



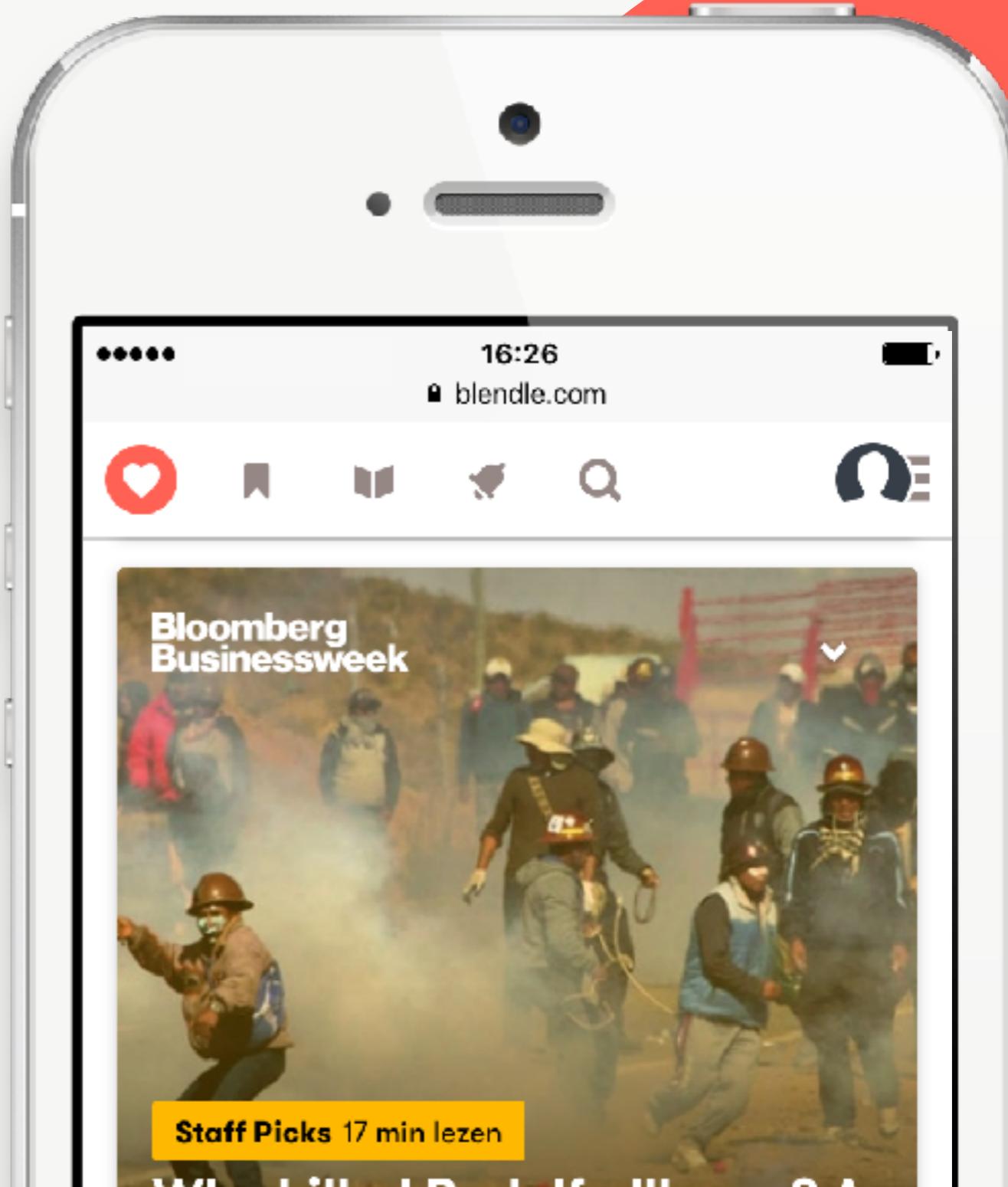
Blendle Recommendations



Sign of Time #14: Digital Consciousness
Anne Schuth, data scientist

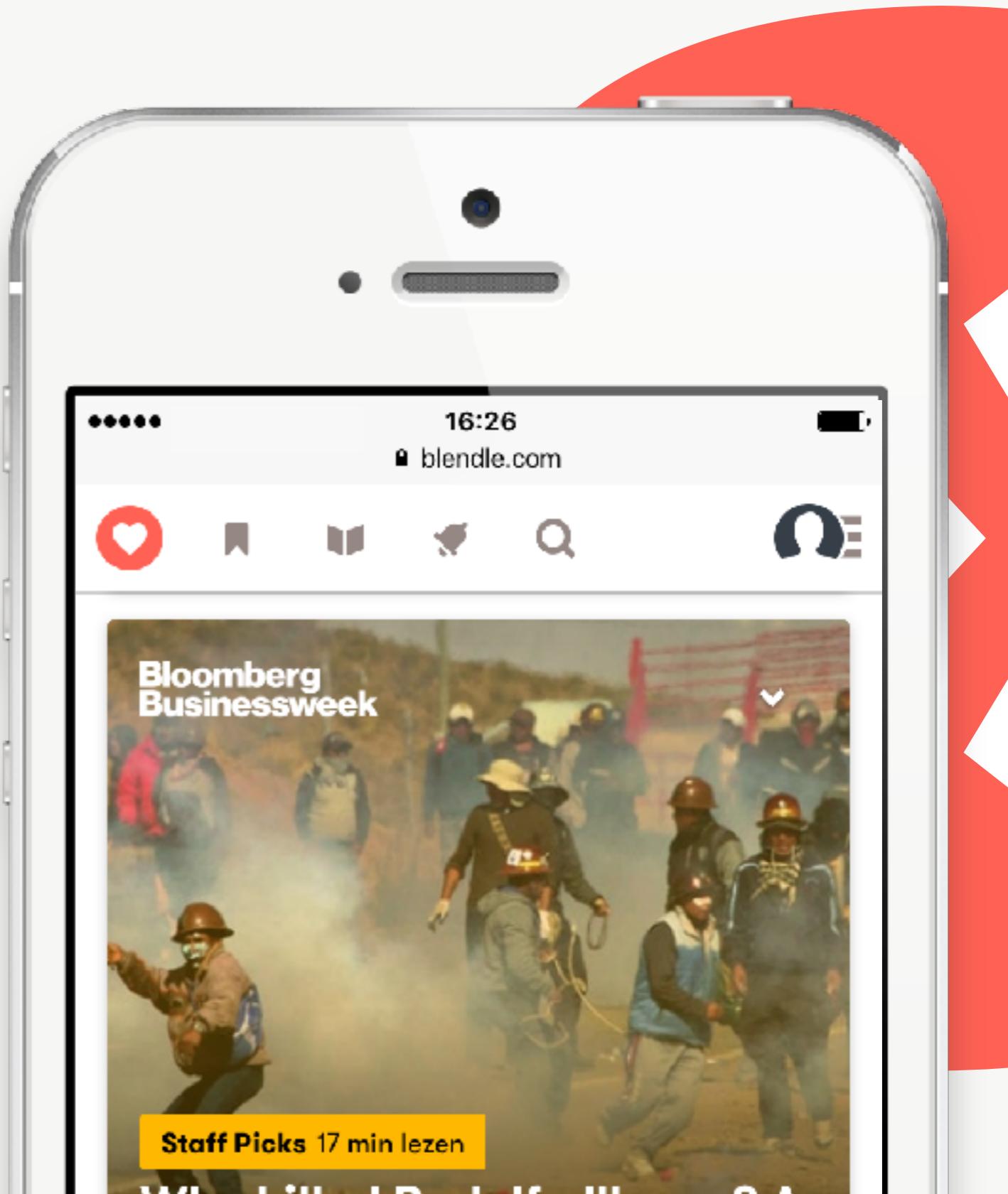
Blendle in Numbers

» 3 countries



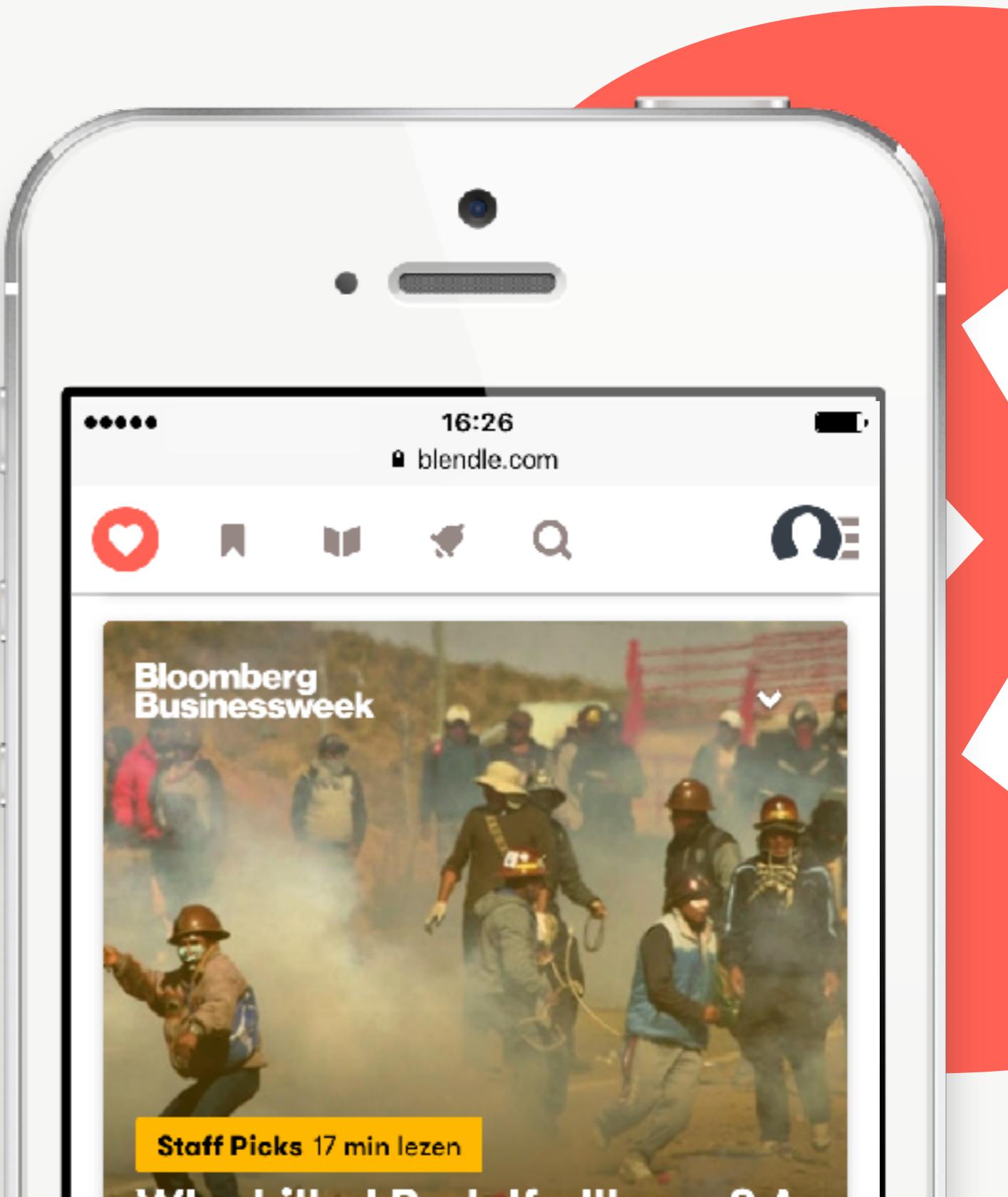
Blendle in Numbers

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



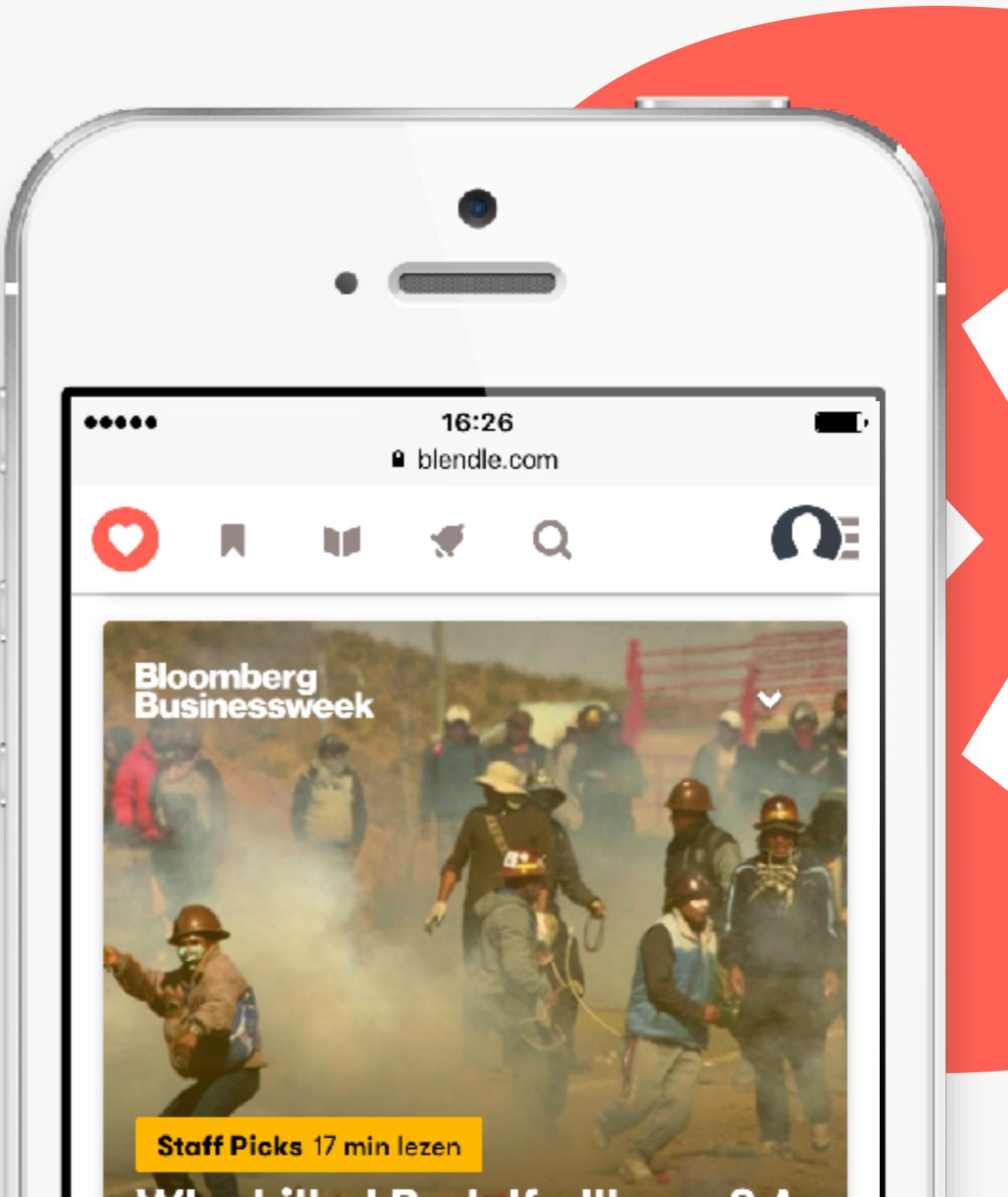
Blendle in Numbers

- » 3 countries
- » >1M users
 - » 1 in 5 is paying
- » ~80 employees
 - » +30 clippers

