

Spotlight: Perspective Clusters User Study

Prepared by Katie Elfering
September 2018



Key Findings



RESEARCH METHODOLOGY

- To test the Spotlight: Perspective Clusters concept, 40 participants were recruited for a remote, unmoderated study using UserTesting.
 - 20 participants saw the desktop experience.
 - 20 participants saw the mobile experience on a mobile browser.
 - In each group, ½ of the participants were Bing users and ½ were Google users.
- Participants were asked to provide both verbal and written feedback on the current Spotlight feature and the new Clusters/People Also Read concept.
 - To evaluate the current feature, participants were directed to find a tile on the homepage related to Brett Kavanaugh with the “Spotlight” banner.
 - A prototype was used to test the new concept. The prototype included a homepage, Spotlight, and L2 experience. On desktop it also included the Topic Page.



- People continue to have positive reactions to the current Spotlight feature on both Desktop and Mobile.
- Perspectives in the current feature is seen as a nice-to-have, and people like that it shows multiple POVs on a topic.
- The VERP Topic Page on desktop also received positive feedback as a natural extension of the Spotlight feature.



- Most people didn't notice the Clusters/People Also Read concept (on either desktop or mobile), and when alerted to it, had mixed reactions.
- While some people like the concept of showing more POVS and related sources, many expressed concern about filter bubbles, redundancy, and creating more work for the user.
- On both desktop and mobile, the design and usability of the Clusters feature was confusing to many users, who weren't sure what to expect when engaging with it.

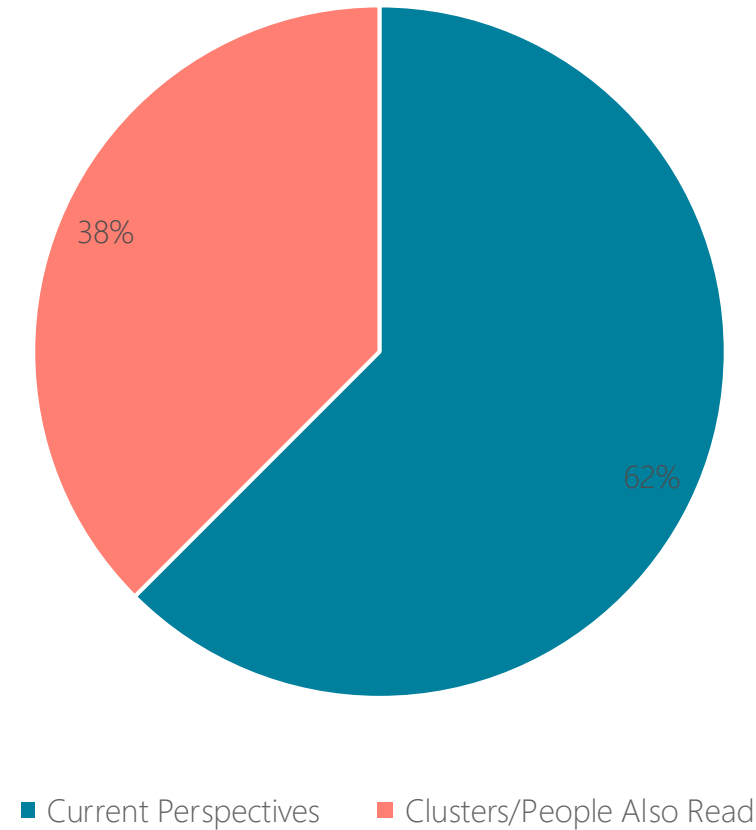


- The L2 experience was confusing for people on both desktop and mobile.
- People did not expect to see an aggregated page of content, and felt that the mix of news and opinion was confusing and not aligned with expectations set by the feature.



- The current Spotlight experience was preferred to the new Perspectives Clusters, especially on mobile.
- People preferred the simplicity of the current feature, and felt that the new concept could create deeper divisions and was unclear in its purpose.

Which version of Perspectives did you prefer?



Detailed Findings: Desktop



Current Spotlight + Perspectives



Spotlight: Kavanaugh >



Rundown

- 10/4/2018
Senators get FBI report on Kavanaugh and begin reviewing it behind closed doors as angry anti-Kavanaugh protesters descend on Senate office building
CNN
- 9/28/2018
Senate delays Kavanaugh vote to allow time for FBI probe at request of Sen. Jeff Flake
UPI
- 9/27/2018
In dramatic fashion, Ford and Kavanaugh each deliver emotional, personal testimony on Capitol Hill
The Hill

Perspectives VARIOUS OPINIONS FROM THE WEB

Brett Kavanaugh: I am an independent, impartial judge

I might have been too emotional at times. I know that my tone was sharp, and I said a few things I should not have said. I hope everyone can understand that I was there as a son, husband and dad.

Wall Street Journal

OR

I Know Brett Kavanaugh, but I Wouldn't Confirm Him

I find her account more believable than his....I would also do it because whatever the truth of what happened in the summer of 1982, Thursday's hearing left Kavanaugh nonviable as a ju...

The Atlantic

OR

Brett Kavanaugh's confirmation may be how every Trump associate permanentl...

A little-noticed Supreme Court case could let Trump foreclose on both federal and state charges against former staff.

NBC News

Social



The Sacramento Bee
@sacbee_news

The moment conservatives have dreamed about for decades has arrived with Brett Kavanaugh joining the Supreme Court.
sacbee.com/news/politics-...

3 hours ago



Pamela Geller
@PamelaGeller

Low grade civil war.
twitter.com/ChadPergram/st...

3 hours ago

“

I think spending time on the Spotlight feature would make me better informed about the news and help me form my own opinion.

Spotlight feels similar to what Google does, but more in-depth. I like it.

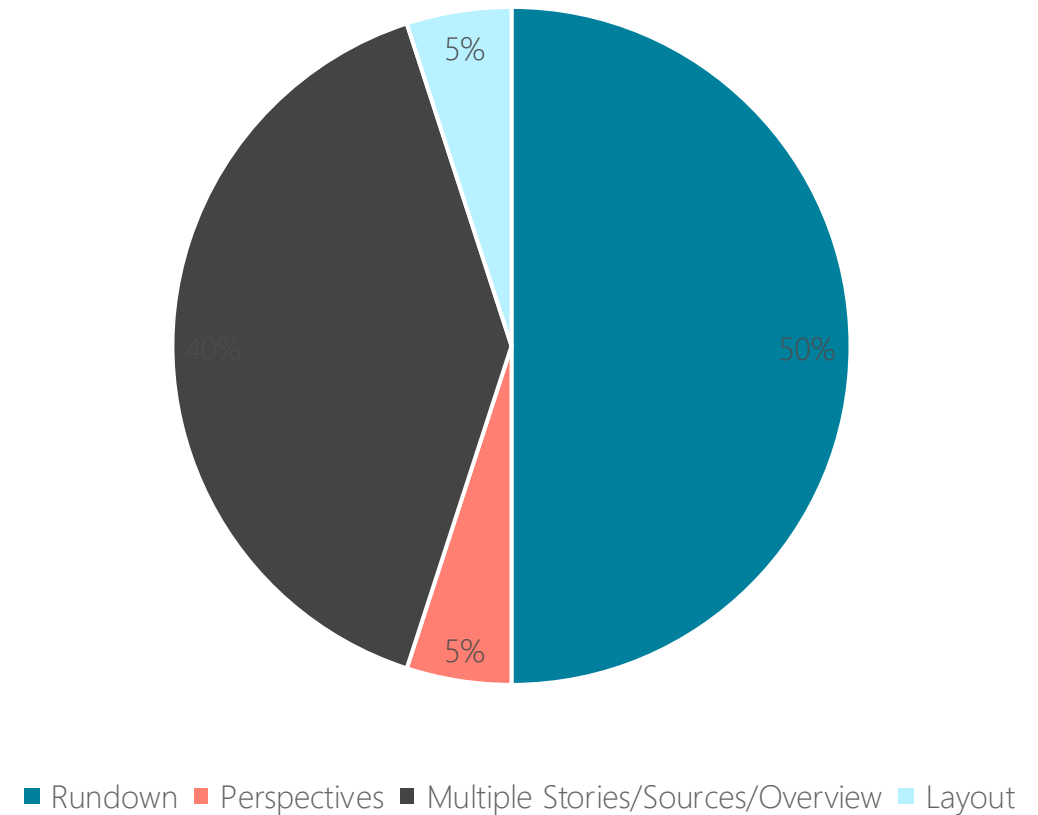
”



People continue to have positive reactions to Spotlight

- As in previous studies, people have positive reactions to the Spotlight feature.
 - People like the comprehensive nature of the feature and continually comment that it is informative and saves them time.
 - People also like that multiple sources are shown, and that the feature is “trying to be unbiased.”
 - People did express concerns about getting to the feature, as many struggled to find it on the homepage carousel.
- People found the Rundown to be the most useful aspect of Spotlight, followed by the Top Stories/Variety of Stories shown.
 - Only 1 person said Perspectives was most useful.
 - No one found the Social content to be most useful.

What is the most useful aspect of the Spotlight feature?



“

I really like the Perspectives that are part of this feature. I think it's really useful to be able to see what people with contrasting opinions are thinking. Oftentimes we stick to news stories that we agree with or that come from sources that have the same stance as us, which can make us less prepared to deal with the world.

”



“

Perspectives feels toxic, like a forum for people who just want to yell their agenda.

