

# Web User Interface Design

## Research Report

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# Introduction

## Website Analysis

### Filmtopia.net

<https://filmtopia.net/>

Filmtopia is a Catalan based website dedicated to covering films and content relevant to them. From articles, interviews and reviews to festivals.

For the evaluation it was a perfect fit, because we want to create a similar website.

### Usability

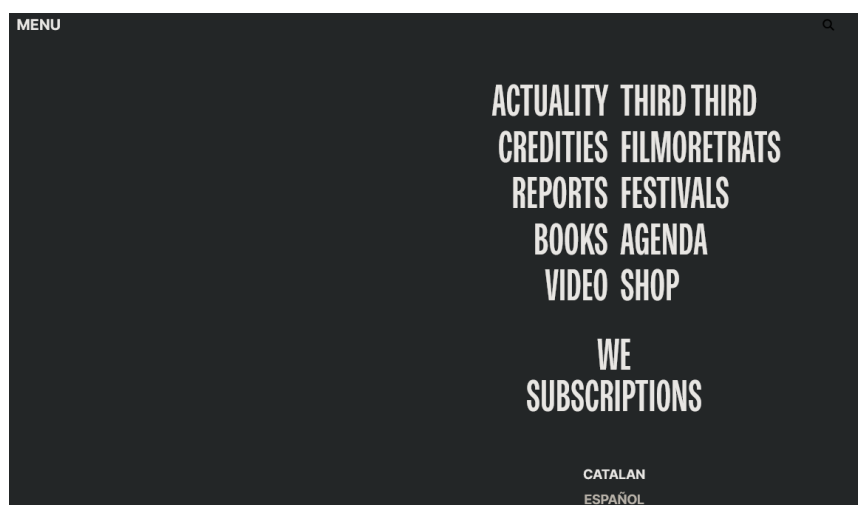
After using the website for a while, I found it to be user-friendly.

There is an always present bar overlaying the page, not being noisy or taking up too much space.

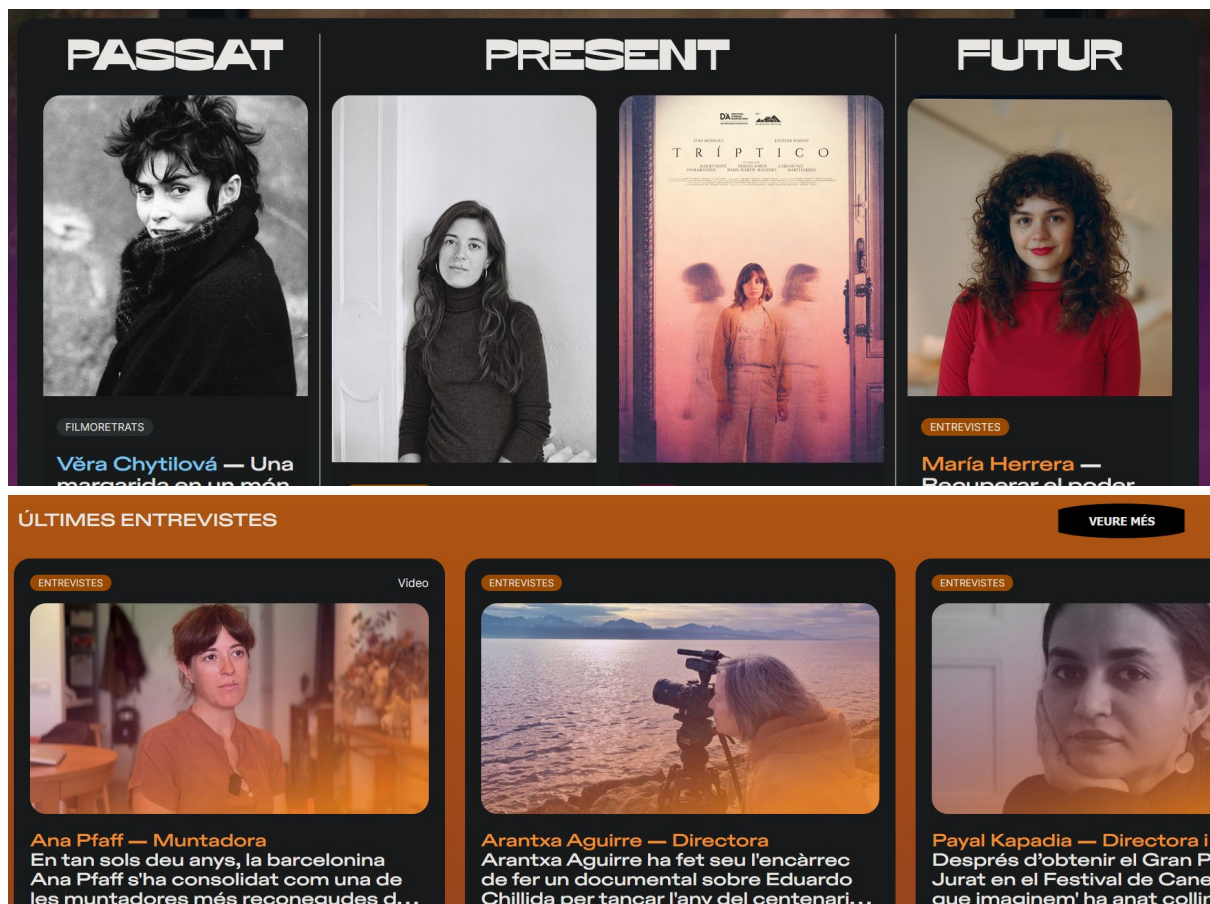
This bar points to the Menu and well indicated Newsletter and Subscribe button, making them a focus for the users, or calling them to action.



