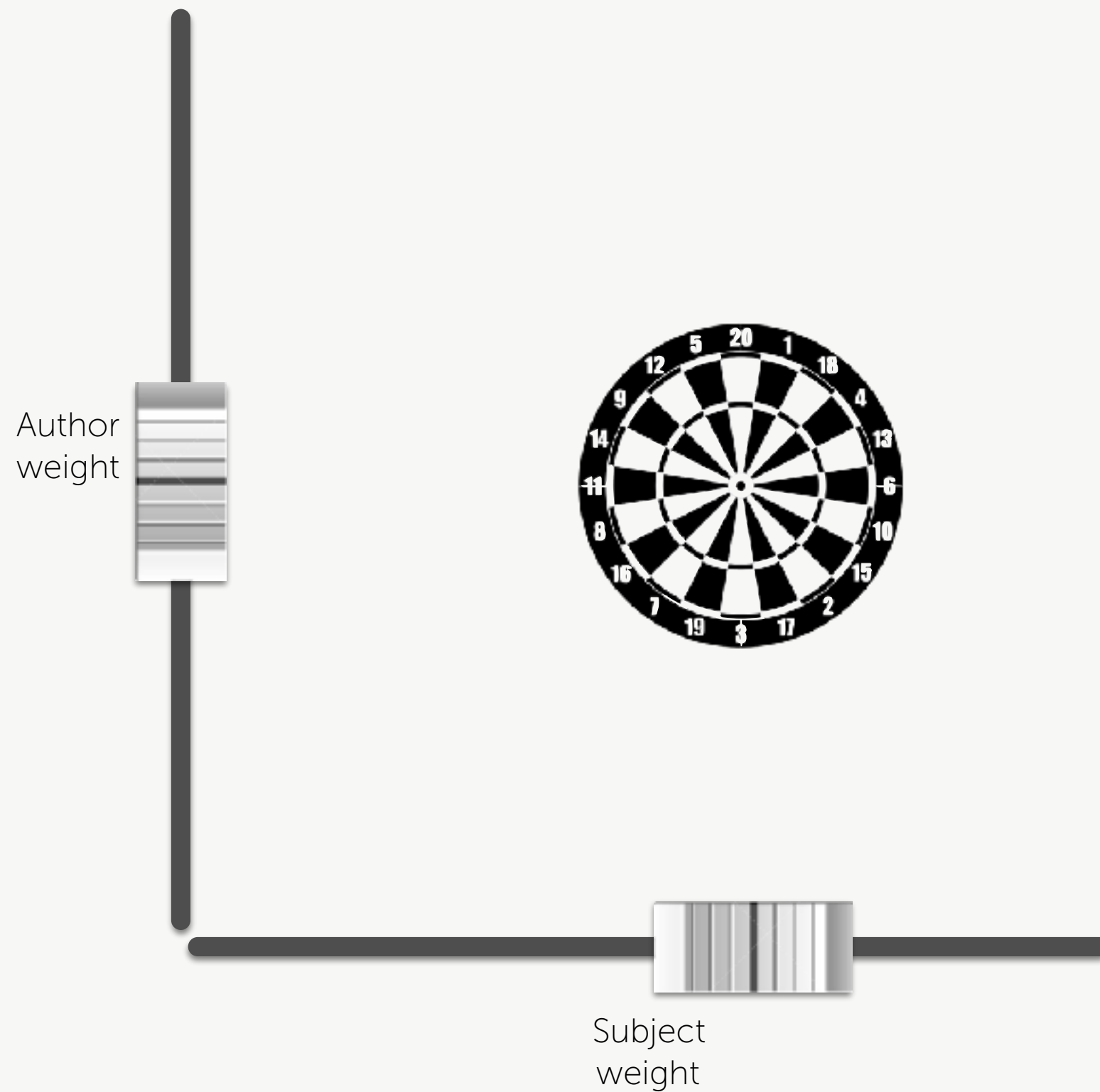
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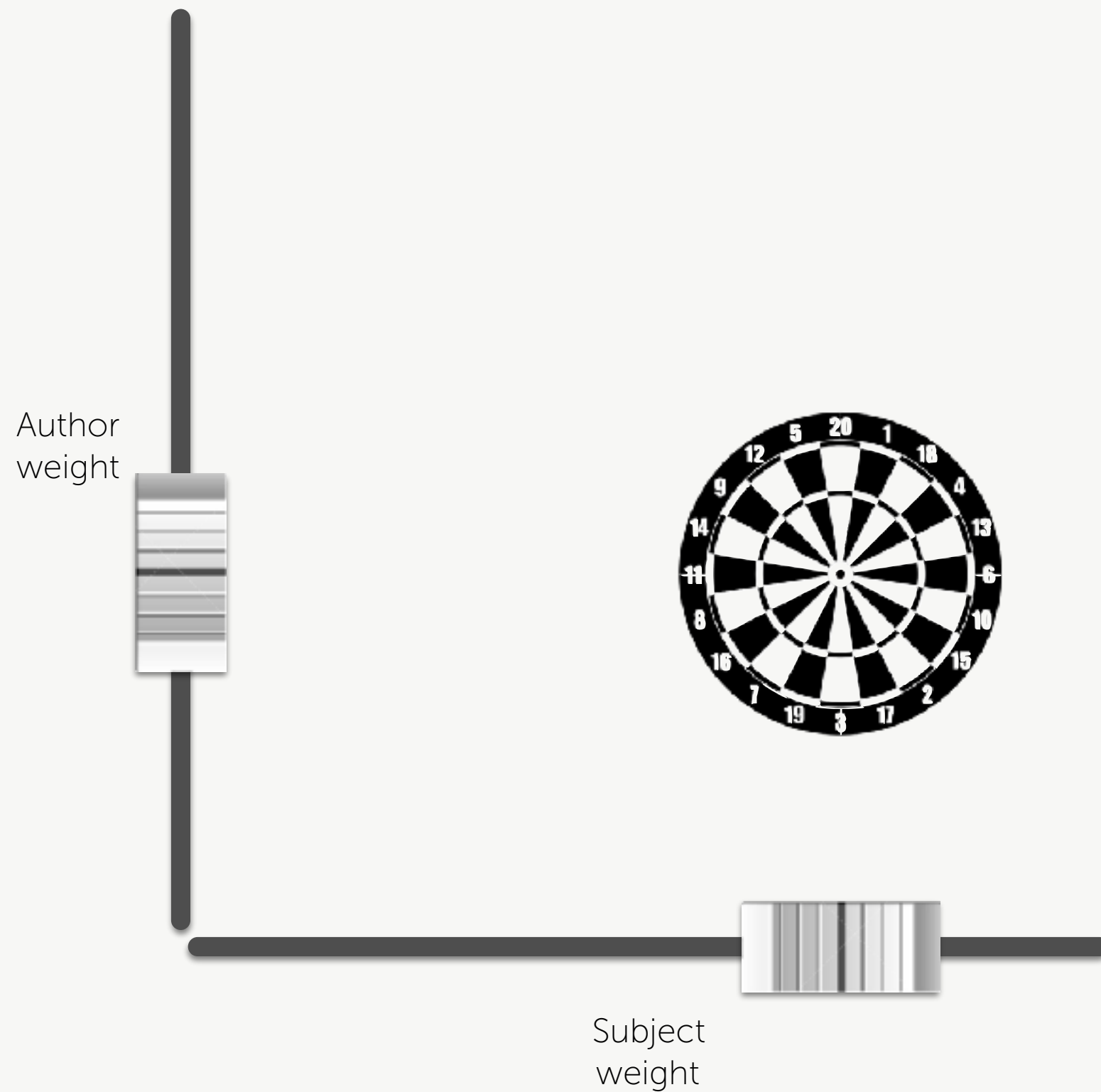
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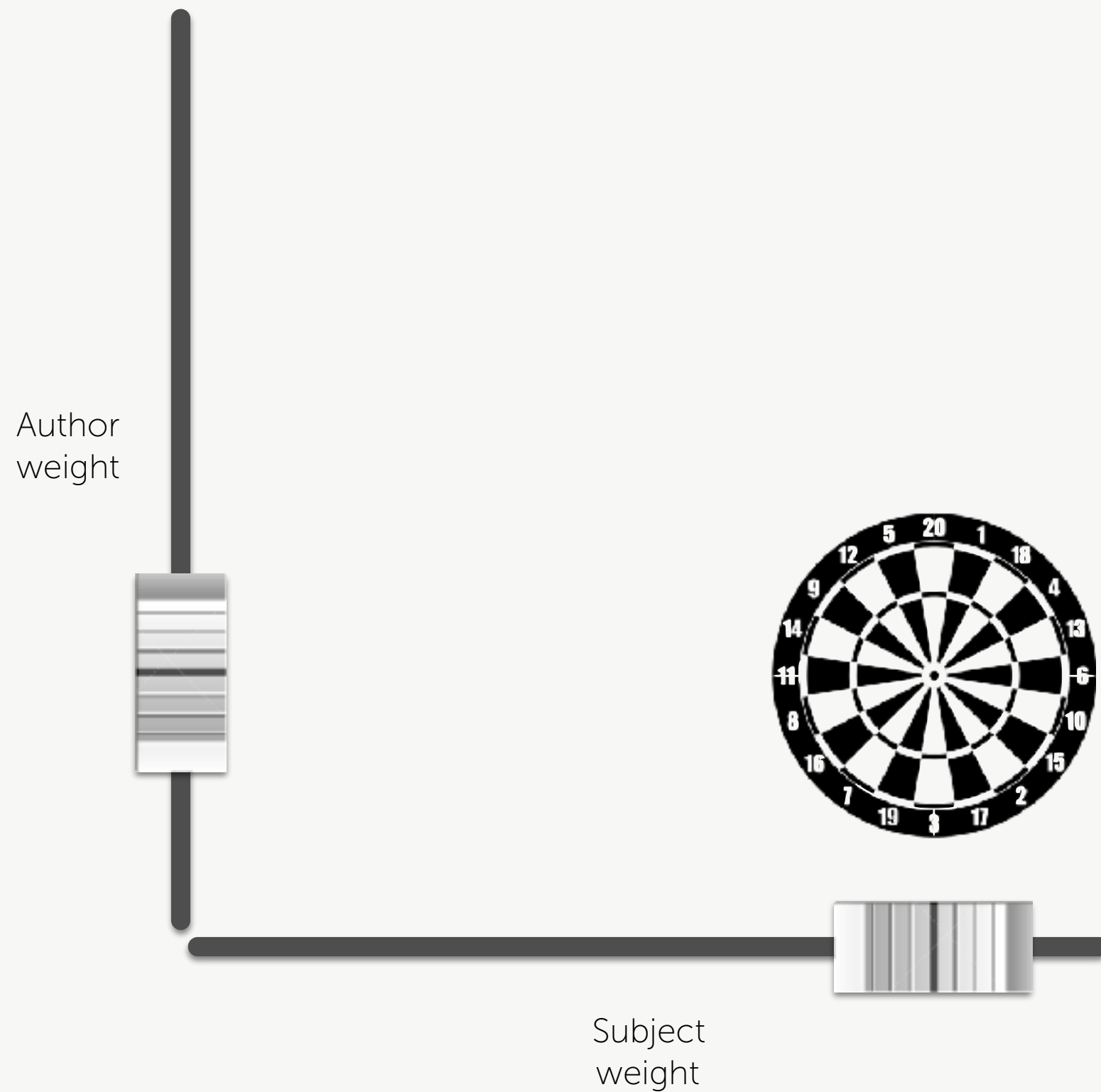