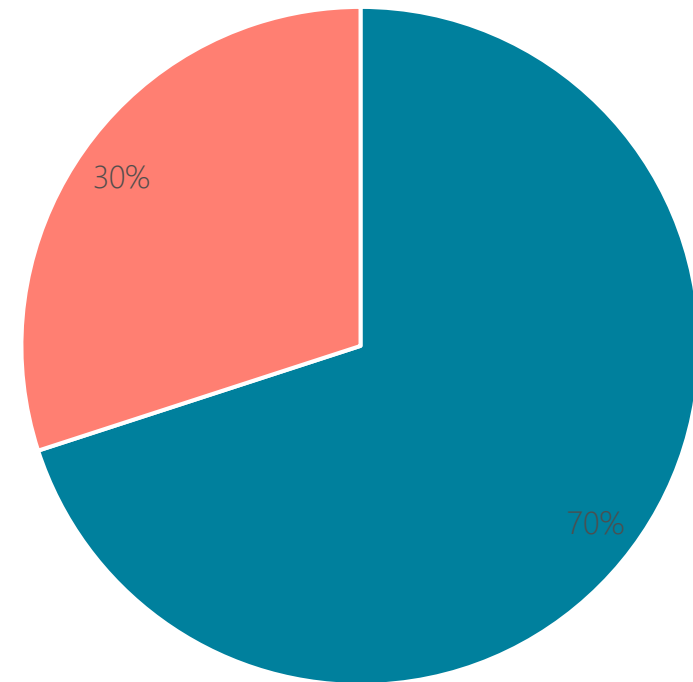
”



Perspectives got mostly positive review, with some critique

- When asked to focus on the Perspectives section, most people had positive reactions.
 - People liked that they could see multiple POVs in one place.
 - People also felt that this was a nice attempt by Bing to be “unbiased” in the results for news stories.
- Some people, however, found Perspectives problematic.
 - These people felt that it was not valuable to show opinions and that the results should be focused on showing only facts.
 - Other people did not like seeing opinions because they weren’t interested in them or found them biased.
 - A few people said it was too hard to see this section and that it wasn’t prominent enough in the design.
- While most people said it was clear that Perspectives was focused on opinion pieces, others felt that this needed to be more prominent.
 - Those who felt it was clear said that the subhead “Various opinions from the web” and the title “Perspectives” made it clear.
 - Those who felt it wasn’t clear said the subhead was too small/subtle, and that there should be labels on the content itself to indicate that it was opinion pieces.

Is it clear that the content in Perspectives is opinion articles?

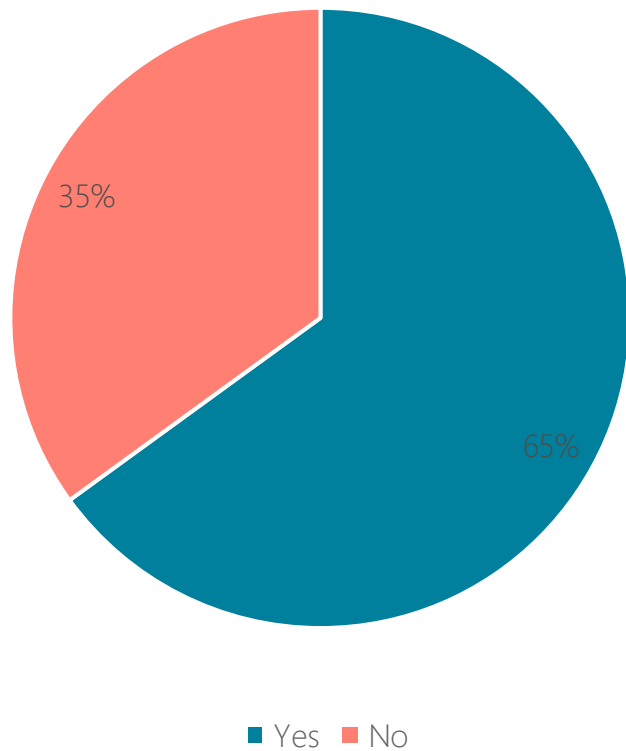


■ Yes ■ No



Navigation was somewhat clear, expected to open article

Was it clear that you could use the arrows on the side to navigate the Perspectives section?



- Most people found the navigation easy to understand and use, although even these people had suggestions to make it better.
 - People suggested making the arrow bolder or more prominent to show that users could scroll through Perspectives.
 - Some people said they assumed the arrow was for the entire feature, not just this section.
- When asked what they expected to see if they clicked on an article in Perspectives, everyone said they expected to go directly to the article.
 - A few people commented that they assumed it would open a new tab to save the user from having to use the back button to get back to the page they started on.
- After clicking, most people said it was what they expected to see, although some expressed frustrations.
 - A few users hit paywalled articles.
 - Many people commented that it was frustrating to have to use the back button to get back to their original source and wished it would have opened in a new tab or pop-up.



kavanaugh



All Images Videos Maps **News** Shopping | My saves

For You ▾ Top Stories U.S. ▾ World ▾ Local Entertainment ▾ Sci/Tech ▾ 2018 Elections Business Politics Fact Check Sports ▾ Health >

Any time ▾ Best match ▾ **All sources** USA Today Reuters Upi.com Los Angeles Times The >



Brett Kavanaugh's Supreme Court confirmation didn't settle this fight. It ignited it

WASHINGTON — Brett Kavanaugh's ascension to the Supreme Court over the weekend, far from settling the fierce debate over his ...

USA Today · 2h



Democratic senators urge voters to focus Kavanaugh anger on election

WASHINGTON (Reuters) — Two Democratic senators on Sunday said voters angry that Republicans confirmed Brett Kavanaugh to the ...

Reuters · 2h

Social



The Sacrament...
@sacbee_news

The moment conservatives have dreamed about for decades has arrived with Brett Kavanaugh joining the Supreme Court.
sacbee.com/news/politics-...

3h



Pamela Geller
@PamelaGeller

Low grade civil war.
twitter.com/ChadPergram/...

3h



Kim Dotcom
@KimDotcom

My US counsel William A. Burck advised the President and team Kavanaugh to win the Supreme Court battle. Congratulations.

16h



Stefan Molyneux
@StefanMolyneux

"How did you win the bar fight Kavanaugh?" "Just-ice."

21h



Susan Collins: 'I do not believe' Kavanaugh was Ford's assailant

Oct. 7 (UPI) --Sen. Susan Collins, who voted in favor of Supreme Court Justice Brett Kavanaugh's confirmation ,said Sunday sh...

Upi.com · 1h



With midterms looming, calls to impeach Kavanaugh pose awkward challenge for Democrats

Even before the judicial oath was administered and Judge Brett Kavanaugh became Justice Kavanaugh, some on the political left ...

Los Angeles Times · 1h

★ Follow kavanaugh in For You

Perspectives

VARIOUS OPINIONS FROM THE WEB

Brett Kavanaugh: I am an independent, impartial judge

Wall Street Journal

I Know Brett Kavanaugh, but I Wouldn't Confirm Him

The Atlantic

Brett Kavanaugh's confirmation may be how every Trump associate permanently avoids prosecution

NBC News

See more ▾

Rundown

10/4/2018

Senators get FBI report on Kavanaugh and begin reviewing it behind closed doors as angry anti-Kavanaugh protesters descend on Senate office building

CNN

9/28/2018

Senate delays Kavanaugh vote to allow time for FBI probe at request of Sen. Jeff Flake

UPI

9/27/2018

In dramatic fashion, Ford and Kavanaugh each deliver emotional, personal testimony on Capitol Hill

The Hill

See more ▾

Topic Page got positive review for content, less for design

- When people clicked through to the Topic Page on the VERP, they had mostly positive reactions about the quality and quality of content.
 - People liked how comprehensive the page was, and liked that they could see even more content than they could in Spotlight.
- However, some people commented that while the depth of information was appreciated, it was also overwhelming.
 - These people felt that it was a lot of work to sort through the content to find the best or most recent stories.
 - People also felt that there could be better organization to the content, either by date/time or by source credibility.
- The design of the page felt cluttered and overwhelming to people.
 - While the content was appreciated, the design made many users feel overwhelmed and confused.
 - They liked that the Spotlight features were there, but felt it was too easy to overlook them. This was especially true for Perspectives, which many people said “got lost” on the page.
 - They also felt that the design was too boxy and clunky.



Spotlight with Perspective Clusters



Clusters weren't noticeable, social media removal was

The screenshot shows a Bing search results page for the query "Gun Laws". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", and "My saves". The "All" tab is selected, showing 1,260,000 results. The page features a "Spotlight on Gun Laws" section with a large image of a handgun and the headline "Senate passes 'red flag' gun control bill". To the right of this image is a "Rundown" section with a list of recent news items. Below the spotlight is a "Perspectives" section with three columns of text, each with a "People also read" link. At the bottom, there are links to "Gun laws in the United States by state - Wikipedia", "NRA-ILA | Gun Laws", "Images of gun laws", and "Gun Laws - Gun | Laws.com".