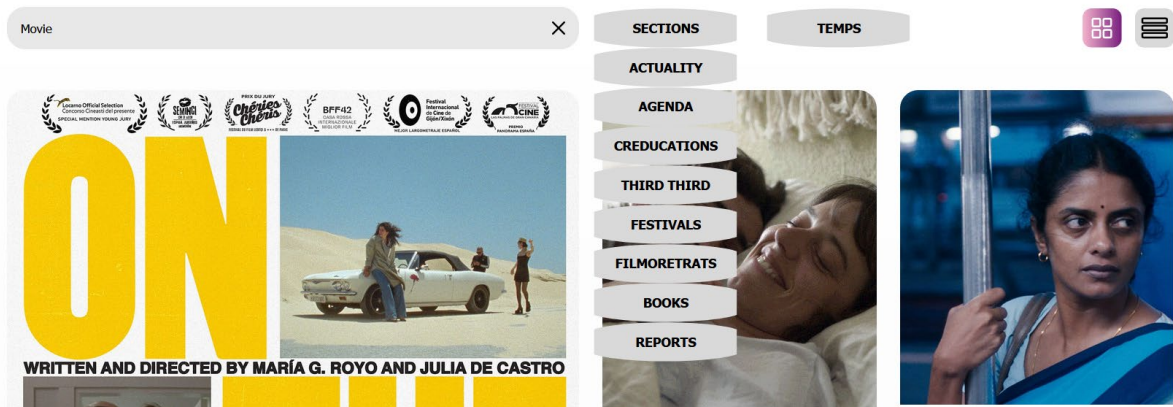
The Menu itself is a simple list of options to choose from, centered and easy to access.



The site itself is divided into changing banners following different columns. This can be sometimes a bit confusing but is not something that would hinder users' usage of the site.



The search option is also nice, offering filters for sections and release date with different layouts of the search results.

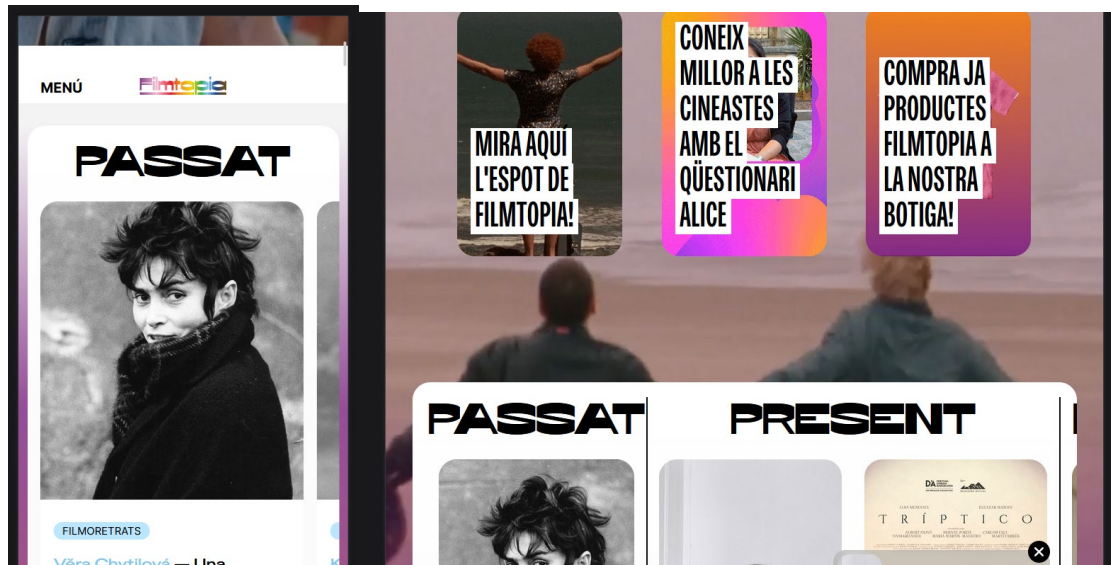


## Responsivness

The website responses to different devices and screen sizes by having a break point on certain resolutions, hiding certain parts of it and making the site one or two columns, based on the device.

This seems to be a common practice for most websites, and I think this is an effective way to make your website responsive.

Using the website on my mobile phone was a breeze, each row is scrollable from left to right. And all the menus etc. Are usable as well with the images resizing properly.



*On left Mobile Phone, On right Tablet Resolution*

## Accessibility

Testing the accessibility of the website proved to be a chore.

The images do all have alt descriptions, so using a screen reader I was able to listen to the alt descriptions with no problem.

Navigating the website with a keyboard was hard, I was able to jump from links up and down but sorting through the panels didn't work well.

After experimenting with contrast and brightness options the site seemed to respond well to them. The legibility is worse but still readable.



Overall, accessibility is not sufficient and there is room for improvement and for our own redesign we should focus on making it more accessible.

## Aesthetics

The design is nice and eye-catching, consistent across the site. Typography, spacing and color schemes are all well-made and create a good-looking website



I would say that the style goes well with films, the colorful nature of it goes well with the many different films out there.

Some parts of the site lack white space and more spacing, but other than that I think the aesthetics of this website are amazing.



## Content Quality

The content of the site is well structured, divided into categories clearly color coded. These categories can be filtered using the menu options.

The text itself from what is offered, rest is behind subscription, seems well written. From what I have read, the editors know what they are talking about, and they know their target audience well. Offering interesting topics, interviews and insight into the film industry.

## Interactivity

The website greets the user with a video playing in background with the title in the center. After scrolling down the panels and main bar appears, making the starting point interactive and getting the user to get interested in the site more.

Other than that, the site is interactive as usual with scrollable rows and columns, drop down menus and more.

## Consistency

The website is consistent in its uniformity, functionality and style. There are parts of it that stand out, but for good reasons, for example the down part of the website with The End taking the final space, as if finishing an old school film.



