

A photograph of a person sitting at a wooden table, viewed from behind. They are looking at a laptop screen which displays a news feed with several articles and images. On the table, there is a small potted plant, a vase with white flowers, and a glass of water. The background is slightly blurred, showing a window and some shelves.

# » Blendle and the need for Filter Bubbles

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

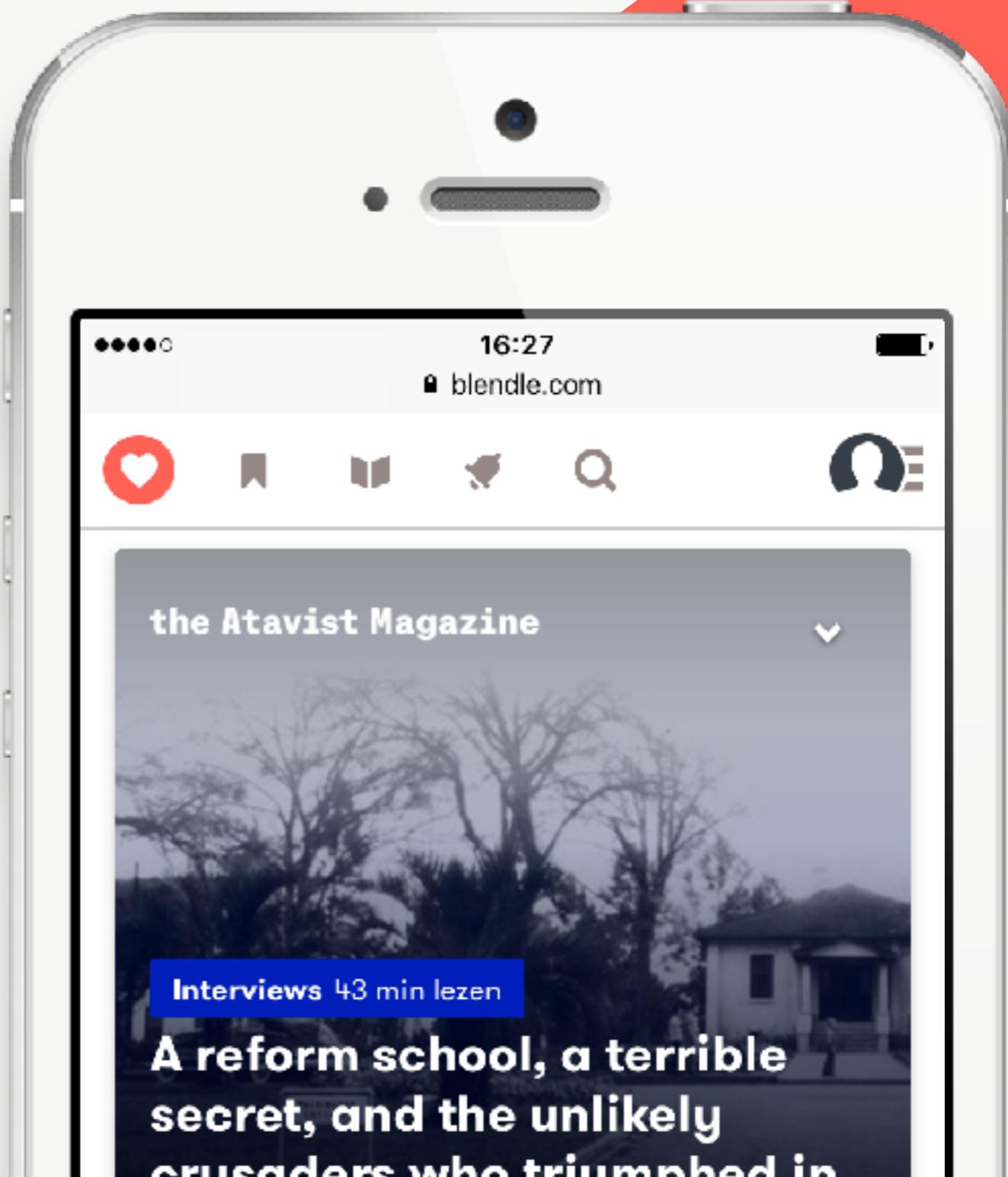


# » Blendle and **Some** need for **Filter Bubbles**

EPRA Edinburgh Meeting. May 19, 2017  
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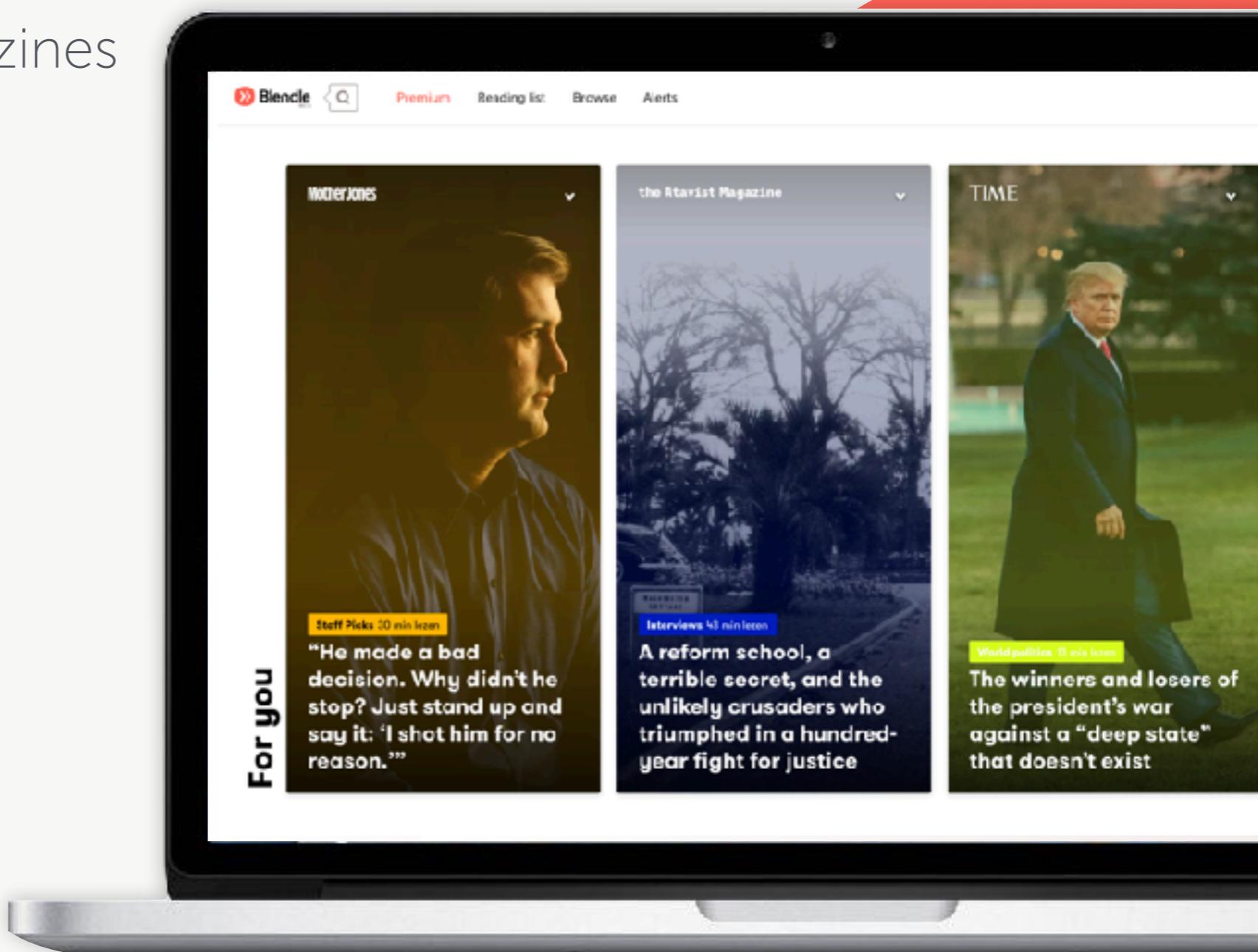
# Blendle's Mission

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



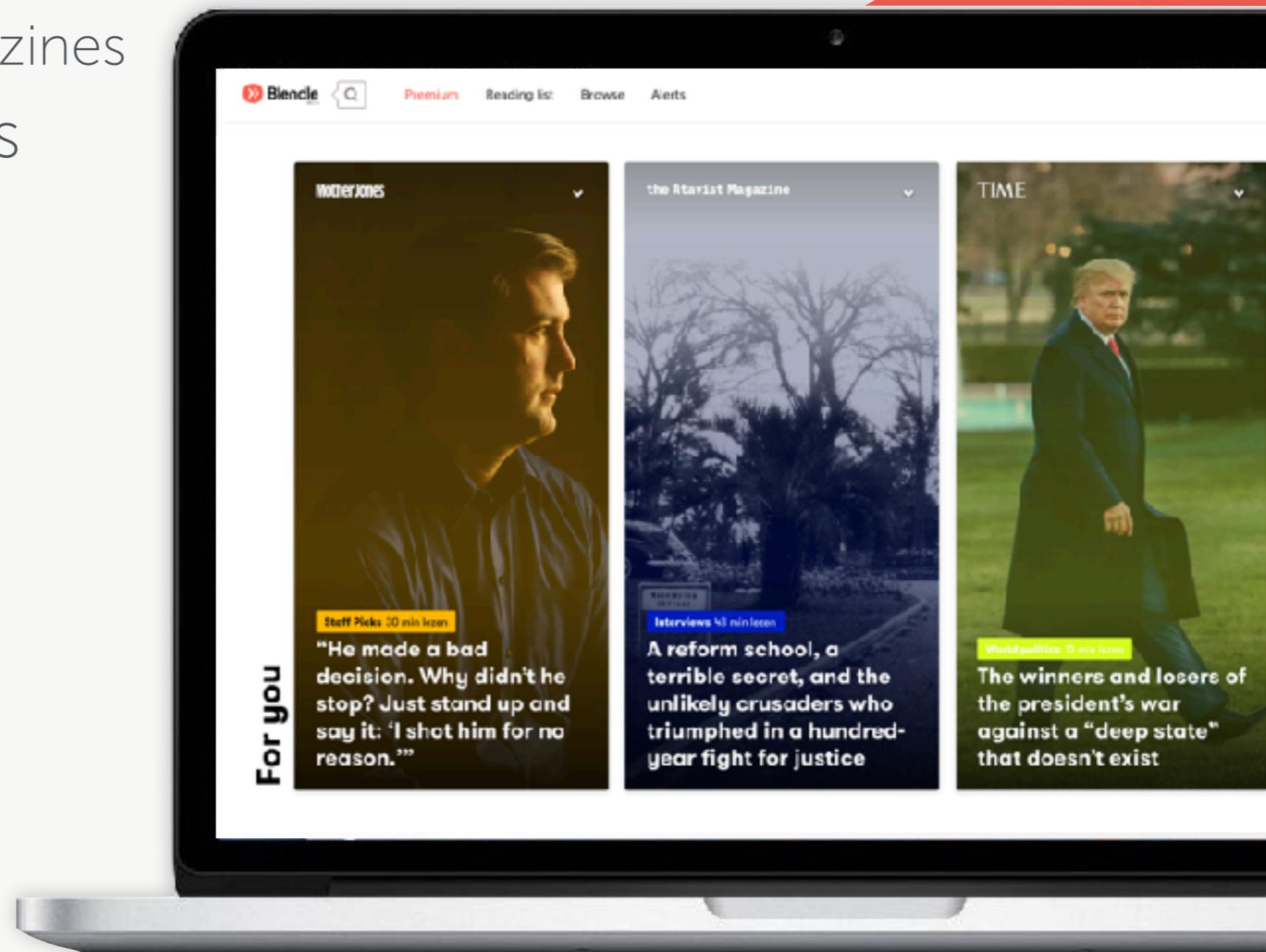
# Blendle in Numbers

- » >120 titles
- » newspapers, magazines



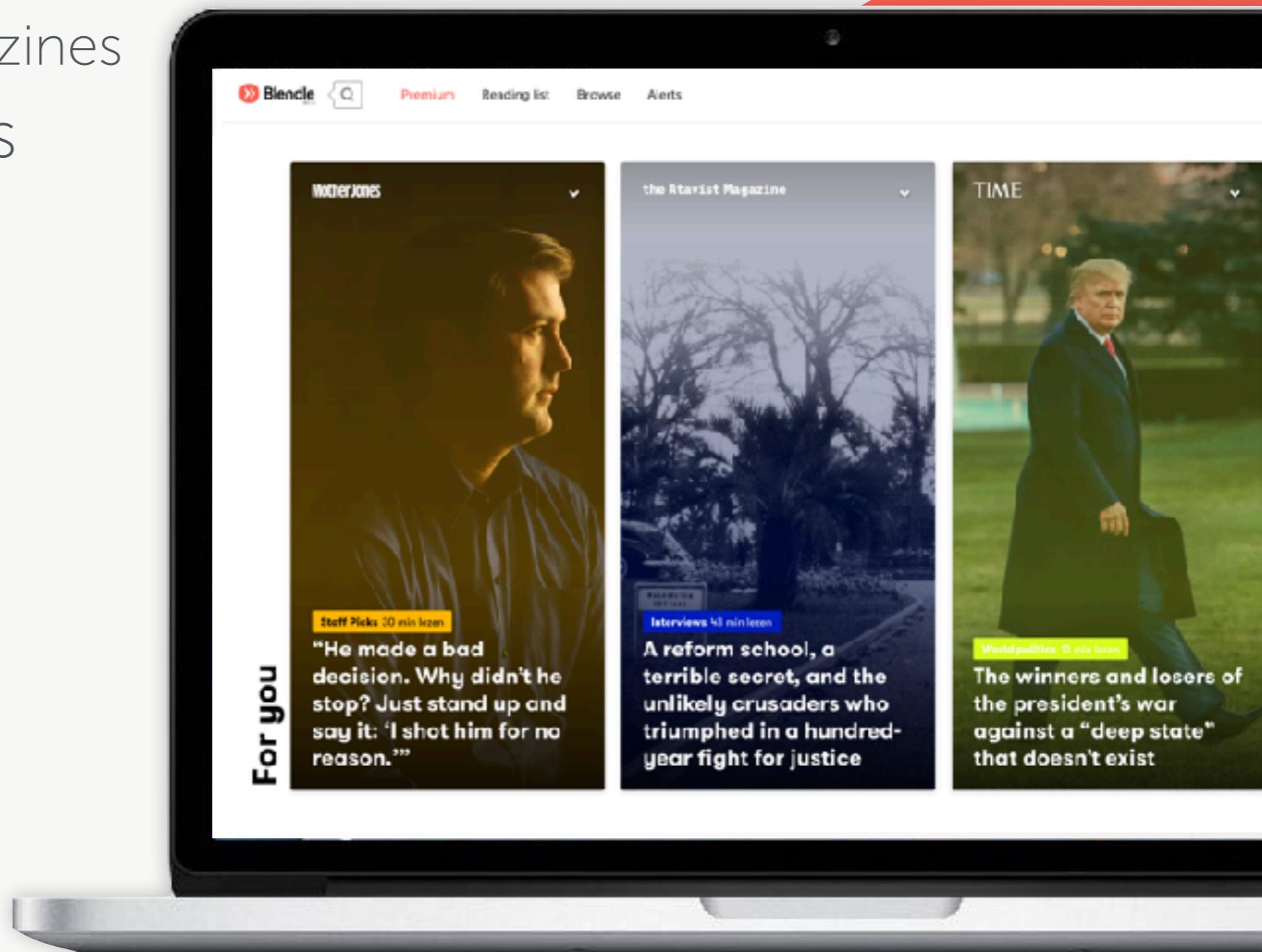
# Blendle in Numbers

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



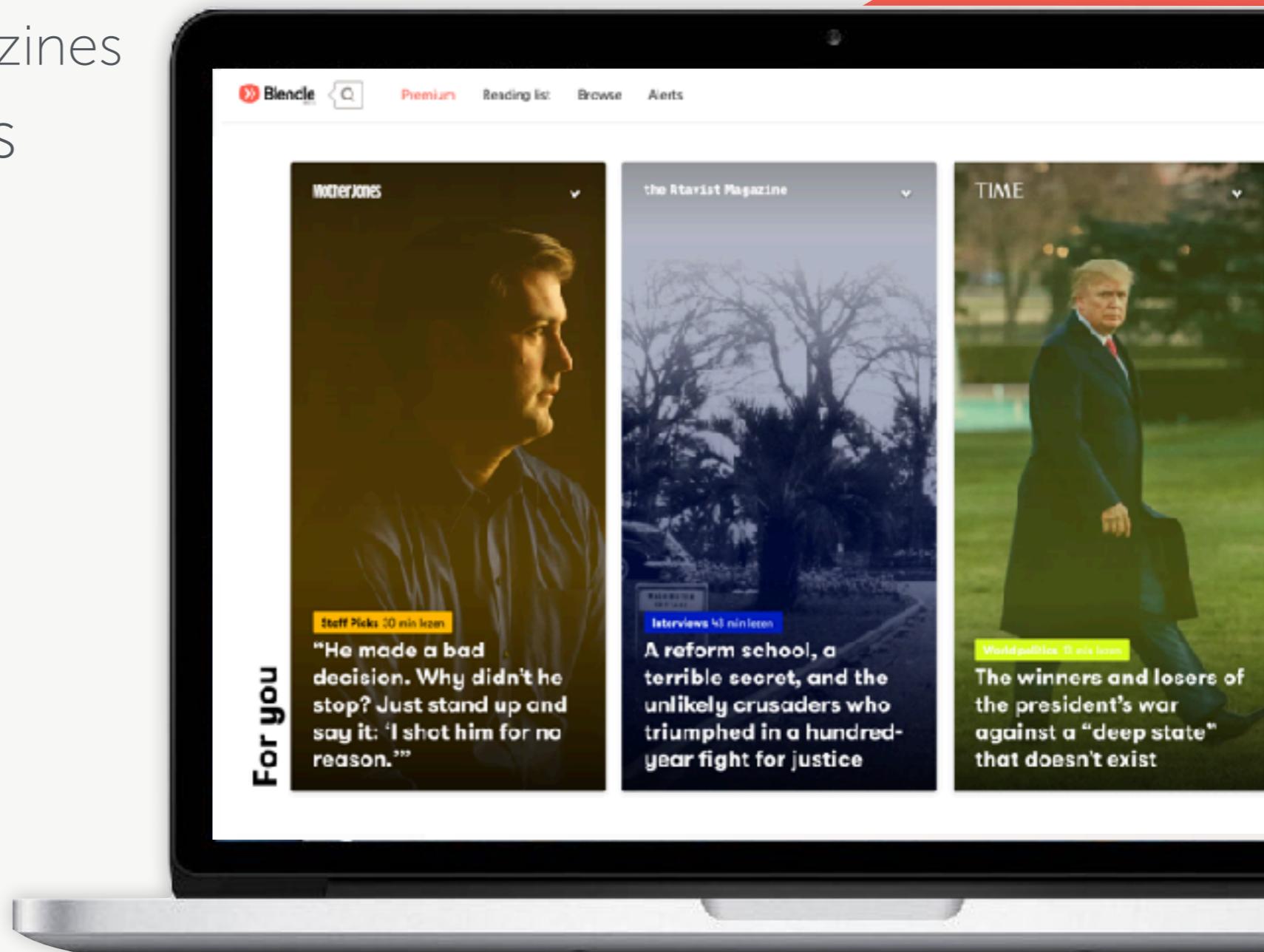
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- » 3 countries
  - » NL, DE, US