Gun Laws

1,260,000 RESULTS Any time ▾

Spotlight on Gun Laws > Share

Senate passes 'red flag' gun control bill
Boston Globe · 2h
See more on Bing News

Rundown

- 2 days ago
New Jersey: Gun Control Bills Pass Legislature, Now Heading to the Governor
NRA ILA
- 7 days ago
Half of Texans support stricter gun laws in the US
CNN
- 10 days ago
Texas Governor's School Safety Plan: More Armed Guards, No Big Gun Controls
Fox News

Perspectives VARIOUS OPINIONS FROM THE WEB

Banning assault rifles would be constitutional
While banning semi-automatic assault rifles won't end all gun violence, it may save a few lives without significantly interfering with the rights of gun owners to use other firearms for recreation and self-protection.
CNN

People also read
The Economist · Chicago Tribune · HuffPost and more >

There Is a Middle Ground on Guns
We don't need to repeal the Second Amendment. We just need to do everything we can to keep guns out of the hands of people who shouldn't have them.
New York Times

People also read
The Baltimore Sun · Amarillo Globe-News and more >

Passing more anti-gun laws will not make us safer
As gun ownership has risen to an all-time high, the nation's total violent crime rate has fallen to a 44-year low and the murder rate has fallen to an all-time low.
FOX News

People also read
The Daily Wire · New York Post · Washington Times and more >

Gun laws in the United States by state - Wikipedia
https://en.wikipedia.org/wiki/Gun_laws_in_the_United_States_by_state
Gun laws in the United States regulate the sale, possession, and use of firearms and ammunition. State laws (and the laws of Washington, D.C. and the U.S. territories) vary considerably, and are independent of existing federal firearms laws, although they are sometimes broader or more limited in scope than the federal laws.
Gun Law in The United States · Gun Laws in Vermont

NRA-ILA | Gun Laws
<https://www.nra-ila.org/gun-laws>
Information and news regarding the United States federal and state gun laws.
State Gun Laws · Illinois · California · Texas · Pennsylvania · Florida

Images of gun laws
bing.com/images

Overview of gun laws by nation Share

Gun laws and policies regulate the manufacture, sale, transfer, possession, modification and use of small arms by civilians. Many countries have restrictive firearm policies, while a few have permissive ones. The only countries with permissive gun legislation are: Albania, Austria, Chad, Republic of Congo, Honduras, Micronesia, Namibia, Nigeria, Pakistan, Philippines, Senegal, Tanzania, the United States, Yemen and Zambia, although several other countries like Canada and the Czech Republic, despite theoretically being restrictive, are shall-issue countries. Countries with a strong gun culture may afford civilians a right to keep and bear arms, and have more-liberal gun laws than neighboring jurisdictions. Countries which regulate access to firearms will typically restrict access to certain categories of firearms and then restrict the categories of persons who may be granted a license for access to such firearms. There may be separate licenses for hunting, sport shooting, self-defense, collecting, and concealed carry, with different sets of requirements, permissions, and responsibilities.

Wikipedia
Data from: Wikipedia · Freebase
Suggest an edit

Gun Laws - Gun | Laws.com
<https://gun.laws.com/gun-laws>

- Only one participant noticed the difference with Perspectives (adding Clusters/People Also Read) when shown the new design.
- Some people commented that Perspectives was “wider” or “more horizontal,” but only 1 person saw the addition of the “People also read” content.
- Many people noticed that the Social Media section was missing, however.
- Most people also said this design looked the same as the previous design, although some commented that there was “less information” in this design.

“

People like their echo chambers,
and this seems like a good way
to keep them comfortable in
them.

This would save me time
in searching for things
that I agree with.

”



“

This feature feels like it would contribute to the divisiveness that is already plaguing our nation. It wouldn't make things better.

”



Clusters/People Also Read did not receive positive reviews

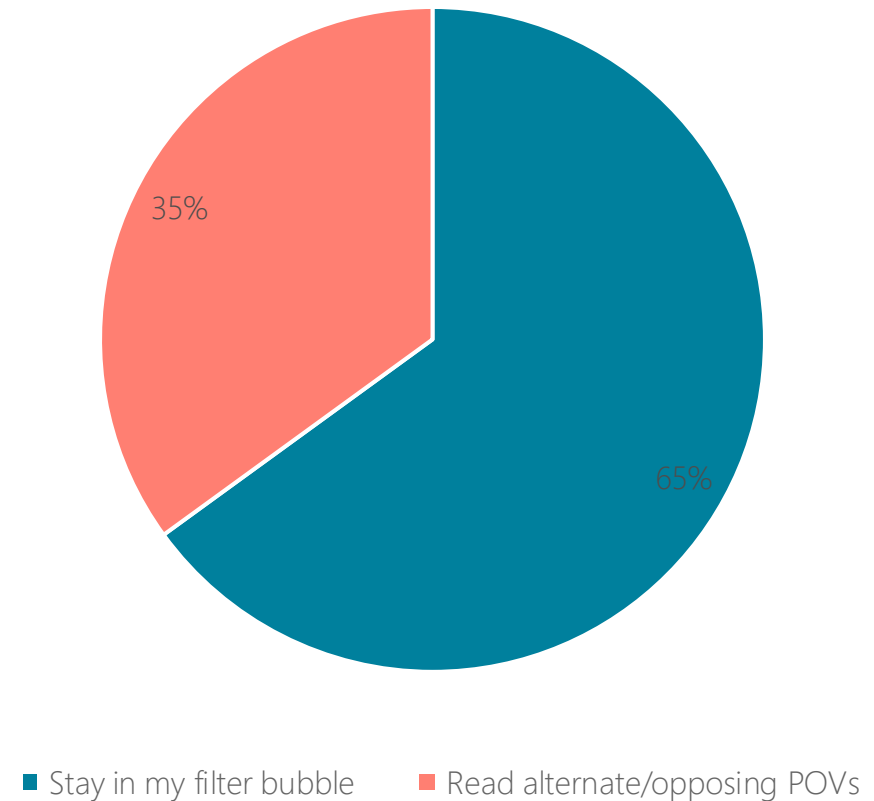
- Only 6 of the 20 participants felt that the addition of the Clusters/People Also Read content was useful after initial review.
 - These people liked the availability to see even more POVs on a topic, and liked seeing them grouped in one place.
 - Most of these people also said it was a nice way to see “who shared my opinions.”
- The other 14 participants expressed concerns about both the content in this section and the design.
 - Many questioned the point of the content, as it didn’t feel clear to them how it worked or what was included.
 - “I don’t know why they are shown or what the motivation is. I’d rather just find my own content.”
 - Many also said this felt like it was biased and would contribute to filter bubbles and echo chambers.
 - “I don’t know why it’s useful to see the same opinion from multiple sources. Seeing different versions of the same things feels redundant and not helpful.”
 - Many of these people said that they “just didn’t care” about seeing this type of information. They felt like the initial Perspectives feature was fine, but that this felt “muddled and redundant.”
 - “I don’t care about seeing opinions and I certainly don’t want a search engine highlighting them for me.”
 - People also commented that the design of this section felt cluttered and text-heavy, and that it was easy to skip over.
 - A few people said it would be more beneficial to see the article titles that people also read instead of the sources.



People don't want to read opposing POVs

- Most people said they would use this feature to stay within their filter bubbles, at least at first.
 - Many of these people said they would gravitate towards views similar to their own first, but then may consider reading opposing viewpoints depending on the topic.
 - Many of these people also said they didn't see a problem with only engaging with their own filter bubble, as it "wouldn't change their minds" to read other POVs.
- The people who said they wanted to read opposing POVs said that they tried to do this regularly anyway, and liked the ease of doing so in this feature.

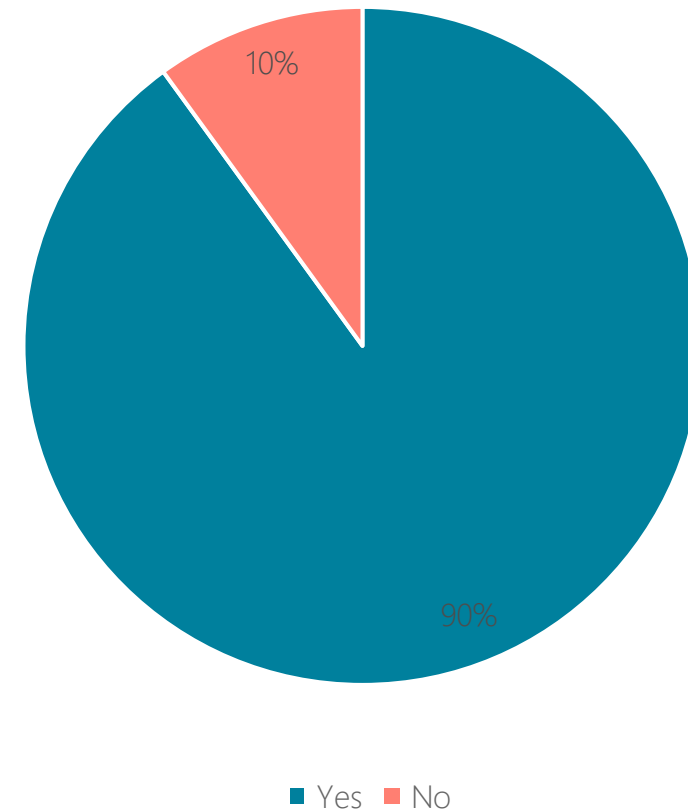
Would you use this feature to stay in your filter bubble or explore alternate/opposing POVs?



People expect sources to be clickable, expect to see article

- Most people believed that the “People Also Ask” header and the sources listed below it should be clickable.
- When asked what they expected to happen if they clicked on the header, people were unsure.
- When asked what they expected to happen if they clicked on a source, people expected to be taken to an article.
 - This was true of the top content in each Perspective and the sources listed under People Also Ask.