## Comparison Table

website to compare	features	pros	cons	responsiveness	better than my website?
<a href="https://www.rogerebert.com/streaming">Rogerebert</a> <a href="https://www.rogerebert.com/streaming">https://www.rogerebert.com/streaming</a>	Reviews and articles	Filtering, Best movies list	Lack of sections option	Good	I think Filmtopia has better aesthetics and layout, but our website will be more accesible
<a href="https://www.filmcomment.com/">Film Comment</a> <a href="https://www.filmcomment.com/">https://www.filmcomment.com/</a>	Blogs, podcasts and physical articles	Archive, and relevant content	Hard to navigate	Alright, mobile struggles	I think our aesthetics and layout will be more accesbile. But the relevancy of Film Comment is something hard to achieve



Little White Lies <a href="https://lwlies.com/">https://lwlies.com/</a>	Reviews and articles	Good aesthetics and layout	No filter	Good	The simplicity of Little White Lies is appealing, but our website will have better filter system and more appealing aesthetics
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## Letterboxd

<https://letterboxd.com/2024/>

### Usability

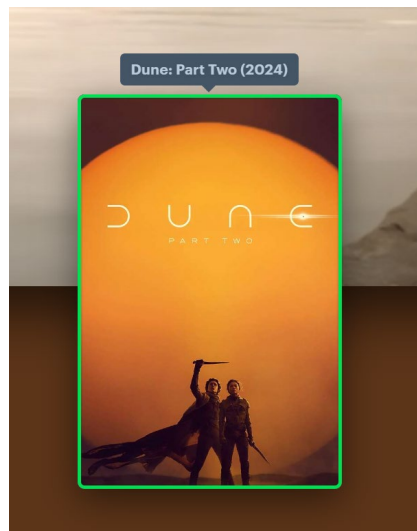
The usability of Letterboxd remained simplistic. Although the menus on Letterboxd were easy to use and simple to navigate, difficulties arose from its bold and slightly awkward layout, it's clear the designers were passionate on how they presented their website but this came at the sacrifice to the website's distinguishing between its content and advertisements, only for the advertisement to have a small sub-heading to add context.



This website worked mainly as a user-reading experience rather than the “normal” website a user is akin to, there is not much interaction present, having most of its interactions hidden away in hamburger menu, but the few there is work very similar to each other, and work well, there were never issues with using the features presented.



Although Letterboxd presents nothing groundbreaking, when wishing to learn more about a chosen movie, it shows where the user is within the site, having the movies accompanying poster highlight green when hovering.

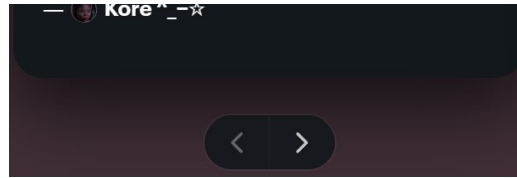


## Responsiveness

In response to the website being opened on a mobile device compared to a desktop, Letterboxd have created an extremely user-friendly system. Rather than the simplistic and minimalistic design of the desktop, the mobile version has enclosed paragraphs with contrasting backgrounds acting as a divider between each piece of content.

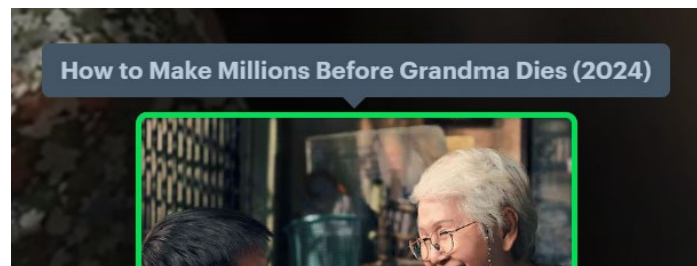


Even its interactions have been simplified to buttons that when clicked, scroll to reveal more content about different movies the user could be interested in.



## Accessibility


I believe Letterboxd meets a sizeable number of requirements for users who need certain accessibility systems, any static image presented has an alternative text, although not descriptive, it provides the user with the movie's title and its year of release.



Letterboxd uses a primarily muted palette as its main color source, leaving room for the color spectrum's more saturated colors to be used for accessibility, as previously mentioned, a lime-green border highlights the content's accompanying poster, a good use of contrast between the background and foreground details. Another detail to point out would be its use of the keyboard's arrow keys for navigating the majority of the website, although not being able to access some of its side panels, the arrow keys act as an effective alternative to the keyboard and mouse, snapping to the more relative piece of content that is on the screen. Whilst scrolling through the website, the background will change to a more relevant color to the topic presented, although this is a harmless design choice from the developers, it could present challenges to users of visual impairments, users who find that the constant change of colors can be overwhelming or users who find the change of colors create a more difficult environment to read the content's text.


## Aesthetics



One thing Letterboxd excels at is its overall aesthetics, how it presents itself, and its visual fidelity. It is very apparent the developers of the website put a lot of focus onto how they were going to present the content to the user, primarily using a muted color palette for the accents of the website and using stand-out colors for interactions with the user. One thing you can do is watch the development of Letterboxd throughout each year, as Letterboxd provides the previous year's movie reviews, each having its own visual style and color scheme. Of course, having older developed webpages will come with outdated concepts. As seen below, the latter is from 2012.



**1. Dune: Part Two**

HIGHEST RATED OVERALL Directed by Denis Villeneuve


★ 4.4 "An absolute behemoth of a film. My goodness. The entire third act is some of the most goosebump-inducing filmmaking I've ever seen. I can't stress enough the intensity of the emotions I feel while watching this. It's truly an experience I'll cherish forever." —  **George Carmi**

**1 The Avengers**

Directed by Joss Whedon

2 THE CHANGING ROOM 3 THE DARK KNIGHT TRILOGY 4 CABIN IN THE WOODS 5 BRUNO MARS

 "...The Avengers [...] is this generation's *Star Wars*. Or *Back to the Future*. Or *Indiana Jones*. It doesn't matter, pick one, it's iconic."

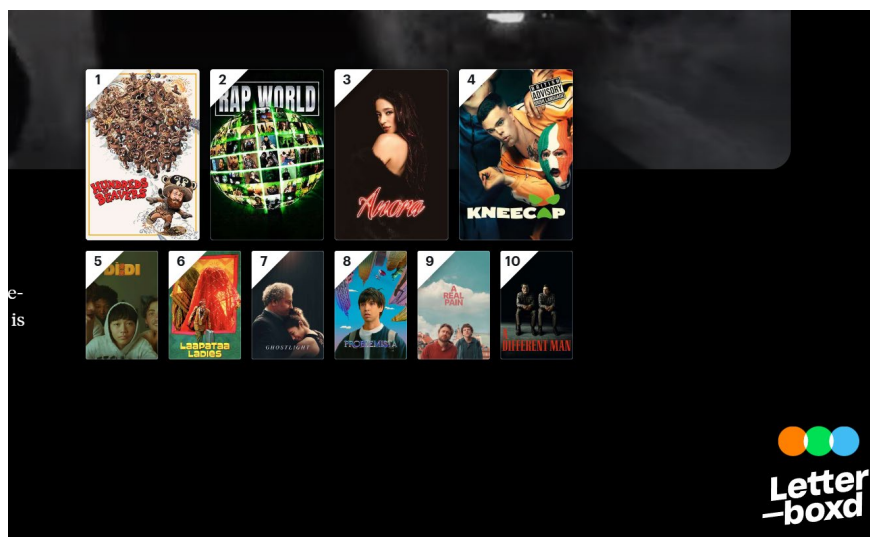
## Content Quality

Letterboxd has decent desktop readability although its mobile counterpart is the best of the two, still the website remains legible. Whatever text is presented remains relevant throughout each topic as well as having relevant gifs and images accompanying the content, it keeps true to what the website aims to achieve, that is movie reviews. Its content is organized neatly in the hamburger menu which is always useful.