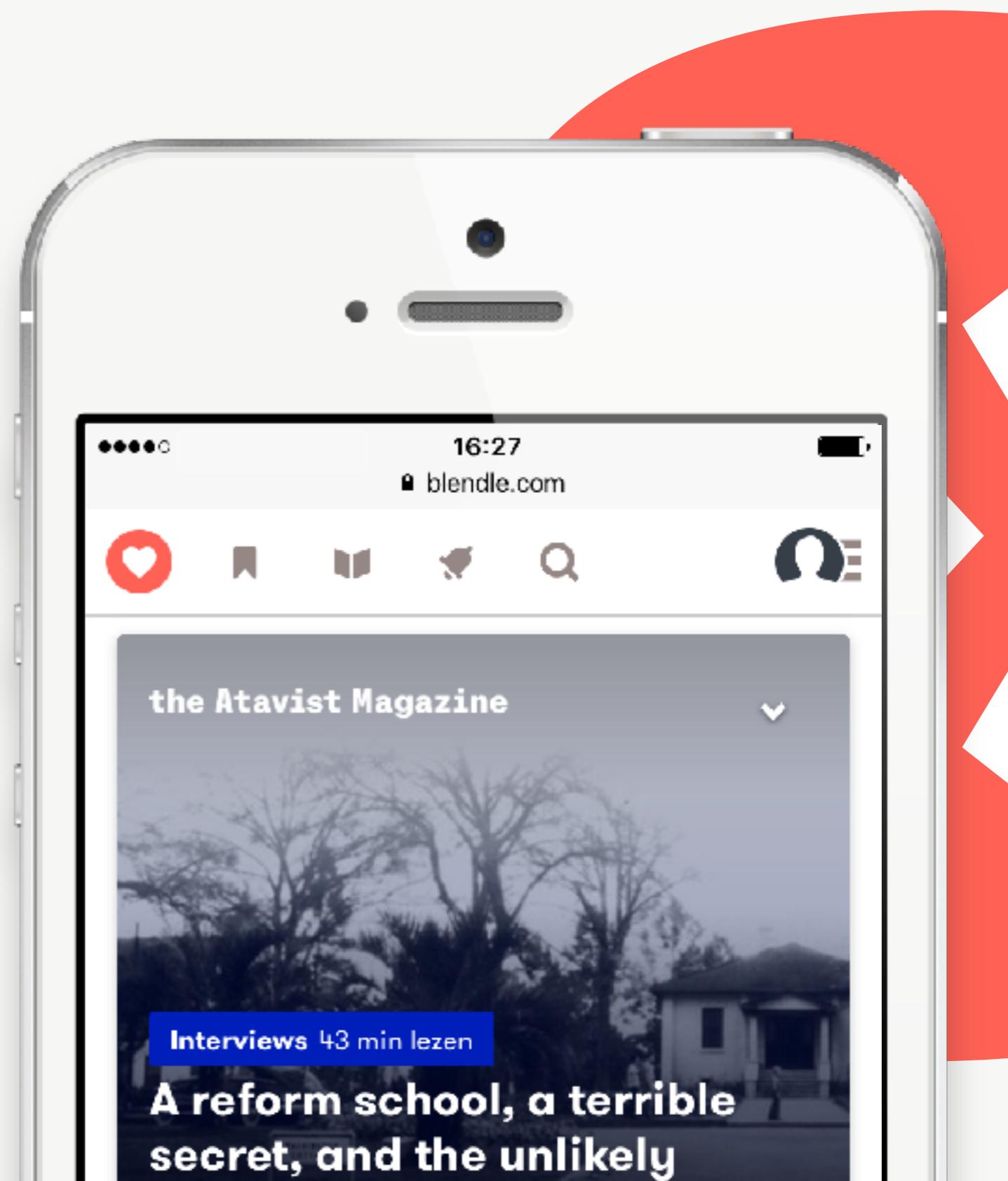


Blendle in Numbers

- » 3 countries
- » >1M users
 - » 1 in 5 is paying
- » ~80 employees
 - » +30 clippers
- » >4M articles
 - » >8K every day

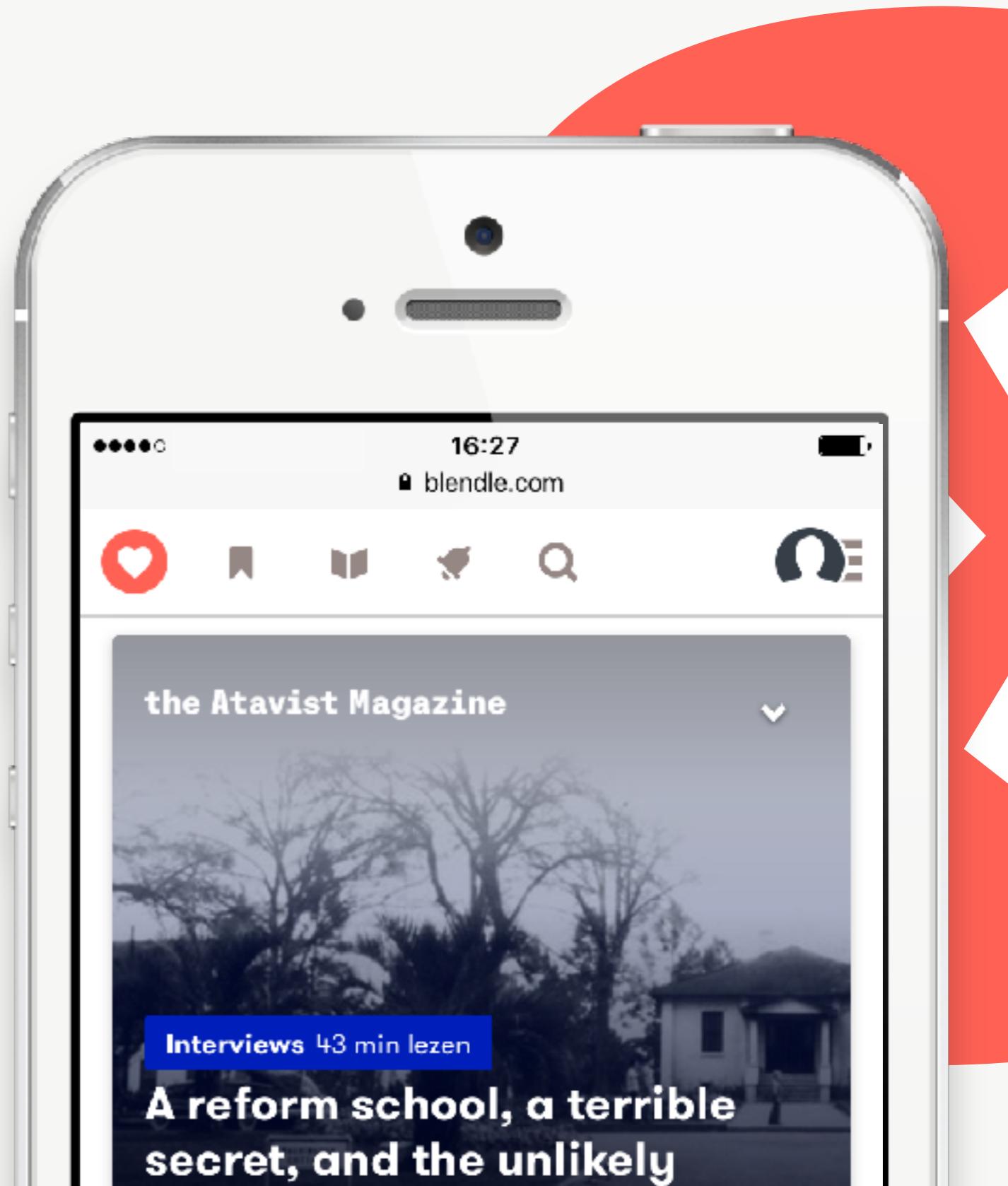


Blendle's Mission



Blendle's Mission

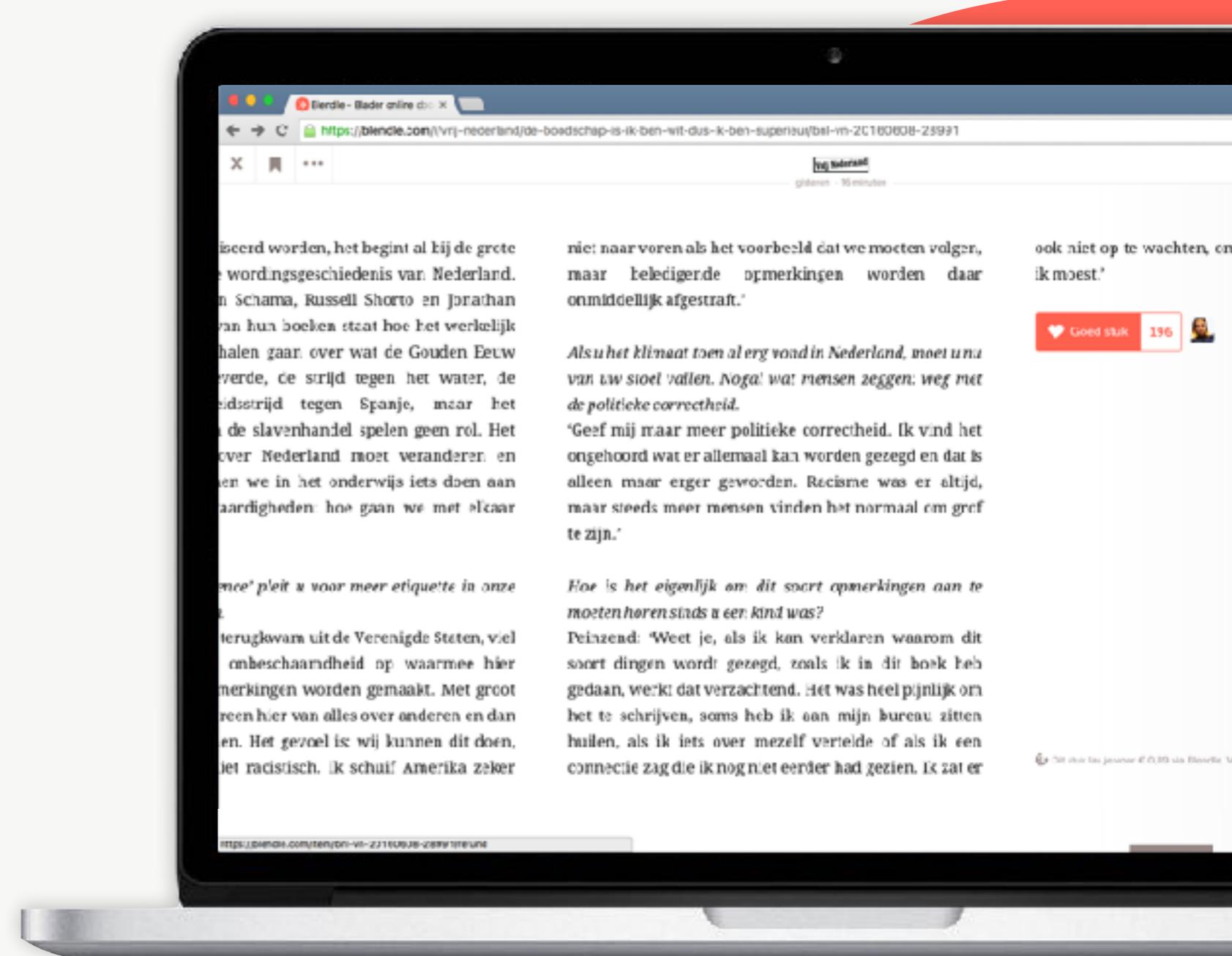
"Help you
discover and
support the
world's best
journalism"



