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Unique features

- not a website, but an extension -> accessible from anyplace on the web
- unique interaction between user and websites, seamlessly integrated into the browsing experience
- the content is not proposed by an algorithm, but is directly attached to the websites being visited

What they deemed important, but isn't

- exaggerated personal profile too centered around the individual
- recommendation system introduces a bias on a user's content, who gets exposed to the same content over and over again
- discussion delocalized from where the stuff happens