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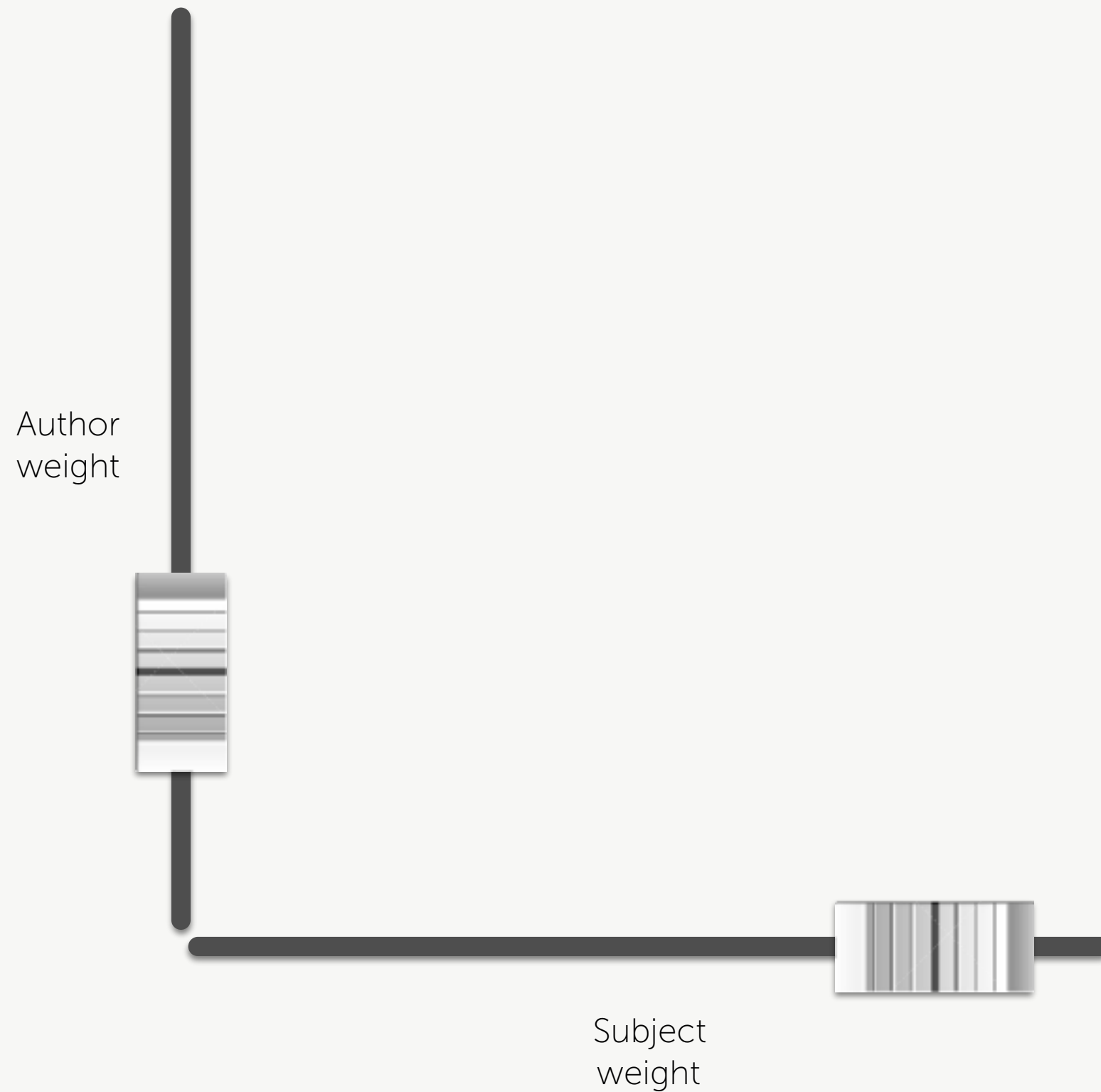
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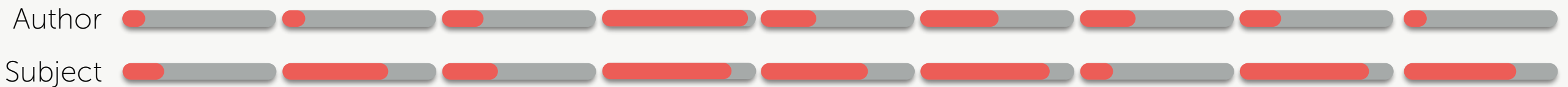
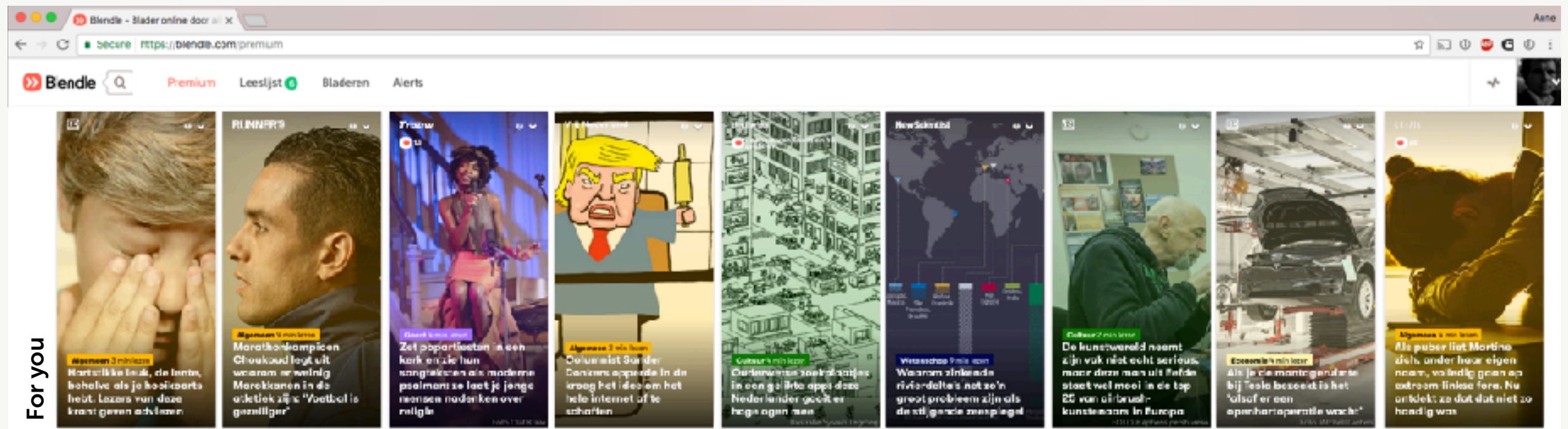