Blendle Micro Payments

» Pay per article

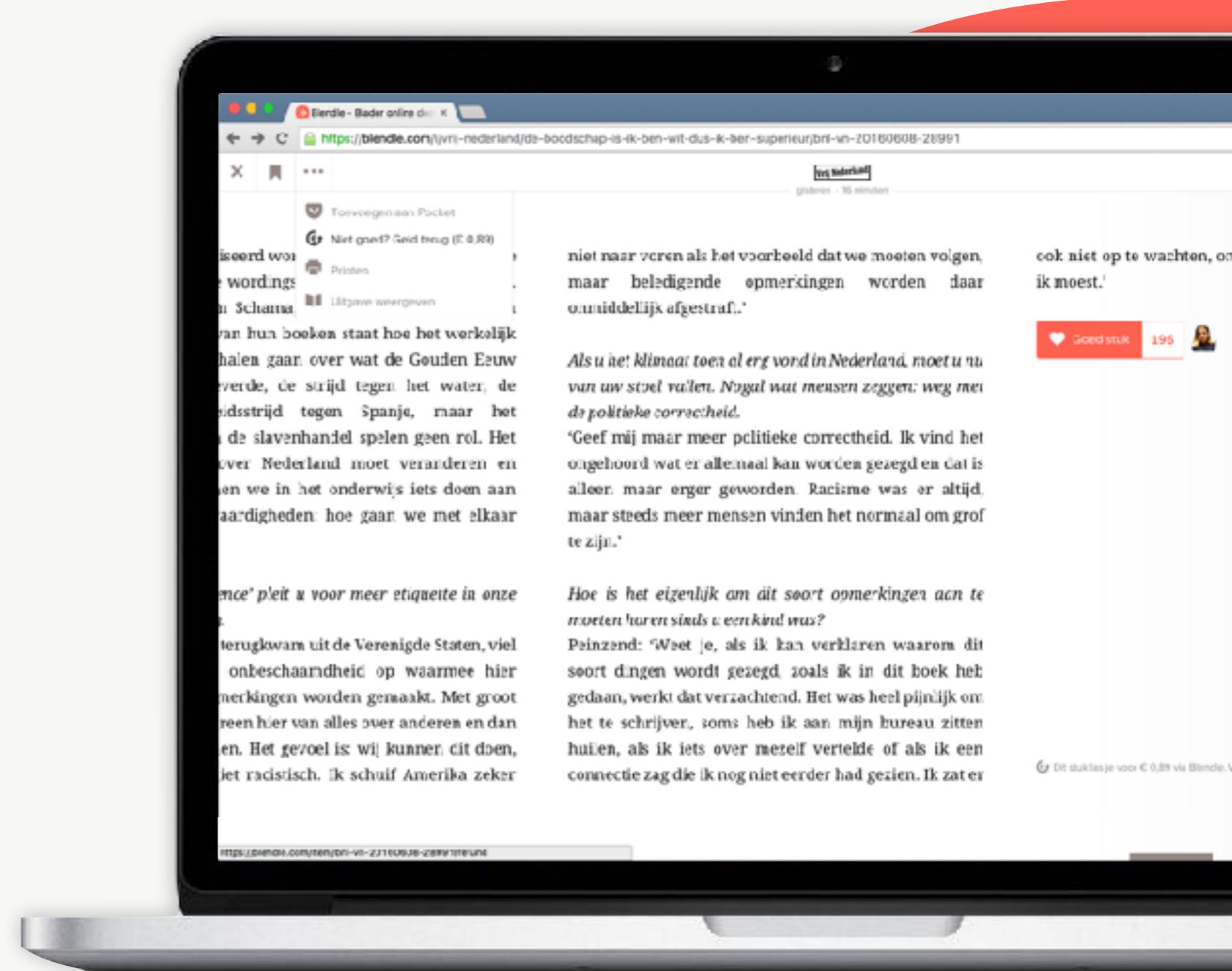
» Easy refunds



Blendle Micro Payments

» Pay per article

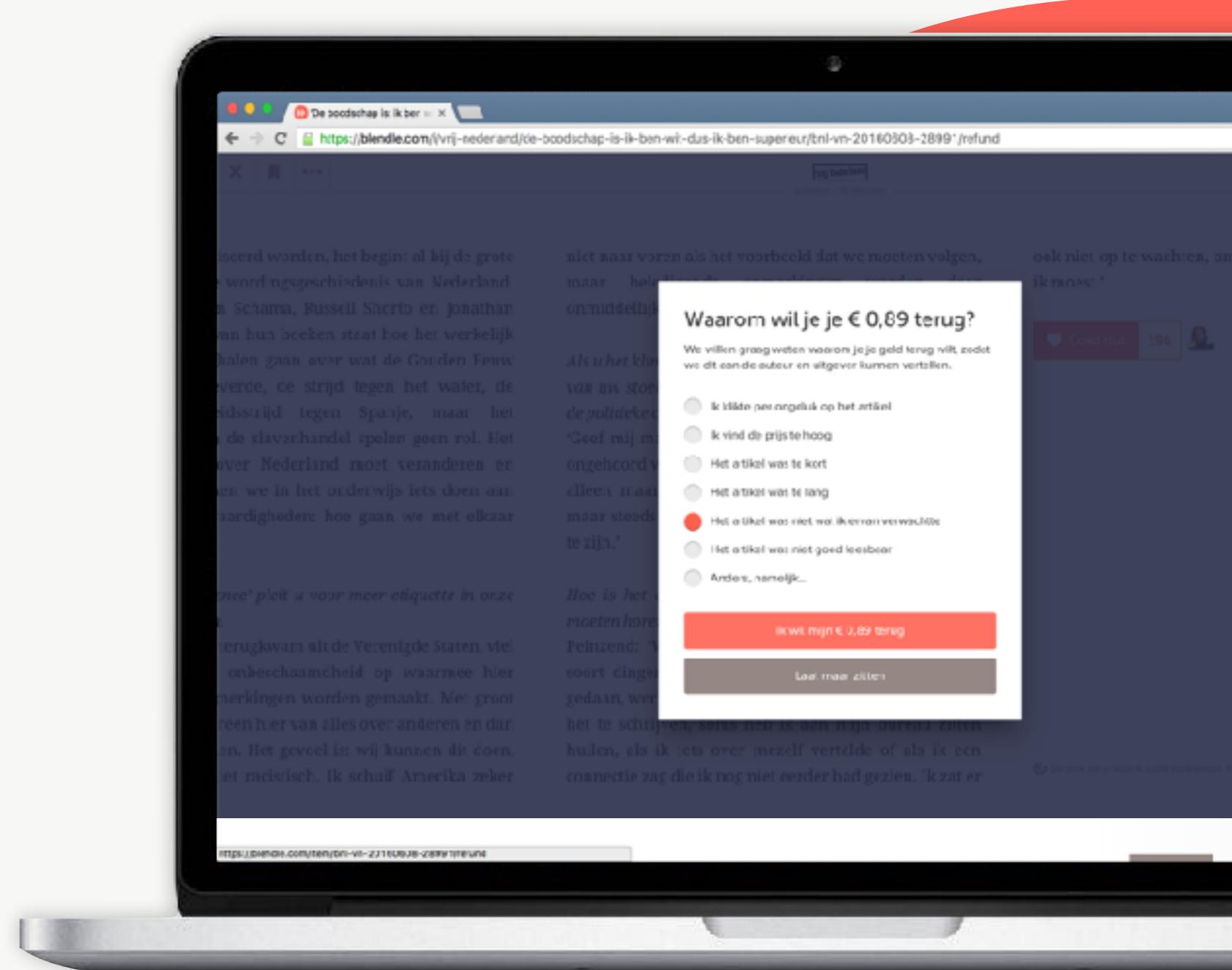
» Easy refunds



Blendle Micro Payments

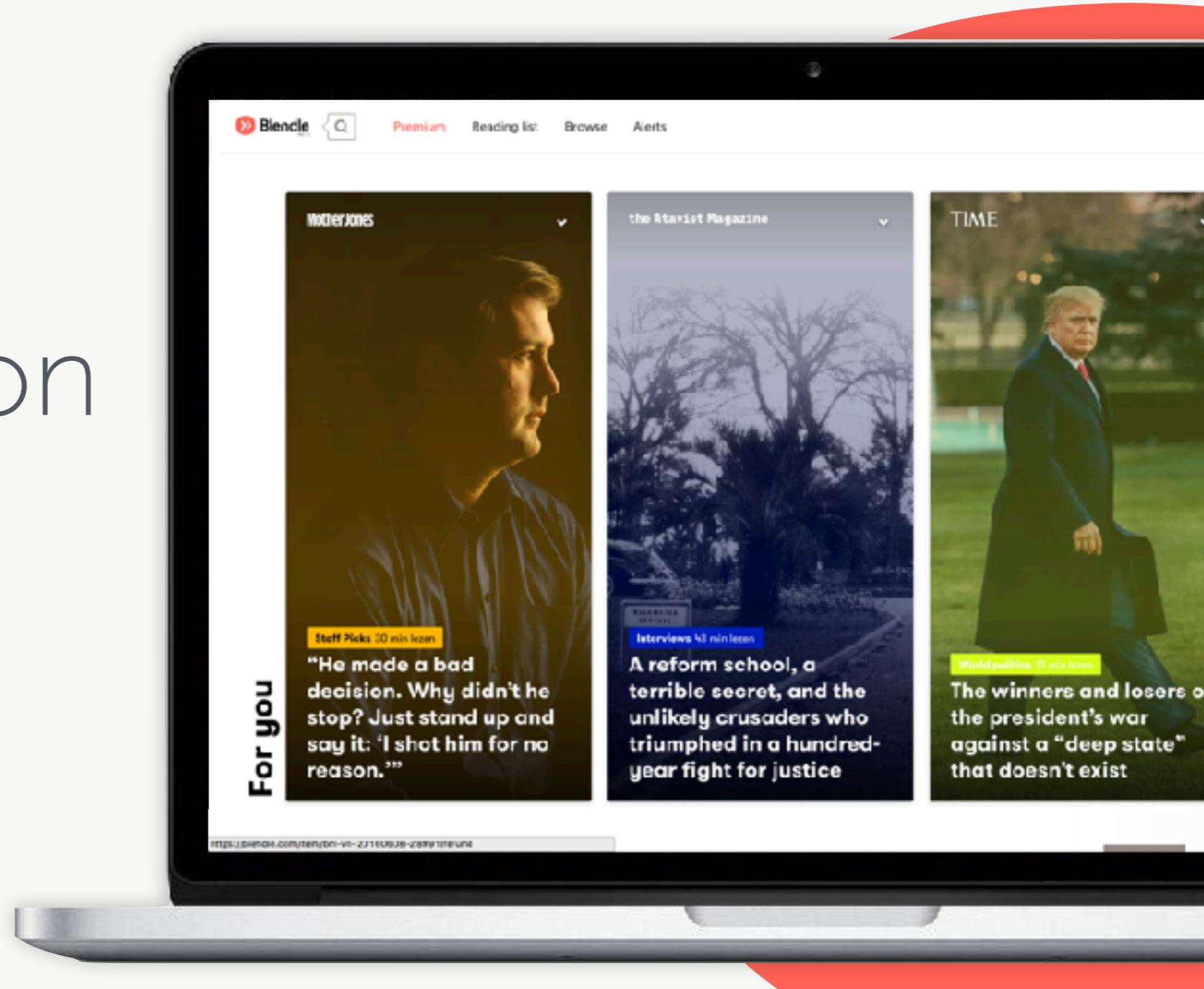
» Pay per article

» Easy refunds

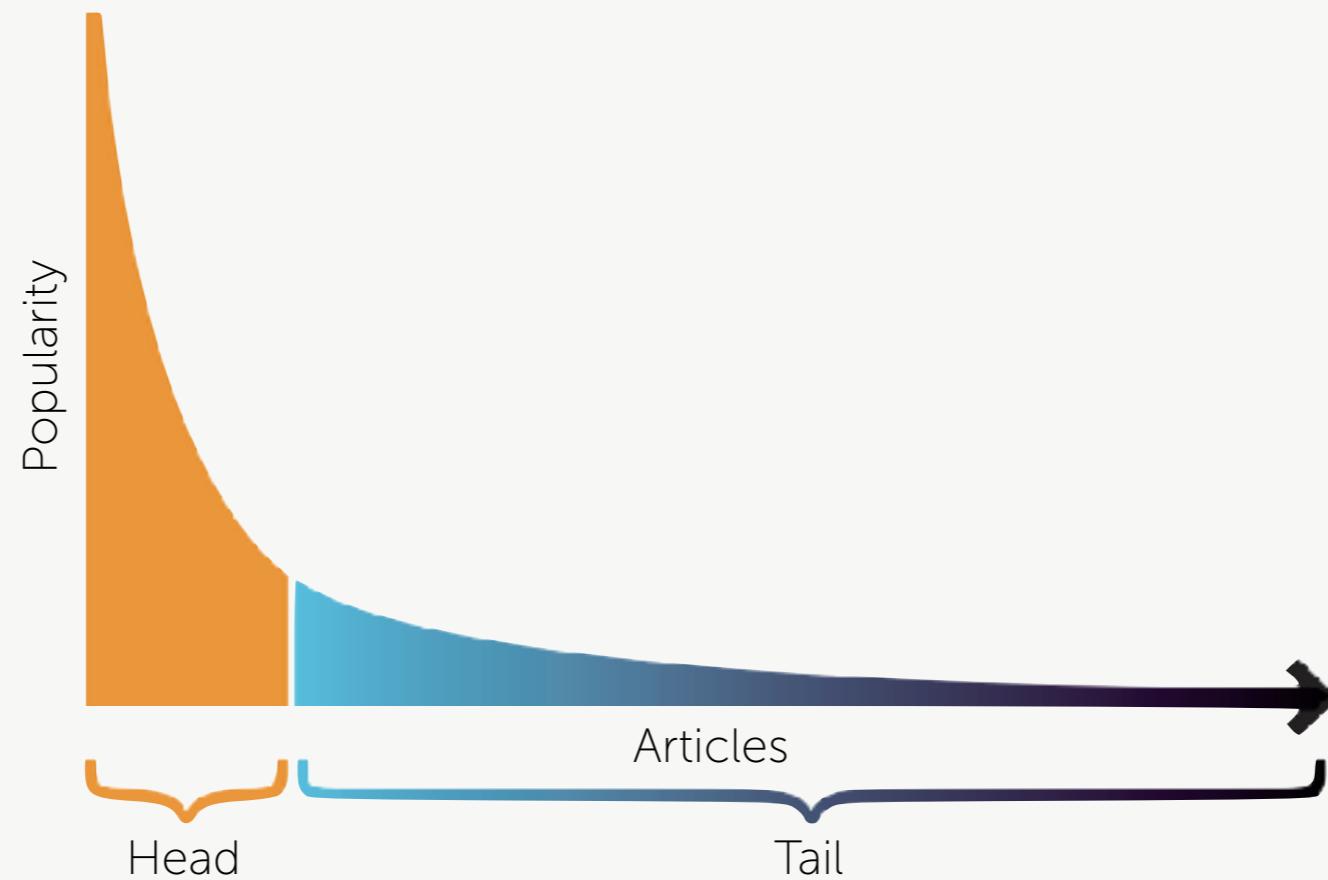