Do you expect to be able to click on the sources under People Also Ask?





Perspective 1 of 5

☆ Follow gun laws

Banning assault rifles would be constitutional

While banning semi-automatic assault rifles won't end all gun violence, it may save a few lives without significantly interfering with the rights of gun owners to use other firearms for recreation and self-protection.

CNN

People also read

< Reuters The Hill The Wall Street Journal Jsonline.com Chicago Tribune Boston Herald The >



Some gun-toting Texans embrace Democrat's call for tougher firearm laws

CARRIZO SPRINGS/KATY, Texas (Reuters) - Texas cattle rancher Bill Martin is a lifelong Republican who owns more than 20 firea...

Reuters · 1d



OPINION

Gun rights — Constitution needs to be amended to protect the lives of our patients

Whether you use the term "gun violence," "gun control," "gun safety," after a mass ... gun violence it is critical to note that gun ownership is a constitutional...

The Hill · 10h



Shootings Thrust Gun Control Into Campaign Ads

Mass shootings, including those in Las Vegas and Parkland, Fla., have thrust the issue of gun control into midterm races that ...

The Wall Street Journal · 2d



Tammy Baldwin says Middleton office shooting shows need for gun control measures

Tammy Baldwin says Middleton office shooting shows need for gun control measures U.S. Sen. Tammy Baldwin says the shooting at ...

jsonline.com · 2d



OPINION

The Constitution doesn't guarantee unlimited gun rights

Somehow, despite overwhelming support throughout the country for gun control measures, they have argued the Second Amendment of the Constitution provides ...

Chicago Tribune · 6d



OPINION

Sunstein: Constitution doesn't bar gun control

The use of the Second Amendment to block consideration of sensible gun control measures is a national disgrace. And conservatives themselves have explained why ...

Boston Herald · 12d



Serious about gun control? You have to vote Democratic at the federal level



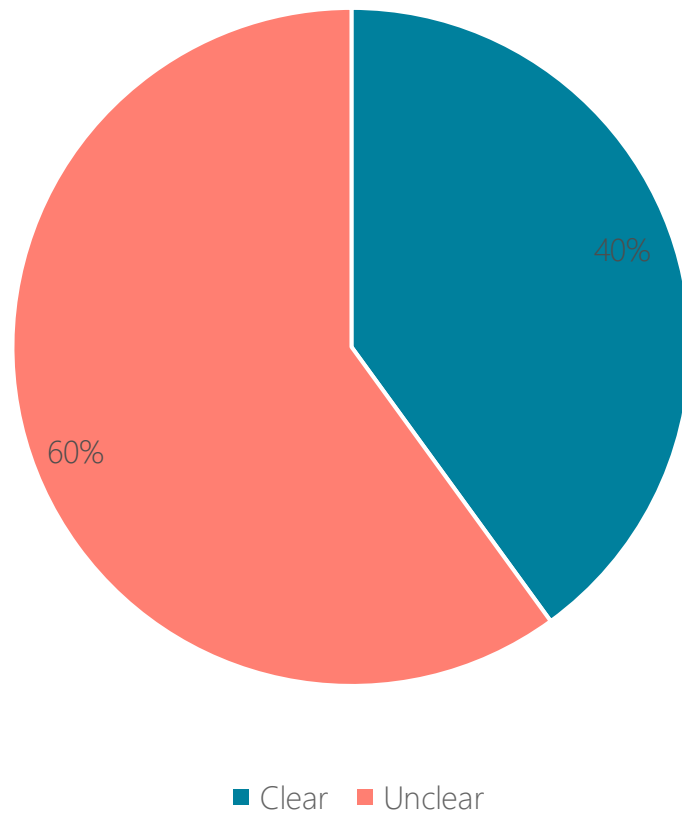
L2 page was surprising, not expected, not clear

- Most people were surprised that clicking on a Perspective took them to the L2 page.
 - They expected to go directly to an article, as in the previous version of the Perspectives feature.
 - “I’m really disappointed in this experience. It feels like clicks within click to drum up ad revenue instead of just taking people to the content they want to read.”
- People liked the design of the L2 page.
 - They felt it was clean and well-laid out.
 - A few people felt it was too busy and cluttered.
 - However, only 2 of the 20 participants noticed the “X” in the top right to get back to the main Spotlight/SERP.
- Despite liking the design, people did not have positive feedback for the content on the page.
 - People were confused about the content shown, as they couldn’t tell if it was related to the Perspective at the top or not.
 - People also expressed confusion about the mix of content shown. They assumed that it would all be opinion pieces, given the title Perspectives and the fact that there was a Perspective highlighted at the top.
 - Many people were not clear on why they saw this specific content, and felt that it was biased because it showed related sources (and not opposing POVs).
 - “I don’t like this. It feels one-sided. Opinions like this are harming society.”
 - “This feels really redundant with what I just saw.”
 - While some people liked how many sources were shown, most felt that it was too much content.
 - Overall, the entire experience was confusing for many participants, who felt that it needed to be clarified both within the Spotlight feature (before clicking) and on the L2 page.



Most people didn't expect to see mix of news and opinion

Is it clear that the content on this page is a mix of news and opinion articles?

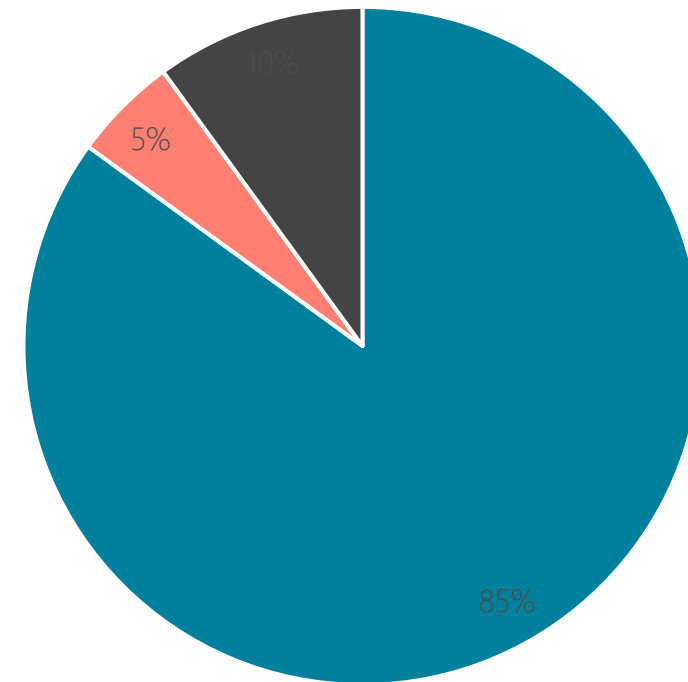


- Most people said it was not clear that the content on the L2 page was a mix of news and opinions.
 - Most of these people said that positioning it as "Perspectives" indicated that the content would all be opinions.
 - "With a title like Perspectives, I would expect to see only opinions. It feels dishonest to include news in this section."
 - They also said they wanted to see better labels on all of the articles in this section.
- The people who said it was clear that the content was mixed cited the labels on the opinion articles.
 - However, these people said that all of the articles should have labels to make this distinction easier to understand.
 - "It's clear that there is a mix, but it seems like you are conflating news and opinion with negative outcomes."

Content aligned with broad topic, not POV shown

- When asked if the content on the page aligned to the Perspective at the top, most people said yes.
- However, almost all of these people said it aligned with the broad topic of gun control, not the specific POV being shown in this Perspective.
- The people who said “no” specifically focused on the POV shown, not the broad topic.

Does the content align with the Perspective at the top of the page?



■ Yes ■ No ■ Not sure



Perspective 2 of 5

☆ Follow gun laws

There Is a Middle Ground on Guns

We don't need to repeal the Second Amendment. We just need to do everything we can to keep guns out of the hands of people who shouldn't have them.

New York Times

People also read

< Reuters The Baltimore Sun Ammoland WCAX CBS News Reading Eagle Company Los Ang >



Gun-toting Texans embrace O'Rourke's gun control message

Texas cattle rancher Bill Martin is a lifelong Republican who owns more than 20 firearms and has been shooting guns six age 6 ...

Reuters · 1d



OPINION

Gun laws won't prevent another mass shooting, but conceal carry would

but the argument that the "fundamental facet of our laws and practices related to ...

The Baltimore Sun · 2d



More Truth Leaks Out About Gun Control

U.S.A. -(Ammoland.com)-People with impressive titles tell us all sorts of things. These experts are often wrong. They are eit...

AmmoLand · 3d



OPINION

Could more laws stop illegal gun purchases?

"We already have enough." Of course, Vermont was long known for having virtually no state gun control laws. But just this spr...

WCAX · 6d



California law banning handgun ads at gun shops struck down by judge

SAN FRANCISCO-- A U.S. judge on Tuesday struck down a nearly century-old California law that banned handgun ads at gun shops, ...

CBS News · 8d



Berks County Democratic candidates discuss gun laws

About half the people in the room raised their hands when Ann Colby-Cummings, chairwoman of Gun Sense Chester County, asked h...