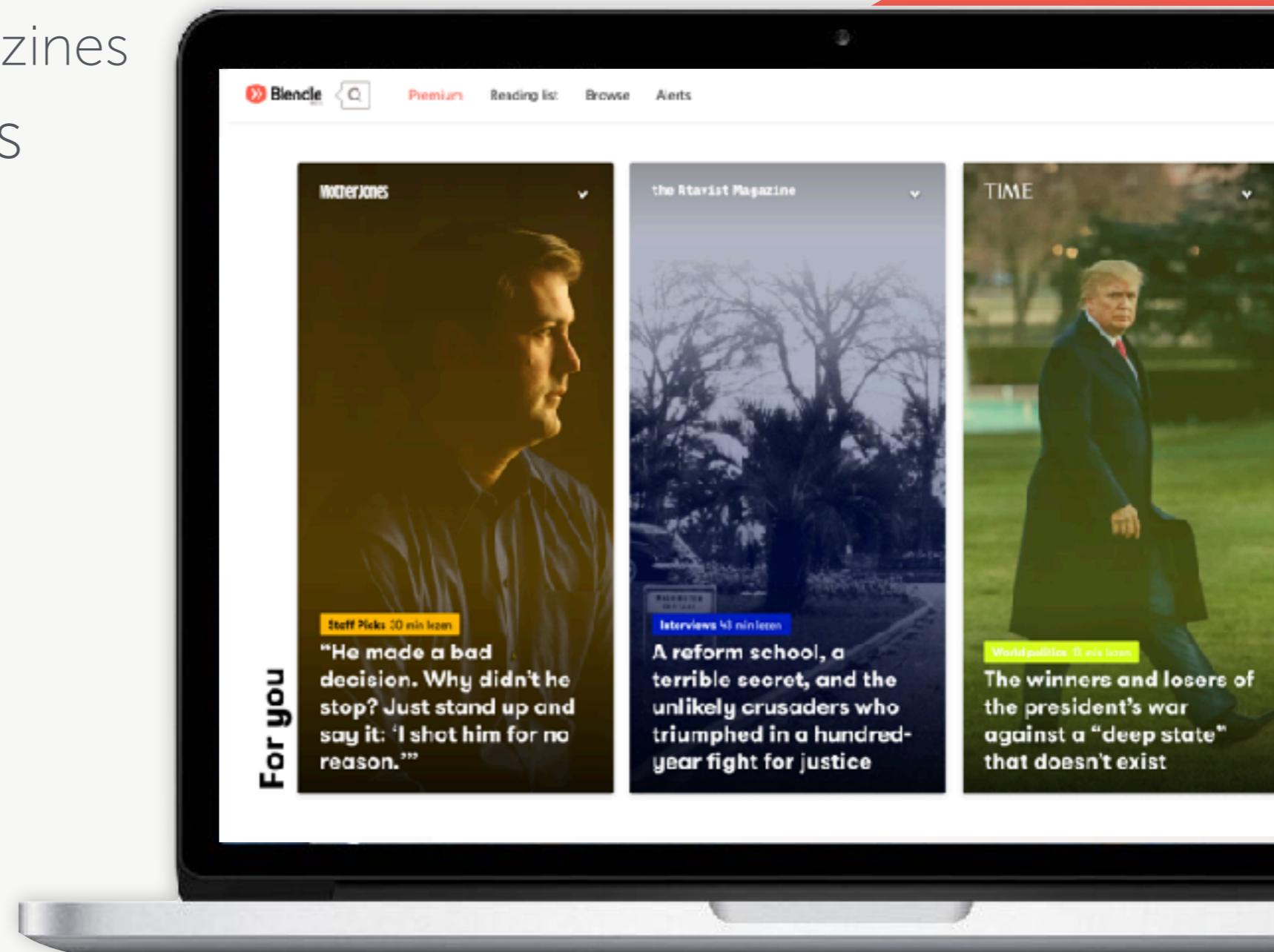
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  - » NL, DE, US
- » >1M users
  - » 1 in 5 is paying



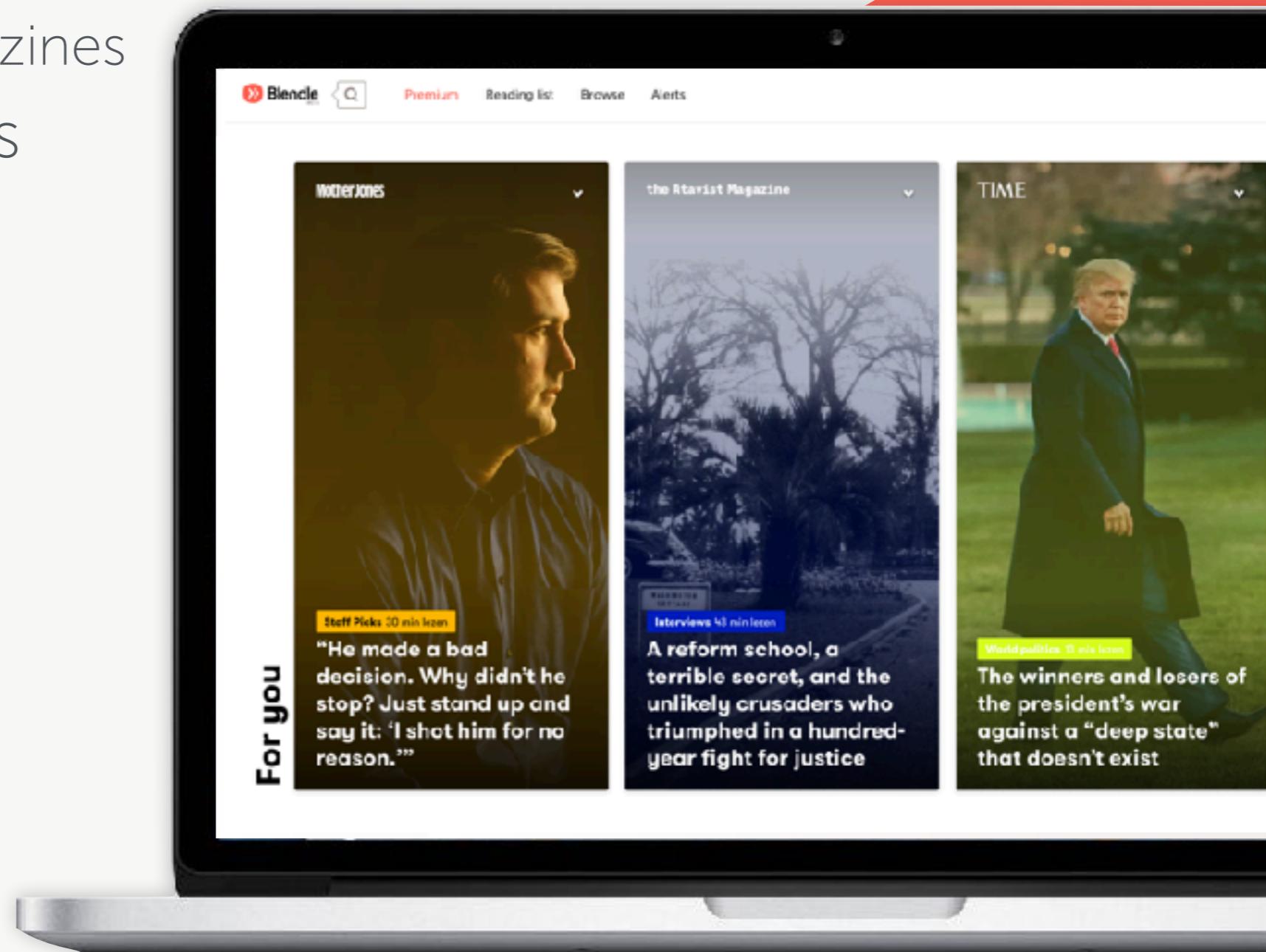
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- » ~80 employees
  - » ~50 developers

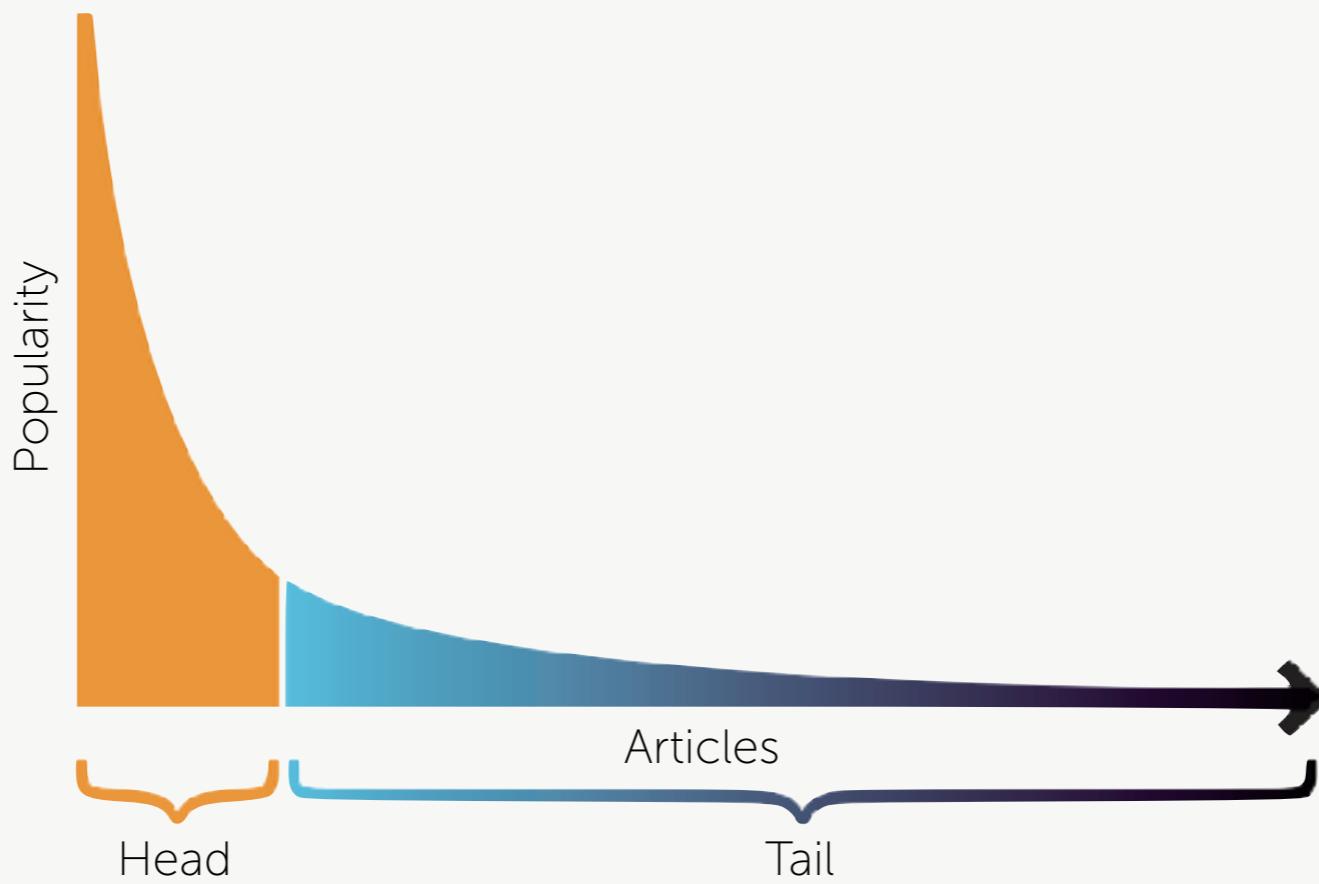


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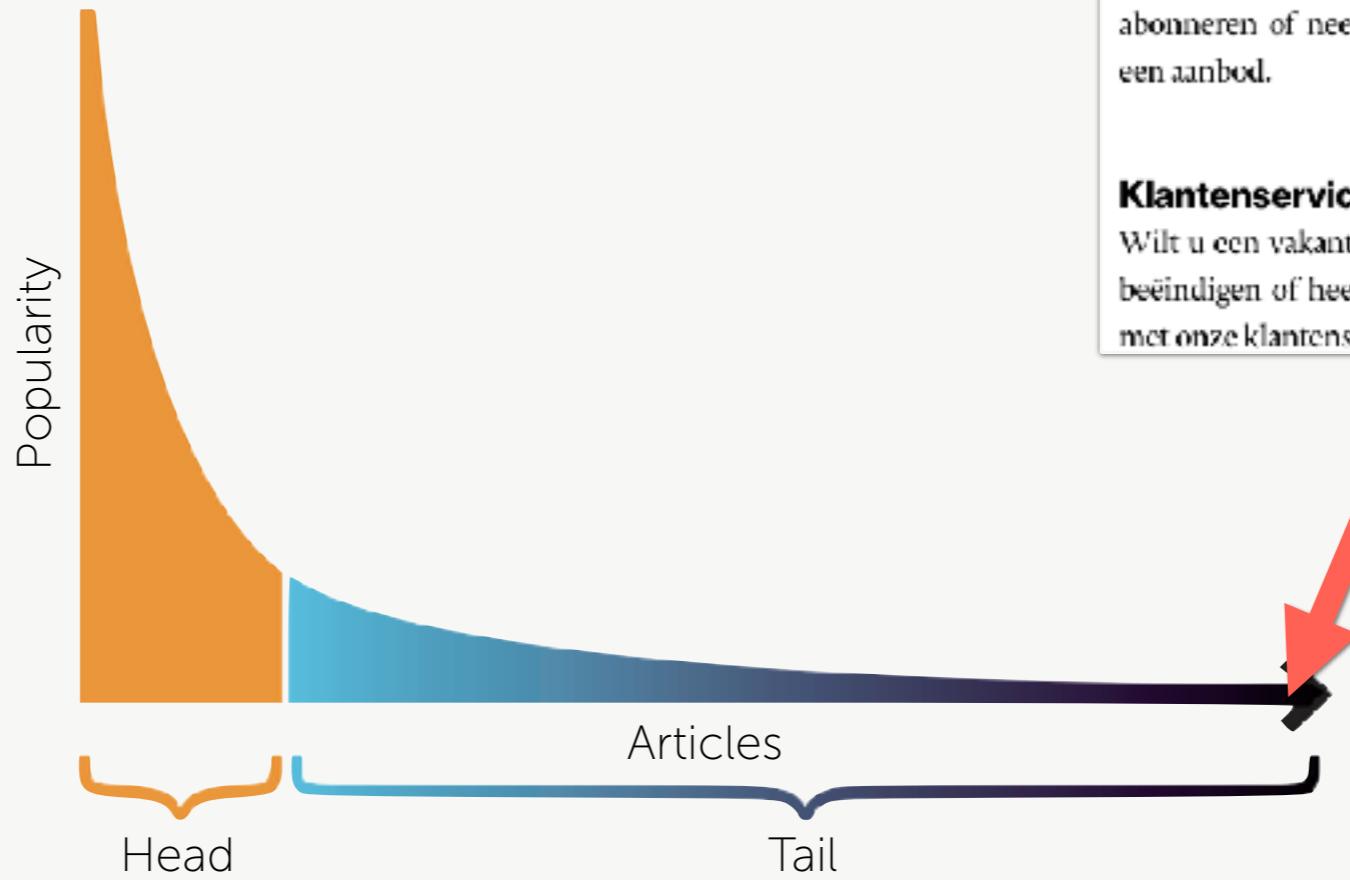
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  - » NL, DE, US
- » >1M users
  - » 1 in 5 is paying
- » ~80 employees
  - » ~50 developers
- » >4M articles
  - » >8K every day