Blendle Premium

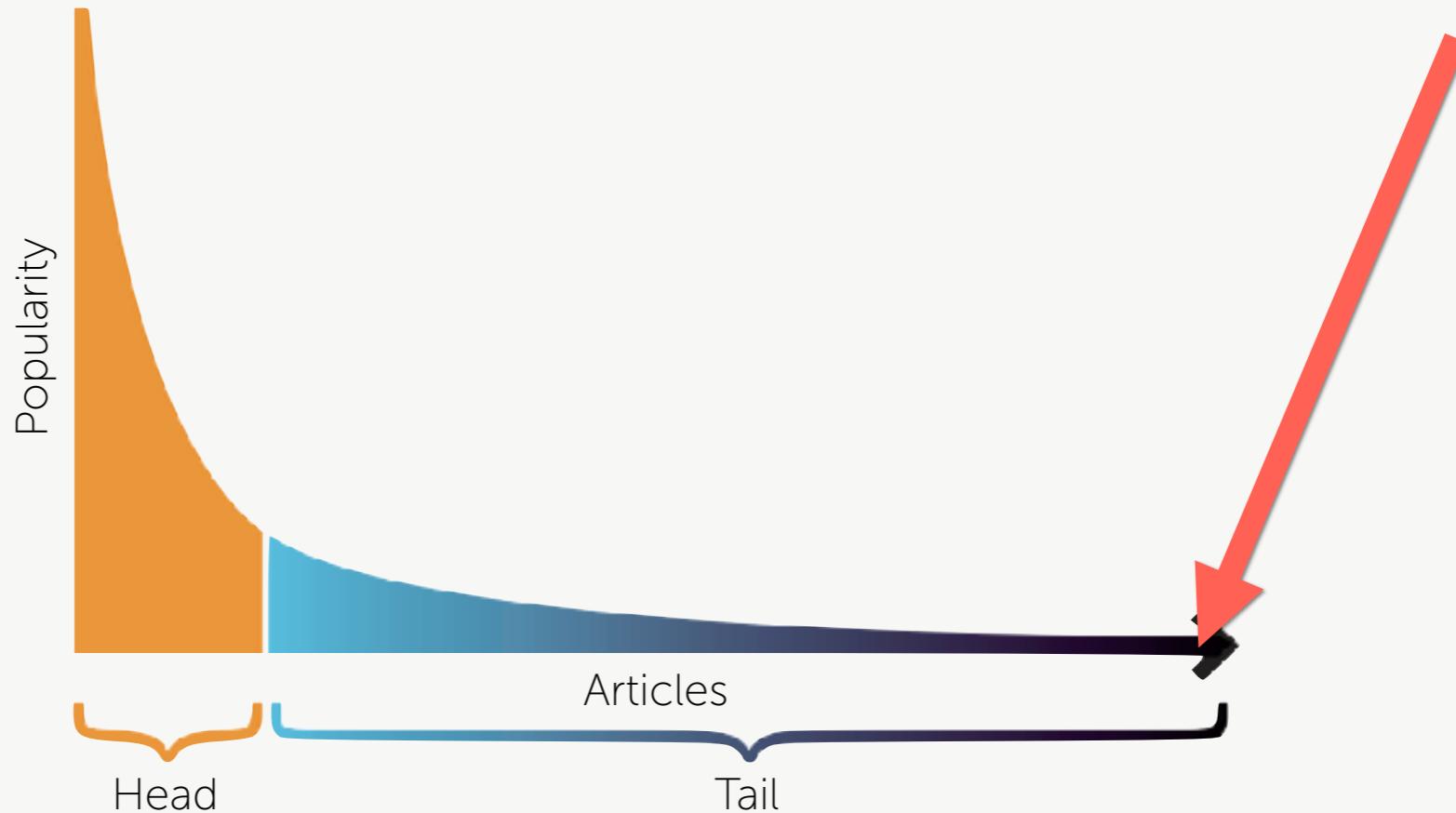
- » Monthly subscription
- » Personal selection



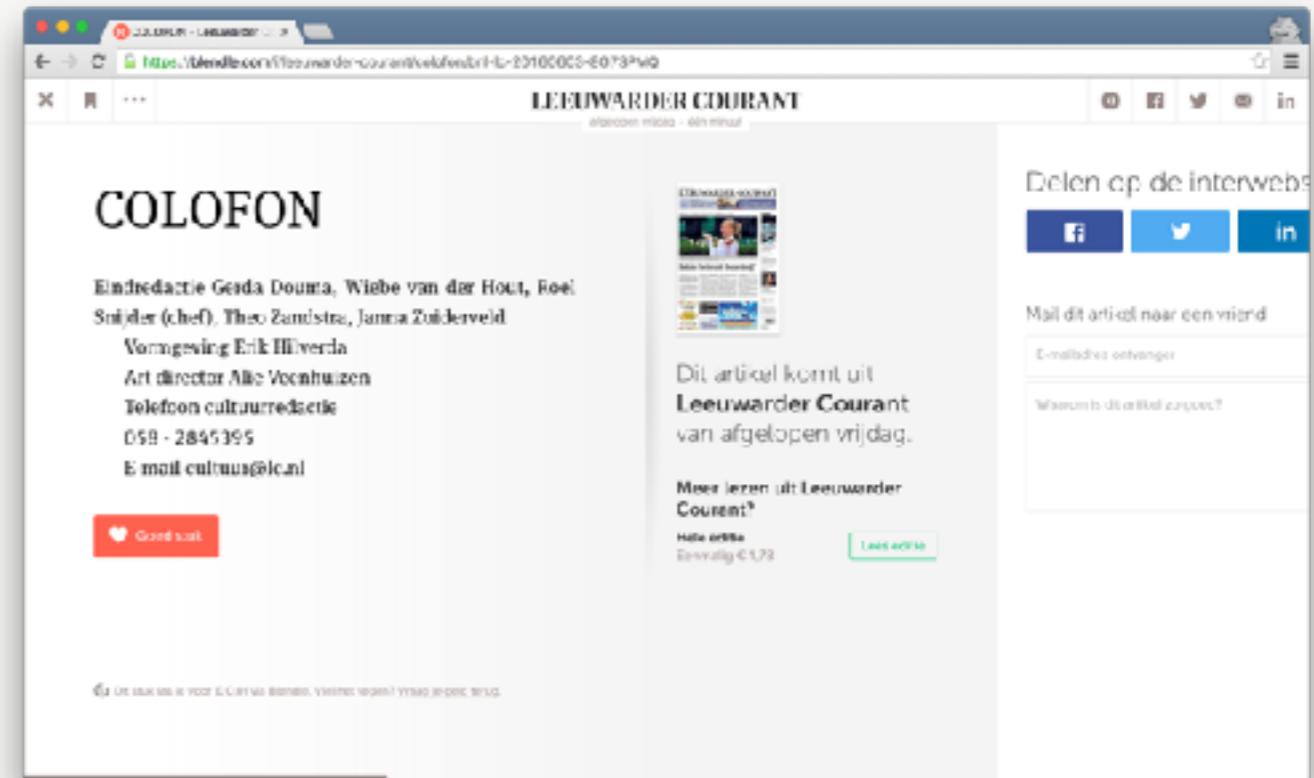
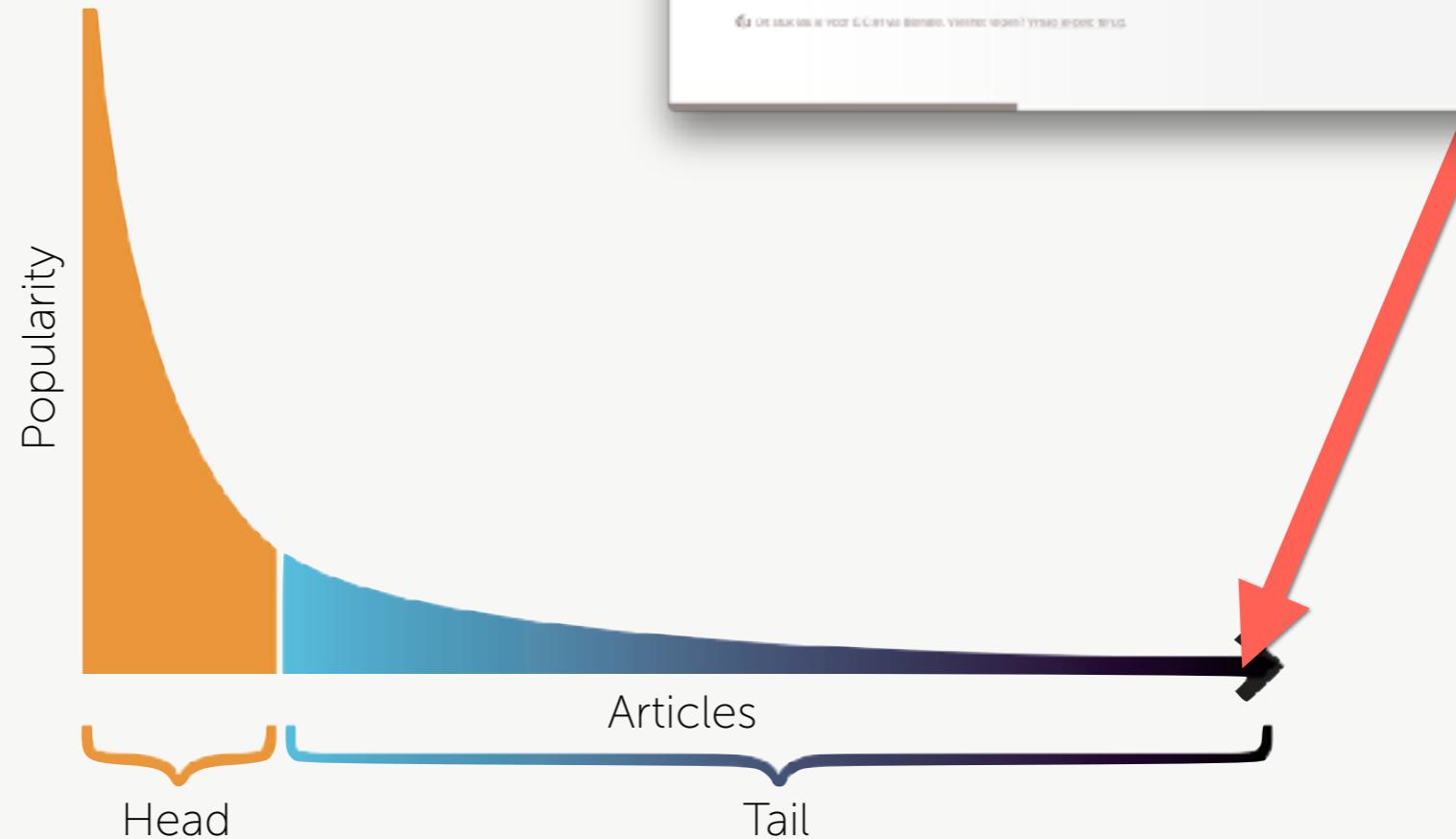
The need for bubbles



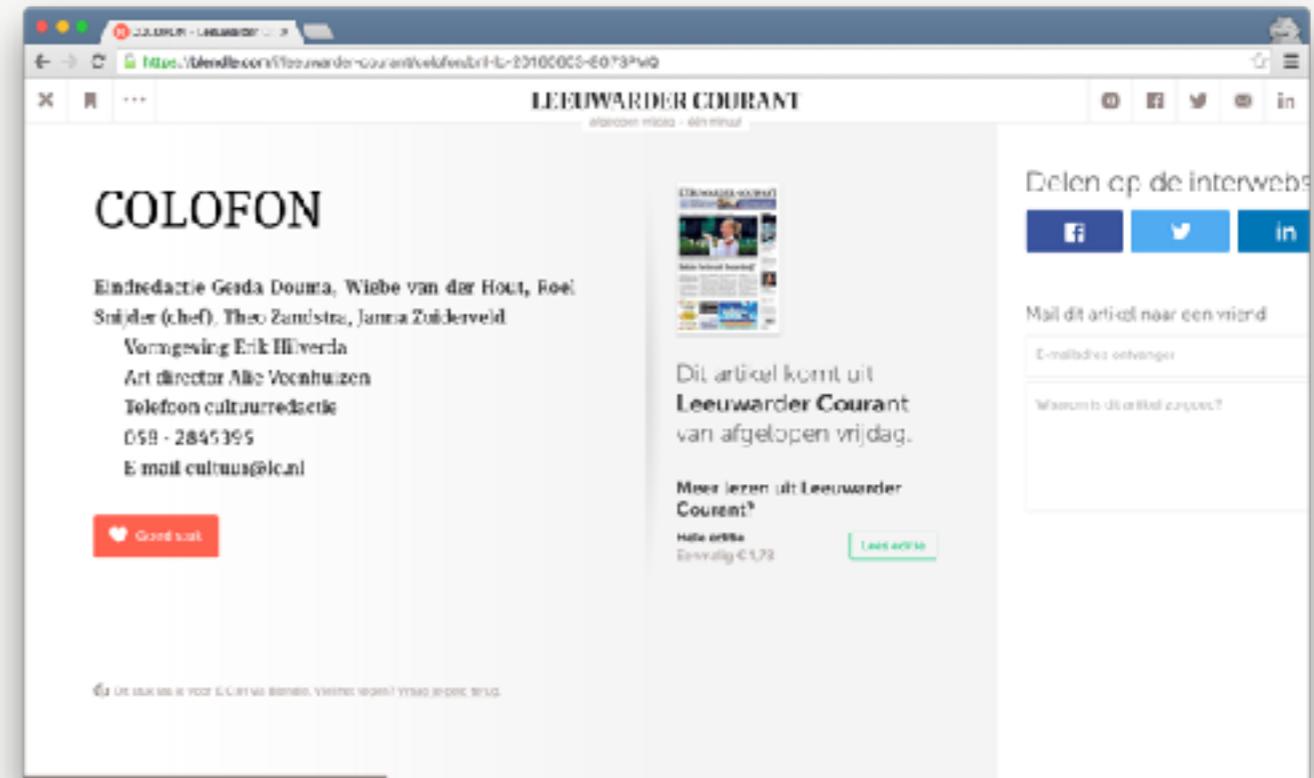
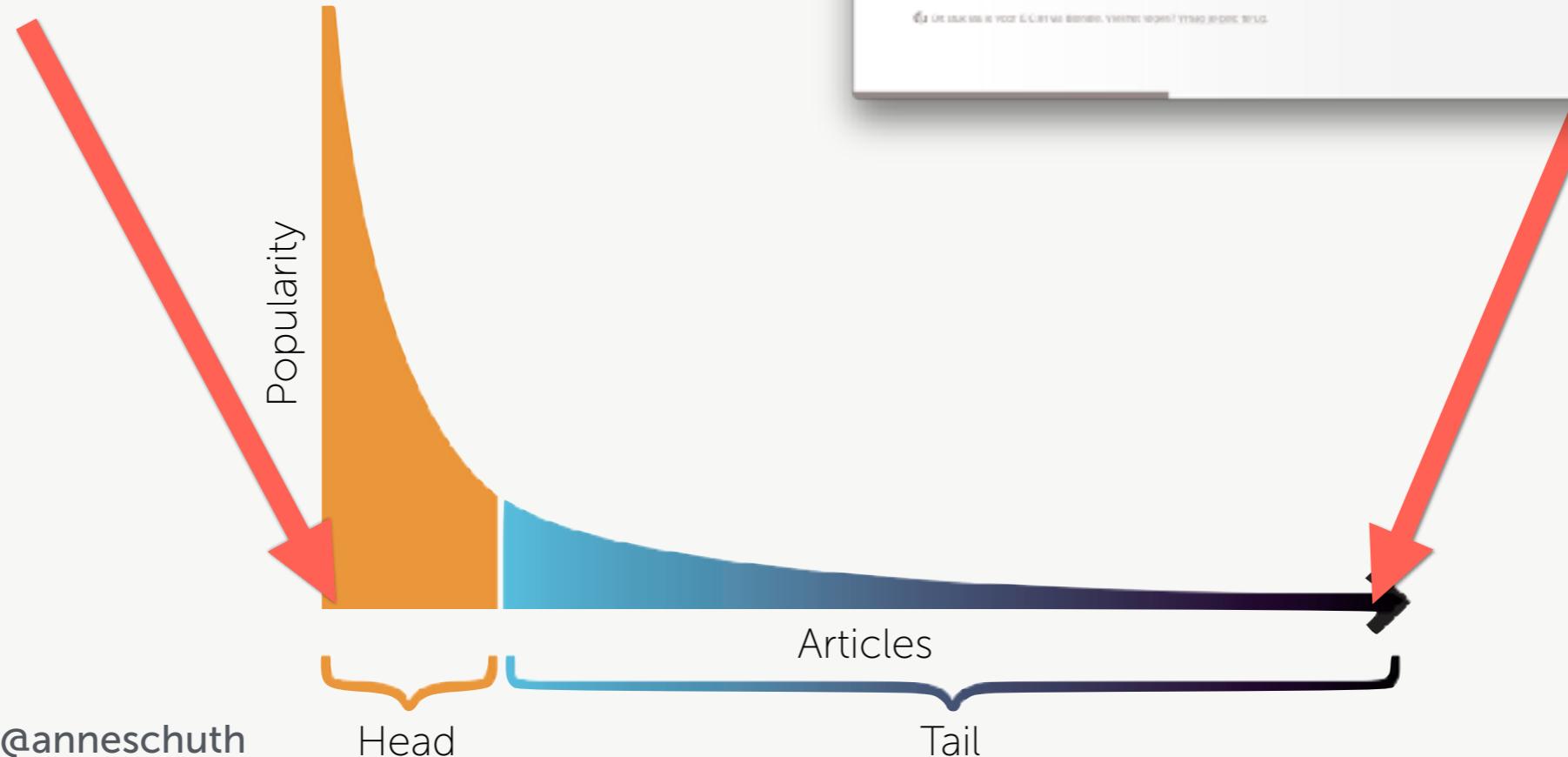
The need for bubbles