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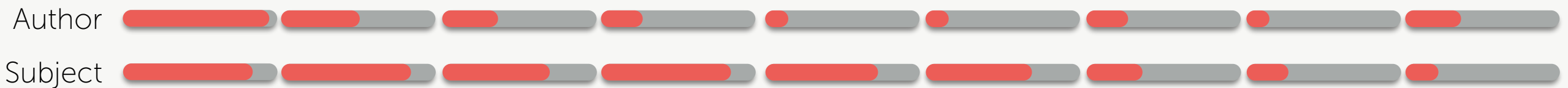
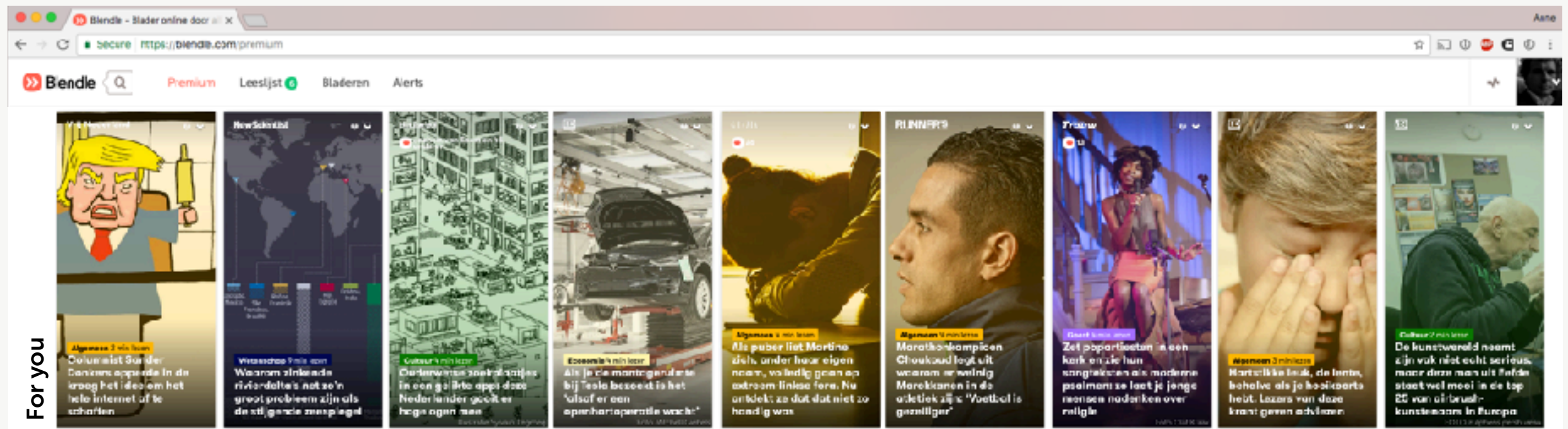
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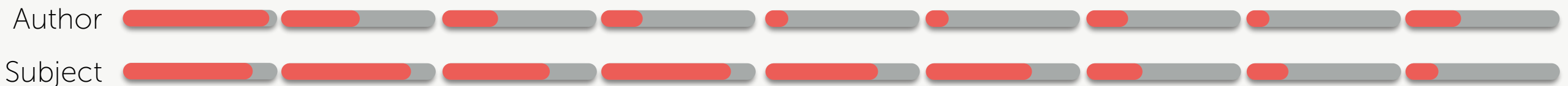