# The **need** for filter bubbles



# The **need** for filter bubbles



not interesting

**Colofon**

GEEEN 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

# The need for filter bubbles

sensational

New York Times

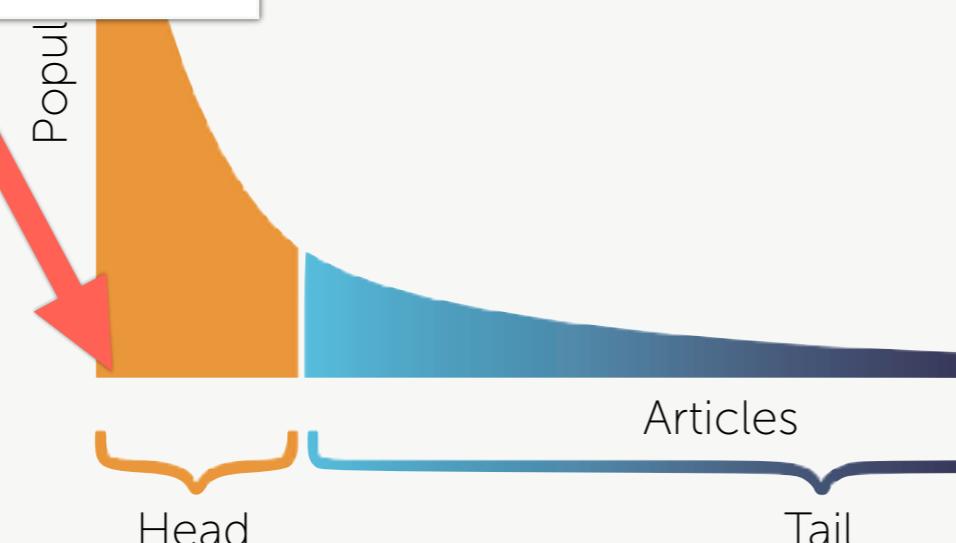
gisteren · 4 minuten lezen

## 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



not interesting

DS  
gisteren · één minuut lezen

## Colofon

GEEN KRANT ONTVANGEN? 088-0561560

Vragen over VERHUIZING OF VAKANTIE? 088-0139960

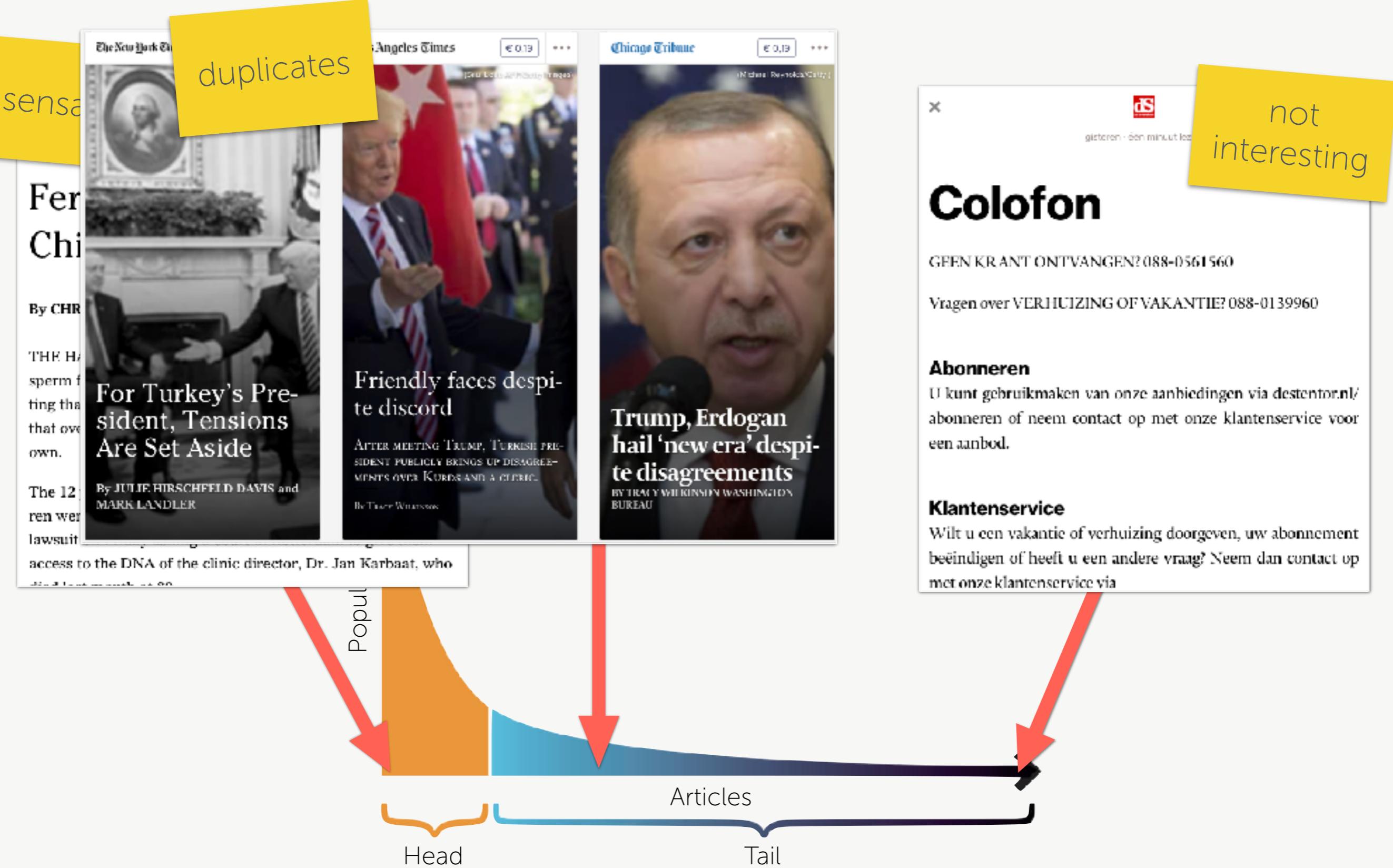
### Abonneren

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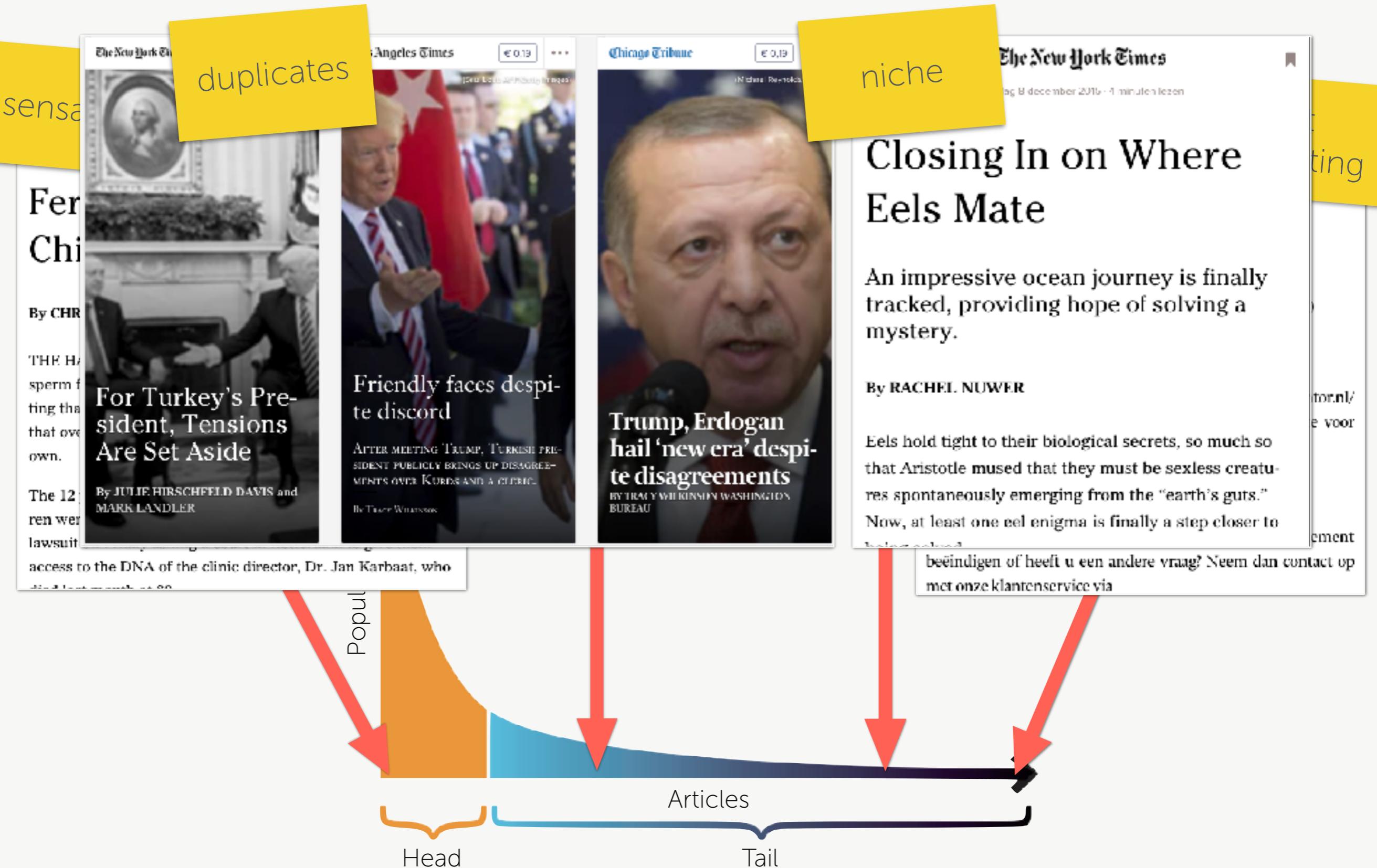
### Klantenservice

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

# The need for filter bubbles



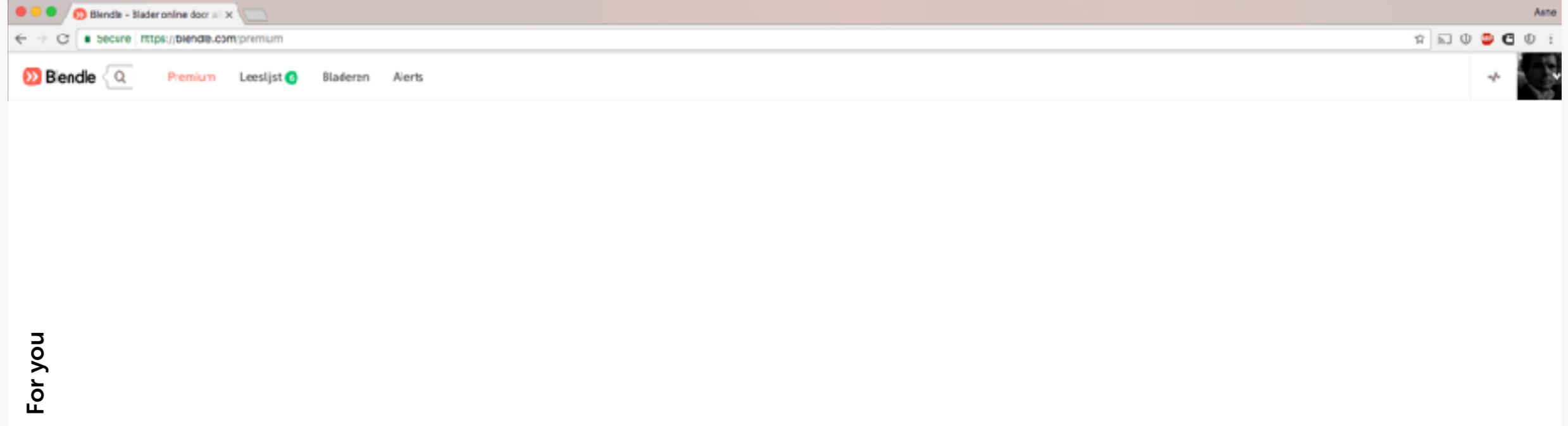
# The need for filter bubbles



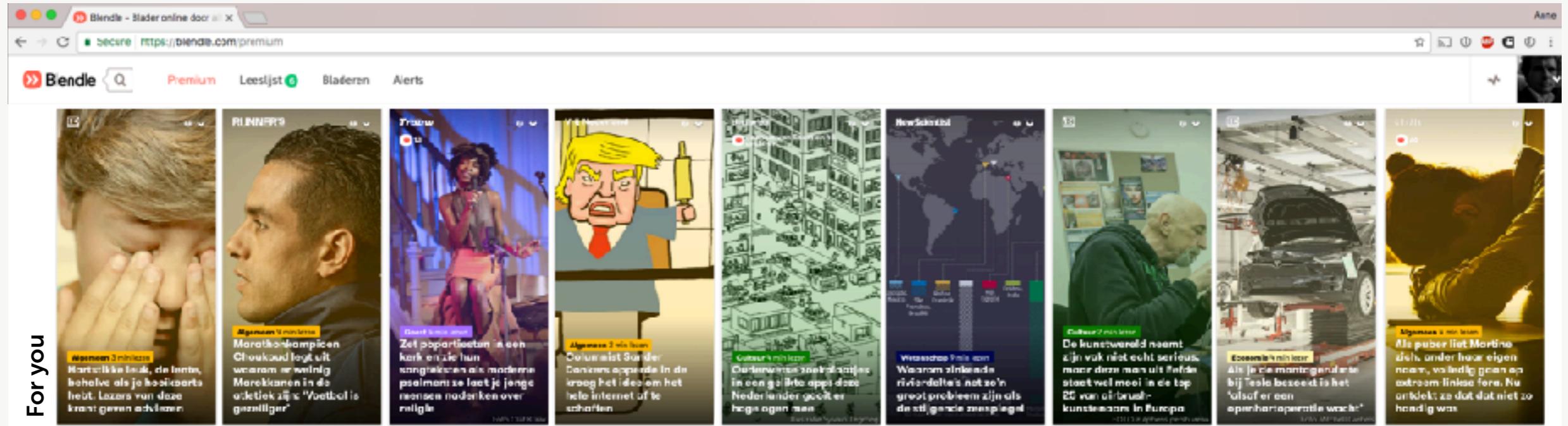
# How we **personalise**



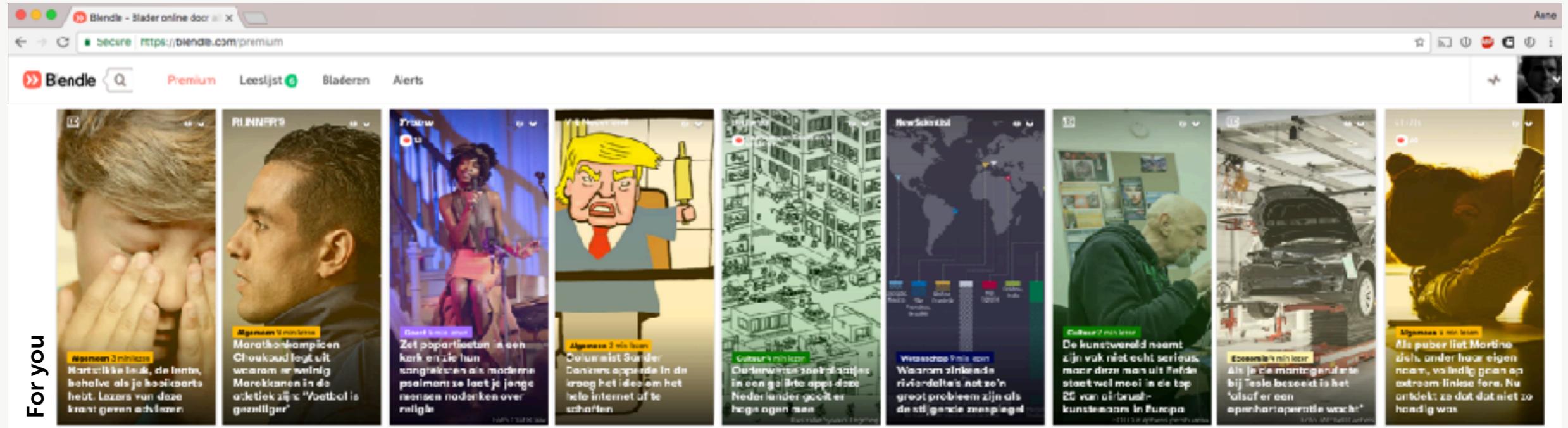
# How we **personalise**



# How we **personalise**



# How we **personalise**



Author

# How we **personalise**

The screenshot shows a mobile application interface for Blendle. At the top, there's a navigation bar with icons for back, forward, search, and account. Below it, a header bar displays the word "Blendle" and a magnifying glass icon, followed by tabs for "Premium", "Leeslijst" (with a notification count of 6), "Bladeren", and "Alerts". On the far right of the header is a user profile picture.

The main content area is titled "For you" and features a grid of news cards. Each card includes a small thumbnail image, the author's name, and a brief summary of the article. The cards are as follows:

- Wouter Janssen**: "Marokkaanse linkse, die leuke, behalve als je heel erg hecht. Lezers van deze krant geven schijnen"
- RUNNERS**: "RUNNERS"
- Trouw**: "Algemeen 1 min lezen. Marokkanen komplieën. Choukoud legt uit waarom ze welning Marokkanen in de vleitiek zijn: 'Voetbal is gezellig'"
- Algemeen 2 min lezen**: "Zet papierenbanen in een kerk en zie hun ongeloof aan moderne psalmtenzen als moderne psalmtenzen laat je jonge mensen nadenken over religie"
- Algemeen 2 min lezen**: "Columnist Sander Denkens appende in de kroeg het idee om het hele internet uit te schaffen"
- Gesur 1 min lezen**: "Ouderwets zielendiefjes in een grote app-die Nederlander gezien heeft nog niet meer"
- NewScientist**: "NewScientist 45 min lezen. Wereldwijde politieke rivierdiefjes is net zo'n groot probleem als de stijgende zeespiegel"
- Cultuur 2 min lezen**: "De kunstwereld noemt zijn vuk niet echt serieus, maar deze man uit Nederland staat wel heel in de top 25 van airbrush-kunstenaars in Europa"
- Essential 1 min lezen**: "Als je de monteur gevonden bij Tesla bespekt is het alsof er een openhartoperatie wacht"
- Algemeen 2 min lezen**: "Als puber liet Martine zich, onder haar eigen naam, volledig gaan op extreem linkse foto's. Nu ontdekt ze dat dat niet zo handig was"

Below the cards is a horizontal navigation bar with several colored dots (red, grey, red, grey, red, grey, red, grey, red) and a "Author" button.

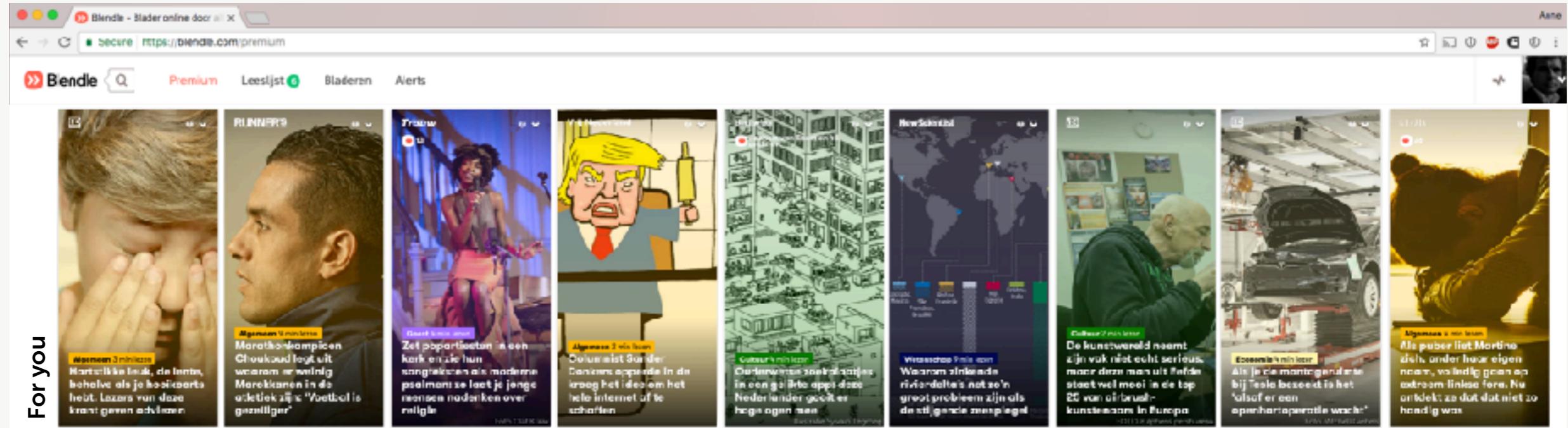
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For you

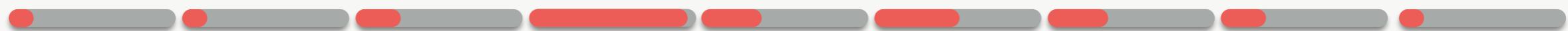
Author

Subject

# How we **personalise**



Author



Subject



Complexity

Length

Sentiment

Feel

Popularity

...