Reading Eagle Company · 2d



A landmark 2016 law praised as an 'unbelievably powerful tool' against gun violence remains scarcely used

L2 page still confusing, Follow somewhat interesting

- After seeing another L2 experience, participants continued to express confusion and frustration about the content on the page.
- Participants were asked what they expected to happen if they clicked the “Follow” button.
 - Most assumed they would get some kind of notification from Bing about this topic, although they weren’t exactly sure how these notifications would appear or where they would be within the search engine or browser.
 - People specifically questioned how this would work if they weren’t signed in and said this would be a deterrent to using it.
 - One person assumed they would get an email from Bing about this topic, but again was unclear how this would work without signing in.
- 11/20 participants said they found the concept of following a news story interesting and useful.
 - However, these participants again questioned how it would actually work as that was not clear at all on the page.





Gun control activists set to speak out against Del Mar gun show
SAN DIEGO (NEWS 8) - People from both sides of the gun debate spoke out Tuesday afternoon in front of the Del Mar Fairgrounds Board of Directors. Anti-gun activists advocated for an end to the gun shows held at the Del Mar Fairgrounds for the past ...
CBS News 8 · 19h



Senate candidates address opioids, gun control, other hot topics (with Gallery & Video)
The opioid crisis, reproductive rights, gun control and school safety were key issues addressed Tuesday morning by candidates for the national primary elections in May ...
The Register-Herald · 5h



Support For Gun Control Drops From Post-Parkland Spike
Following the Parkland massacre, the nation was crowing for gun control. I said then that it would come down soon enough. All we had to do was wait it out. And then it continued. For two months now, the pressure has been maintained, far longer than ...
USA Today · 1d

Social

Kyle Kashuv
@KyleKashuv

Our school has been through unspeakable tragedy. It is improper to now use this horrific event as an excuse to push gun control legislation that punishes law abiding gun owners. Instead, hold the cowards of Broward

3 hours ago

NRA
@NRA

The idea is to shift public opinion to such a point that something once socially acceptable – owning a gun – is now socially unacceptable. #2A #NRA <http://ms.apr.ly/6013r0xOH>

4 hours ago

Bernie Sanders
@SenSanders

"Young people, you have it in you to shout. It is up to you not to keep quiet. Even if others keep quiet. If we older people and leaders keep quiet, if the whole world keeps quiet and loses its joy, I ask you: Will you cry out?" –

3 hours ago

Charlie Kirk
@charliekirk11

2017 Chicago Gun Crime statistics:

Shot & Killed: 624
Shot & Wounded: 293
Total Shot: 3561
Total Homicides: 675

4 hours ago



Gun industry contributes \$51.3B to US economy, research shows
No matter which side of the political spectrum you're on, there's no denying that guns are big business in America. In 2016 alone, the gun industry was responsible for roughly \$51.3 billion in both direct and indirect economic activity across the country.
GOBankingRates · 9h



NRA's Political Victory Fund Dwarfs Gun Control Groups' Fundraising In March
The Parkland gun control activists dominated headlines after the shooting at Marjory Stoneman Douglas High School. They appeared for television interviews and worked wi ...
Bearing Arms · 16h



Do Gun Owners Want Gun Control? Yes, Some Say, Post-Parkland
Tom Galinat, 35, a farmer and hunter who owns nine guns, traveled last month from his home in Peacham, VT, to Montpelier, the state capital, with a firm goal in ...
The New York Times · 4h



Irony: Pro-Gun Control Democrat Reportedly Shot And Killed Her Former Campaign Treasurer
Kellie Collins ran as a pro-gun control Democrat in Georgia's 10th congressional district during the 2018 elections, but dropped out due to personal reasons ...
Town Hall · 16h



Exclusive: Democrats funding spike in gun control ads this election cycle
Candidates across the country and allied outside groups are seizing on the issue of guns in advertising this election cycle, but with a twist: More spots now promote gun control ...
CNN · 2d



Teen activists' power play: Unite on gun control, then get out the vote
Student activism is growing, but it's not happening in a vacuum. Young people say that to make lasting changes, they have to speak with a united voice.
Huffpost · 2d

Perspectives

VARIOUS OPINIONS FROM THE WEB

Banning assault rifles would be constitutional

While banning semi-automatic assault rifles won't end all gun violence, it may save a few lives without significantly ...
CNN

People also read

The Hill · The Economist · Chicago Tribune and more

There is a Middle Ground on Guns

We don't need to repeal the Second Amendment. We just need to do everything we can to keep guns out ...
New York Times

People also read

The Baltimore Sun · Amarillo Globe-News and more

Passing more anti-gun laws will not make us safer

As gun ownership has risen to an all-time high, the nation's total violent crime rate has fallen to a 44-year low and ...
Fox News

People also read

Journal & Courier · Vox · Odessa American and more

See more

Rundown

- 18h Democratic Senators Urge Banks to Take Action on Gun Control · Bloomberg
- 20h Giant US health system to study gun violence · The Wall Street Journal
- 1d At hearing, Pennsylvania lawmakers give voice to gun control measures... IN-DEPTH · HuffPost
- 3d March for Our Lives: Gun control ideas sound good, but are deeply ANALYSIS · Fox News
- 5d Remington Files For Chapter 11 Bankruptcy Amid Mounting Pressure · PRI
- 6d Gun Rights Advocates Parade Rifles And Rods In Opposition To Gun Observer
- 15d Student-Led "March for Our Guns" Taking Place in Virginia Beach · Cost Report

Spotlight on



China tariffs



Gun control

People liked the Topic Page more than L2 experience

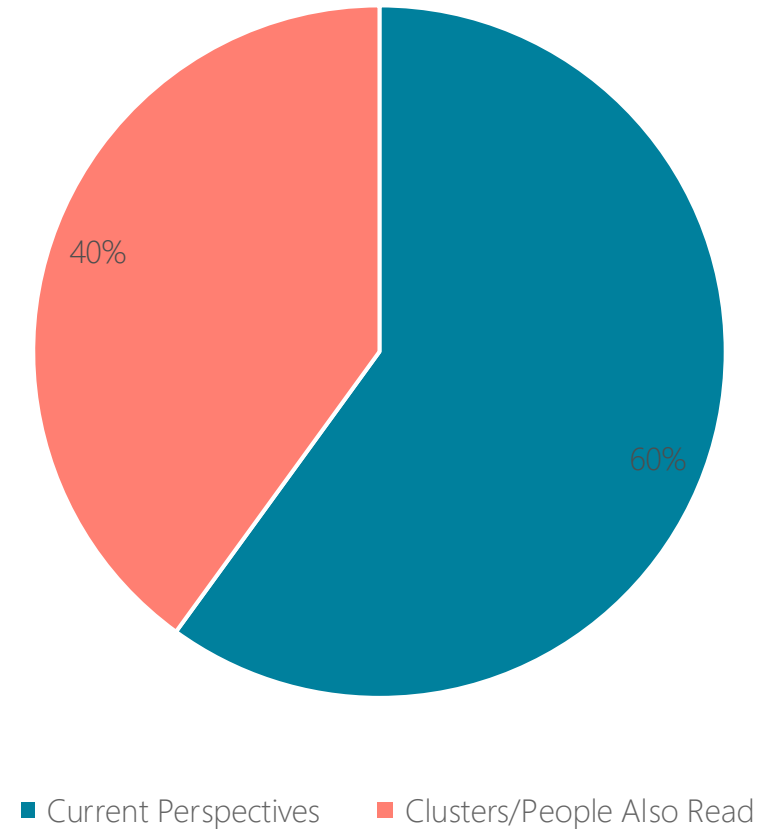
- Participants expressed mostly positive feedback for the Topic Page on the VERP.
 - Many people felt it was comprehensive and liked that it still included the most useful features from Spotlight.
 - “I like that I’m seeing the complete picture on this topic without the bias of those Perspective pages.”
- People also felt that this was better designed than the L2 page.
 - They felt this page was less cluttered and that it was easier to see more information.
- Many people said it didn’t make sense to include the Clusters/People Also Read section on this page.
 - They felt that it was redundant with so much other information on the page.
 - They also felt that it was hard to see them.



People preferred the current version of Perspectives

- People preferred the current Perspectives option to the new Clusters/People Also read option.
- They preferred the current version because it felt less biased, was easier to read, and didn't encourage people to stay in their filter bubbles.
 - They also felt it was less confusing as an overall experience, considering the L2 page of the new option.
- The people who preferred the new option liked seeing more perspectives and felt it was a more complete take on the issues.

Which version of Perspectives did you prefer?



People offered suggestions to improve Clusters/People Also Read

- Don't limit perspectives to just 2-3 per issue. Most issues are way more nuanced than that.
- Include context or summaries to help people know what to expect when they click on each Perspective or Cluster.
- Make it clear that users are seeing a mix of news and opinions to prevent confusion. Use better labels (or any labels at all).
- Make sure the articles on the L2 page align with the POV at the top to avoid confusion, frustration, and bias.
- Change it all—there's a good idea in here, but this isn't it.
- Don't do this feature (Clusters/People Also Read) and focus on providing credible, provable facts.