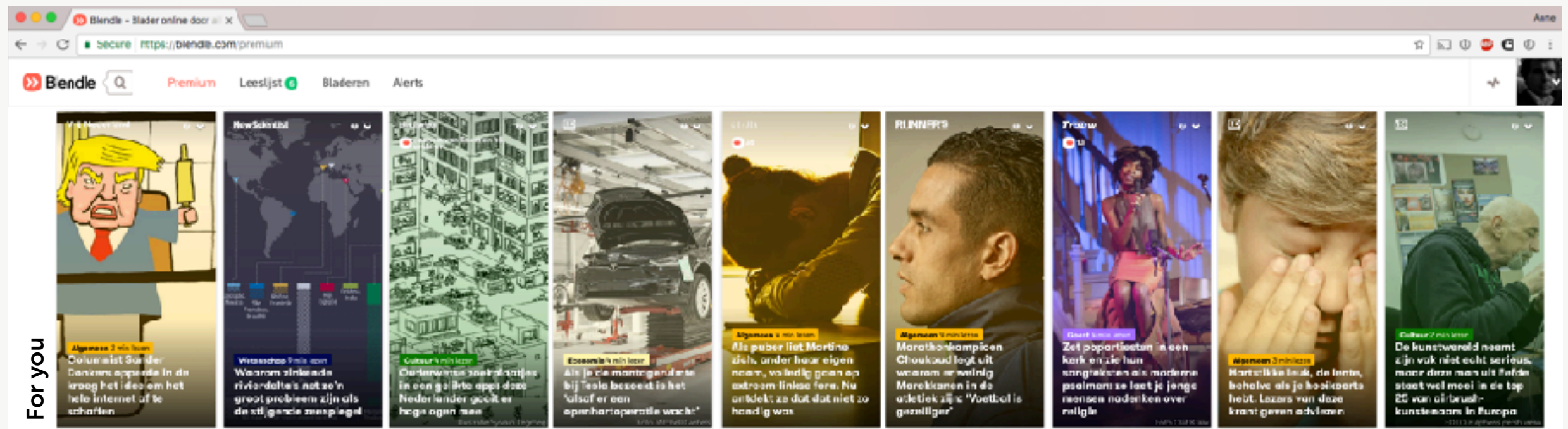
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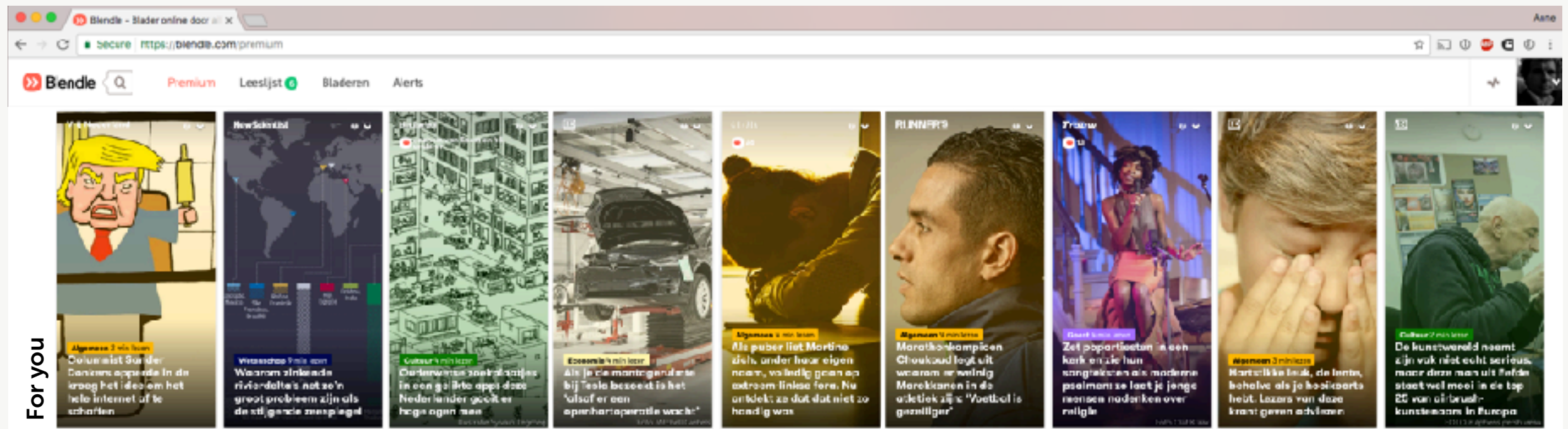
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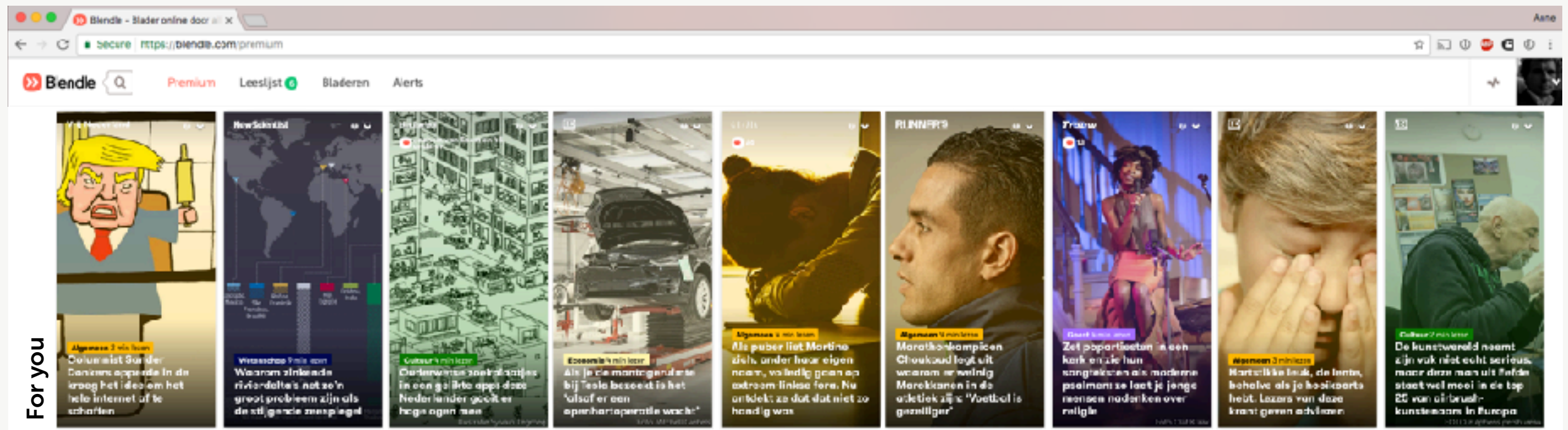