# How we **personalise**

For you

Author

Subject

Secure https://blendle.com/premium

Bendle Premium Leeslijst 6 Bladeren Alerts

Algemeen 3 minuten

Morokkolaat, die leuke, behalve als je heel erg bent. Laters van deze krant gewoon schijnen

Algemeen 3 minuten

Morokkolaat legt uit waarom er weinig Morekkonen in de vleitiek zijn. 'Voetbal is gezellig'

RUNNERS

TRAILER

Algemeen 3 minuten

Zet papierenbanen in een kerk en die kunnen worden als moderne psalmtenzen. Laat je jonge neefjes nadenken over religie

Algemeen 3 minuten

Columnist Sander Denkens appends in de kroeg het idee om het hele internet uit te schaffen

NewScientist

Cultuur 2 minuten

De kunstwereld neemt zijn vuk niet echt serieus, maar deze man uit Nederland staat wel heel in de top 25 van airbrush-kunstenaars in Europa

Cultuur 2 minuten

Wetenschap 3 minuten

Wat een zinkende rivierdelta's niet zo'n groot probleem zijn als de stijgende zeepeil

Autos

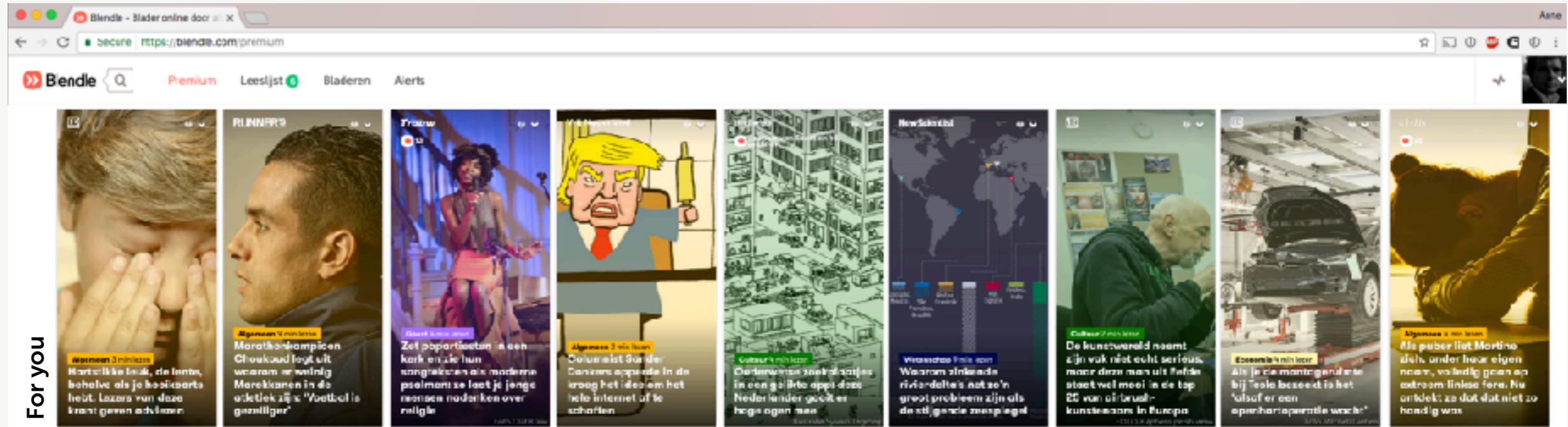
Algemeen 3 minuten

Als je een monteur bent bij Tesla besoekt hij het huis voor een openhartoperatie wacht

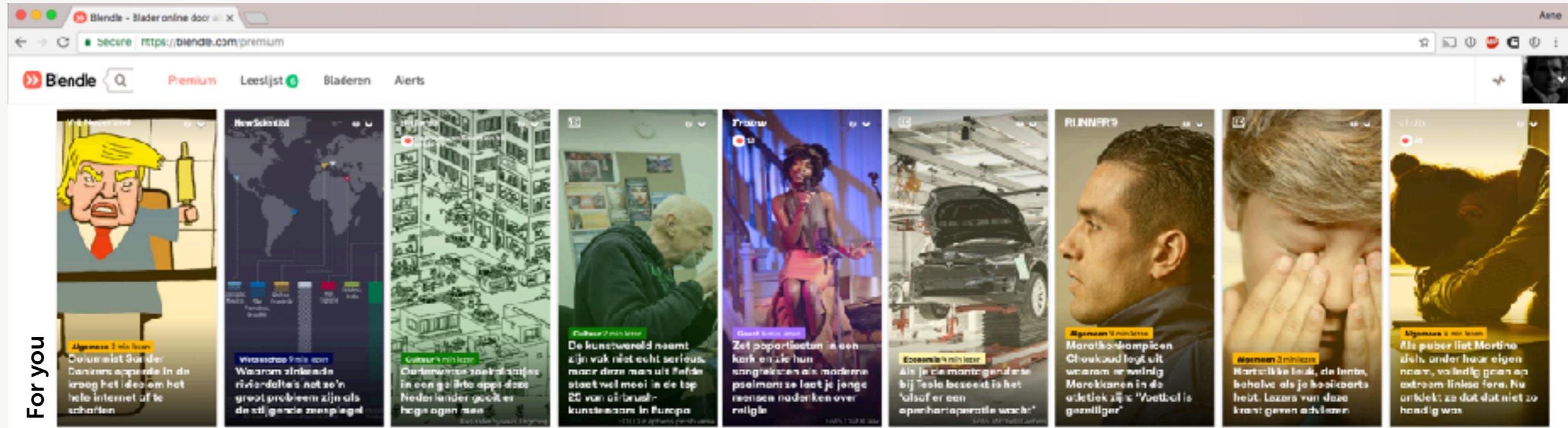
Algemeen 3 minuten

Als puber liet Martine dat, onder haar eigen naam, volledig geen op extreem linkse foto. Nu ontdekt ze dat dat niet zo handig was

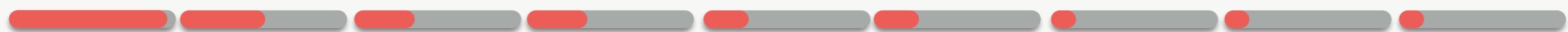
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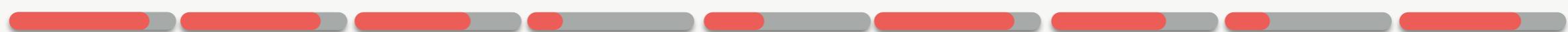
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Author