The need for bubbles



The need for bubbles



The need for bubbles

LINDA.
vandaag 20 januari 2015 - 5 minuten

Lustige dames

Tv-vrouw Geraldine Kommer (25) en model Kim Feenstra (30) rollen bollen graag met vrouwen, maar willen de mannen niet missen. "Als het maar geen snuffie is."

Tekst Paul Knuchel. Fotografie Marc De Groot. Styling en styling van Ilse. Visagie Irena Ruben

VROUWEN

Kim "Ik val op mannen en vrouwen. Daar ben ik kant gekleed: pas er ook voor uitgekomen. Op mijn achterende heb ik een lesbische relatie gehad."

Geraldine "Ik heb nog nooit een relatie gehad met een vrouw, maar ik speel wel met vrouwen."

MODE

Geraldine "Ik vind sex met een vrouw ook fijn. Ik word aangetrokken door een persoon – of het nou een man of een vrouw is kan me niks schelen."

Kim "Het hippie-dec staat me aan: love everyone, geen holtes, vrijheid."

RODDEL

Kim "Sinds ik in *Spartan en Stikker* heb laten zien dat ik Geraldine heel speciaal vind, gaf het gerucht dat er iets tussen ons is gebeurd."

Geraldine "Maar daar gaan we vader niks over zeggen. Sommige dingen blijven privé."

Kim "Die blijven in de slaapkamer."

Geraldine "We doen mee aan deze LINDA-shoot omdat we fotograaf Marc de Groot geweldig vinden. Met hem voet je

LEEUWARDER COURANT
vandaag 20 januari 2015 - 6 minuten

COLOFON

Eindredactie Gonda Douma, Wiebe van der Hout, Roel Snijder (chef), Theo Zandstra, Janne Zuiderveld
Vormgeving Erik Hilverda
Art director Alie Veenhuizen
Telefoon cultuurredactie 058 - 2845395
E-mail cultuur@lc.nl

Good luck

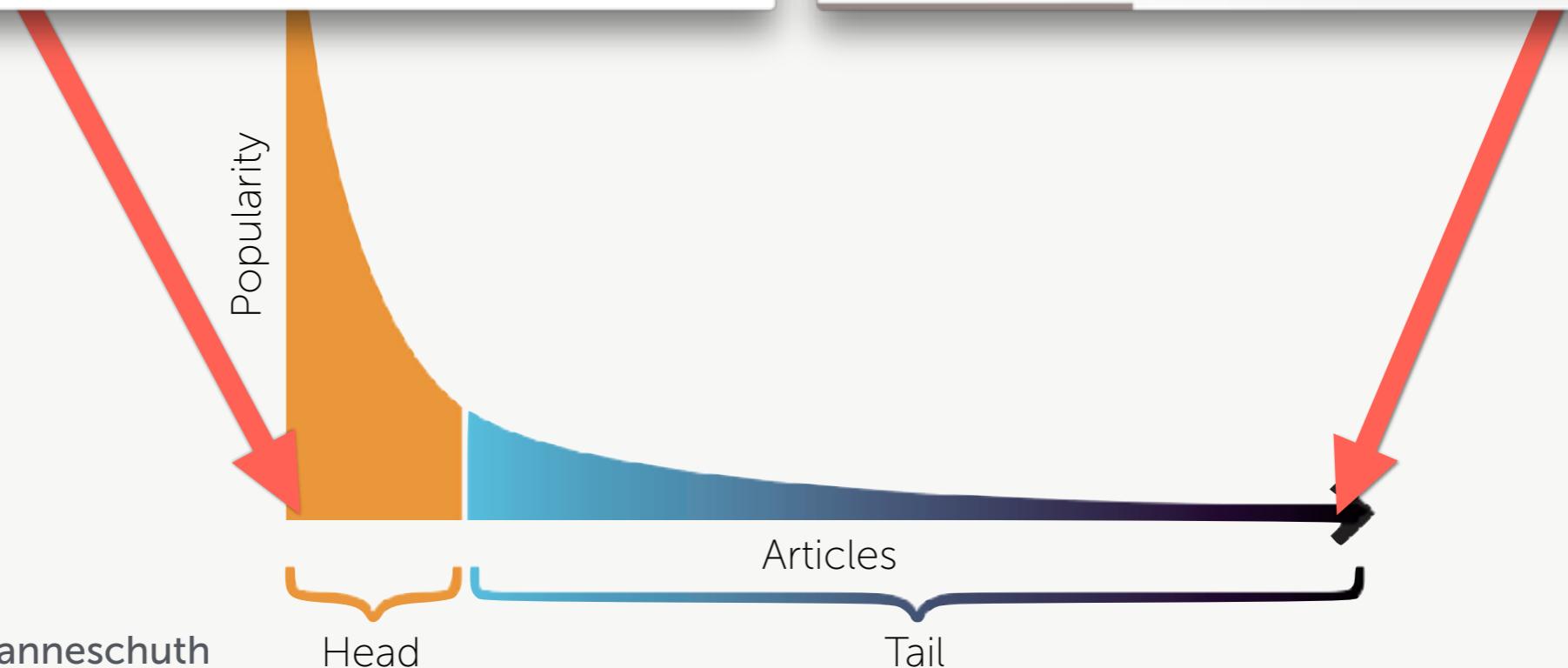
Dit artikel komt uit **Leeuwarder Courant** van afgelopen vrijdag.

Meer lezen uit Leeuwarder Courant?
Hela artikel
Bewerkt € 1,75

Delen op de interwebs

f t in

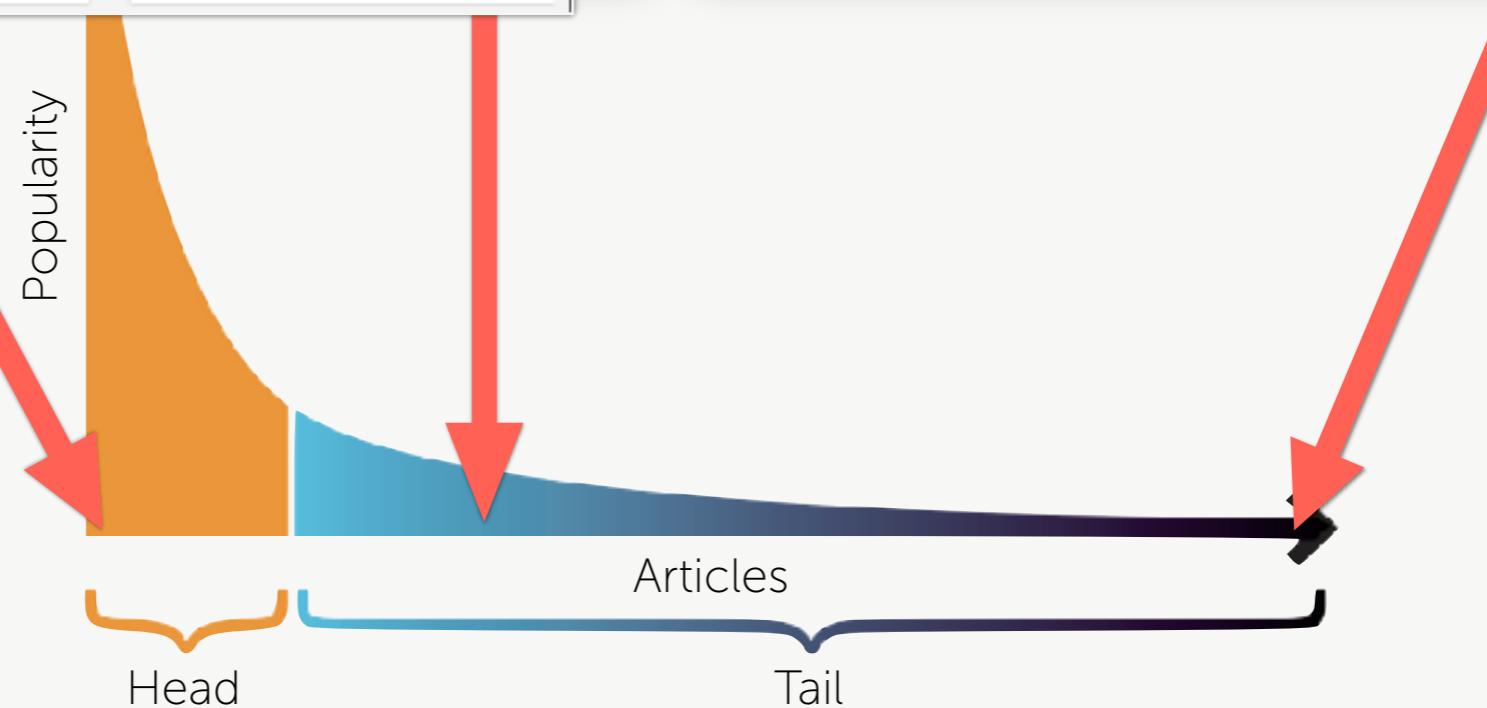
Mail dit artikel naar een vriend
E-mailadres ontvangen
Wat meer dit artikel kunnen?