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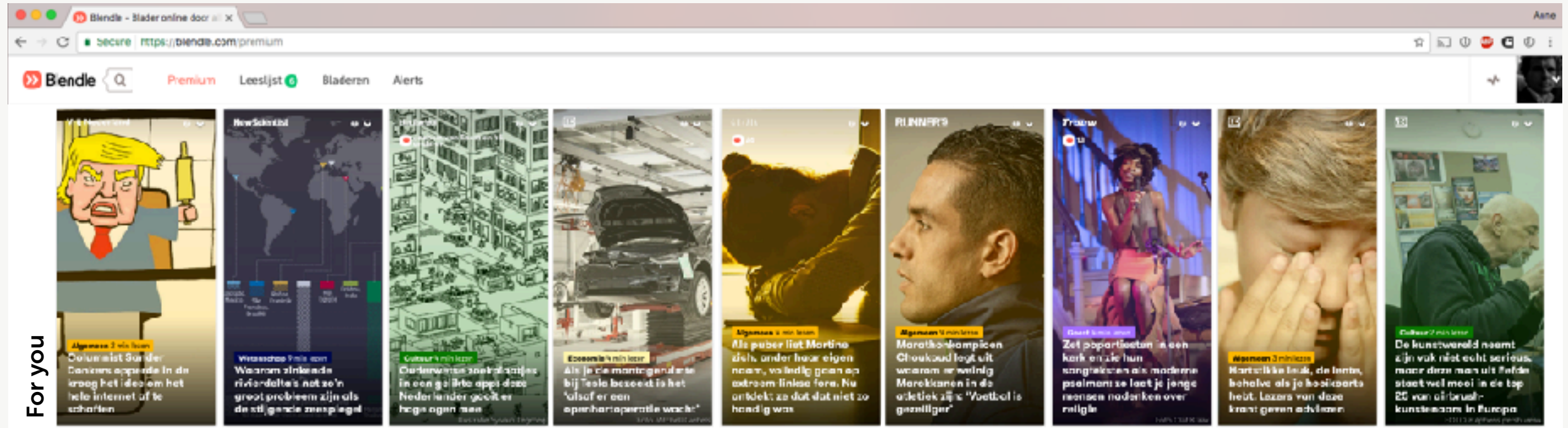
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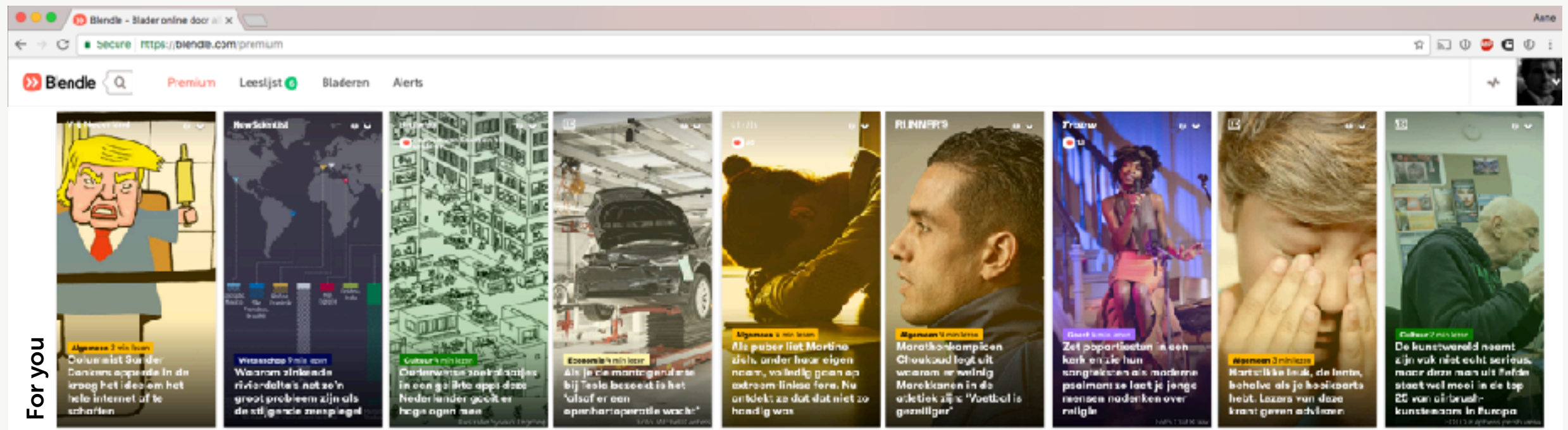
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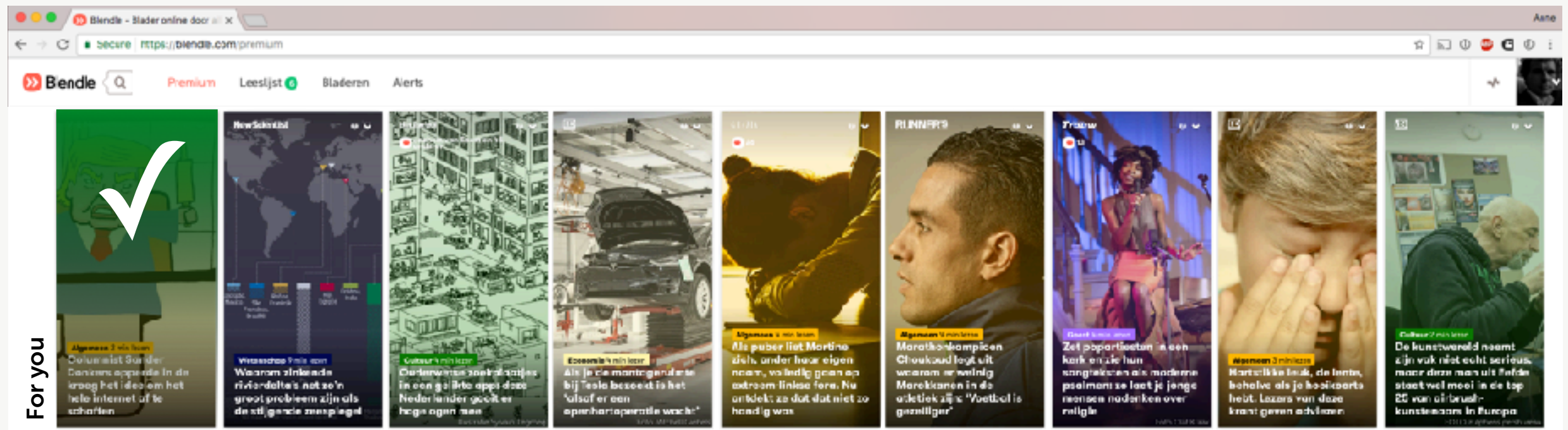
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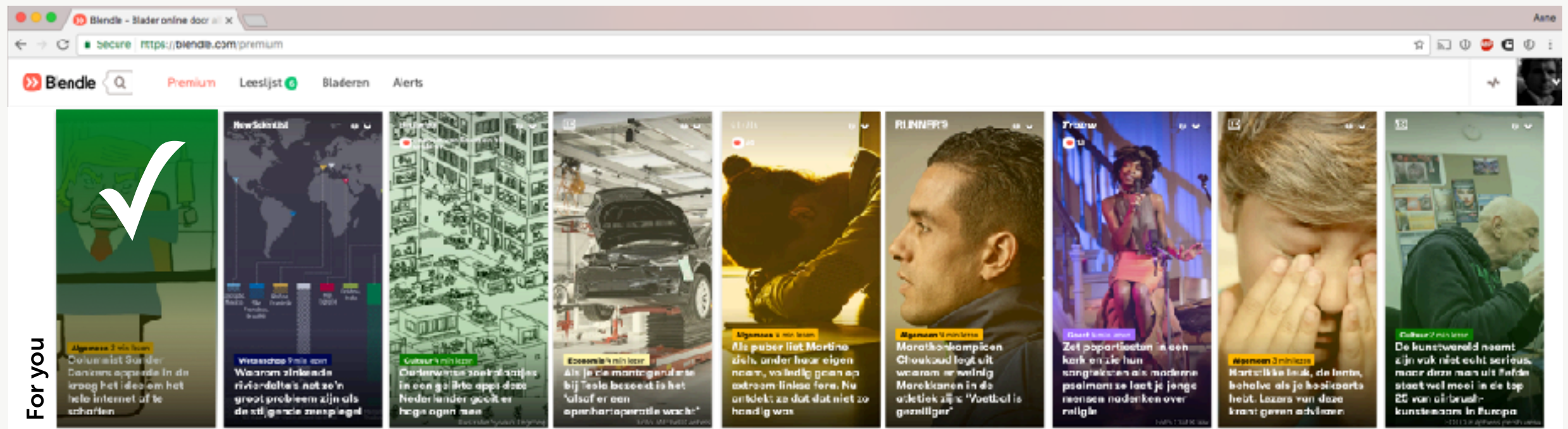
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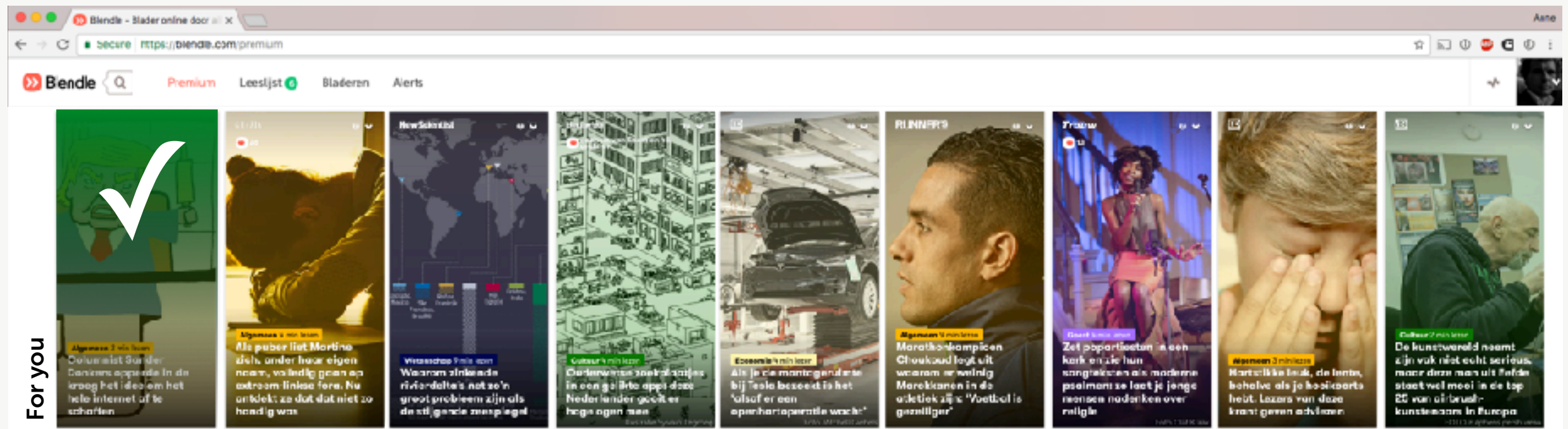
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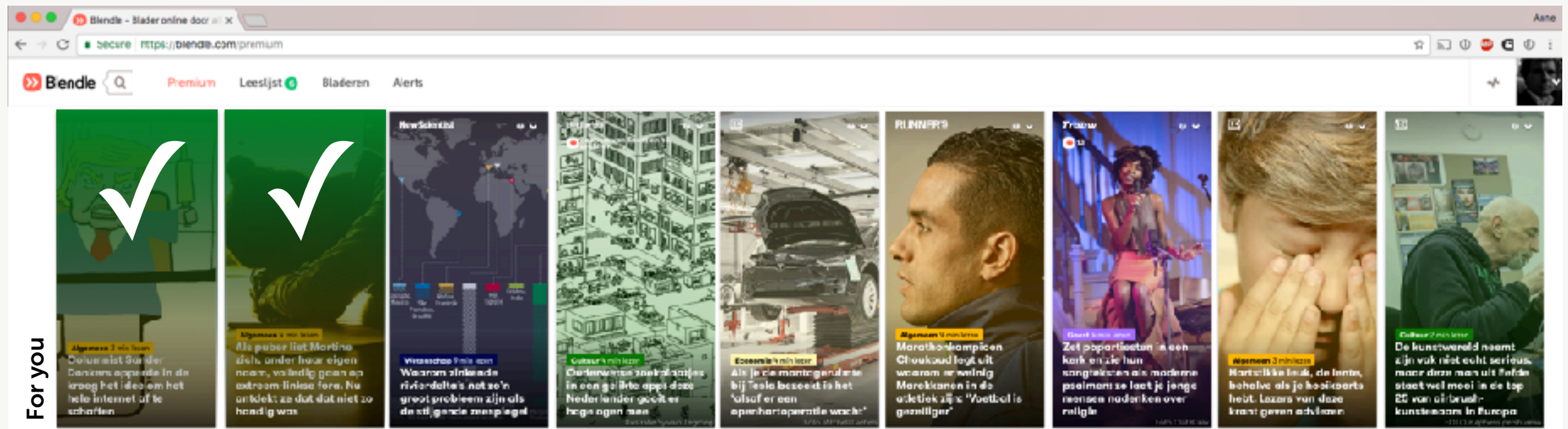
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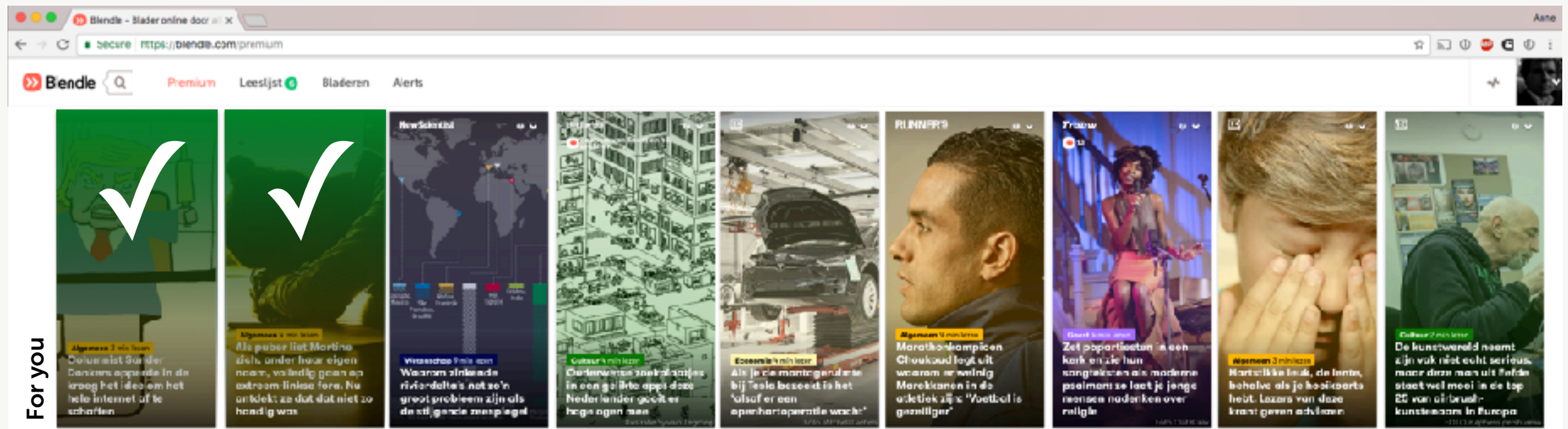