Subject



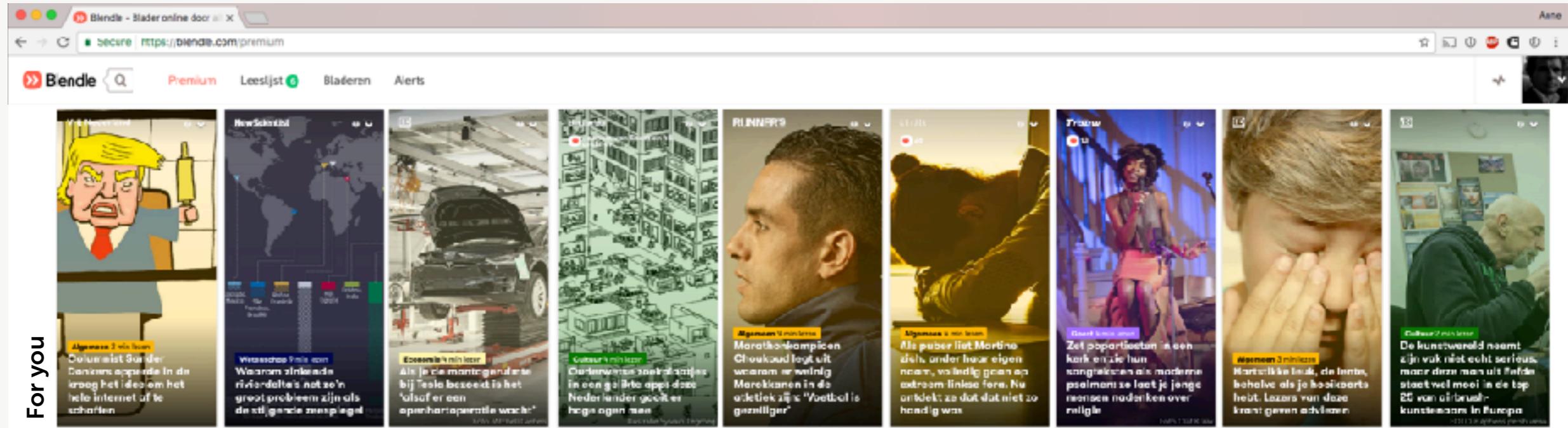
Author  
weight



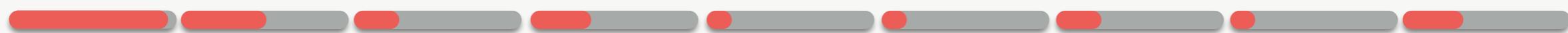
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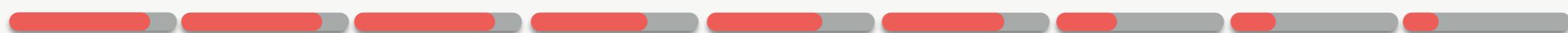
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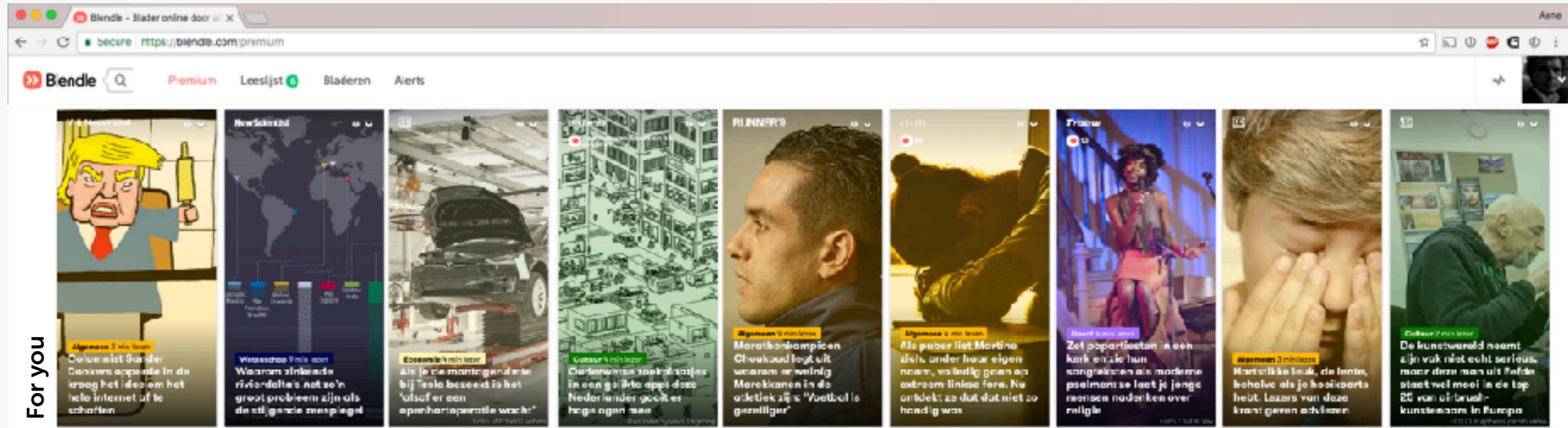
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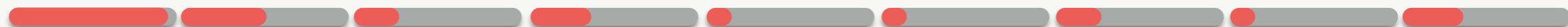
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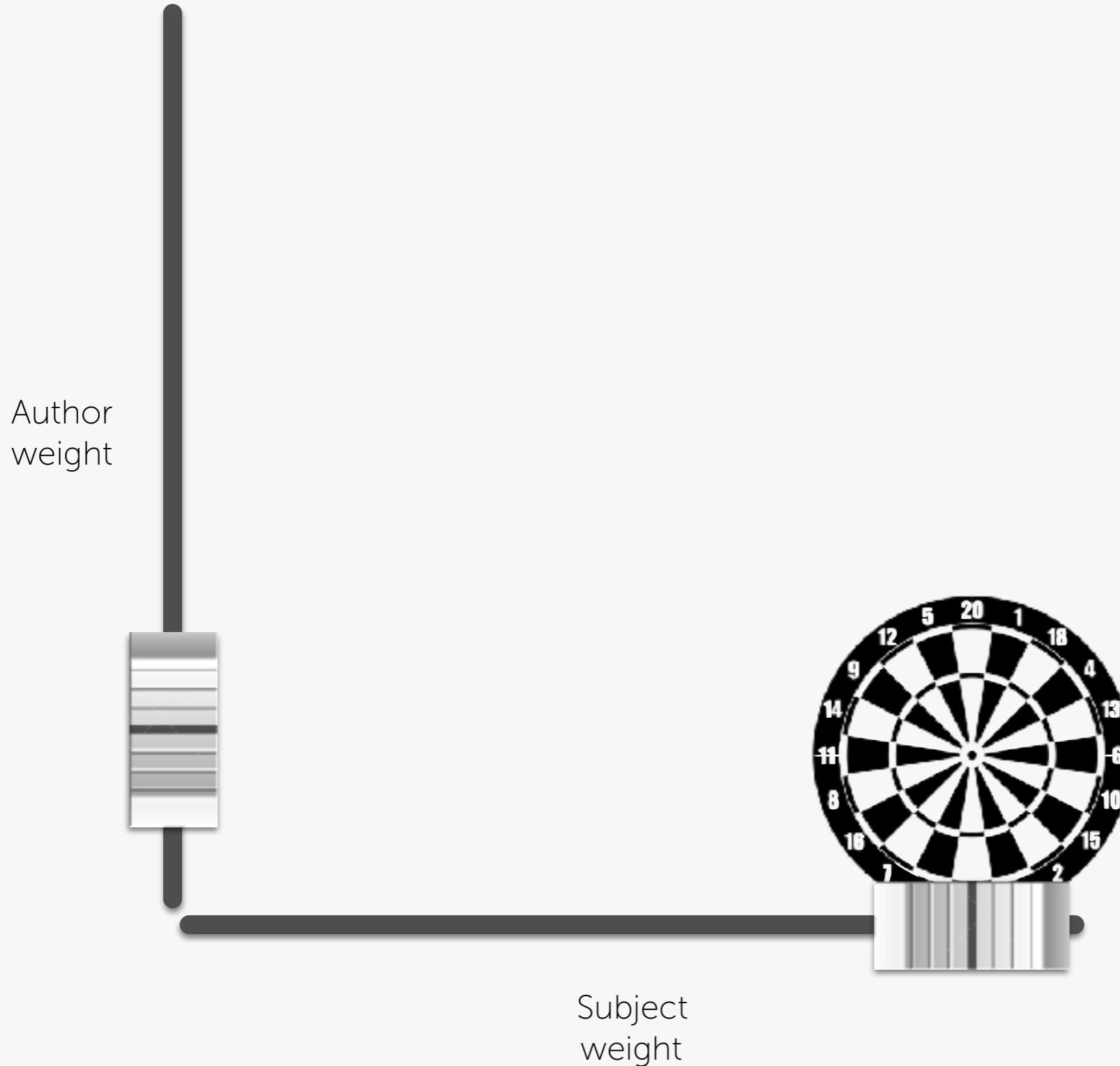
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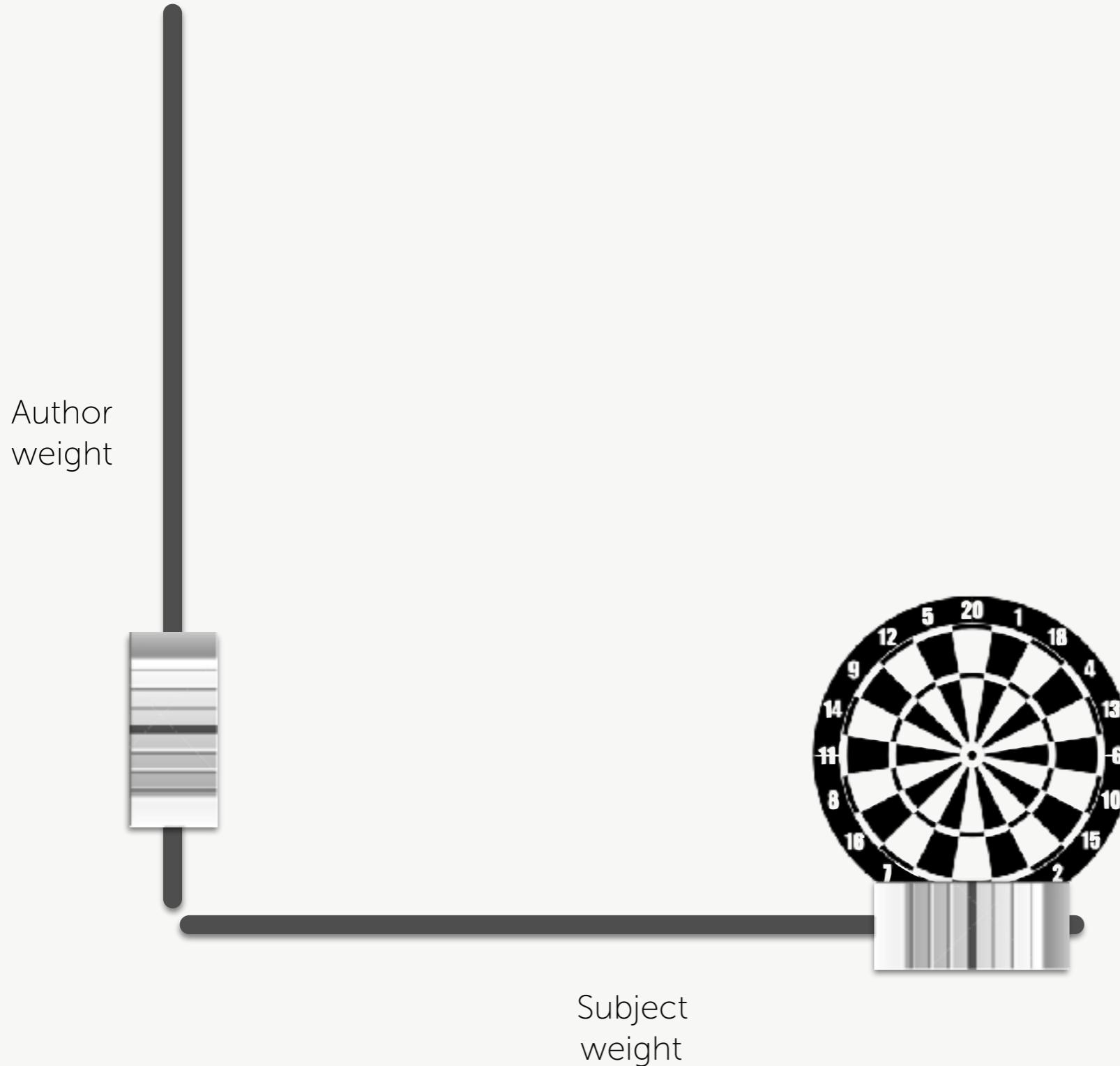
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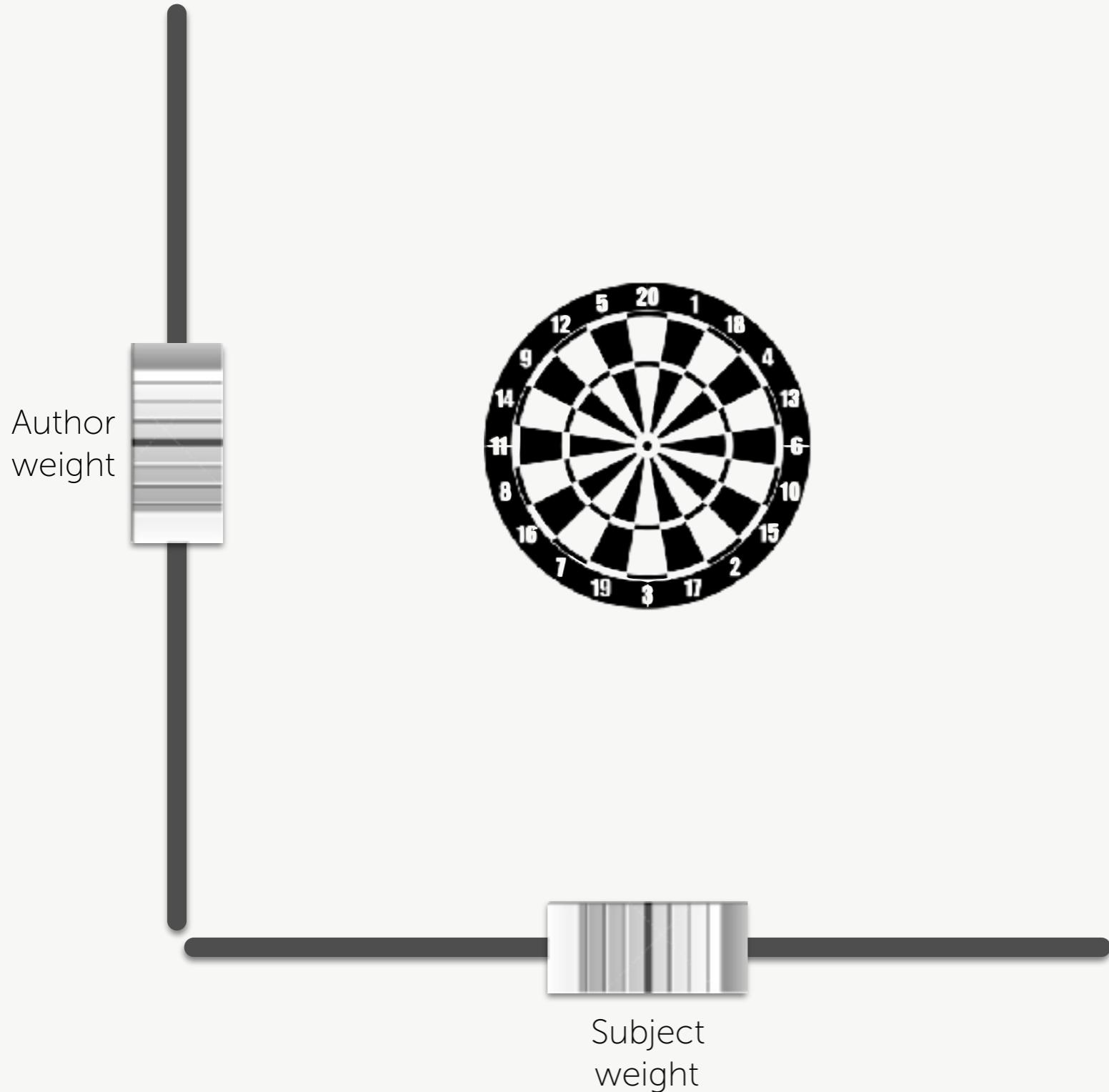
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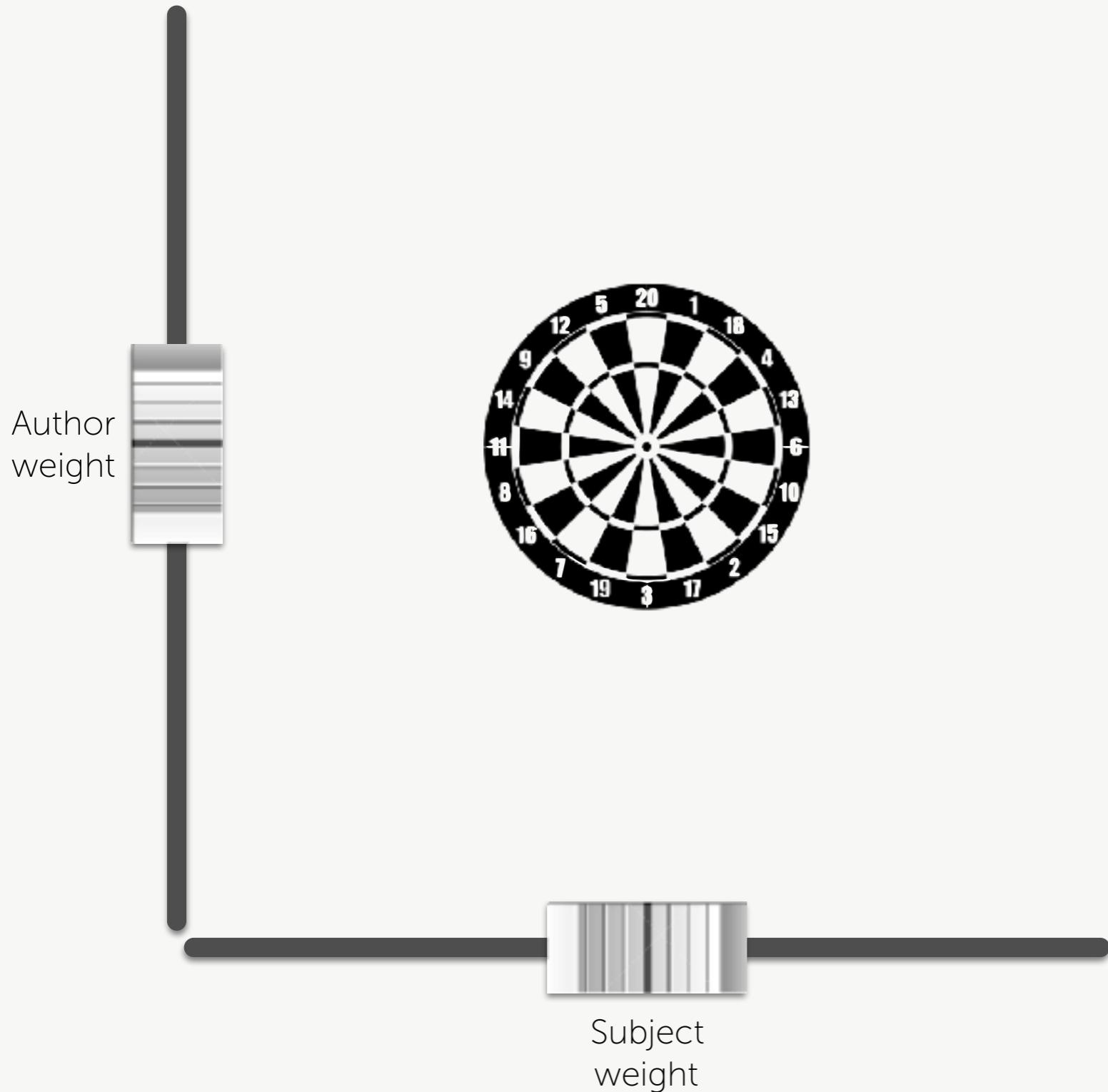
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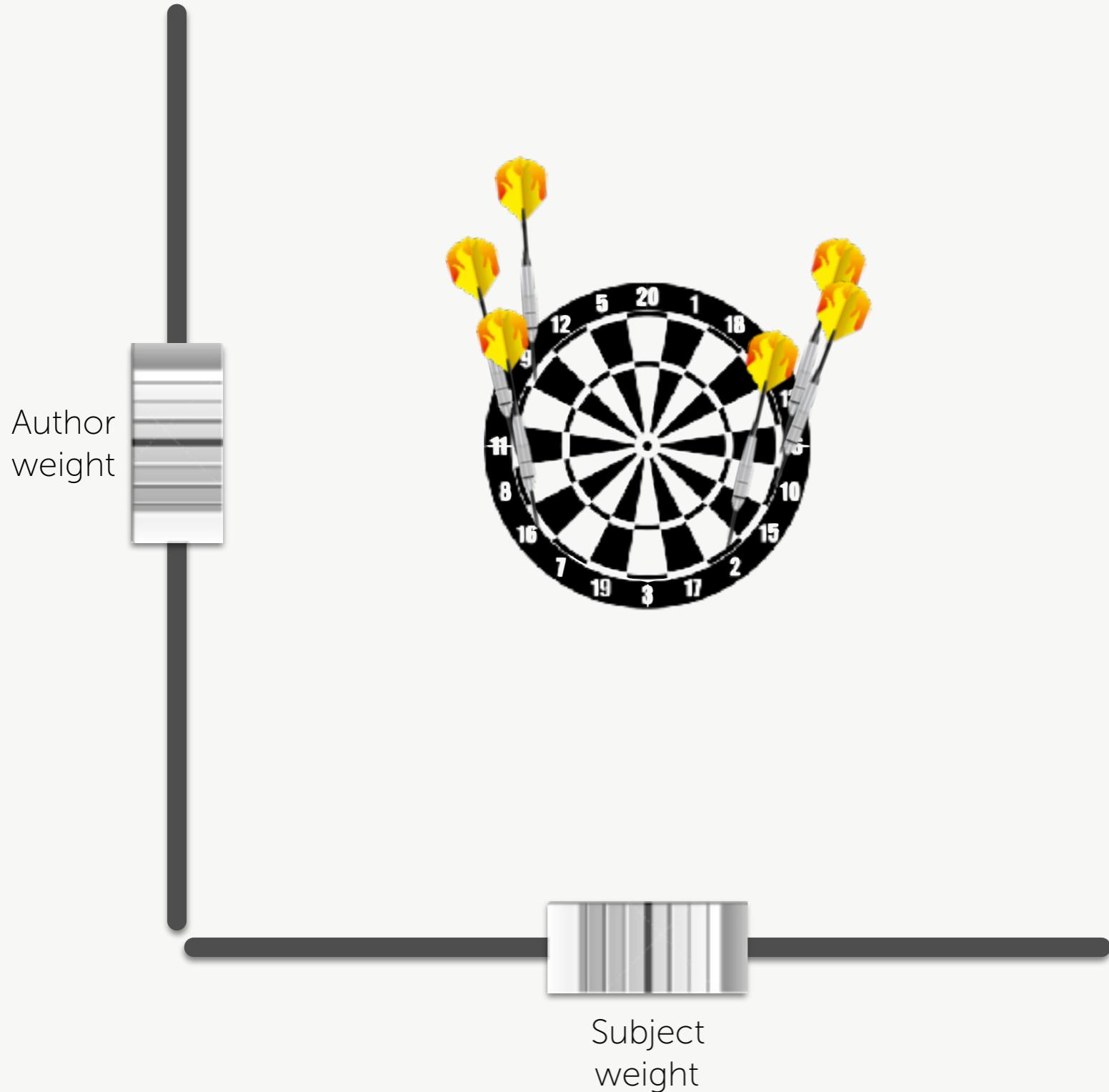
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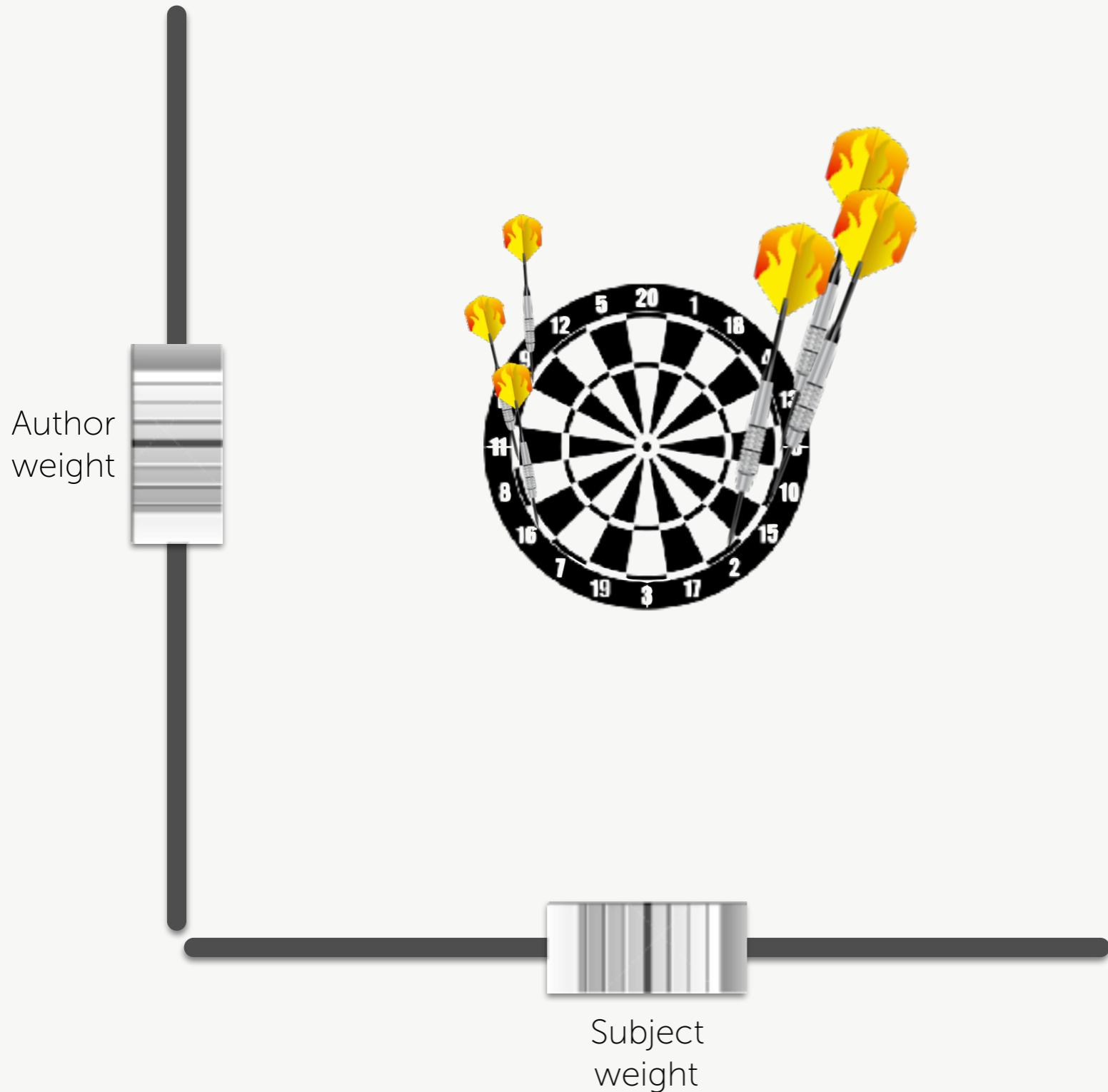
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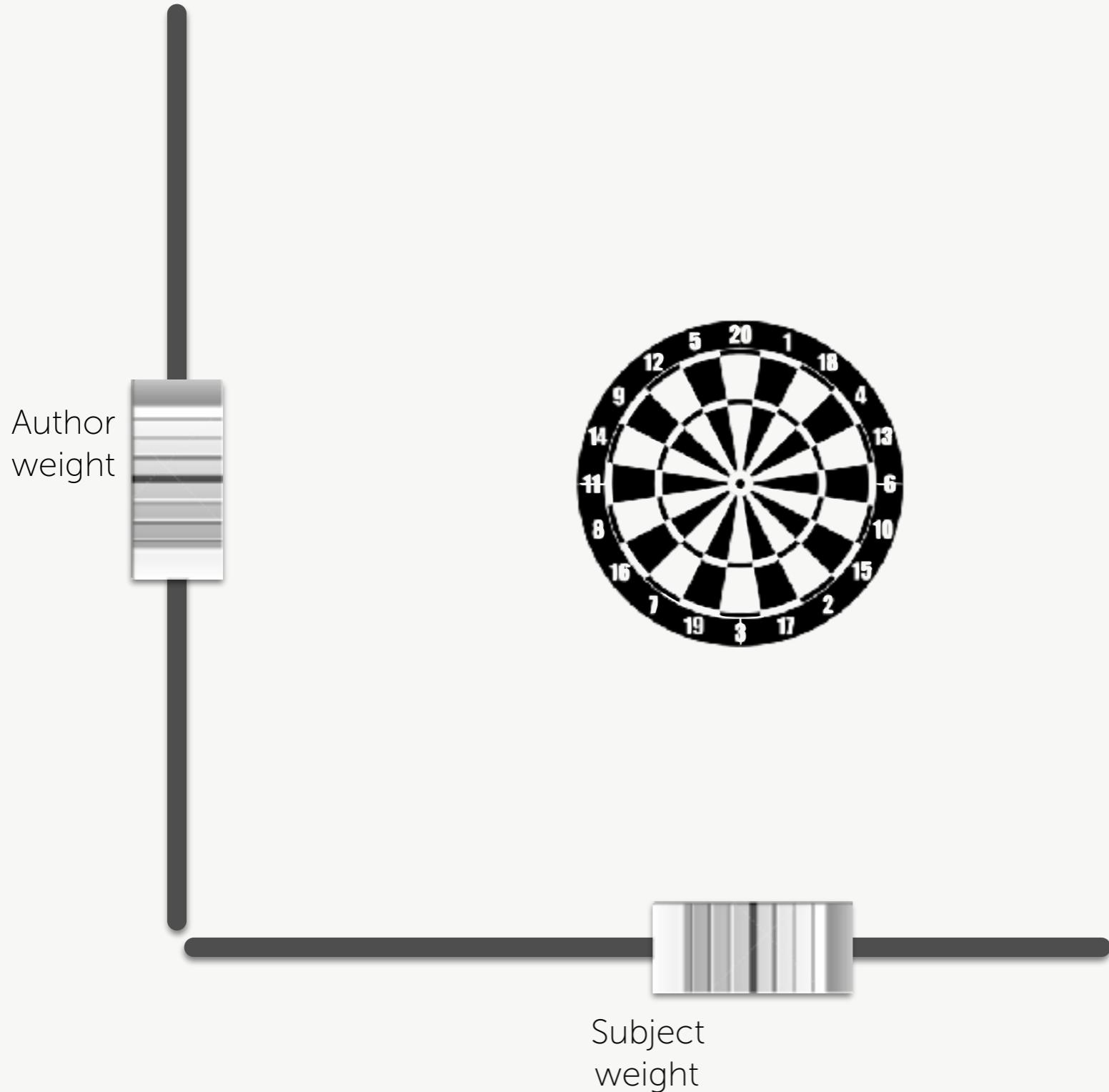
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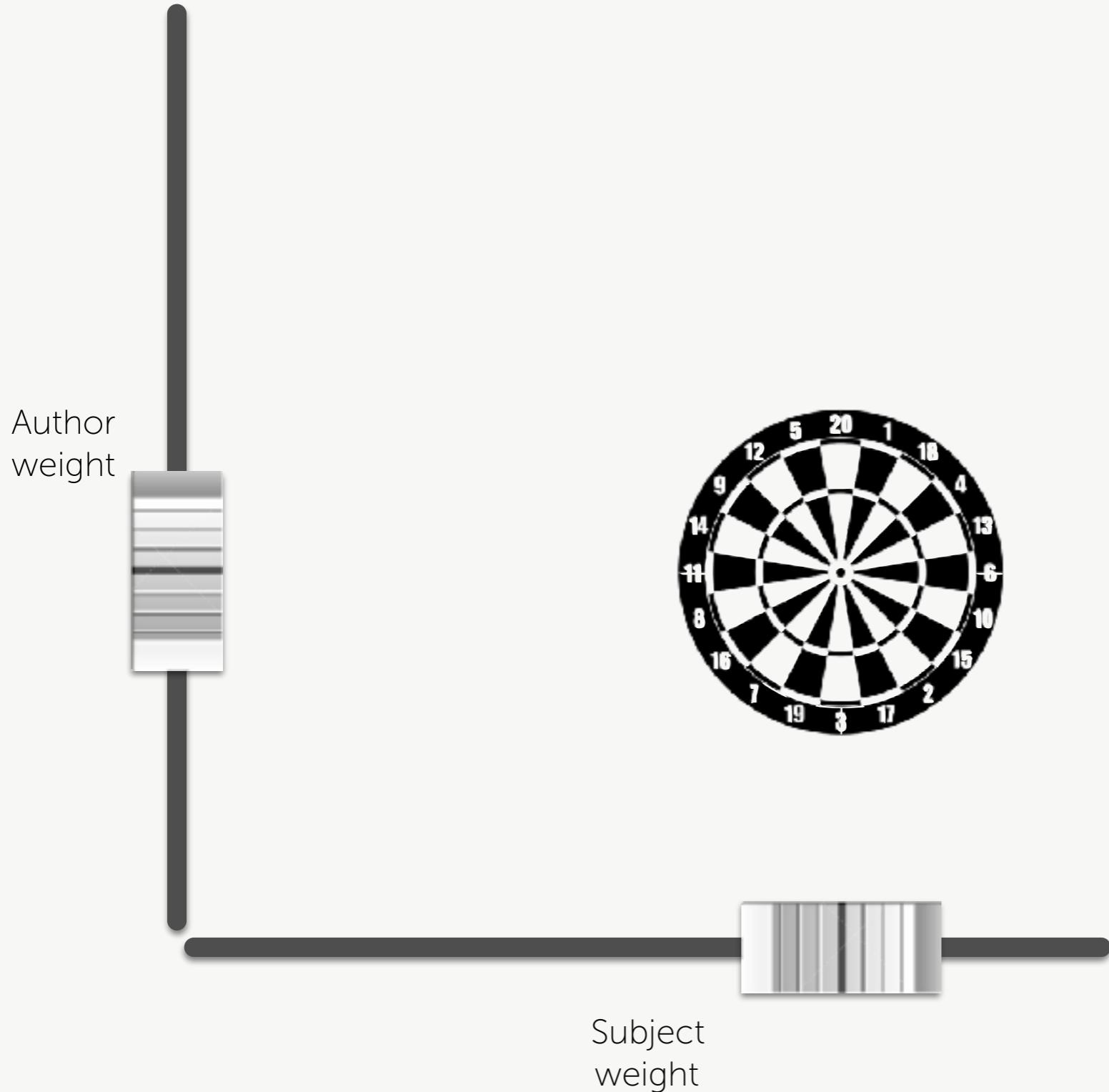
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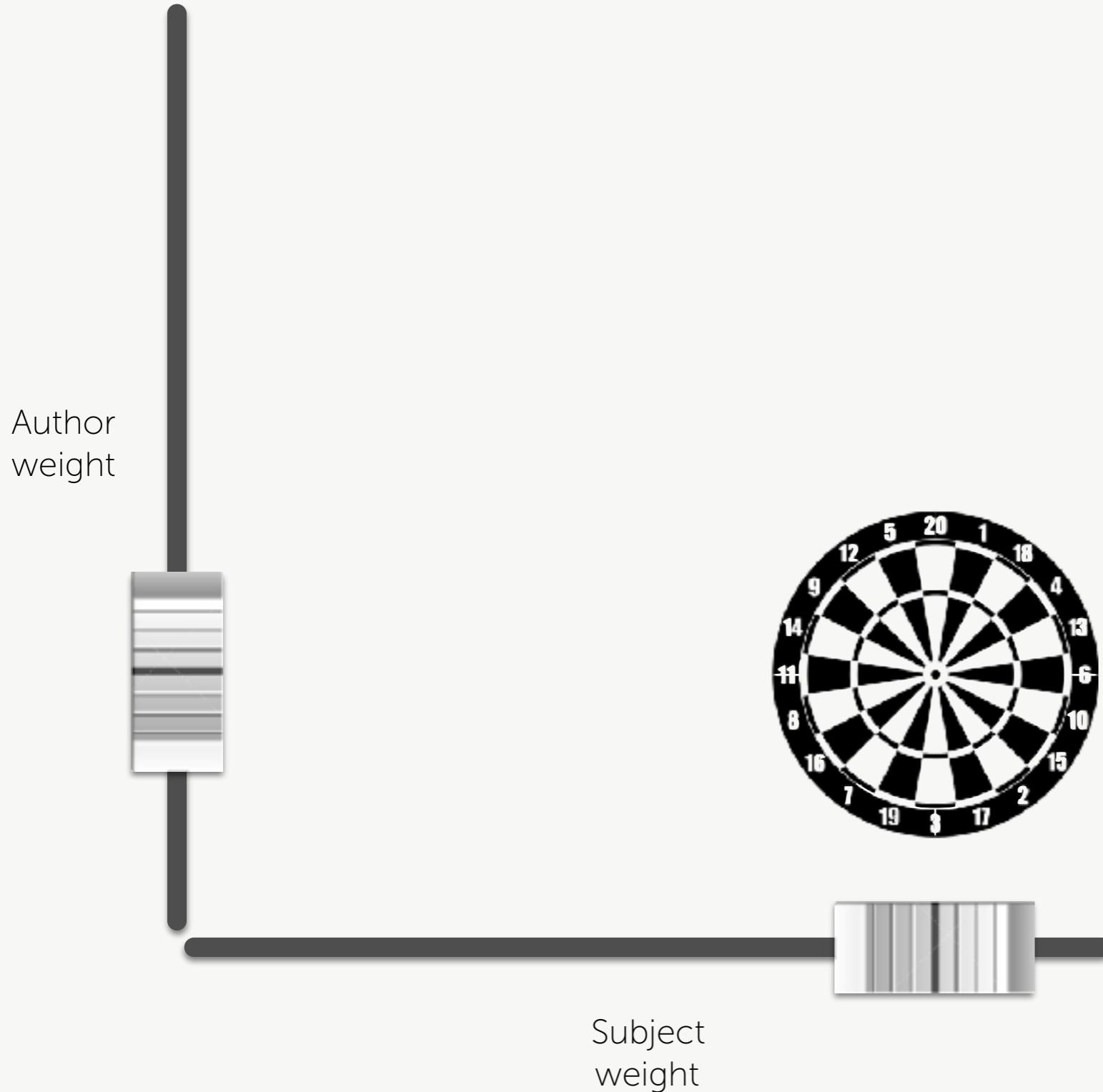
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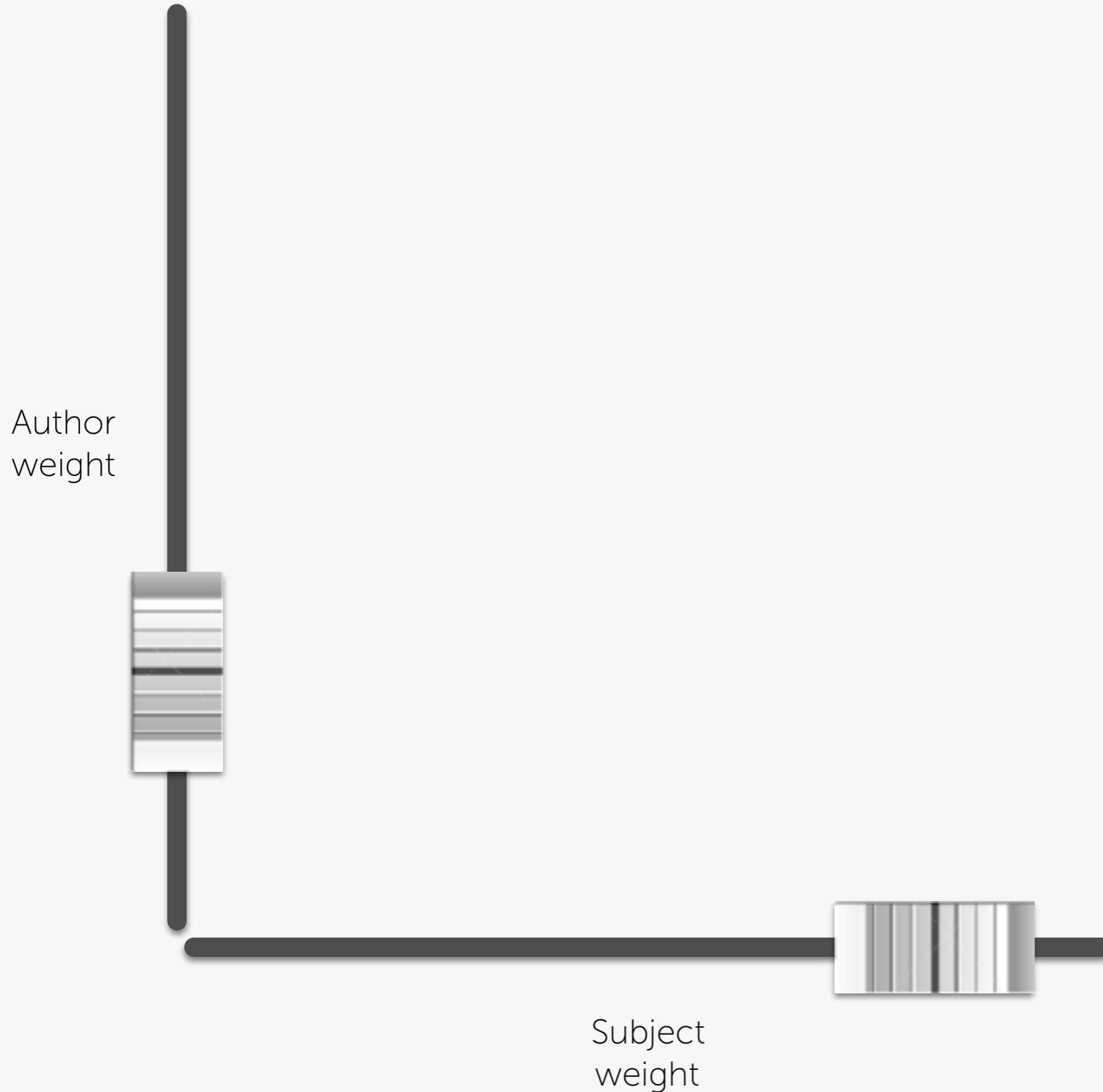
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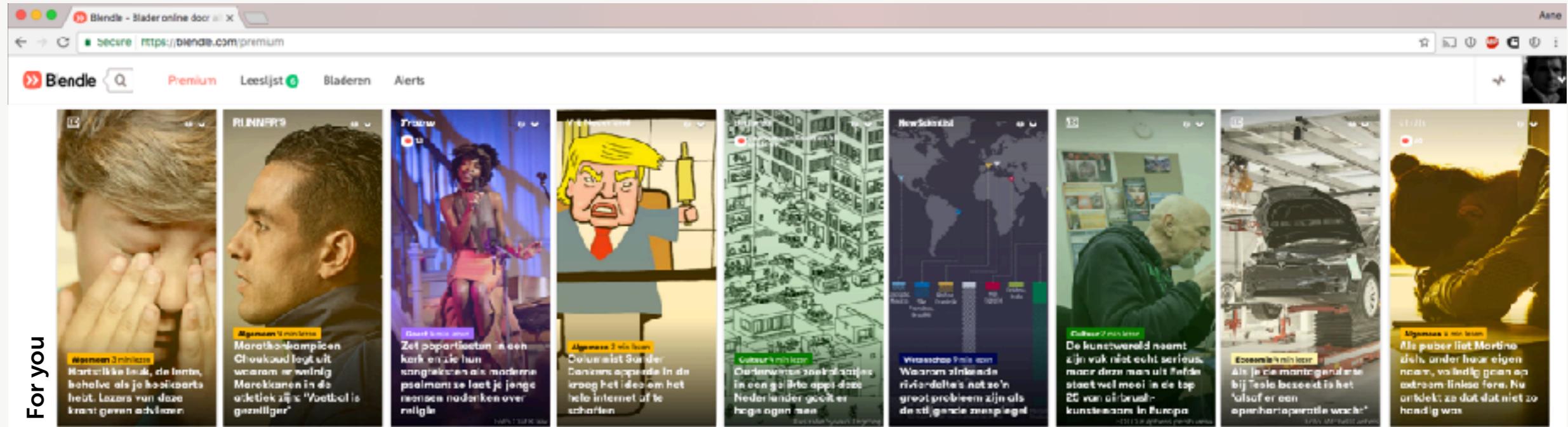
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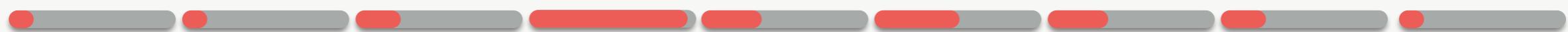
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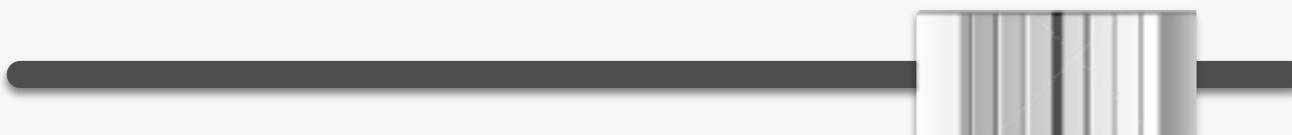
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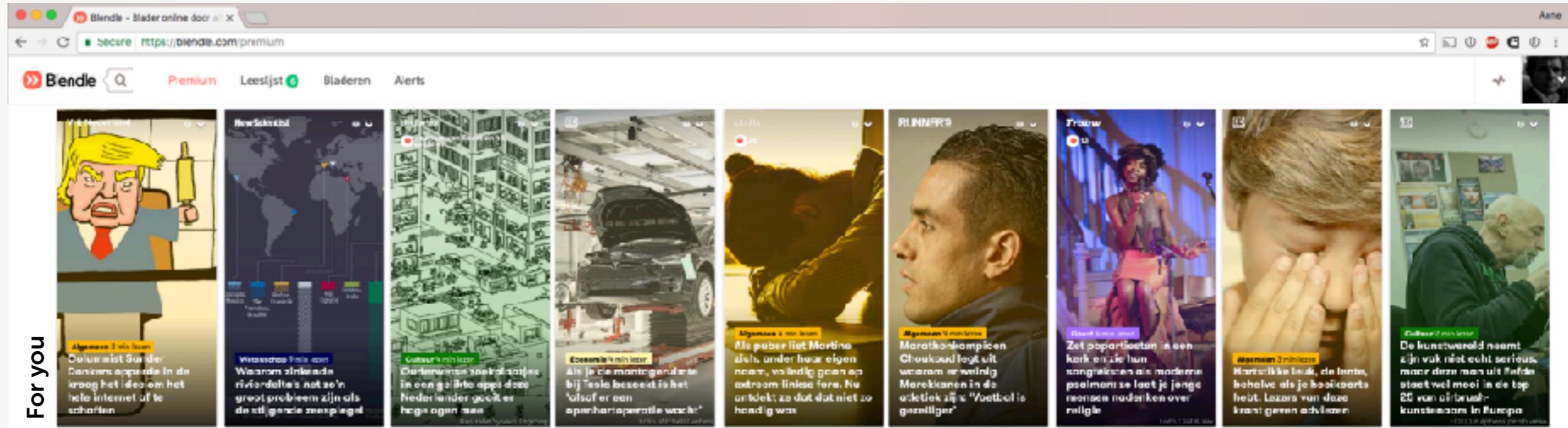
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Subject  
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# How we **personalise**