CONTENTS	YEARS IN REVIEW
Welcome	The Year in Numbers
Highest Rated Films	Popular / Favorite Reviews
Highest Rated by Genre	Popular Lists
Women Directors	Countdowns
World of Cinema	This Year's Trends
Highest Rated by Category	In Memoriam
Most Popular Films	Most Watched and More
Most Popular by Month	Ones to Watch
Midway 2020s	Thanks
	2024
	2023
	2022
	2021
	2020
	2019
	2018
	2017
	2016
	2015
	2014
	2013
	2012

## Interactivity

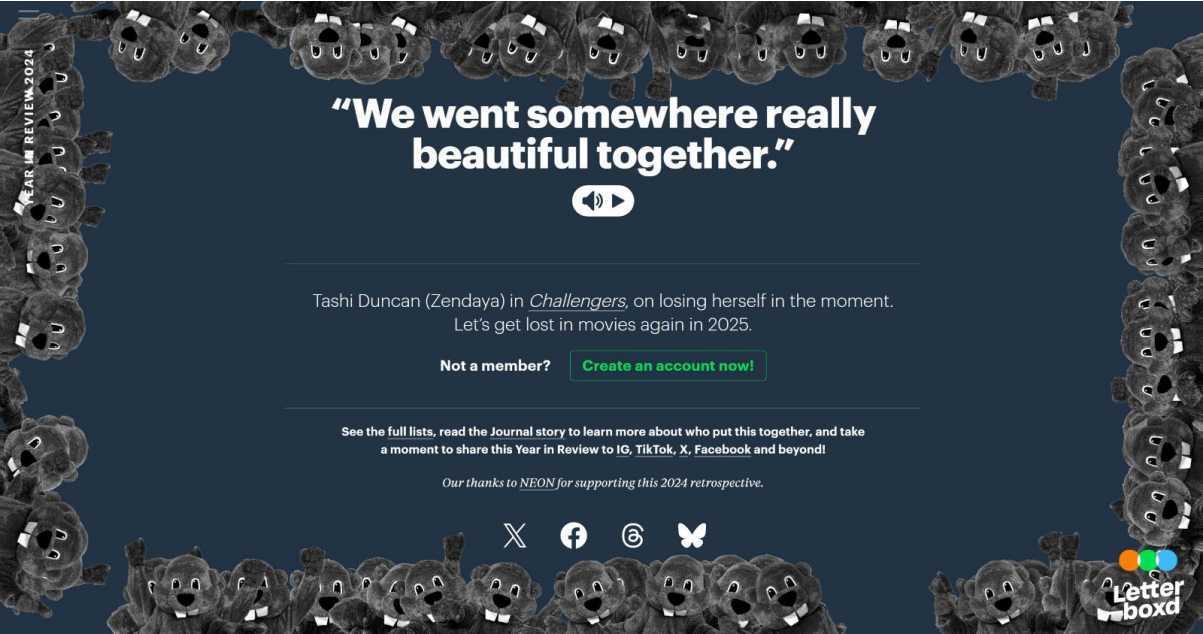
Letterboxd has a handful of interactive elements, in directing the user away from the initial page, whether that be through an advertisement or the user wanting to find out more about a movie. The header housing the Letterboxd logo will interact with the user's movement through the website, repositioning itself to the bottom right when scrolled further down the site, this can be used to redirect the user to the main website.



One more detail I had noticed is when the user is tabbed out of the page, beavers from „Hundreds of Beavers“, a movie featured on the site, would start to fill the screen, which



I found to be a very gimmicky interaction.



Consistency

Letterboxd has a very uniformed design, having each topic repeat the previous layout, although I think it could use a small tweak with the scaling, it works well and is consistent. Each title, sub-heading and paragraph has its own font-face which is used consistently between each piece of content, Using a gif from each movie, and the movies poster. You can see it is regularly broken-up by an advertisement or an important fact for the user, but overall, it keeps the same layout throughout, even navigating in mobile, the large decal when the page is initially loaded would assume to be too big for a phone or tablet screen, the designers at Letterboxd knew this, creating two graphics of the same decal for both desktop and mobile.

Comparison Table (comparing the website to other similar websites)

website to compare	features	pros	cons	responsivene ss	better than my website?
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<a href="#">Metacritic</a>	Critic reviews, News, Ratings of positives and negatives, with a wide selection.	Reviews beyond movies, Unique Spotlight for new or trending releases, User friendly.	Sign-Up required for reviewing.	Loads and response well to user interaction and inputs.	Metacritic focuses on delivering fast and up-to-date information about recent media, Letterboxd's year review solely delivers a collective of information based on the movies that had released that year, delivering much more in aesthetics than information.
<a href="#">The Guardian</a>	Blogs, Articles, Interviews , Reviews, most visited.	Serves as a high-traffic web-page for releasing anything and everything about movies, shows, and a selection of different media.	Website can be cluttered at times, making it harder to navigate, it's "newspaper" synonym aesthetic can serve as a hindrance rather than familiarity.	It's minimal aesthetic allows the load times to be quick and easy, providing a lot of information at high-speed, overall very responsive.	Similar to Metacritic, The Guardian serves as an umbrella, providing an abundance of information about different topics and media, different to Letterboxd, but again, where these developers lack in is their aesthetic identity, something easy to achieve but fall short on, Letterboxd's distinguished coloring can be recognised by a novice web-user, while The Guardian can easily be mistaken for its hundreds of counter-parts.