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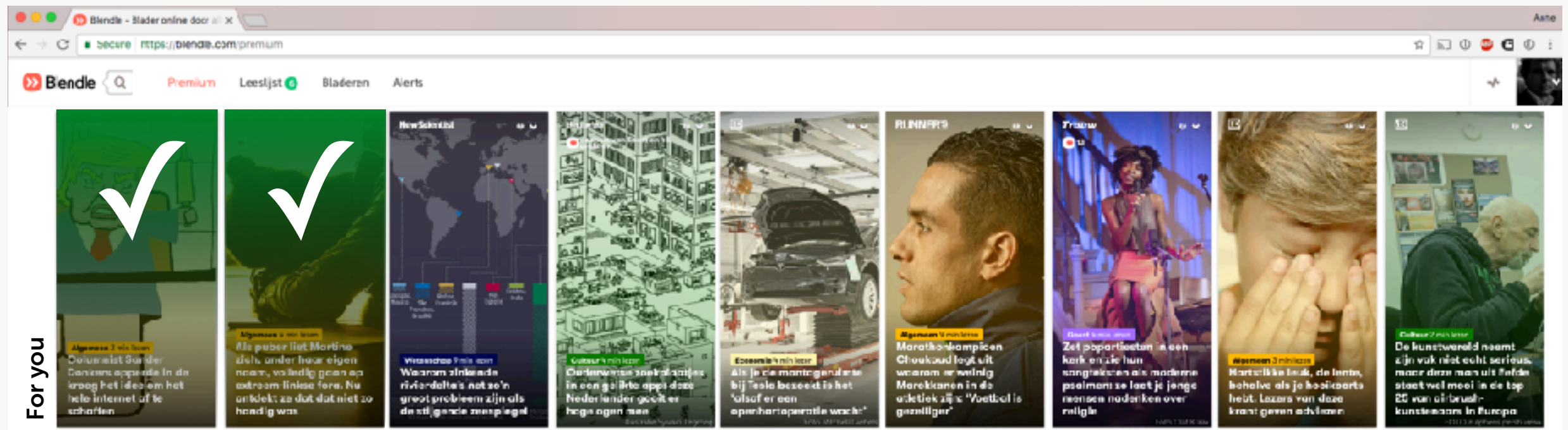
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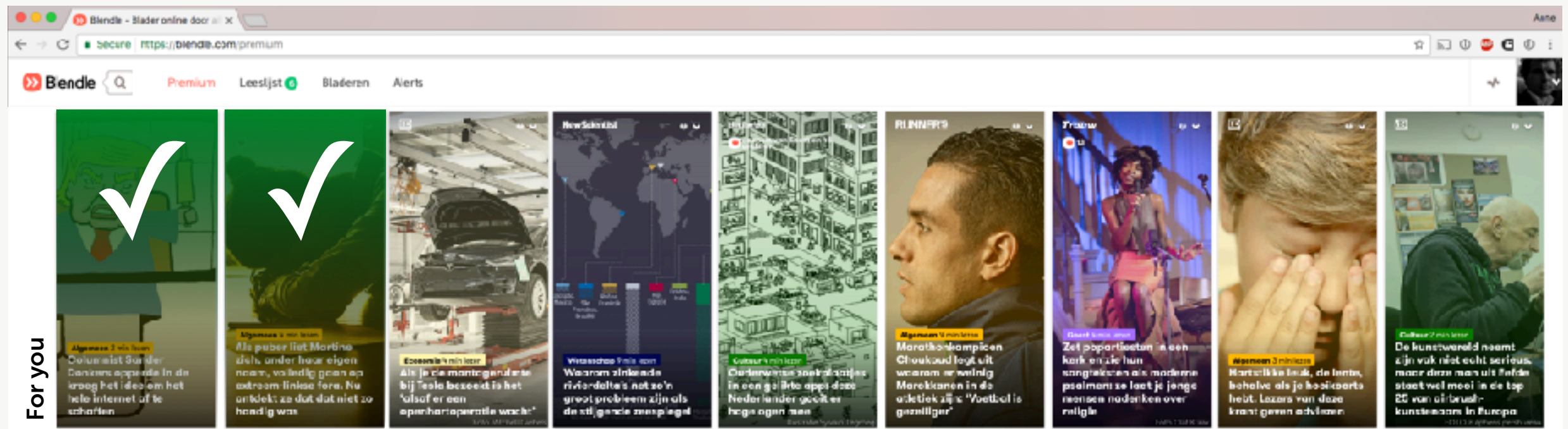
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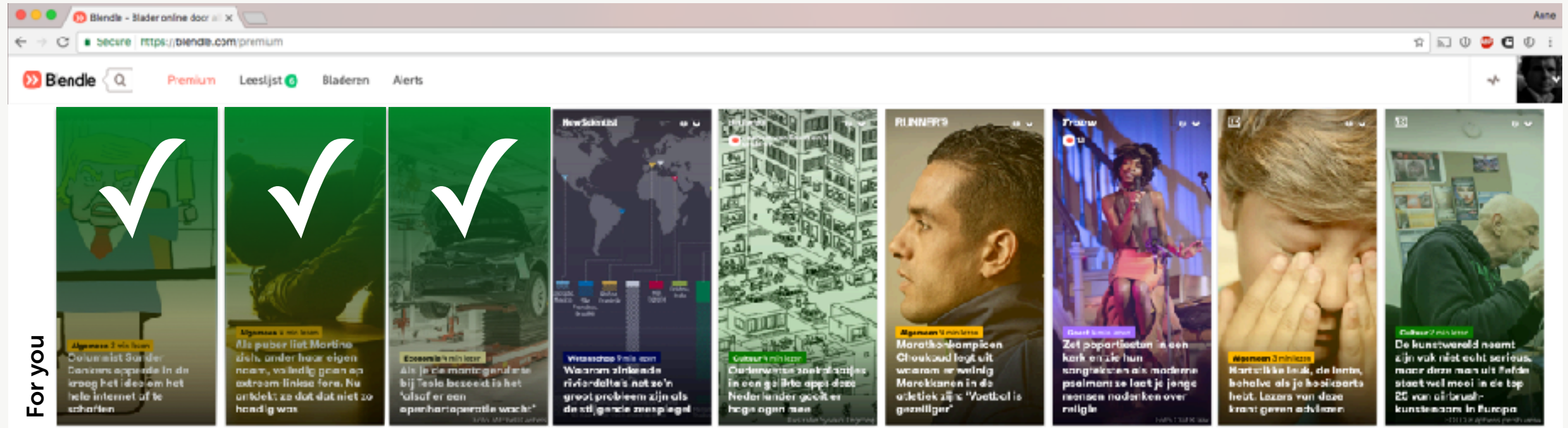
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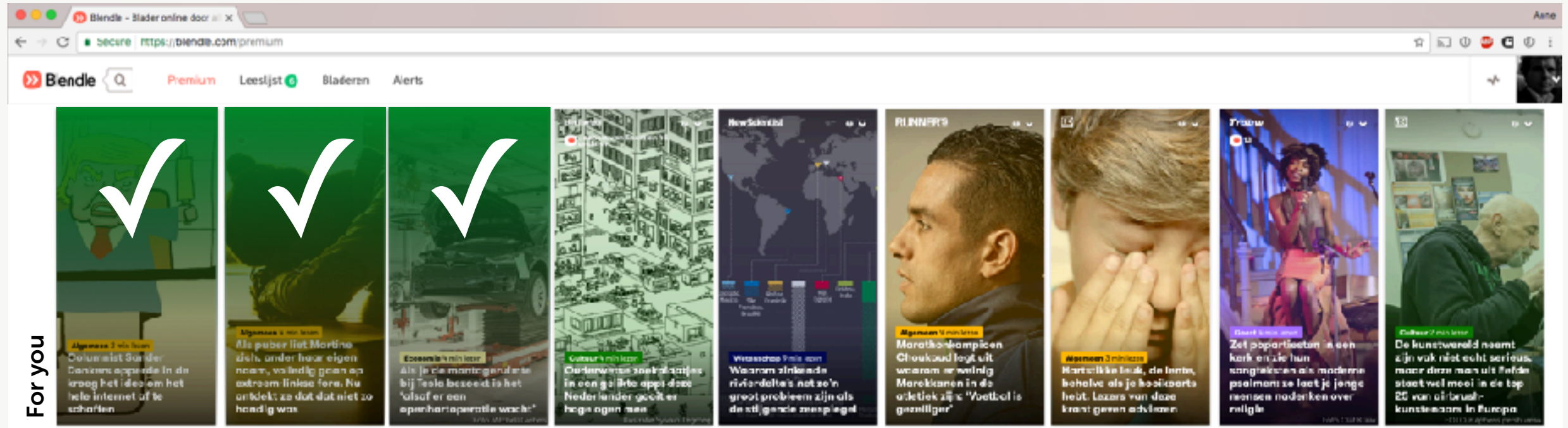
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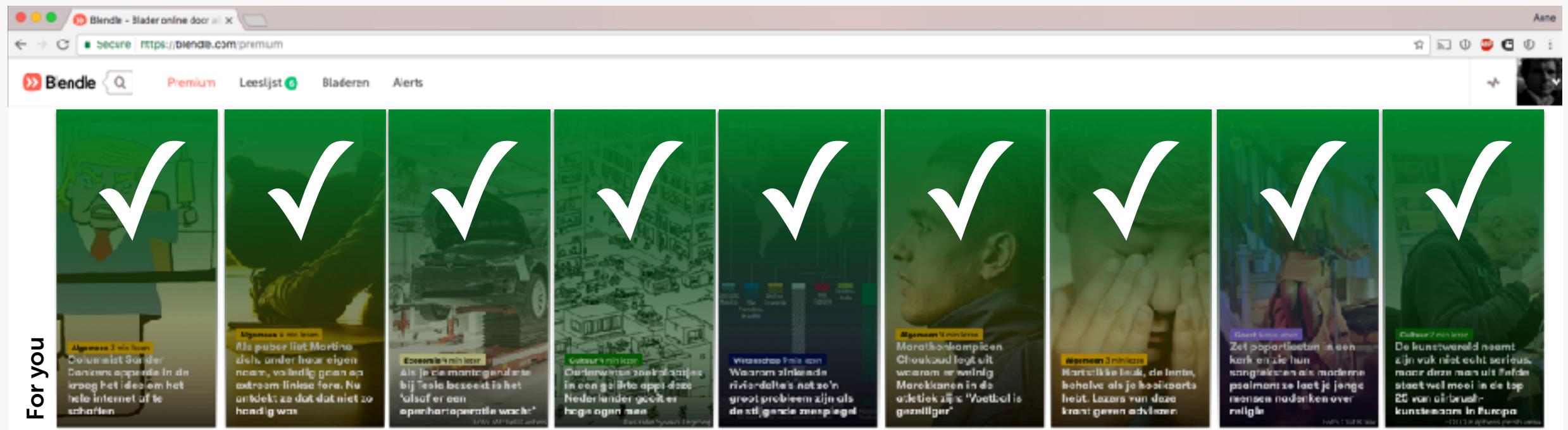
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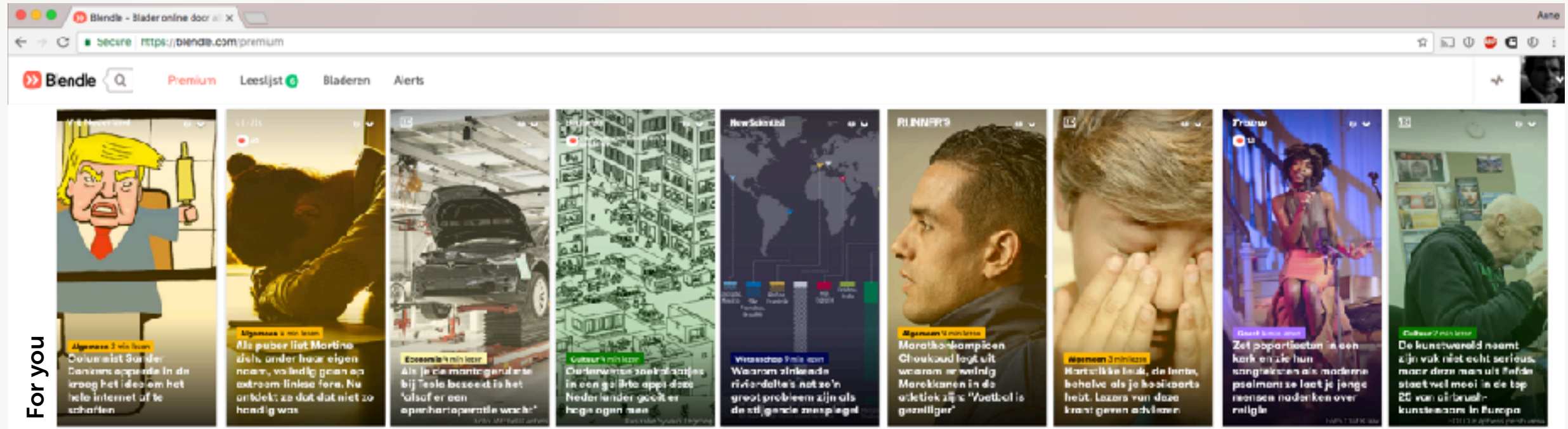
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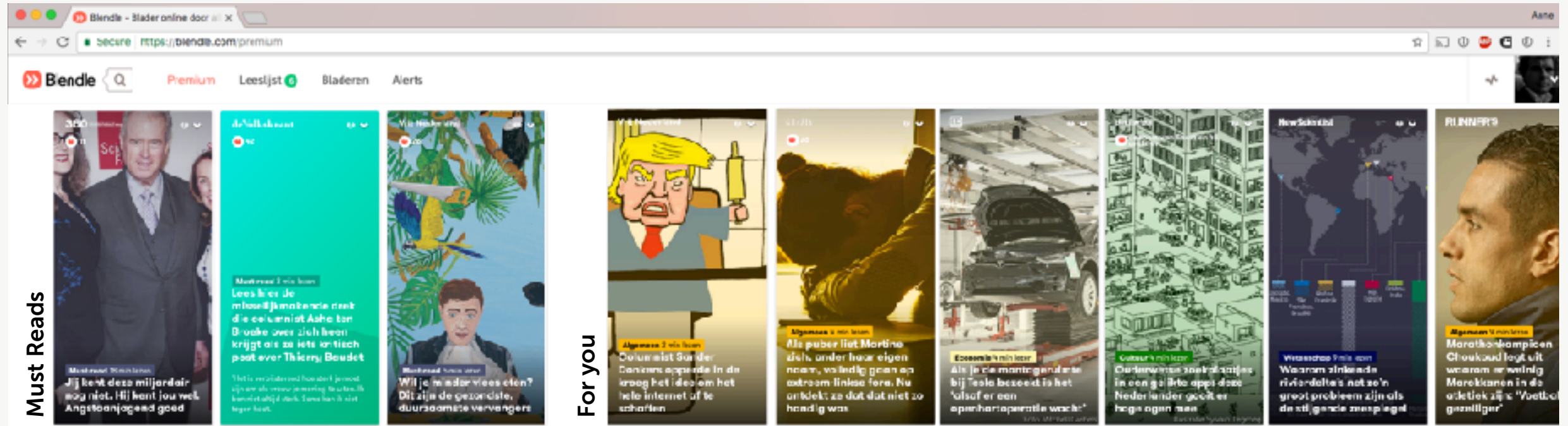
How we diversify



How we diversify



How we diversify



Summarising filter bubbles at Blendle

» Making bubbles

- » Address overload
- » Localize
- » Niche content

» Breaking bubbles

- » Editorial pre-selection
- » Diversification
- » Many sources
- » "Must reads"

Things we **do not** do

- » We only ever prefer articles of one **publisher** over another if a user does
- » We never take **price** of content into account when making recommendations
- » We do not (and can not) take **popularity** of articles into account when making recommendations

Where we would **like to** go

- » Explain to users **why and how** something was selected
 - » “You see this because ...”
- » Additionally, create very “**tight filter bubbles**”
 - » “This happened around the corner from where you live”
- » Make it very **clear** to users that they are viewing content targeted to them specifically
 - » “Only people like you see this content”
 - » “Other viewpoints on this topic are ...”

A person is seen from the side, sitting at a wooden desk and working on a laptop. The desk is cluttered with a vase of white flowers, a small potted plant, a pen holder, and a glass of water. The background is a blurred indoor setting with a window.

Blendle and the need for **Filter Bubbles**

EPRA Edinburgh Meeting. May 19, 2017
Anne Schuth, data scientist