For you

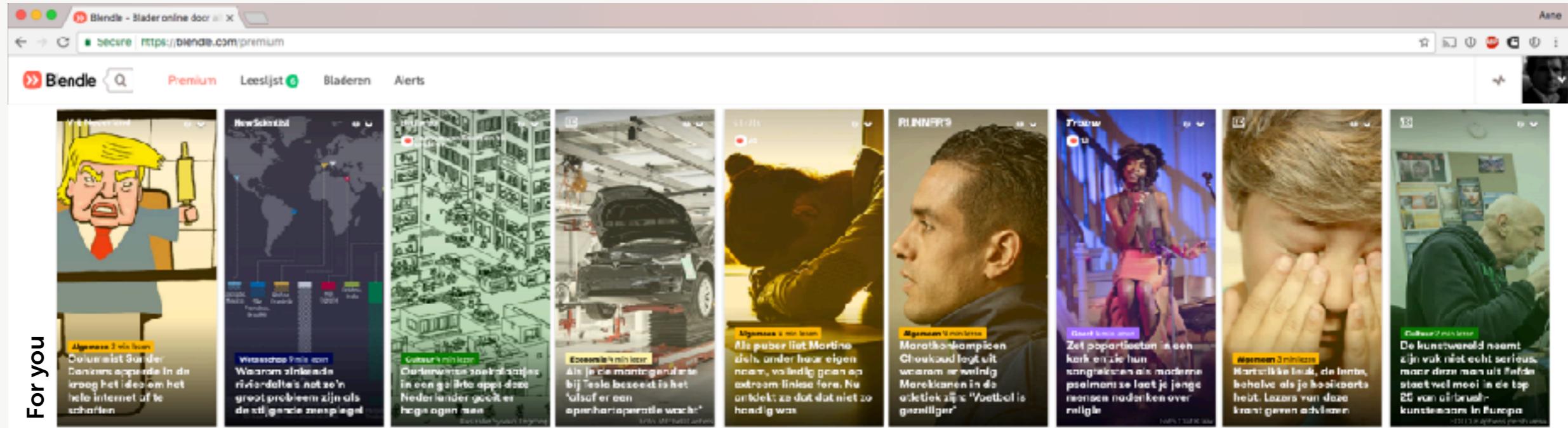
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Subject