<a href="#">CommonSenseMedia</a>	Overview of different media, provides the minimum information needed for users doing research on different movies, shows, games, apps, books etc. Primarily used for Parents and Educators	Easy to read, User-friendly, Easy to access information, Helpful insights and tools, Easy to navigate.	Review page slightly cluttered, containing information that could be categorized better.	Loads fast, telling the user what needs to be loaded with an icon, if need be.	CommonSenseMedia perfects the minimal style, delivering clean and informative information. Its layout is something to take note of when designing web-pages for users who are less experienced while navigating the web, including the use of its white space and interaction buttons.
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## Best Horror Scenes

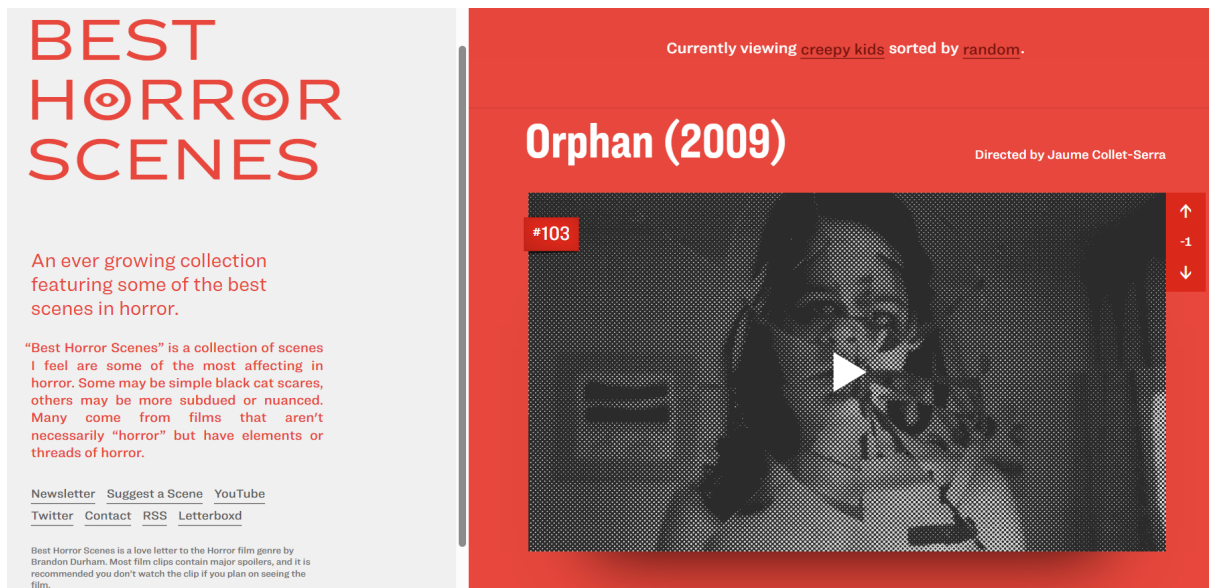
<https://besthorrorscenes.com>

This website is focused on horror movies. The creator of this website presents a still growing collection of horror movies which they consider impactful and important in horror genre. There is a short description and creators rating provided with every movie. The main idea of this website is the creator selecting the best scene in every movie, allowing the visitors to access a short YouTube video containing it. Visitors have also a chance to leave a comment under each movie to share their opinions.

The team agreed that in terms of the website content, movie description, movie rating and website layout, it is an ideal fit for evaluation. We have similar intentions for our own project.

## Usability

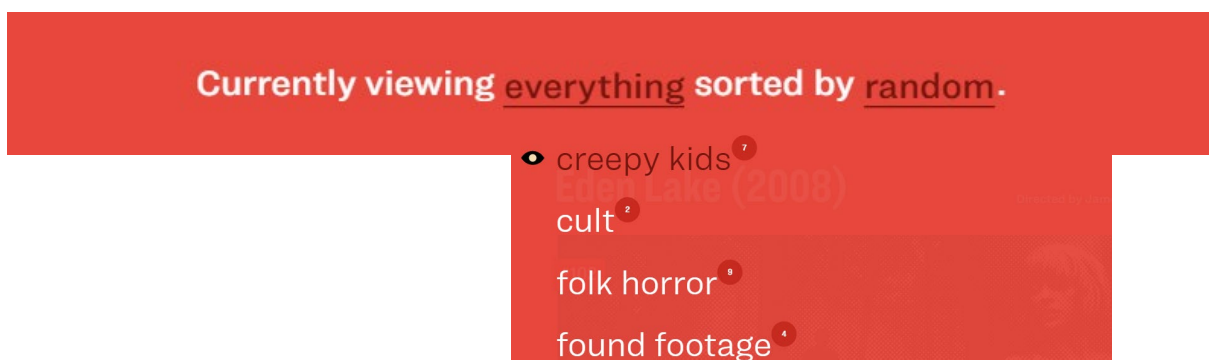
Right after entering this website, it is very easy to navigate and well organized into two columns.



User are presented with sticky column on the left side, visible to them at all times. The column contains brief introduction and aim of this website and number of contact and social media links.

The right column contains navigation bar allowing users to filter between the movie horror genres and release dates. The navigation bar is located at the top as a fixed element, not affected by scrolling. It is very easy to navigate, the filtering options bar blocks the entire column so visitors can choose without any distracting elements.

Users can scroll through to reveal the content.