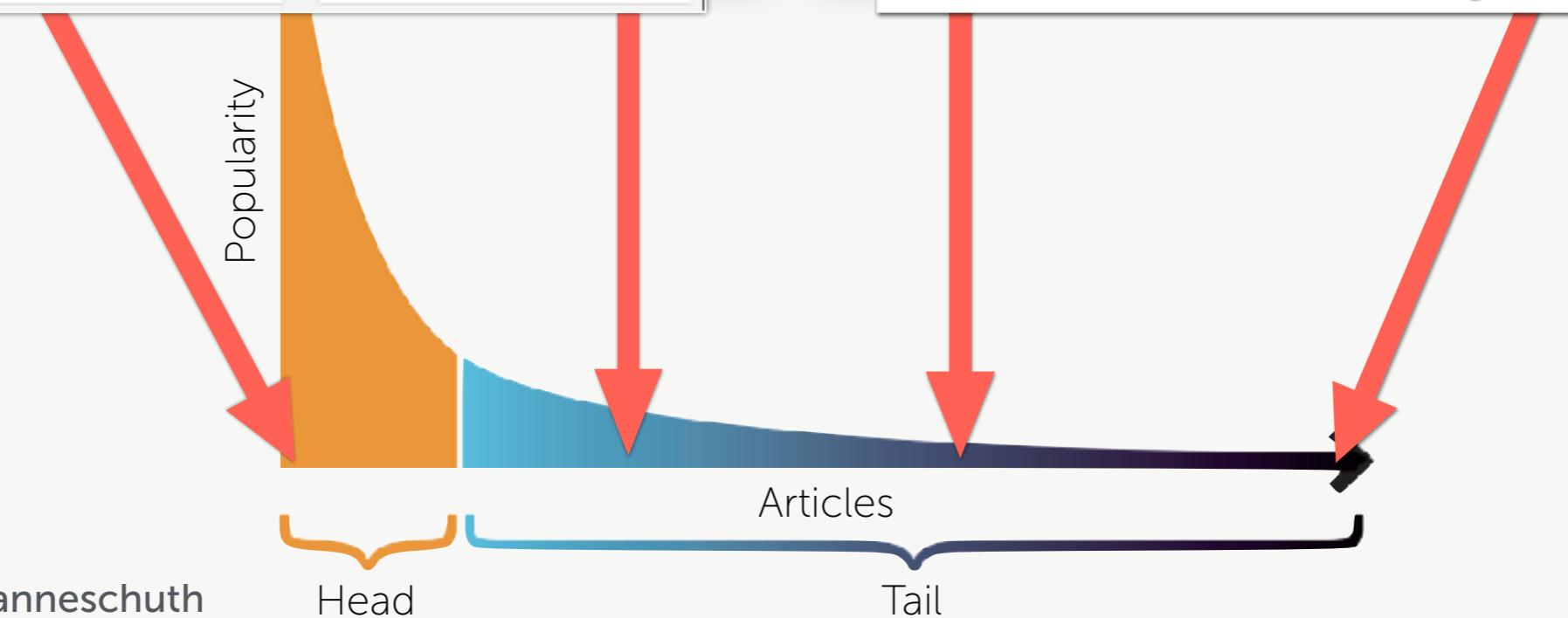
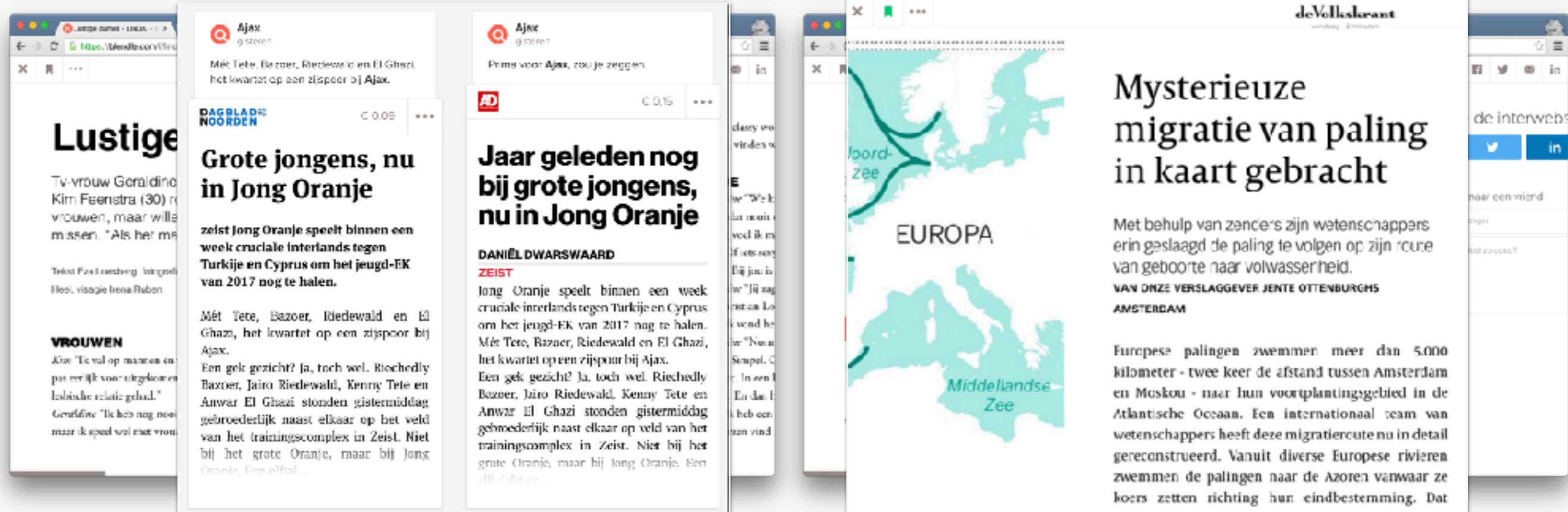
The need for bubbles

The figure displays three separate browser windows side-by-side, each showing a different type of news article layout:

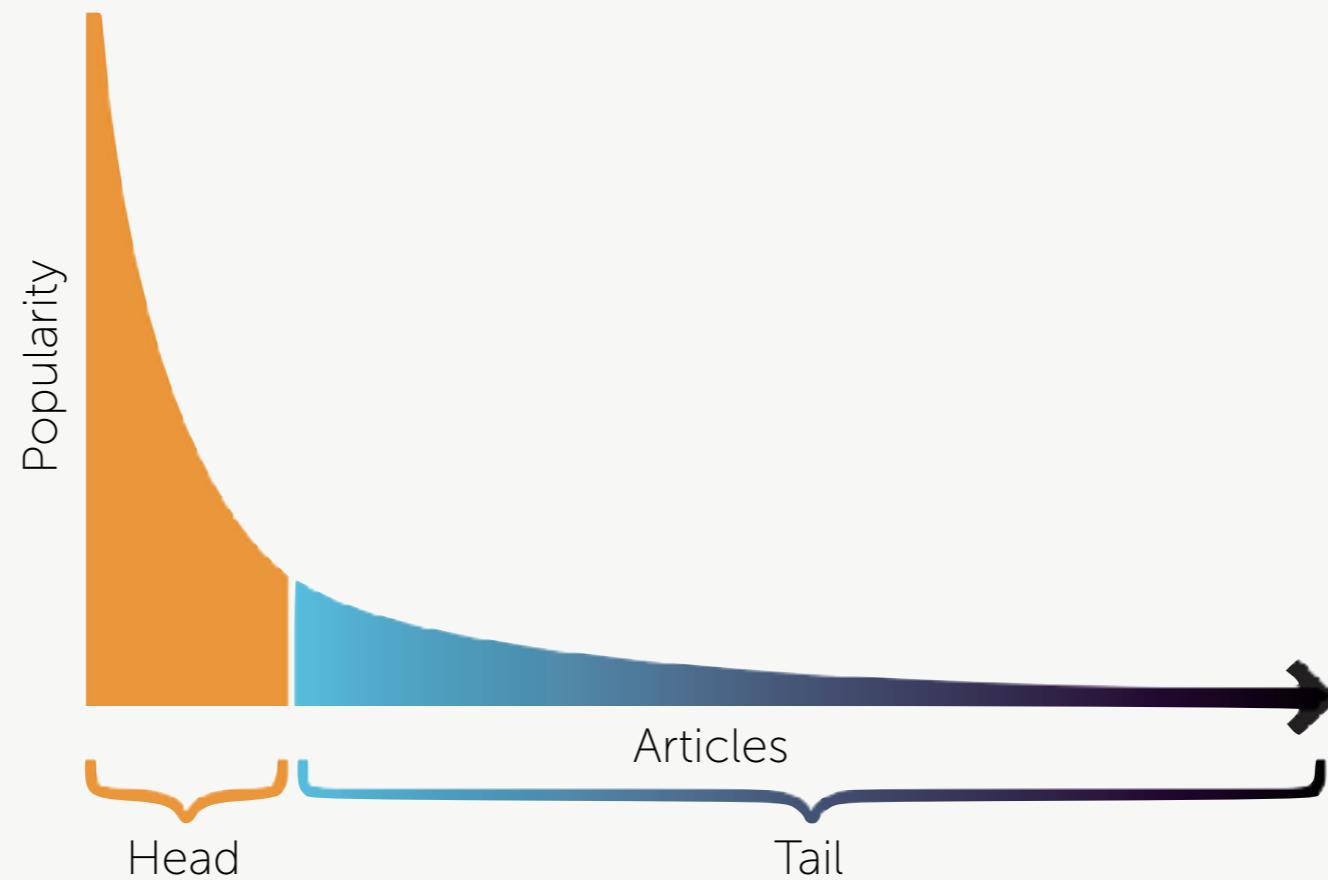
- Left Window (Lustiger.nl):** Shows a standard news article with a large headline "Grote jongens, nu in Jong Oranje", a byline "DANIËLDWARSWAARD", and a detailed text block about the national team's preparation for the Euro 2017 youth tournament.
- Middle Window (Dagblad Noorden):** Shows a similar article structure with a headline "Jaar geleden nog bij grote jongens, nu in Jong Oranje".
- Right Window (Leeuwarder Courant):** Shows a more structured layout with a sidebar on the left containing a "Colofon" section with author information and a "Good luck" button. The main content area includes a sidebar with social sharing options and a "Delen op de interwebs" section.



The need for bubbles



The need for bubbles



How we personalise

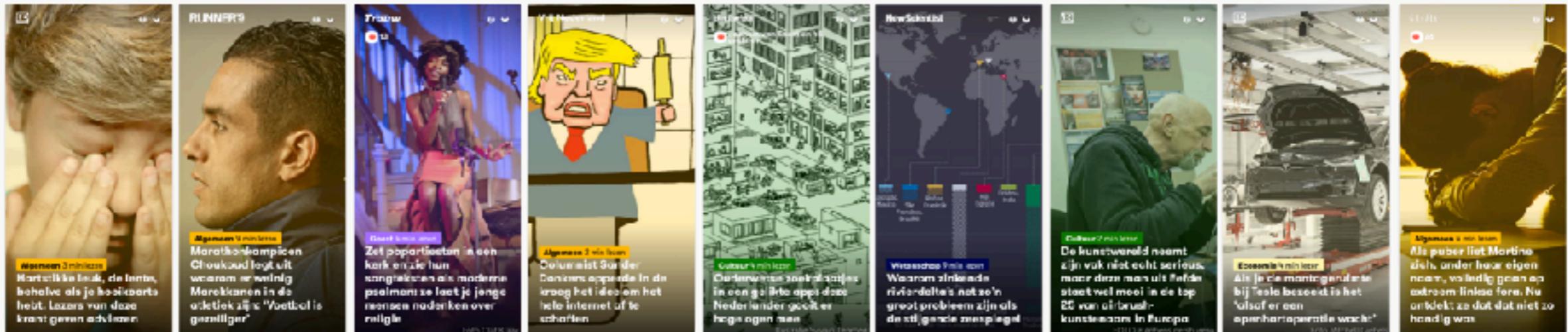


How we **personalise**

For you

How we personalise

For you



How we personalise



Author

How we personalise



How we personalise



How we personalise



For you

Author

Subject

Complexity

Length

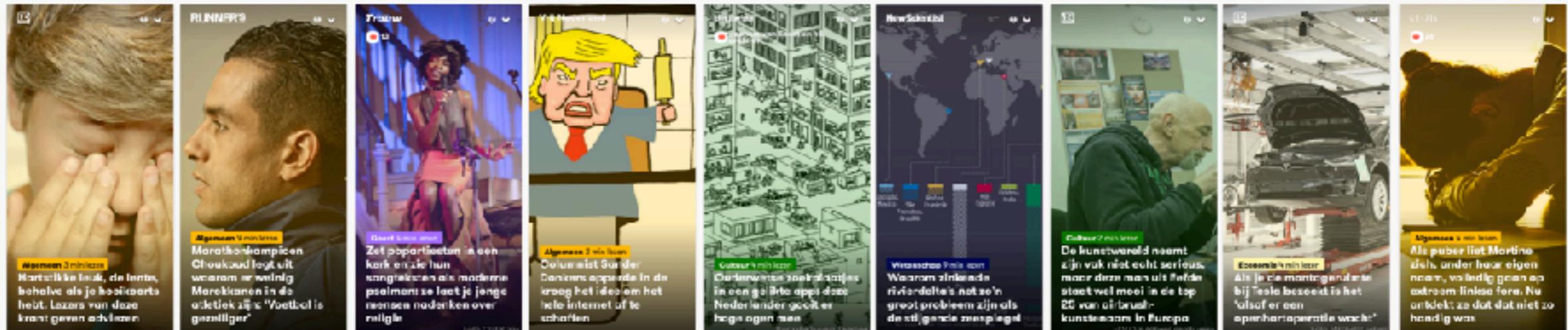
Sentiment

Feel

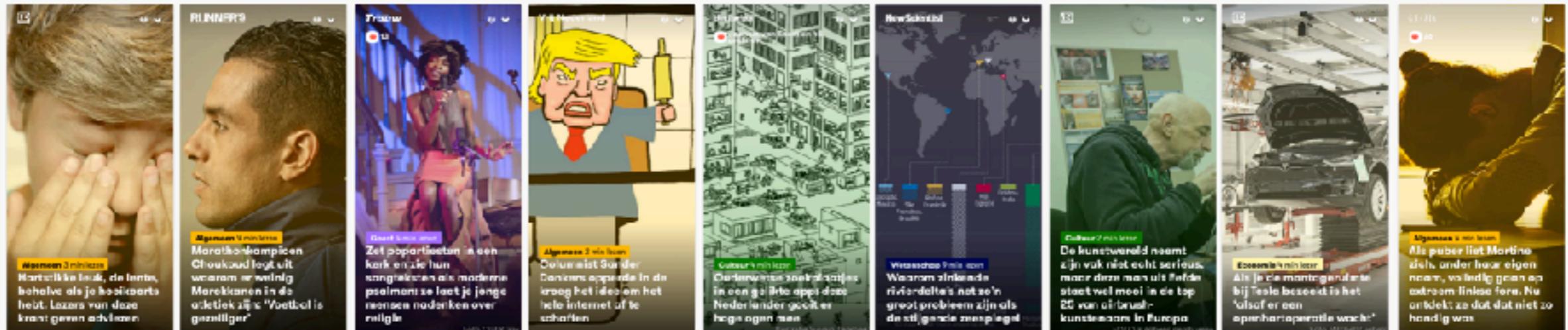
Popularity

...