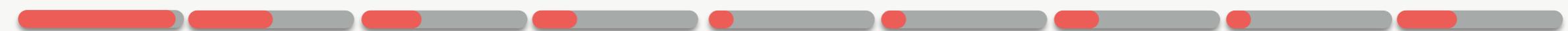
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Subject  
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# How we **personalise**



Author



Subject



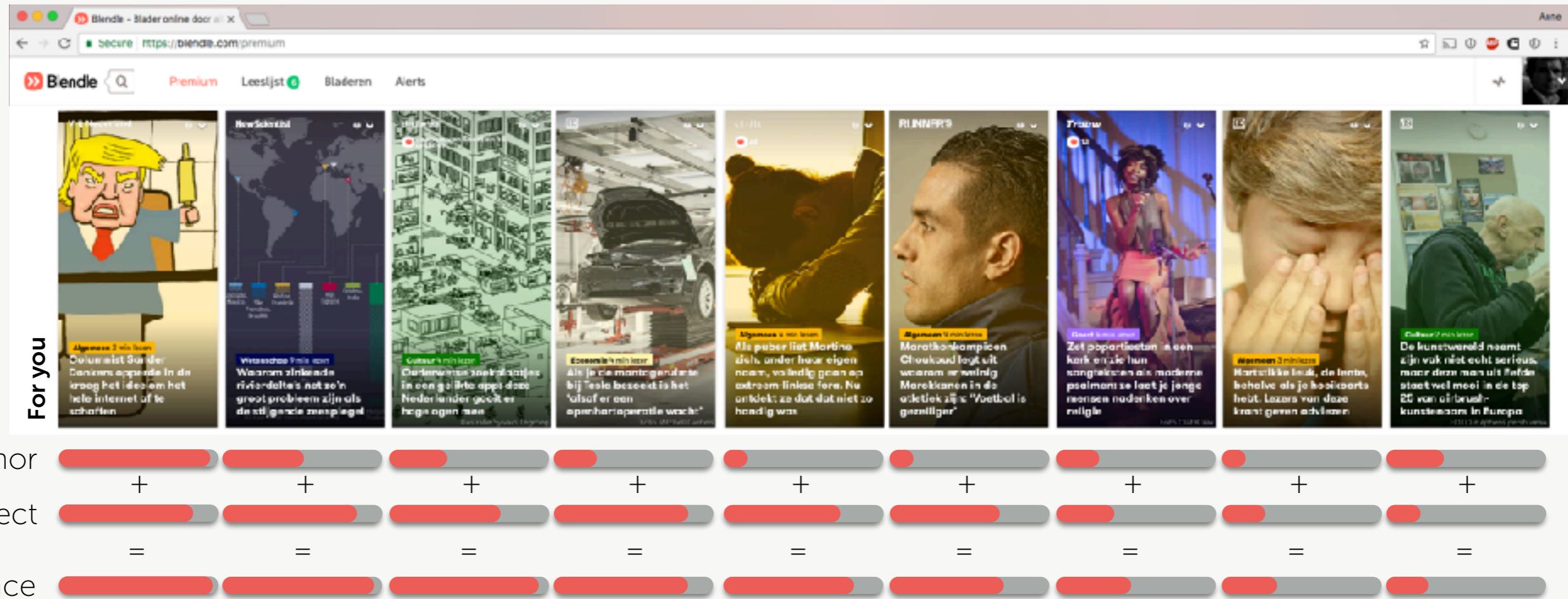
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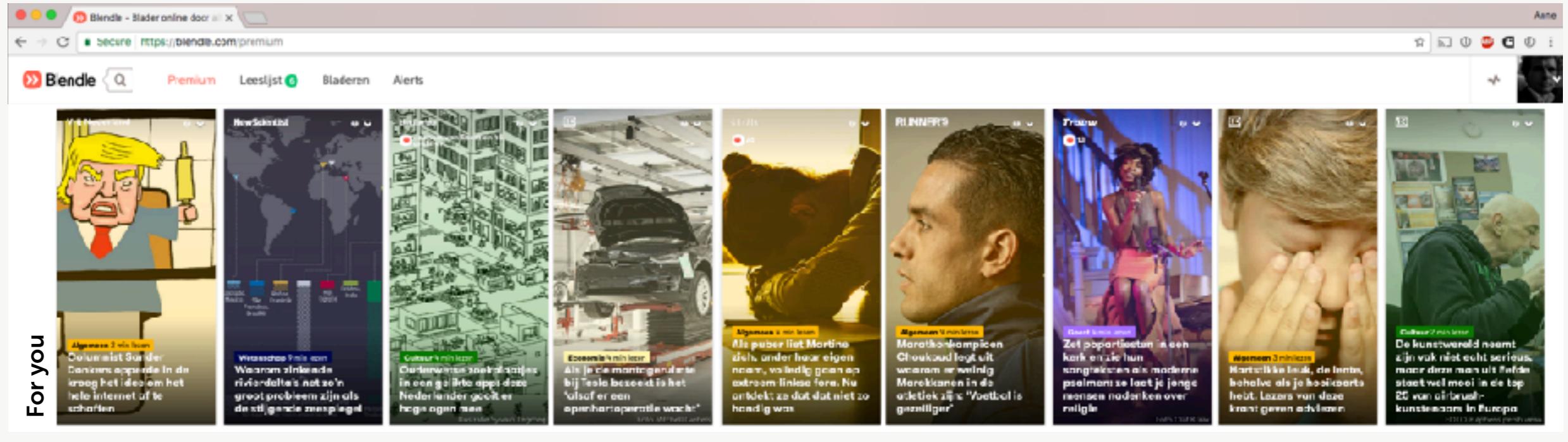
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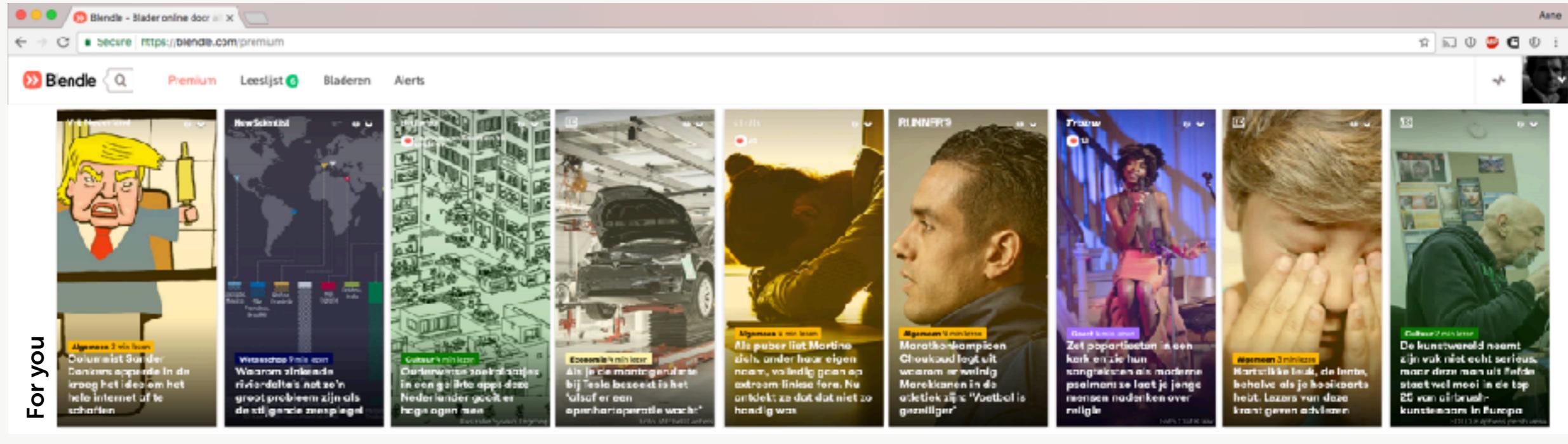
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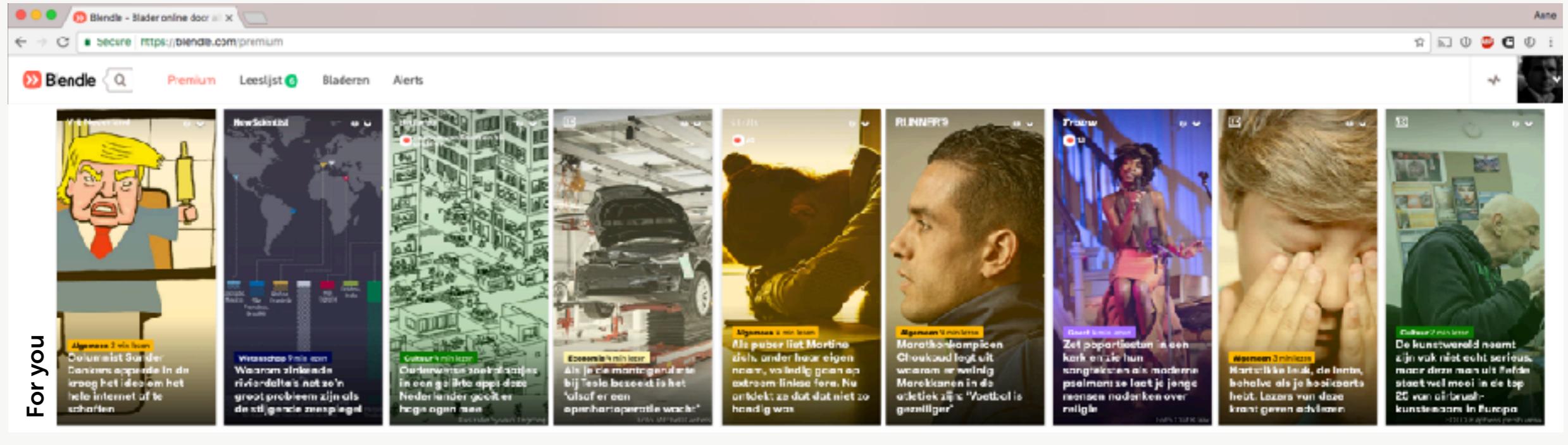


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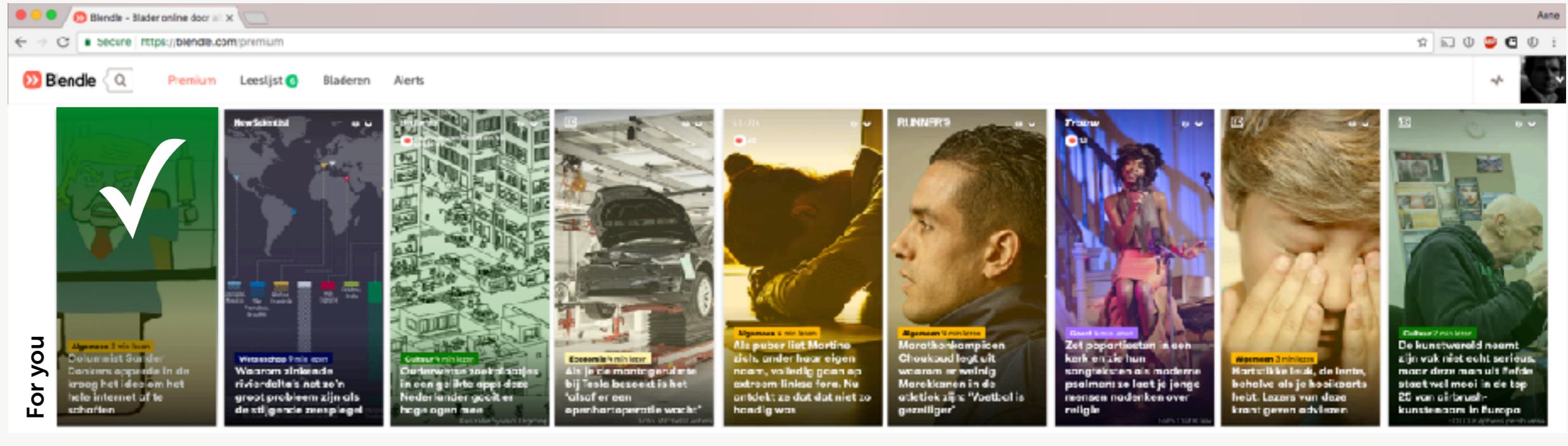


Relevance

# How we diversify

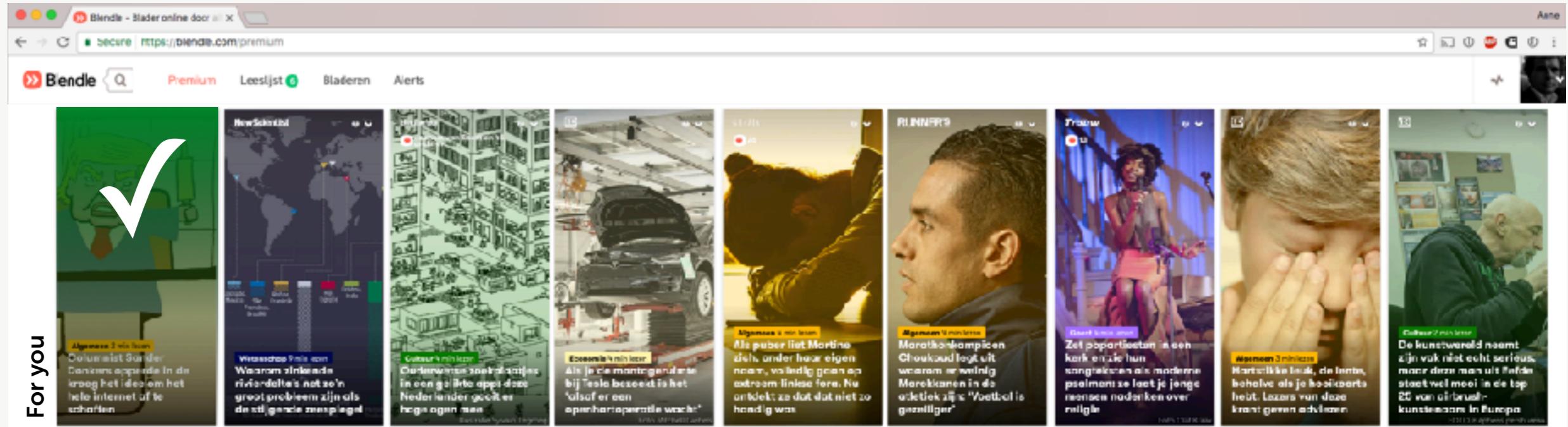


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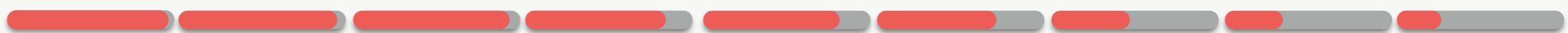


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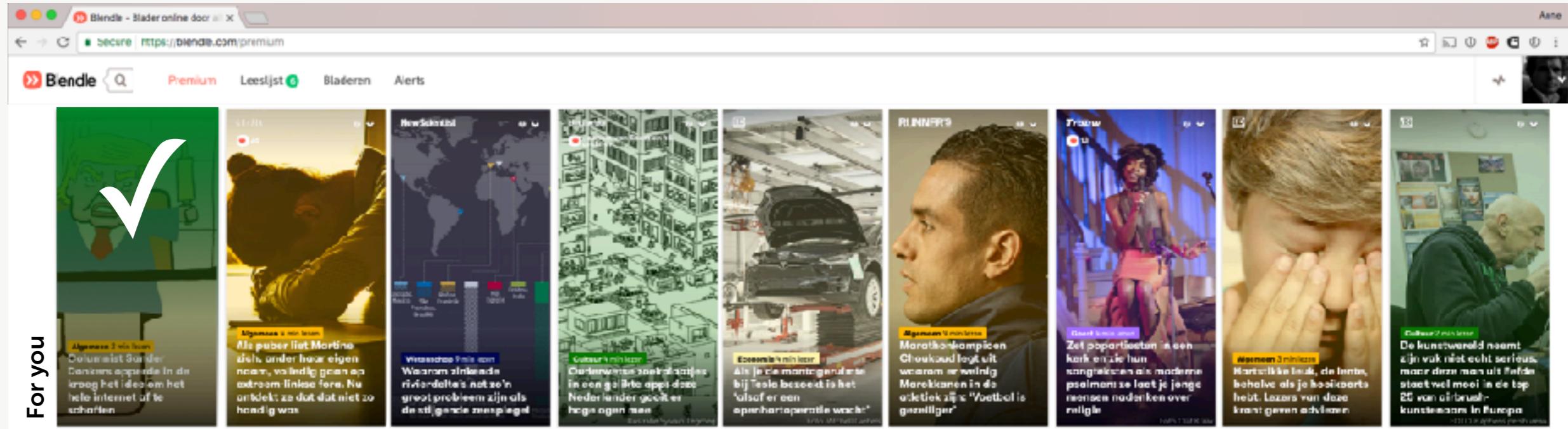
Relevance