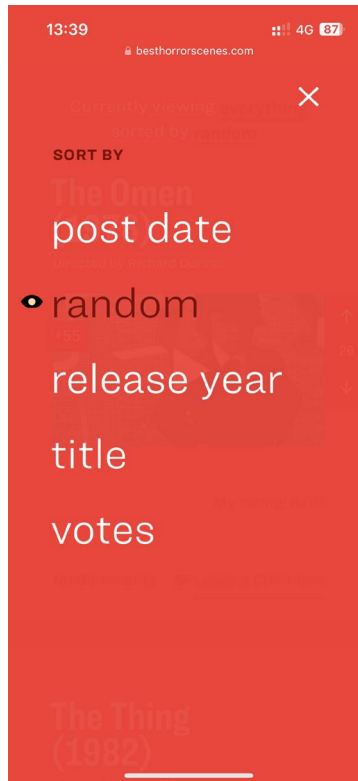
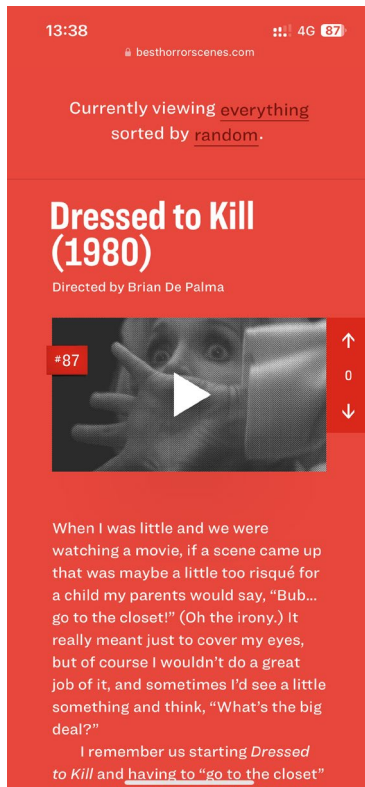
The option for signing up is missing, visitors are able to leave a comment without doing this step.

I am personally missing a search bar. Like this I have to spend so much time looking for a specific film without being certain it is even there.

## Responsiveness

Website is responsive and adapts to various screen sizes. Icons and pictures are appropriately sized. Images are not distorted, and text is readable and good size as well.

On smaller screen, such as on a mobile device, the layout changes into one scrollable column where the only fixed element remaining is the navigation/filtering bar. The filter menu behaves the same as on desktop



## Accessibility

Even though there are only few buttons and links and one menu, I was not able to navigate the website using keyboard or tab key only. I could not tell which area of the page I am at. The right column can be only scrolled without the possibility of accessing other interactive features.

With the help of lighthouse report and colour contrast tools, I discovered that the contrast of the red background and white text failed WCAG standards. WCAG 2.0 level AA contrast ratio at least 4.5:1 and in this case it was only 3.91:1. Same with the dark red text and red background where it fails to be sufficient in every criteria with contrast ratio of 2.14:1. I used WebAIM Contrast Checker to check these values.

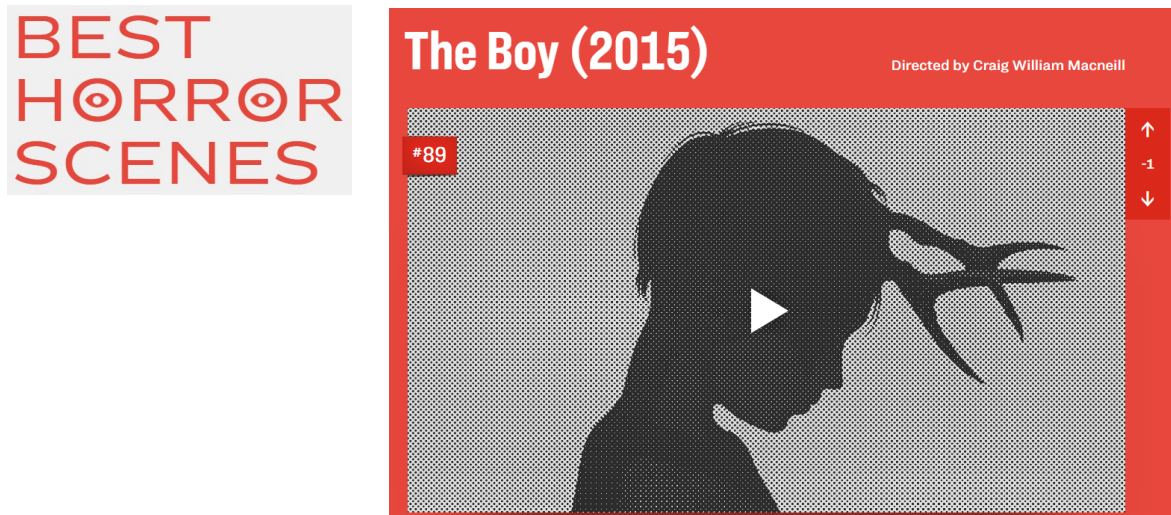
Images are missing alternative text.

Although this website looks great and I have no issues as an user without any limitations, it has some essential shortcomings in terms of accessibility. In our project we should be more careful and avoid these mistakes.

## Aesthetics

The website is aesthetically very pleasing. The design is simple yet and proves that sometimes less is more.

The colours, design and the website logo perfectly match the topic. The idea of making the video images black and white is great and fits the mysterious scary atmosphere of horror movies.



Typography and spacing is consistent across all pages. White space is used very well, creating balance and making the website understandable and clear.

## Content Quality

The content is well structured with headings and subheadings of appropriate size and placing.

The text is written in simple language, interesting and enjoyable for horror fans and people without knowledge in this area equally. Text does not contain any errors or grammar mistakes.

If someone is seeking for horror movie facts or wants to get inspired what to watch next, this website is perfect.

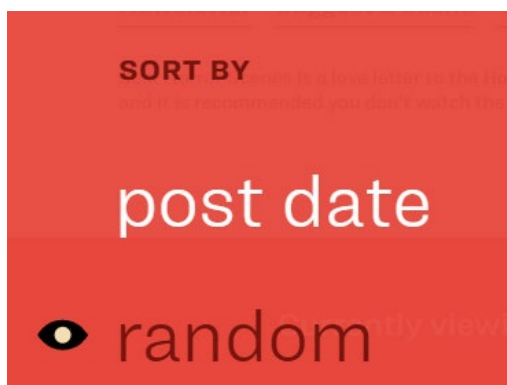
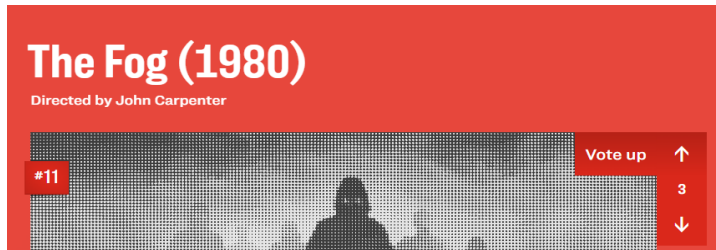
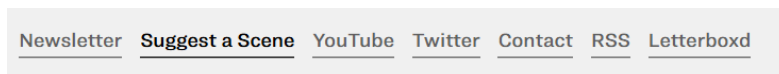
## Interactivity

Website offers many features to keep users engaged and making them regular users.