How we personalise

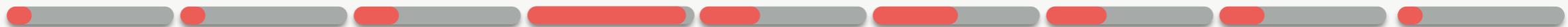


How we personalise

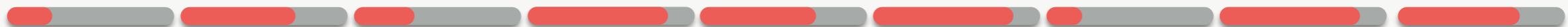


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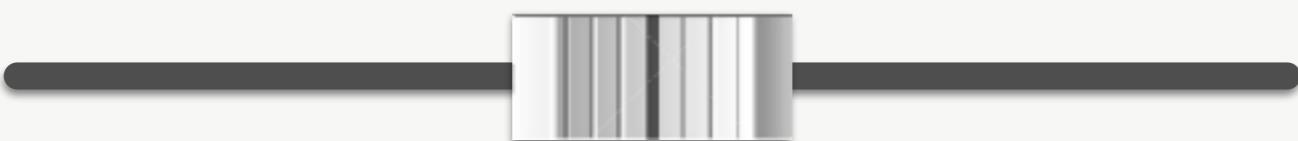
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Subject



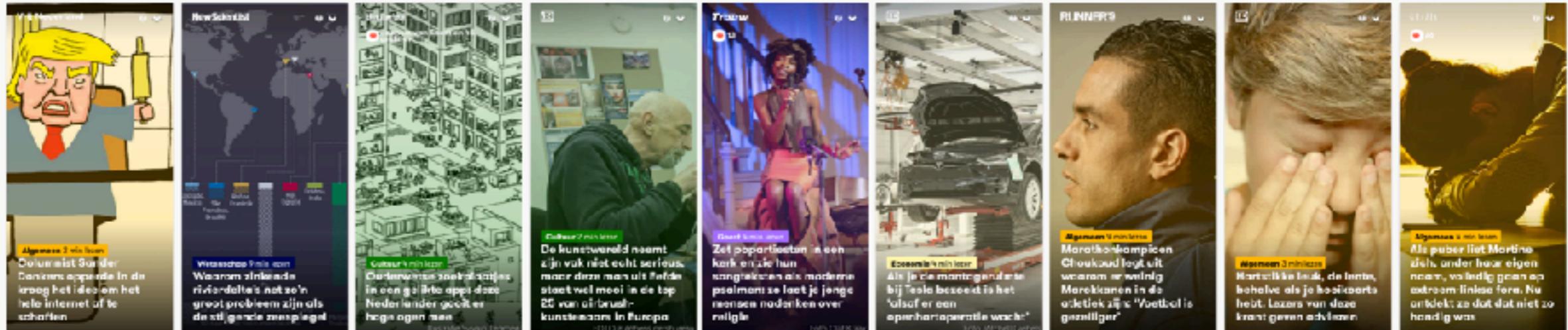
Author weight



Subject weight

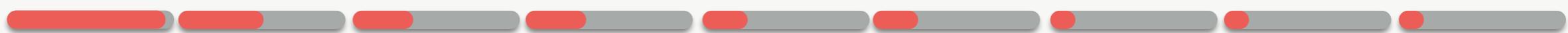


How we personalise

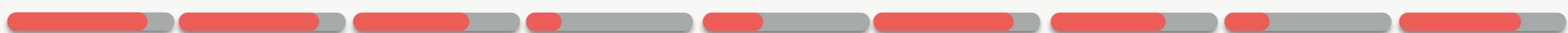


For you

Author



Subject



Author
weight



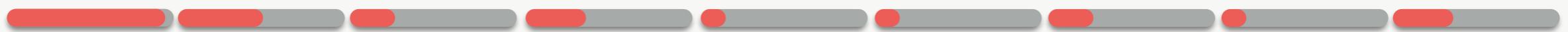
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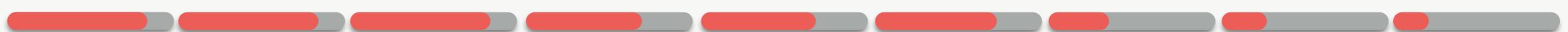
How we personalise



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Subject



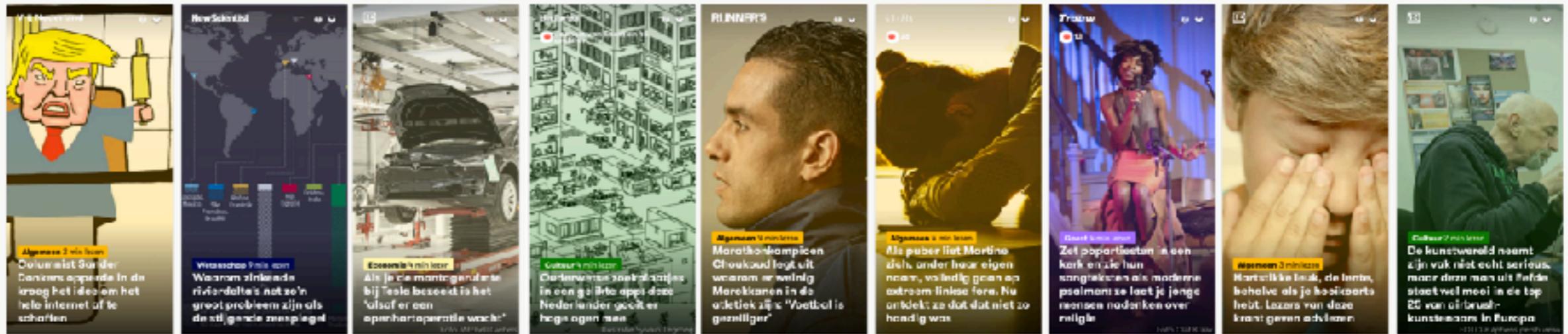
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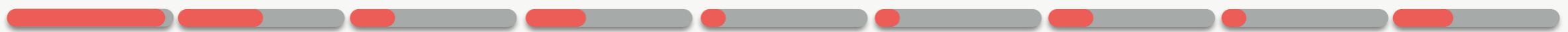
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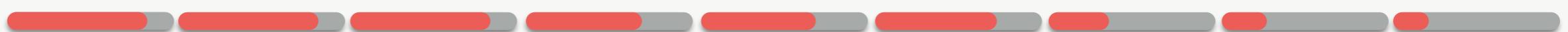
How we personalise



Author



Subject



Author weight

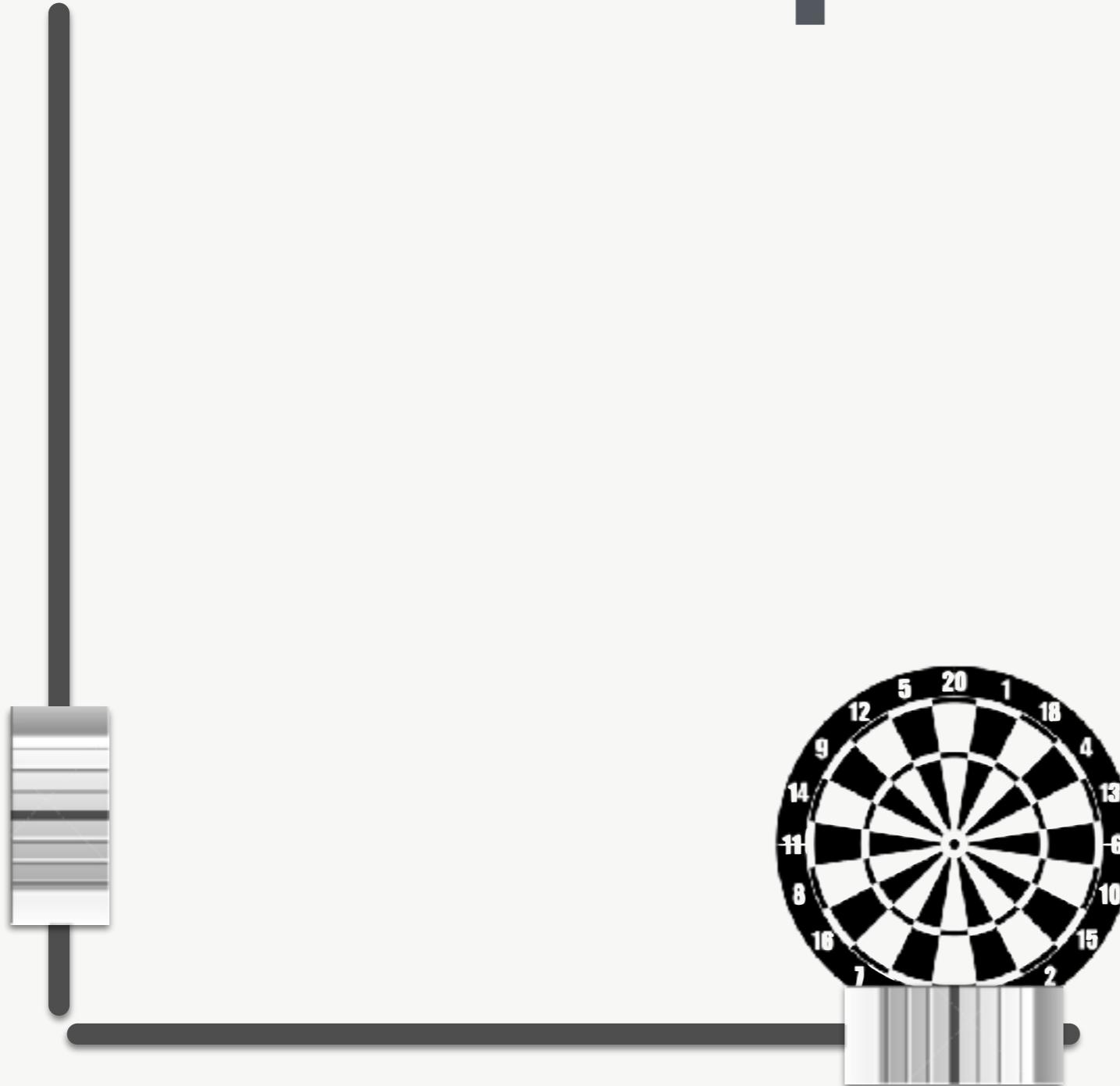


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How we **personalise**

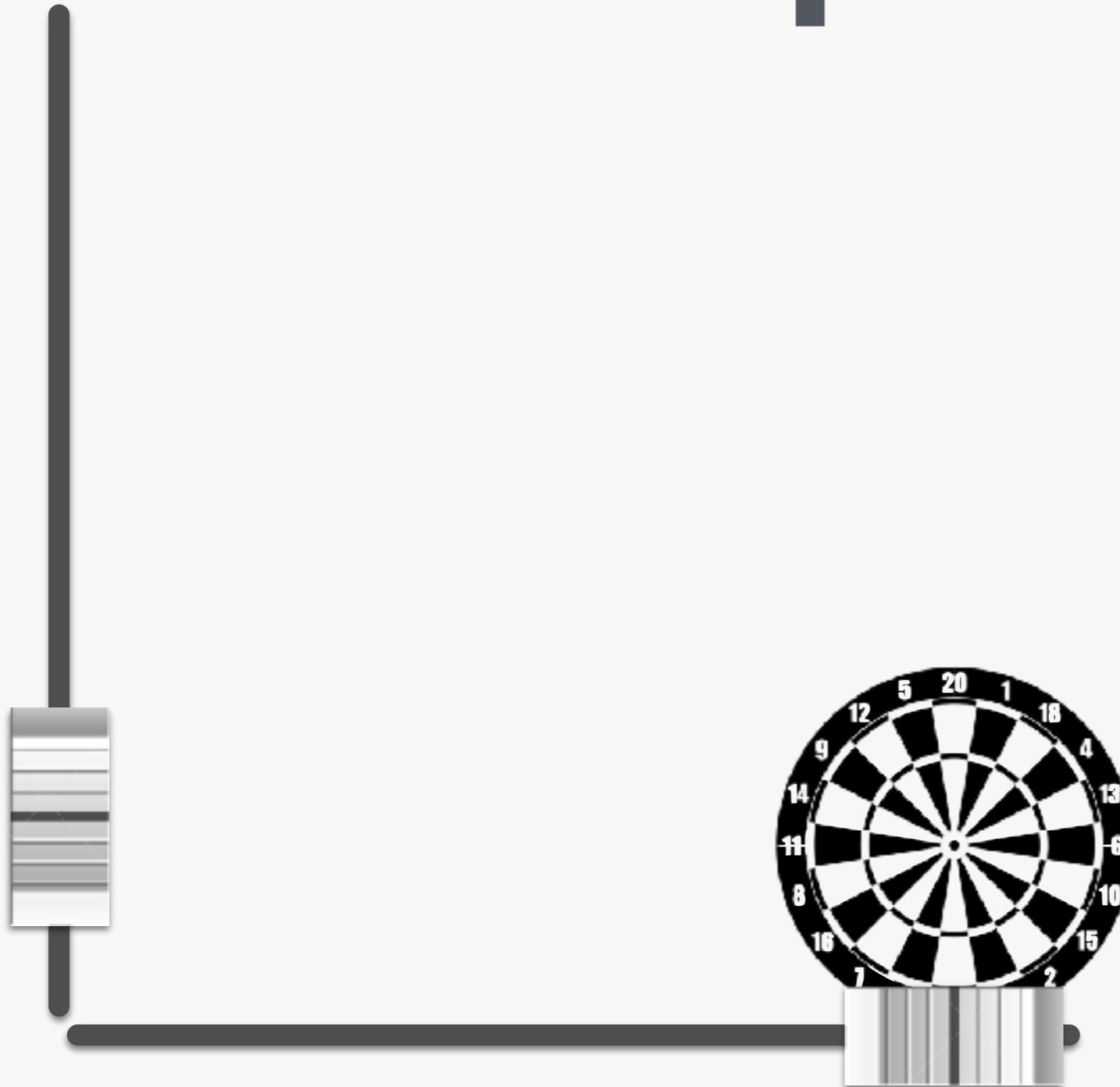
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Subject
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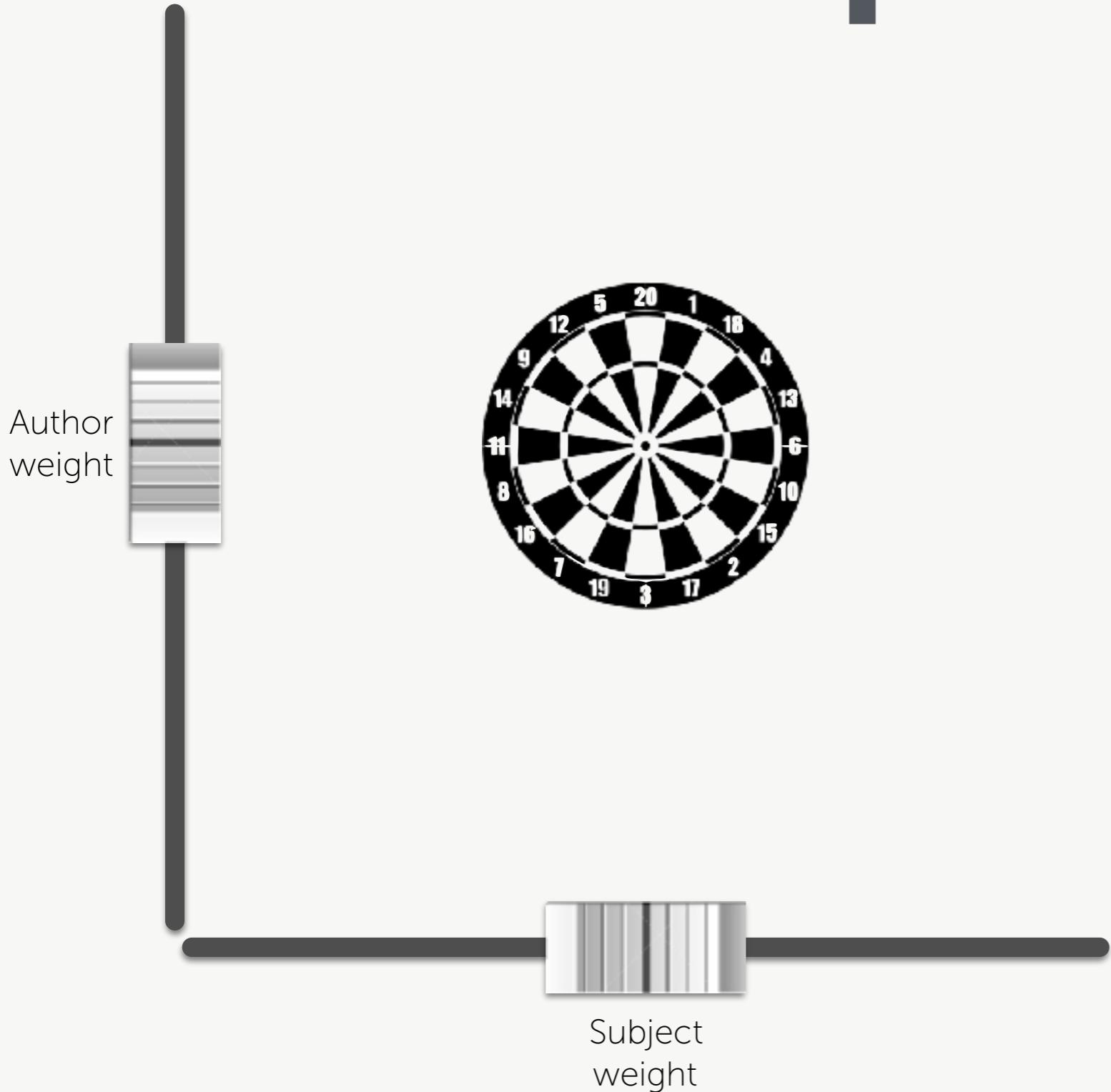
How we **personalise**