Similarity



# How we diversify



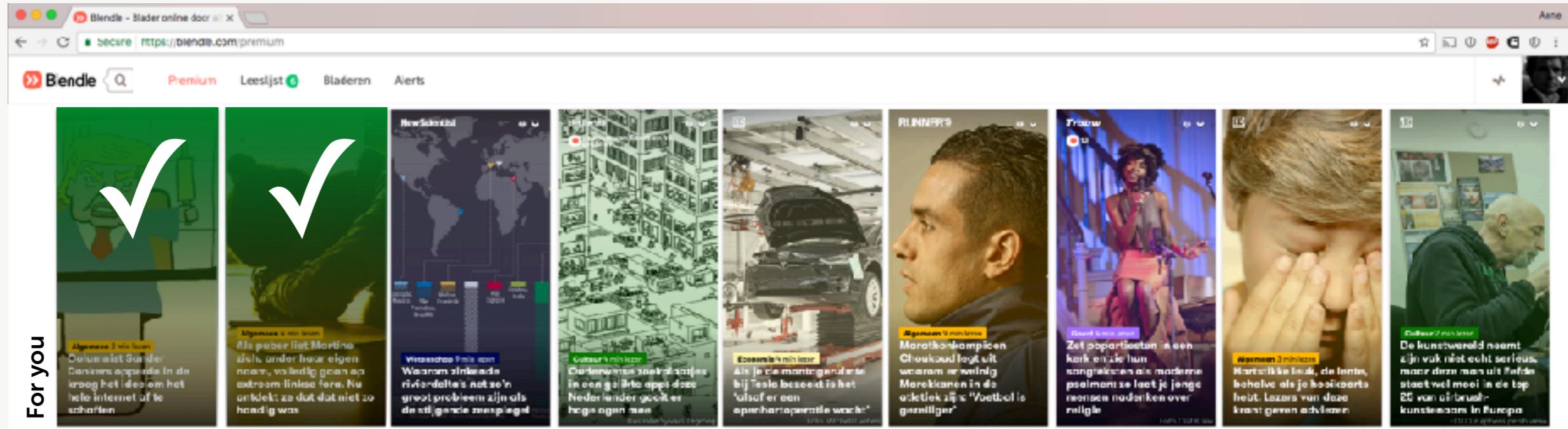
Relevance



Similarity



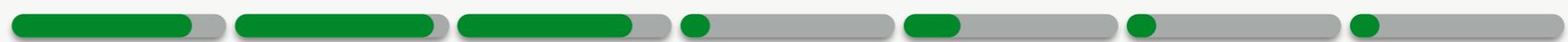
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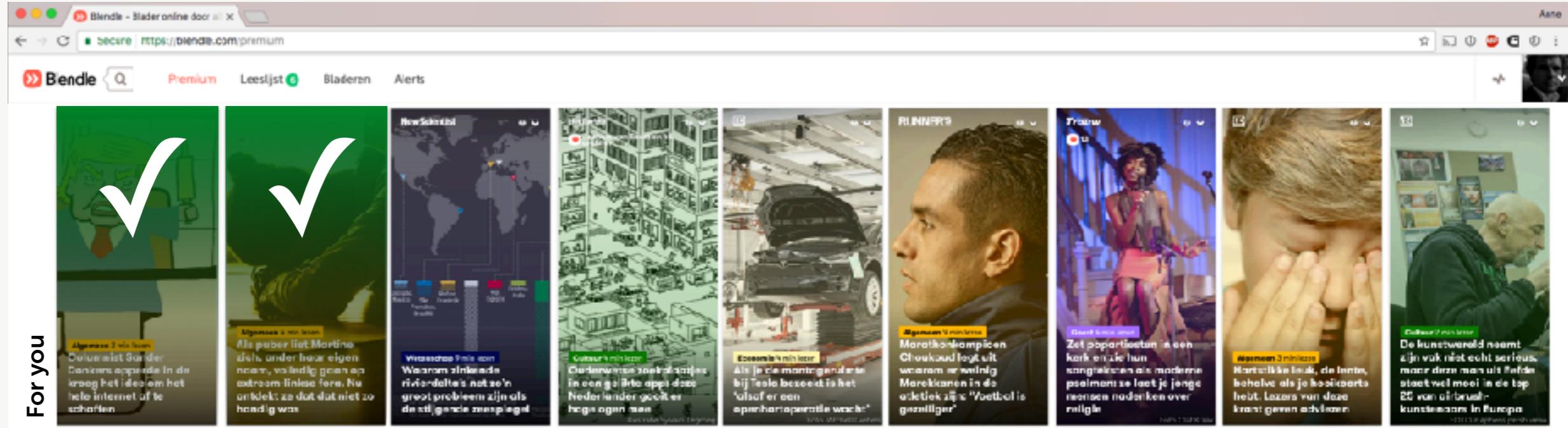
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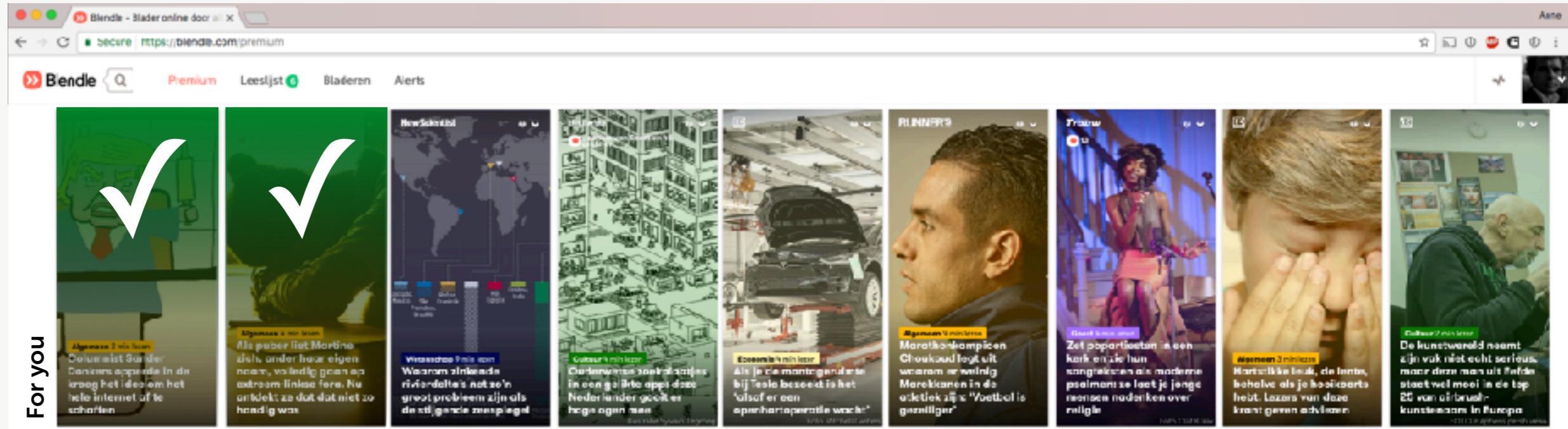


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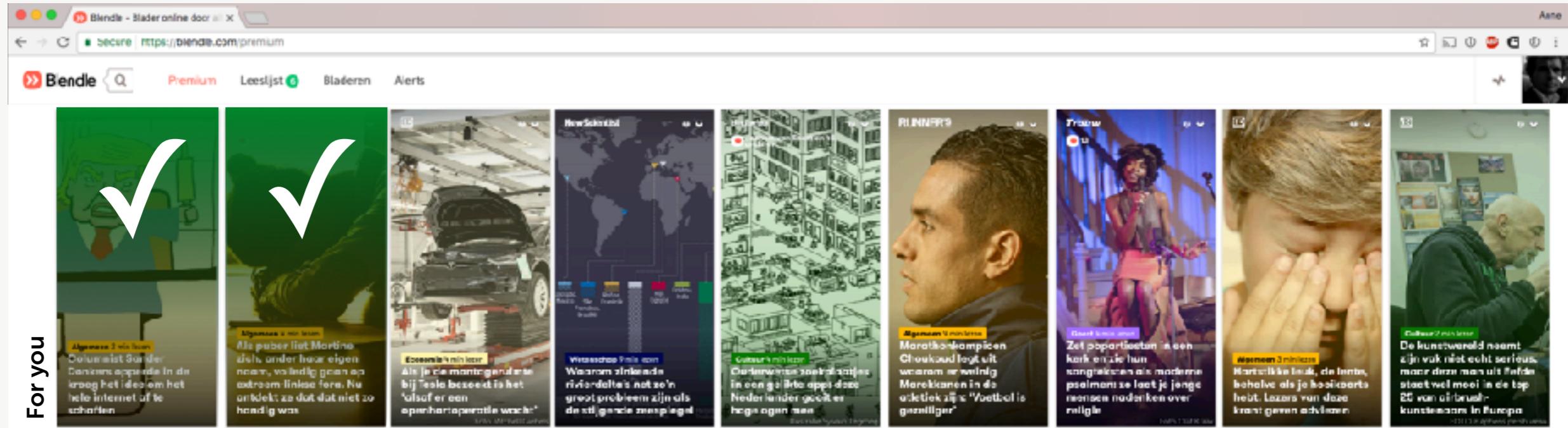
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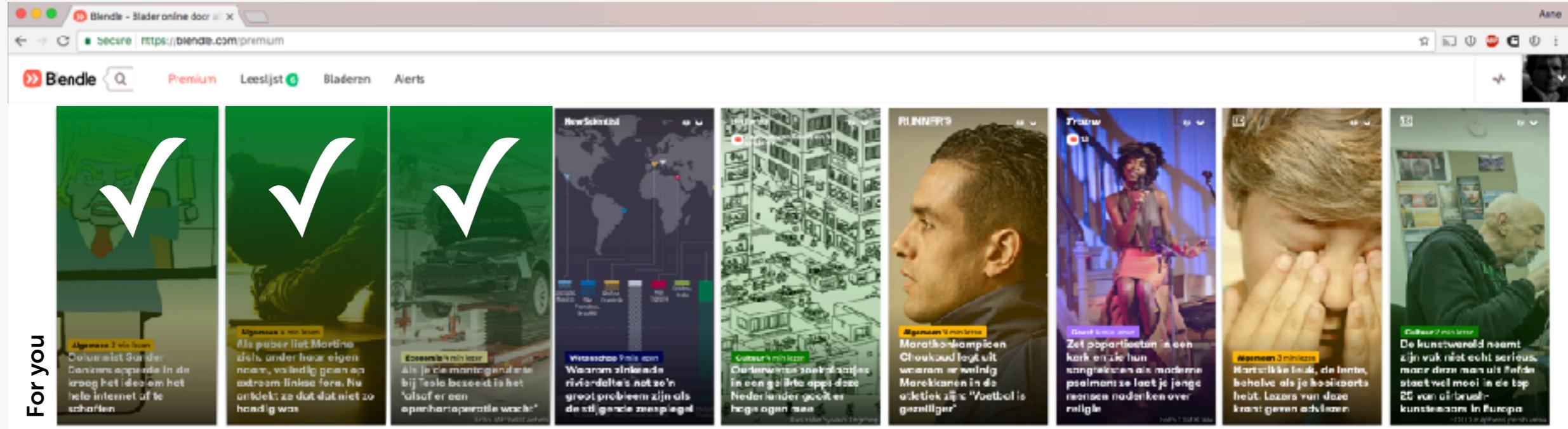
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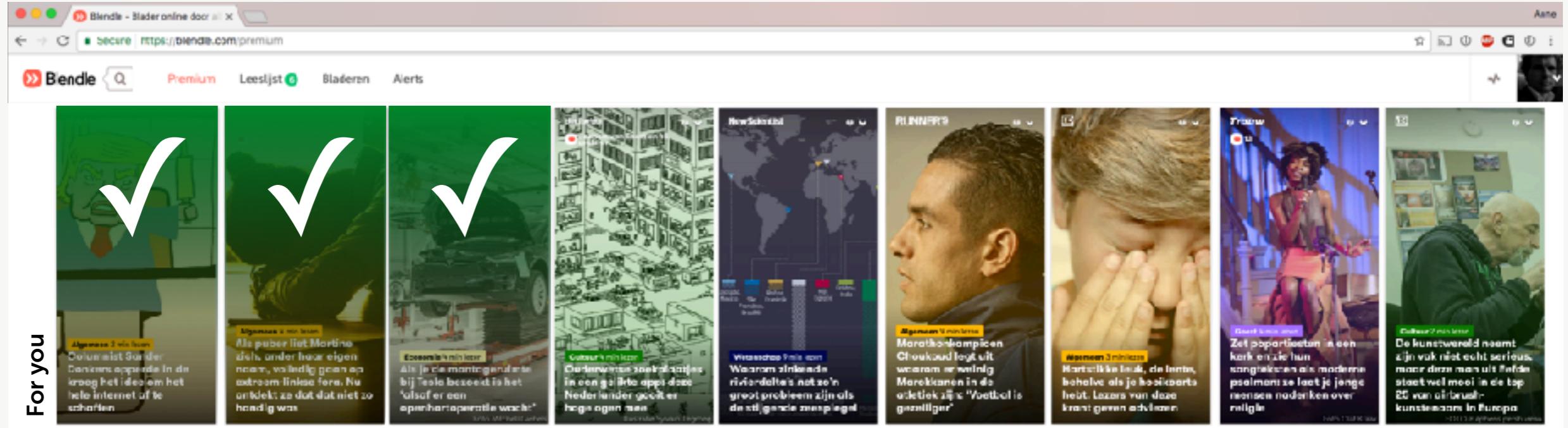
Similarity



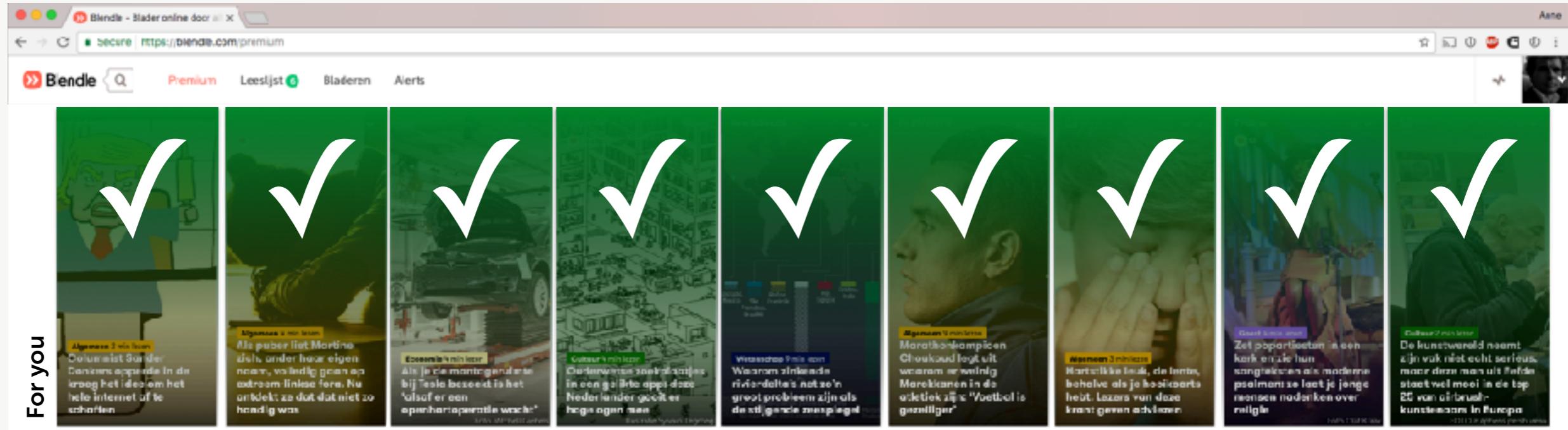
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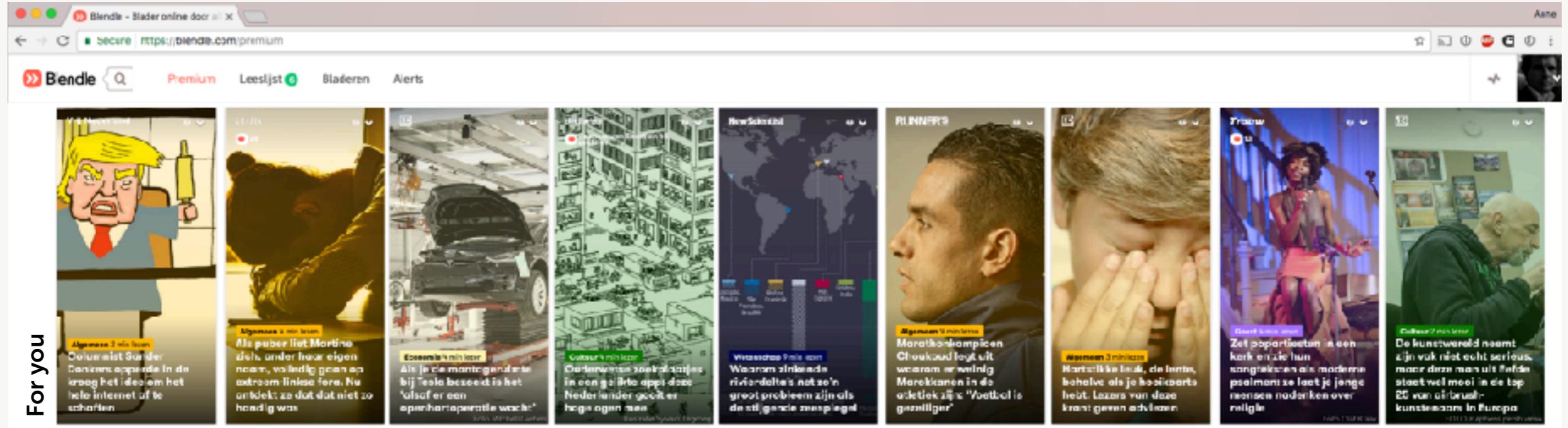
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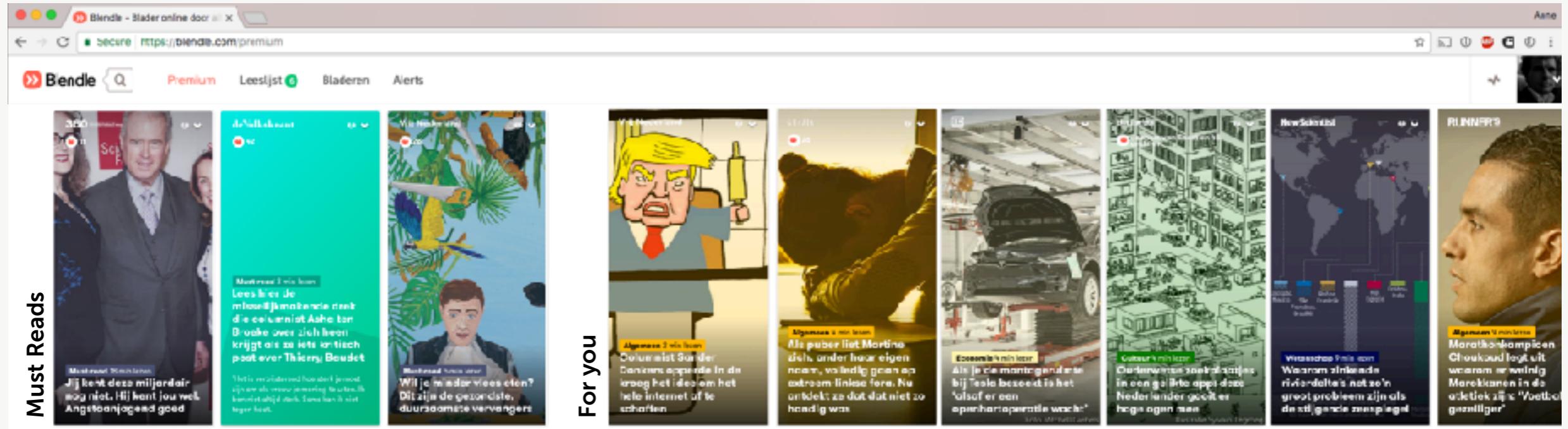
# How we diversify



# 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 photograph of a person sitting at a wooden table, viewed from behind. They are looking at a laptop screen which displays a news feed with several articles and images. On the table, there is a small potted plant, a vase with white flowers, and a glass of water. The background is slightly blurred, showing a window and some shelves.

# » Blendle and the need for Filter Bubbles

EPRA Edinburgh Meeting. May 19, 2017  
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