Users have the chance to add their comment under each scene rating included. Next to every movie image are buttons enabling you to give a positive or negative vote about each scene. You are even welcome to fill out a form suggesting a movie and a scene in it so it gets incorporated in the website.

You can subscribe to this website to receive notification about new scenes.

Every link change colour when hovered over, every selected option change colour / becomes dark when selected or hovered over. Some button such as the voting button provide description of their functionality when hovered over.



Film: The Thing (1982)

\* Name: Required

Rating: 1/10

\* Comment: Required 0/666

\* Required.  
Your Name and Rating will be displayed with your comment.

Submit

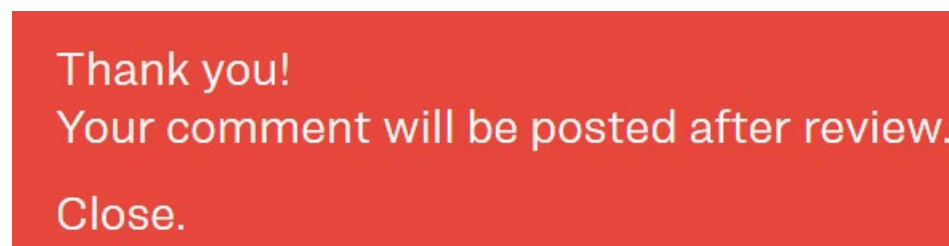
In my opinion this matter is handled very well and our team should aim for something similar and take inspiration.

## Consistency

The website is consistent in design, layout and colour throughout all pages.

The logo (eye) is incorporated the website title or as an element clearly showing users their selected options.

I have written a comment, which was successfully sent and will be posted after a review.



## Comparison Table (comparing the website to other similar websites)

website to compare	features	pros	cons	responsiveness	better than my website?
CSFD.cz <a href="https://www.csfd.cz/">https://www.csfd.cz/</a>	similar: movie ratings, description, access to videos, filtering bar different: search bar, more user engaging features, sign up option	reliable ratings, good color contrast, hardly a movie you cannot find here	adds even as a background, very informative, not aesthetic	yes, works well with various screen sizes	Best Horror scenes is more aesthetic and has better layout, CSFD is more accessible even that it is more complex
MovieChat.org <a href="https://moviechat.org/">https://moviechat.org/</a>	similar: movie ratings, user comments different: search bar, sign up option, trending and in theater movies pop up suggestions	predictive page design mostly, good color contrast, many movie options, wide user base	irrelevant adds, pages layout, there is a filtering bar, but does not have recognizable design and is unusually at the bottom of the page making people think it is missing at first, text is very small	not very responsive but works on various screen sizes. The design and layout do not look good on mobile screens.	Best Horror scenes are better in almost every category

<p>chasingthefrog.com</p> <p><a href="http://www.chasingthefrog.com/">http://www.chasingthefrog.com/</a></p>	<p>similar:</p> <p>focused only on particular type of movies</p> <p>different: no filter bar, search bar available, no ratings or user engaging features</p>	<p>very interesting and informative, reliable source of information, very simple page layout</p>	<p>very small text, not aesthetic, adds, too much white space</p>	<p>not responsive, text, images or any other elements are not resizing which results into the website being hard to use</p>	<p>Best Horror scenes are more aesthetic, have better page layout and accessibility. The Chasing thefrog website is much more interesting in terms of information and gaining knowledge.</p>
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# Audience Conduct and Context Research

## Audience Persona:

### Persona 1:

### Persona

**Name:** Freddy  
**Age:** 17  
**Gender:** Male  
**Occupation:** Student  
**Education:** Engeneering  
**Location:** Ottawa, Canada



**Pain Points:**  
Often struggless finishing longer movies, finds it difficult to concentrate.  
His parents keep him away from graphic movies.

**Motivations:**  
Wants to be part of the film industry.  
Learn interesting facts about movies and relevant to it.

**Behaviours:**  
Often watches movie deep dives, behind the scenes after finishing movie.  
Looks for movie descriptions like the actors, directors etc.

**Quote:**  
*„Watching movies is like a therapy for me, you forgot about your problems and you escape into other world and stories.”*

### Goal:

Freddy wants to find a website with the relevant information about his favourite movies.

### Journey:

**1. Awareness:**  
Freddy searches online resources, looking for articles and reviews about movies.

**2. Consideration:**  
He goes to multiple websites, looking for articles with all the info he needs.  
**Pain point:** A lack of relevant information  
**Opportunity:** Add detail about movies mentioned in articles, actor lists, some cool facts supported by filter

**3. Decision:**  
Chooses an article that interestes him.  
**Pain point:** No additional info about the movie in the article  
**Opportunity:** Add a link to the movie review or description at the end of the article

**4. Action:**  
Goes trough the article, reading about the movie and looking for cool facts about actors etc.  
**Pain point:**  
**Opportunity:** Add a link to the movie review or description at the end of the article

**4. Post - Action:**  
If happy with the content, bookmarks the site, wants to leave a review , his take on the movie  
**Pain point:** No option for user comments  
**Opportunity:** Add discusion board where people chat about the movies

## Persona 2:

### Persona

**Name:** William

**Age:** 23

**Gender:** Male

**Occupation:** Actor

**Education:** Dramatic Arts - School of Dramatic Arts

**Location:** Los Angeles, USA



**Pain Points:**

Wants to expand his acting career beyond his current skill-sets, learning the "Horror" genre takes new and alien methods of acting to the ones he is more use to.

**Behaviours:**

Researches a wide variety of films, regularly revisiting popular movie-based websites. Often using built in features to find certain actors or scenes.

**Motivations:**

Looking to expand his acting career beyond his current skill-sets. Hoping to learn from talented actors in different genres.