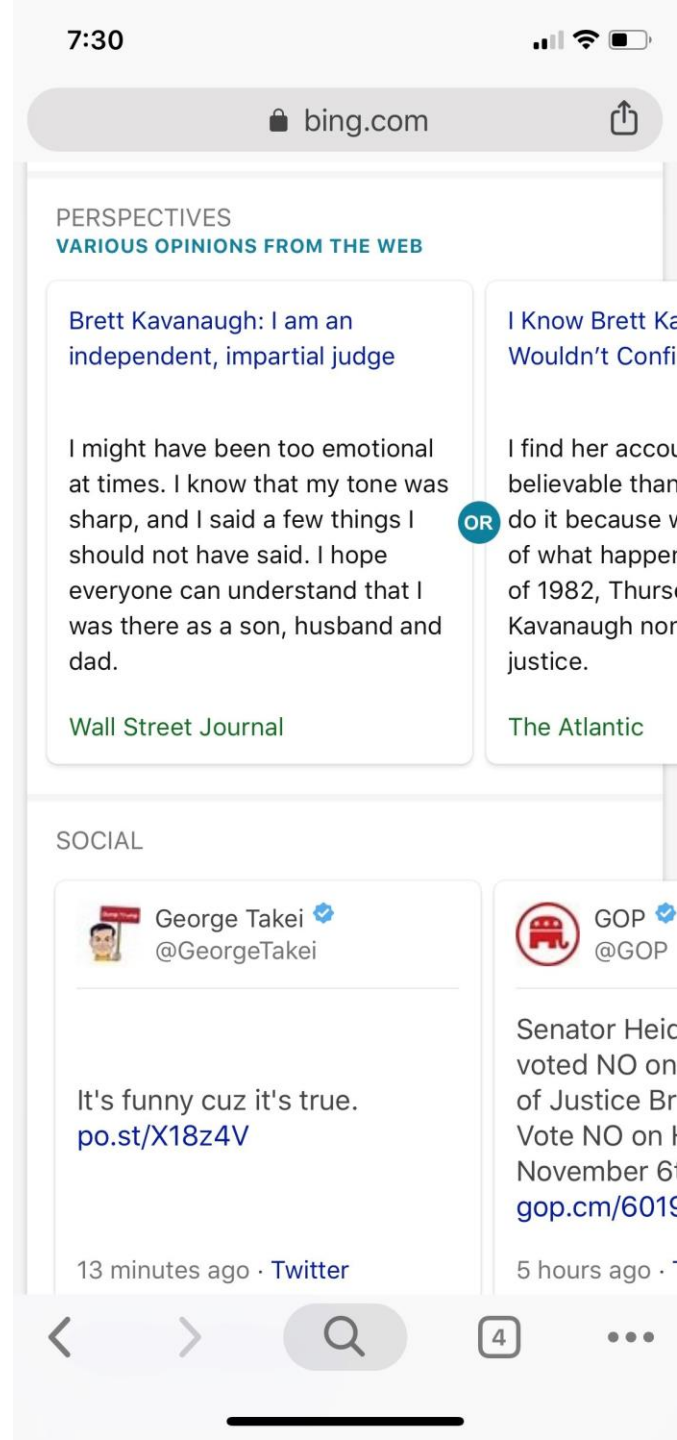
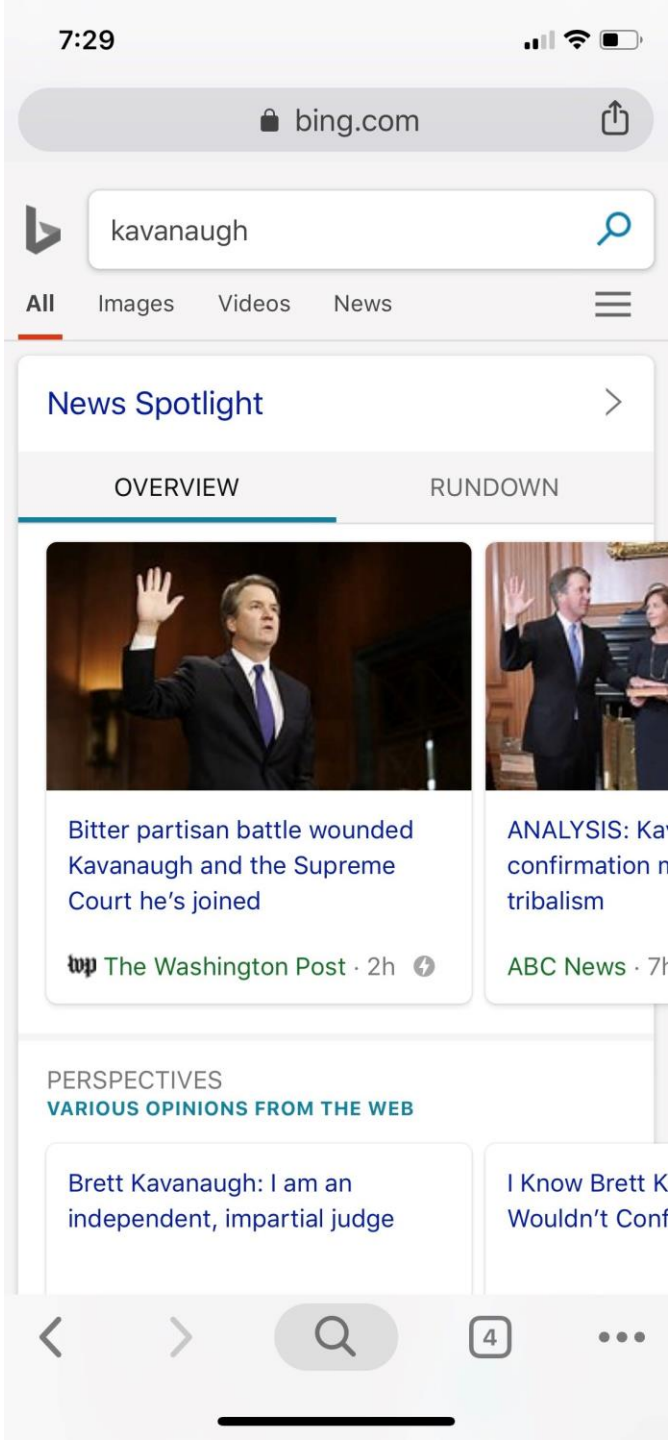


Detailed Findings: Mobile



Current Spotlight + Perspectives

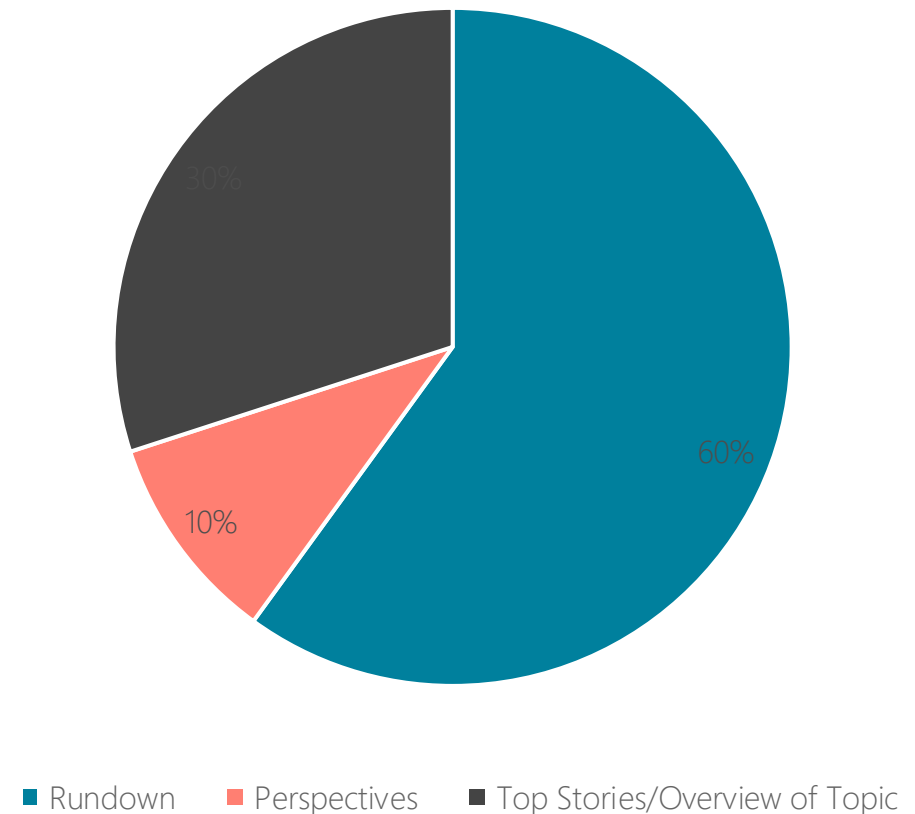




People had positive reactions to Spotlight on mobile

- Much like on Desktop, people liked the Spotlight feature on mobile overall and had positive reactions to it.
 - People like seeing multiple articles about a topic on the same page. They like having multiple options to click on.
 - People also liked the diversity of sources shown.
- Negative feedback was centered on the section names and the design.
 - Multiple people commented that the name "Rundown" felt "weird" and "unclear."
 - Multiple people also said they didn't like the "Or" between the stories. They felt like it was distracting, unclear, and not helpful to the concept or content.
- People found the Rundown to be the most useful aspect of Spotlight.
 - Only 2 people found Perspectives most useful.

What is the most useful aspect of the Spotlight feature?



“

I like the idea of seeing multiple opinions in one place.

I don't care about other people's opinions. I want to see facts so I can make up my own opinion.

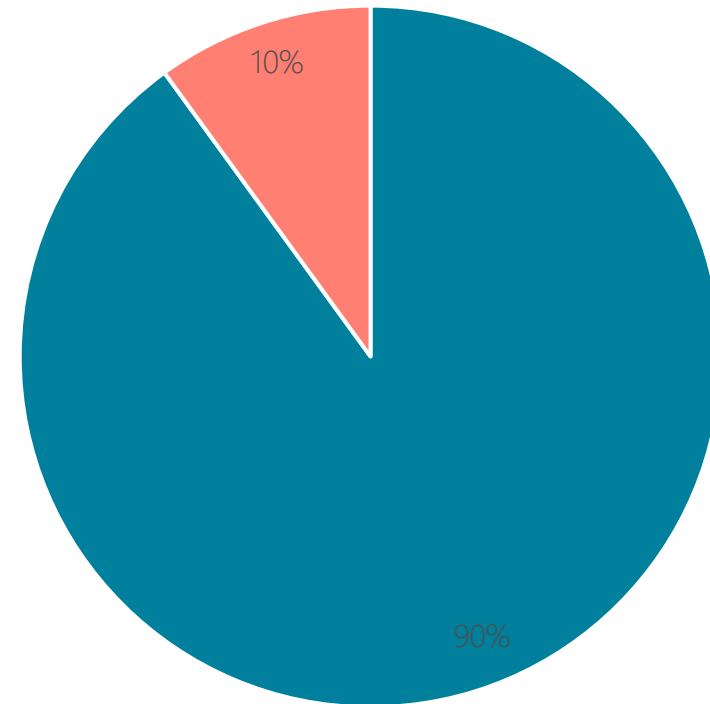
”



Perspectives got mixed reviews, clear it is opinions

- People expressed mixed feedback when asked to focus on Perspectives.
- People who liked the concept liked seeing multiple POVs on a topic and liked the aggregation of these POVs.
 - They liked how quick it was to get to these different viewpoints and that it saved them time while searching.
 - They also liked that the source was clear in each article.
 - A few people liked that it was easy to only read the sources they agree with.
 - A few people also commented that they liked it because it was easy to see “how biased the media” was.
- People who didn’t like the concept felt it was unnecessary, redundant, and divisive.
 - They felt it was not useful to include opinions and that it was already biased based on the sources shown.
 - They also felt it was redundant, as people “know the bias of these media outlets already.” To make it more useful, they suggested showing the author name instead of the source.
 - They also commented that the “or” felt unnecessary and “odd.”
 - They wanted to see date stamps on the articles included as well.

Is it clear that the content in Perspectives is opinion articles?



■ Yes ■ No

Navigation was clear, expectations met when clicking

- All 20 participants felt that it was clear how to navigate through the Perspectives.
- Almost all participants said they expected that clicking on a Perspective would take them to that specific article.
 - A few said they expected to see a new SERP or page of aggregated content on that topic.
- After clicking on a Perspective, all participants said it was what they expected and were mostly happy with the results.
 - One participant was frustrated that he clicked on an article that said Washington Post but was redirected to Slate.



7:31



bing.com



kavanaugh



All

Images

Videos

News



FOR YOU

TOP STORIES

U.S.

WORLD



Los Angeles Times

The Washington Post

ABC News

With the midterm election looming, calls to impeach Kavanaugh pose awkward...

Los Angeles Times · 3h



Bitter partisan battle wounded Kavanaugh and the Supreme Court he's j...

The Washington Post · 2h



ANALYSIS: Kavanaugh confirmation marks triumph of tribalism

ABC News · 7h



McConnell on Kavanaugh fight fallout: 'The Senate's not broken'



4



Participants had positive feedback for Topic Page

- Participants had positive reactions to the Topic Page when clicking through from Spotlight.
 - “This is the best part of this experience.”
- People liked that there were lots of articles to read from a variety of sources.
 - “The amount of articles shown exceeded my expectations. This is excellent.”
- They felt that the design of the page was very user-friendly as well.
 - Despite the amount of articles, people liked how easy it was to navigate through them.
 - They felt that the layout was easy to scroll and scan, and that the content was well-organized.
- A few people had critical feedback for the Topic Page.
 - They felt it was redundant with the Spotlight page.
 - They also wanted the content organized by time/date.
 - They also were concerned that it felt like “all of the sites reporting the exact same story with no variation.”



Spotlight with Perspective Clusters




gun laws

ALLIMAGESVIDEOSNEWSSHOP

Spotlight on Gun Laws


OVERVIEWRUNDOWN

TOP HEADLINES



Kavanaugh Could Tip Supreme Court Against Gun Control Laws

NPR · 11m



In L.A. stop, P continue push and voter regi

Los Angeli

PERSPECTIVES

VARIOUS OPINIONS FROM THE WEB

Banning assault rifles would be constitutional

While banning semi-automatic assault rifles won't end all gun violence, it may save a few lives without significantly interfering with the rights...

CNN

There Is a Mid Guns

We don't need Second Amen need to do ev keep guns out people who st them...

New York Tin

People also read >

The Economist · Chicago Tribune · HuffPost and more

People also re

The Baltimore Amarillow Glo

Gun Control | Definition of Gun Control by Merriam Webster

<https://www.merriam-webster.com>

Next, the poll also found that most Texans believe the country would benefit from stricter gun control laws. — fernando ramirez, Houston Chronicle,

Democrats Question Justice Dept. Power to Charge Sanctuary City Leaders

<https://www.nytimes.com/>

Mobile · Jan 18, 2018 · California's senators asked Jeff Sessions why the Justice Department is

MICROSOFT CONFIDENTIAL

People didn't notice Clusters/People Also Read

- Only 3 participants noticed the Clusters/People Also Read section.
- The other participants didn't notice any changes between this design and the current design.
 - A few guessed that the sections were bigger, there was less content, or there was more white space.
 - One person said it felt more like Google now.



People had mixed reactions to Clusters/People Also Read

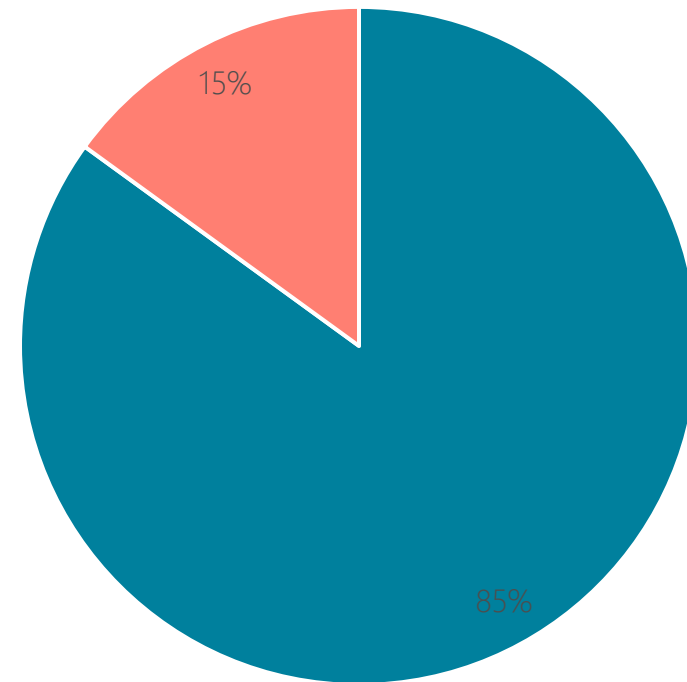
- As with desktop, the reaction to this new concept were mixed, with many people having negative reactions to it.
- People who liked this feature felt that it was useful to see more POVs and liked seeing more sources.
 - They found it useful to do more in-depth research on a topic.
 - “More content is always better.”
- The majority of people had critical or negative feedback, however.
 - They questioned how opinion-focused it was.
 - “This is only useful if you care about opinions and not facts.”
 - “This would be useful if it was facts and not opinions.”
 - They also felt it was redundant, as people “already know the bias of these sources and don’t need this to help them reaffirm that.”
 - Some people suggested that this could reaffirm biases and filter bubbles.
 - “You should focus on things people haven’t read to prevent them from staying in their echo chambers.”
 - “This feels like a divisive tactic. It’s not inclusive or good-intentioned.”
 - People also felt that the design was a bit overwhelming and text-heavy, especially for mobile.
 - They also wanted to see the article titles, not just the sources, to see the actual POVs.



People expect sources to be clickable, expect to see article

- Most people said they expected both the People Also Ask header and the sources below it to be clickable.
- All 20 participants said that they expected to open a specific article if they clicked on an article from Perspectives.
 - This was true of the top content in each Perspective and the sources listed under People Also Ask.

Do you expect the sources under People Also Ask to be clickable?