**Quote:**

*„Researching roles is the lifeline to my career, especially when I need to branch out into new genres! I dont know what I'd do without Letterboxd”*

### Journey:

**1. Awareness:**

Becca searches for kids movies or movies she heard her grandkids talking about.

**2. Consideration:**

she goes to multiple website searching for specific movie or for movies for kids.

**Pain point:** Easily overwhelmed by the number of options she can choose from (websites and movies too).

**Opportunity:** Expanding her knowledge, using modern search and filtering features based on the movie names or key words given by her grand kids

**3. Decision:**

Finds the movie she has been looking for/ finds movie she likes, finds appropriate.

**Pain point:** Too much info making her distracted.

**Opportunity:** Discovering movies similar to the movie she picked.

**4. Action:**

Goes through the movie description, clicks links with trailers and reviews (if easily accessible)

**Pain point:** Will not use some features because they will not be easily visible or accessible due to her limiting skills.

**Opportunity:** Learn new skills that she can use next time searching and browsing the websites.

**4. Post - Action:**

Satisfies she found what she looked for, will talk about it with her grandkids, will visit the website again

**Pain point:** Will need to spent more time than others to explore the website to use it more efficiently or to use more features the website offers.

**Opportunity:** Can talk about it with her kids and get their help with it.

## Persona 3:

### Persona

**Name:** Becca

**Age:** 68

**Gender:** Female

**Occupation:** Senior/Retired

**Education:** School of Art and Crafts

**Location:** London, England



**Pain Points:**

Difficult to read small texts, hard time hearing, needs aid to watch movies.

**Motivations:**

Wants to learn about movies to bond with her grandchildren.

**Behaviours:**

Primarily uses Facebook and YouTube to watch cat videos. Also uses it as a research when her grandkids are talking about something on internet she does not understand.

**Quote:**

*„In my old age, it is difficult for me to use the damn computers!”*

### Goal:

Spend my time with my grandkids.

### Journey:

**1. Awareness:**

Becca searches for kids movies or movies she heard her grandkids talking about.

**2. Consideration:**

she goes to multiple website searching for specific movie or for movies for kids.

**Pain point:** Easily overwhelmed by the number of options she can choose from (websites and movies too).

**Opportunity:** Expanding her knowledge, using modern search and filtering features based on the movie names or key words given by her grand kids

**3. Decision:**

Finds the movie she has been looking for/ finds movie she likes, finds appropriate.

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**4. Action:**

Goes through the movie description, clicks links with trailers and reviews (if easily accessible)

**Pain point:** Will not use some features because they will not be easily visible or accessible due to her limiting skills.

**Opportunity:** Learn new skills that she can use next time searching and browsing the websites.

**4. Post - Action:**

Satisfies she found what she looked for, will talk about it with her grandkids, will visit the website again

**Pain point:** Will need to spent more time than others to explore the website to use it more efficiently or to use more features the website offers.

**Opportunity:** Can talk about it with her kids and get their help with it.

## Audience Feedback and Testing

Task: Now, you are on the homepage. Go to the search bar, search for a movie called 'Inception', click on it's reviews and read them.

Task completion grades: 1- easy to complete

2- completed without too many issues

3- completed but the task took long, and user was struggling

4- user could not complete the task on their own

Participant's name: Freddy				
Observations	Quotes	Access Environment	tech proficiency	Task Completion
Participant knew right away where to search for the icons and labels - Participant went through the steps very fast and without issues -Participant was satisfied that everything made perfect sense for him - Participant is advanced and visits websites every day so he knew where to find a search bar in the layout - participant did not need an help or hint	"This makes sense!" "I like when the web page looks like this, it is very easy to understand." "That was quick!"	Participant likes to browse at home on his desktop but as an engineer student he tends to be very busy and most of the time he acesses websites on the go on his mobile phone.	advanced user	1
Additional notes: Since Freddy is an advanced user, there was a task to incorporate the filter bar in his click path as well. Everything went fast and without any issues.				

Participant's name: William				
Observations	Quotes	Access Environment	tech proficiency	Task Completion
Participant is interested in the topic of the website the most -He works great with the website, it appears he is used to it and already visited many similar websites -Participant uses more features that required without any issues showing great understanding	"There are so many interesting facts and information here!" "I like the design, it suits the topic well."	Depends, the participant owns a laptop that he uses a lot but sometimes he uses his mobile phone to access websites as well.	advanced user	1
Additional notes: William's test was beyond expectations but we need to consider his knowledge from previous websites that are focused on movies.				

Participant's name: Becca				
Observations	Quotes	Access Environment	tech proficiency	Task Completion
Participant needed to spend more time on the homepage to explore the layout presented to her - Since the search bar and most of other search features are located a the top of the website, it did not take a long time after for her to find it - When the participant was struggling, it was more about her exploring the webpage, not struggling with using the features after	"Wow, I like the colors!" "Definitely feels like I am in the right place." "I always try to find the search bar by looking for the little magnifying glass."	Participant has trouble looking at and reading from a small screen so she prefers to visit websites with her grandchildren at home on desktop	beginner user	2/3(at some stages)
Additional notes: Considering Becca's age, she did very well and we can consider the website usable even for elderly people.				

# Define Project goals and Objectives

The purpose of our website is to entertain and educate users about movies.

Our website aims to provide consistent movie articles and reviews, with all the detail potential users might need.

Our primary audience are people who like movies, but also those who want to learn more about them and get into them.

## Broad goals

User-friendly responsive interface usable on PC and mobile devices

Defined aesthetic with consistent layout

Easy to use navigation

Reference to movies mentioned in articles and reviews

Including homepage, articles, reviews, contact and movie listings

## User-centered Goals

Our website will allow users to browse through articles filtering by movies they find interesting.

Relevant articles and possible reviews will be shown in a consistent layout.

Users will be able to access details about the movie mentioned in articles or reviews, actors list, other site reviews and more will be accessible.

Our website will stand out with its aesthetic and design. The contents will be opinion based, with articles and reviews about movie related content.

In the age of people not trusting mainstream media, such as IMDB, Rotten Tomatoes and more, we found that unbiased content without filter will stand out.