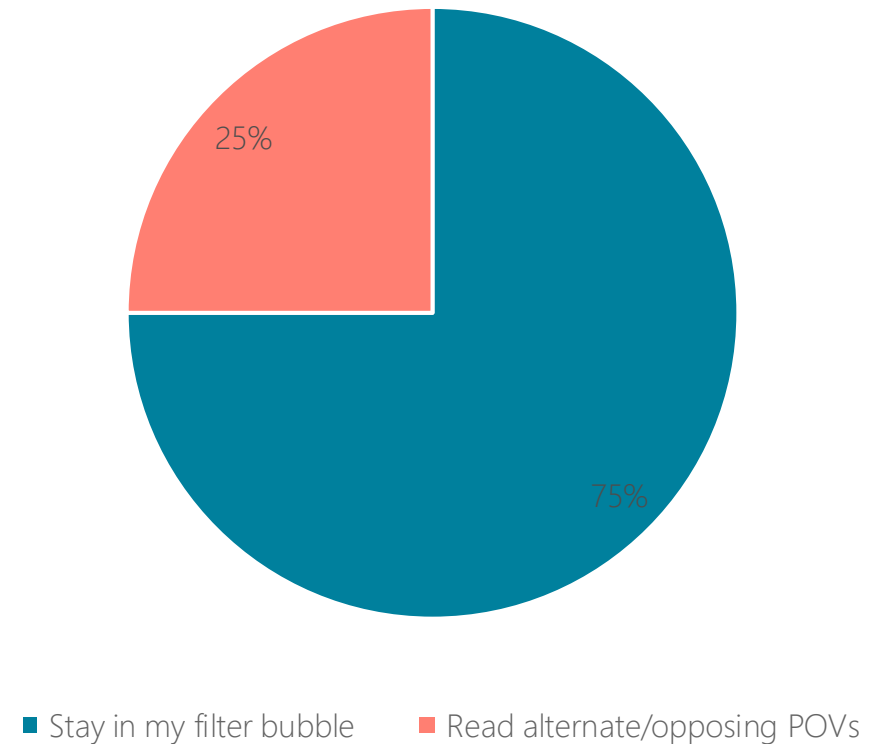


■ Yes ■ No

People want to stay in their filter bubbles

- Most people said they would use this feature to stay in their filter bubble.
 - They said that, while they often like to see multiple POVS on a topic, they would likely gravitate towards their trusted sources and shared opinions.
- A few people said they would use this to see opposing viewpoints.
 - They liked the idea of being able to see a more well-rounded take on key issues.

Would you use this feature to stay in your filter bubble or explore alternate/opposing POVs?



While banning semi-automatic assault rifles won't end all gun violence, it may save a few lives without significantly interfering with the rights of gun owners to use other firearms for recreation and self-protection.



The Wall Street Journal

Gun rights — Constitution needs to be amended to ...

H The Hill · 10h



Reuters · 1d



Shootings Thrust Gun Control Into Campaign Ads

WSJ The Wall Street Journal · 2d



 jsonline.com · 2d



The Constitution doesn't guarantee unlimited gun rights



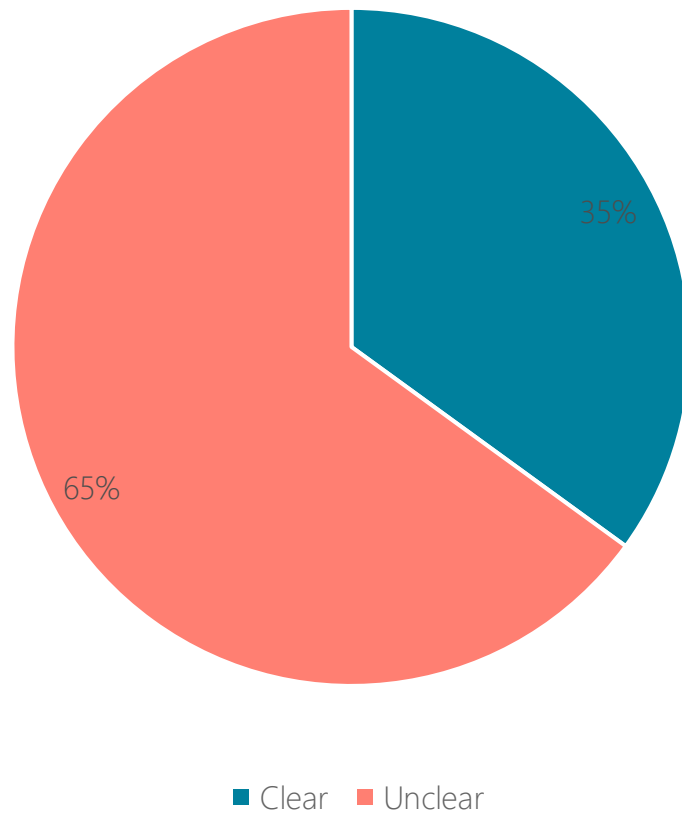
People did not like the L2 experience, content unclear

- People were confused by the L2 page after clicking on a Perspective Cluster/People Also Read section.
 - This was not the experience most people expected to see.
 - Many people called it confusing and redundant. They expected to see an article or more in-depth content, not an aggregated page.
 - They also felt like this page felt like more work for the user to parse through.
 - “This does not seem useful. It feels like a news Twitter feed.”
 - “This feels like it is pulling me down a rabbit hole that I don’t want to go down.”
- A few people expressed positive feedback about the L2 page.
 - They liked the variety of content shown and that it was all on one screen.



It was unclear the content included news and opinion

Is it clear that the content on this page is a mix of news and opinion articles?

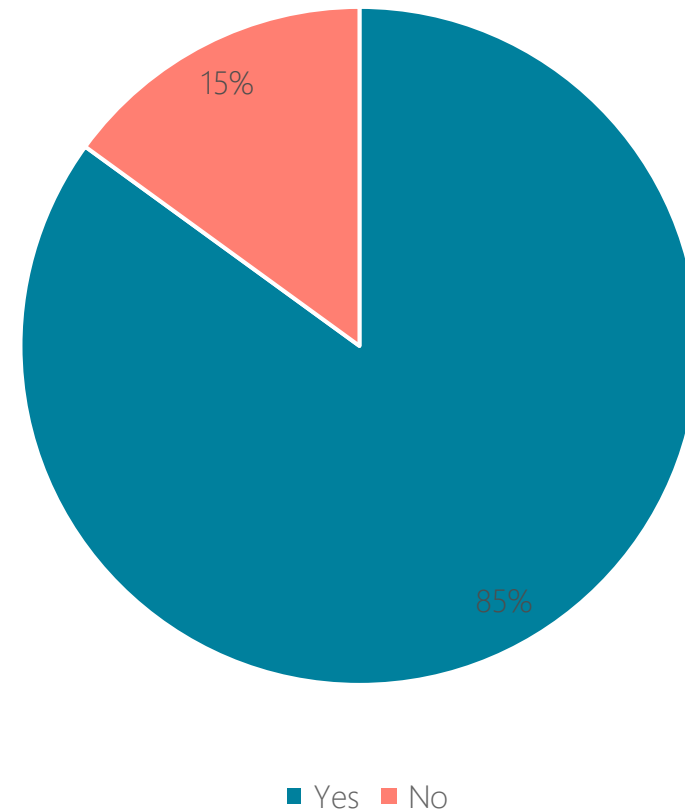


- It was not clear to most participants that the content on this page was a mix of news and opinions.
- Many said that the name Perspectives and the subhead implied that it would only be opinion articles.
- They felt that if it was a mix, there should be labels on every article.

Content aligns with broad topic, not POV

- As with desktop, when people were asked if the content on the L2 page aligned with the Perspective, they assumed that meant the broad topic.
- When pressed to look at the Perspective at the top of the page, most people were unsure or felt the content did not align.
- People said that having a mix of news and opinion articles confused things, because news articles shouldn't have a POV.

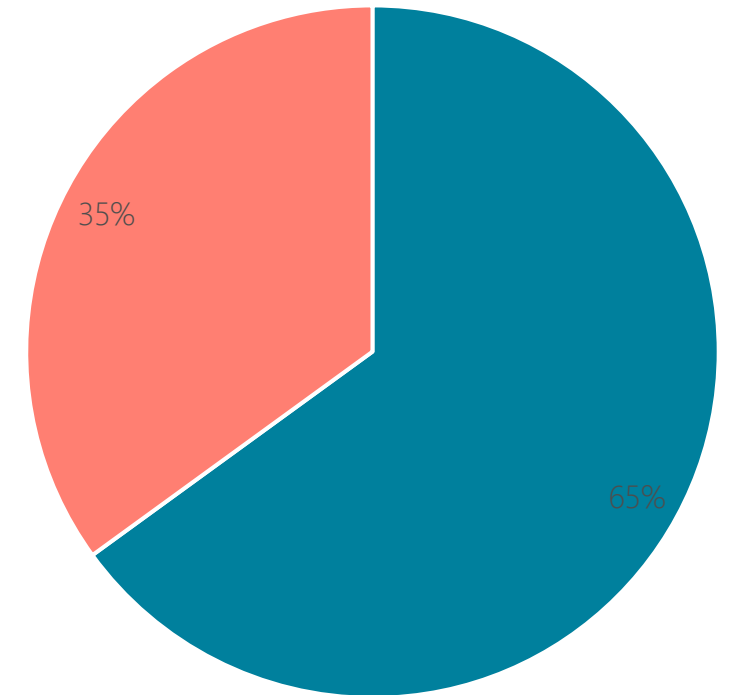
Does the content align with the Perspective at the top of the page?



People preferred the current Perspectives feature

- People preferred the current Perspectives feature to the new concept.
 - They liked how intuitive and clean the current version felt, as the new concept felt too cluttered and harder to use.
 - They also didn't like that the new concept mixed news and opinions.
 - Some also felt that the new concept was redundant.
- The people who preferred the new concept liked seeing more content and multiple POVs together.
 - They felt there was more variety and more in-depth information shown.

Which version of Perspectives did you prefer?



■ Current Perspectives ■ Clusters/People Also Read



People offered suggestions to improve Clusters/People

Also Read

- Include more credible, less biased sources.
- Keep opinion and news separate.
- Add date/time stamps and author names to each article.
- Make it less cluttered. Show fewer things.
- Don't mess up a good thing. Keep the current feature as is.





© 2018 Microsoft Corporation. All rights reserved. Microsoft, Windows, and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.



MICROSOFT CONFIDENTIAL