Author
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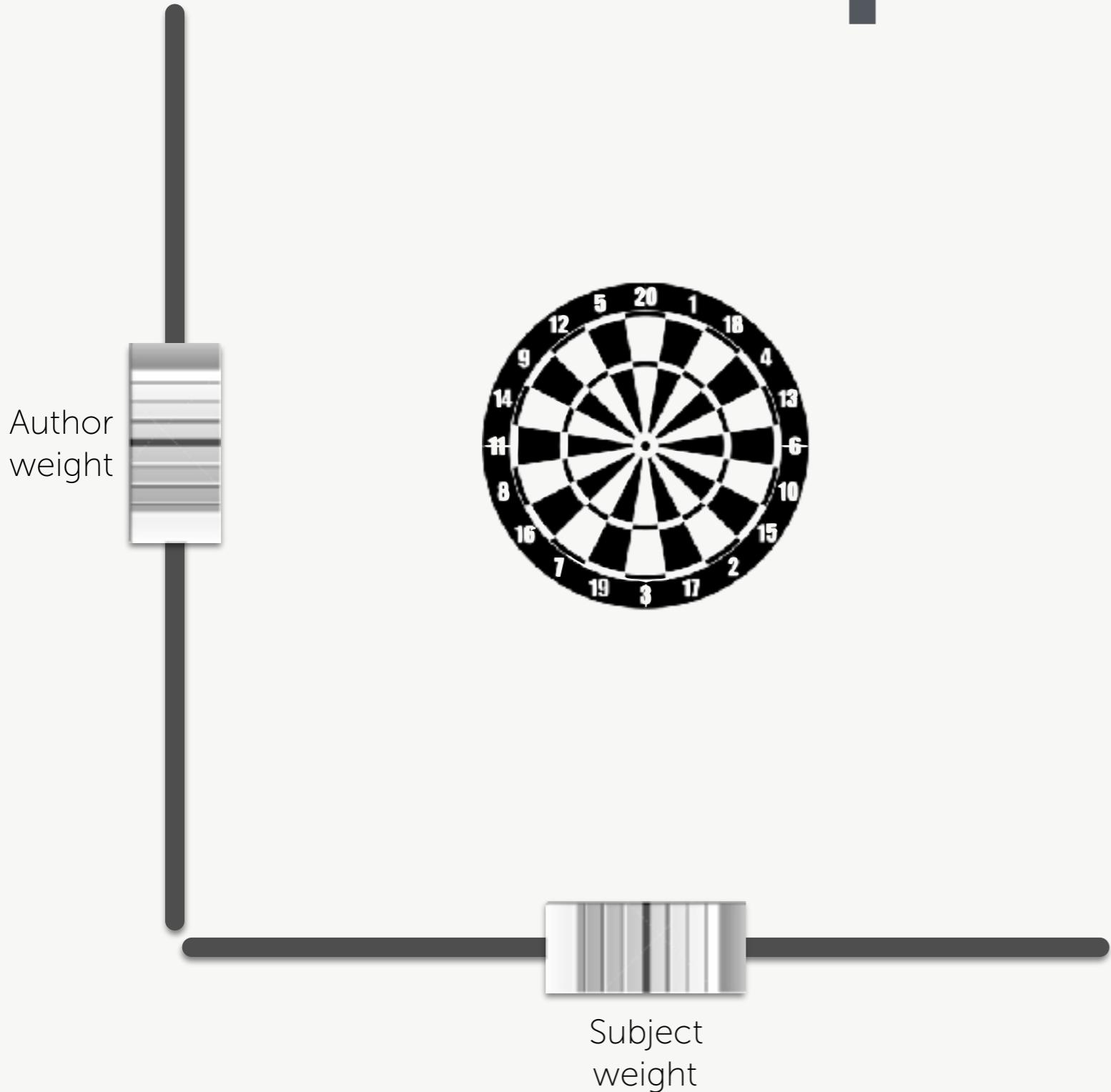


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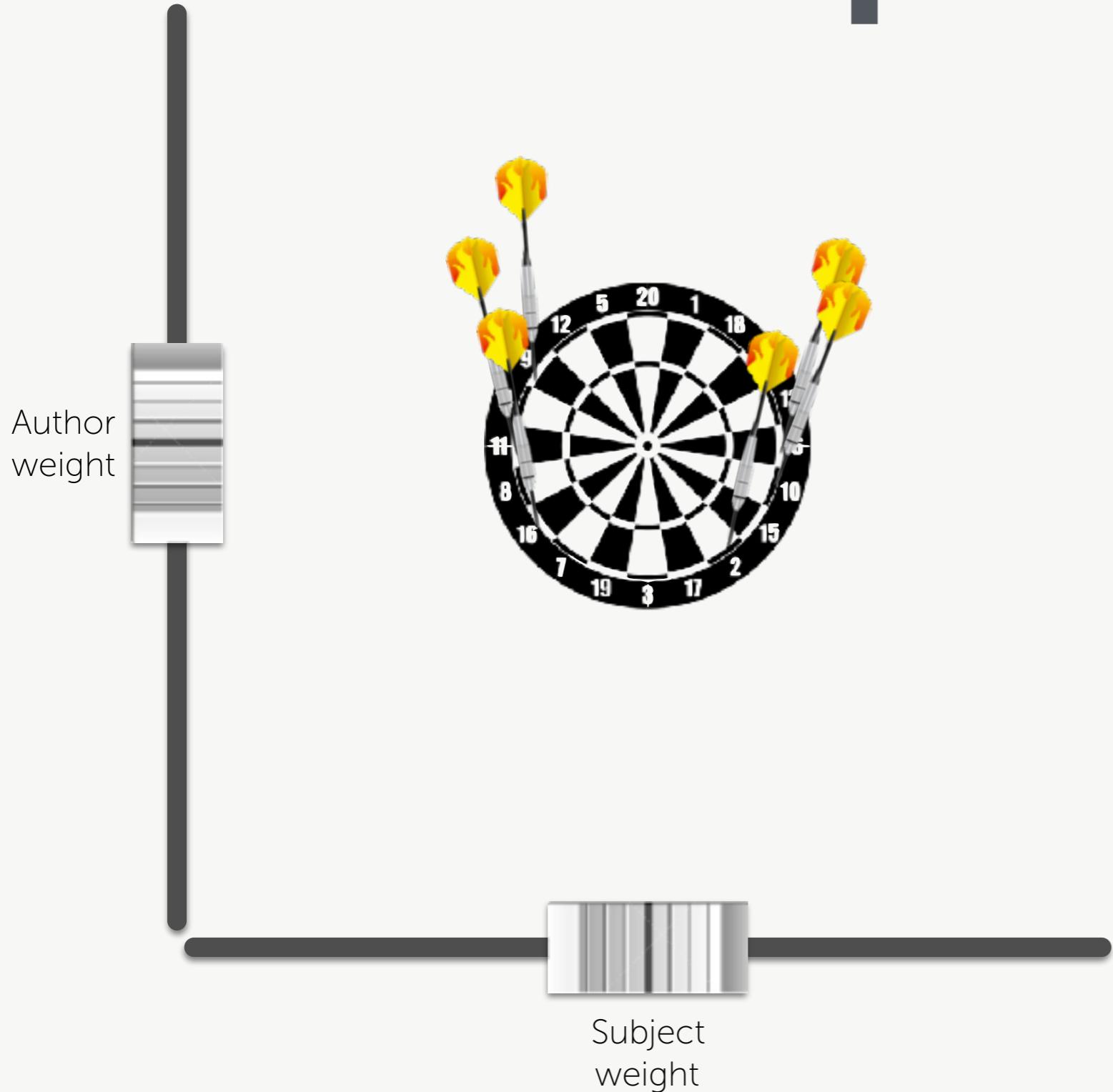
How we **personalise**



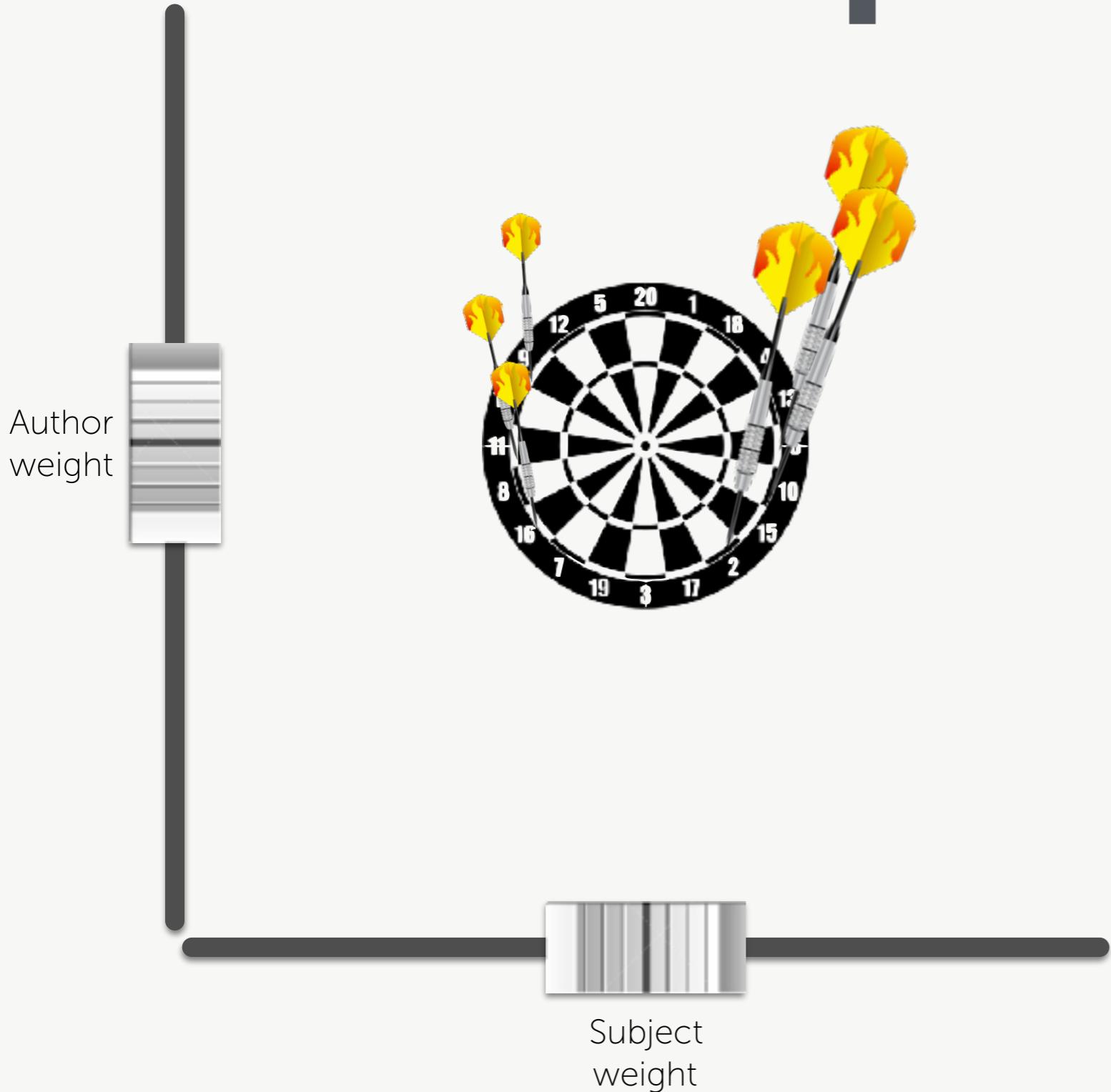
How we **personalise**



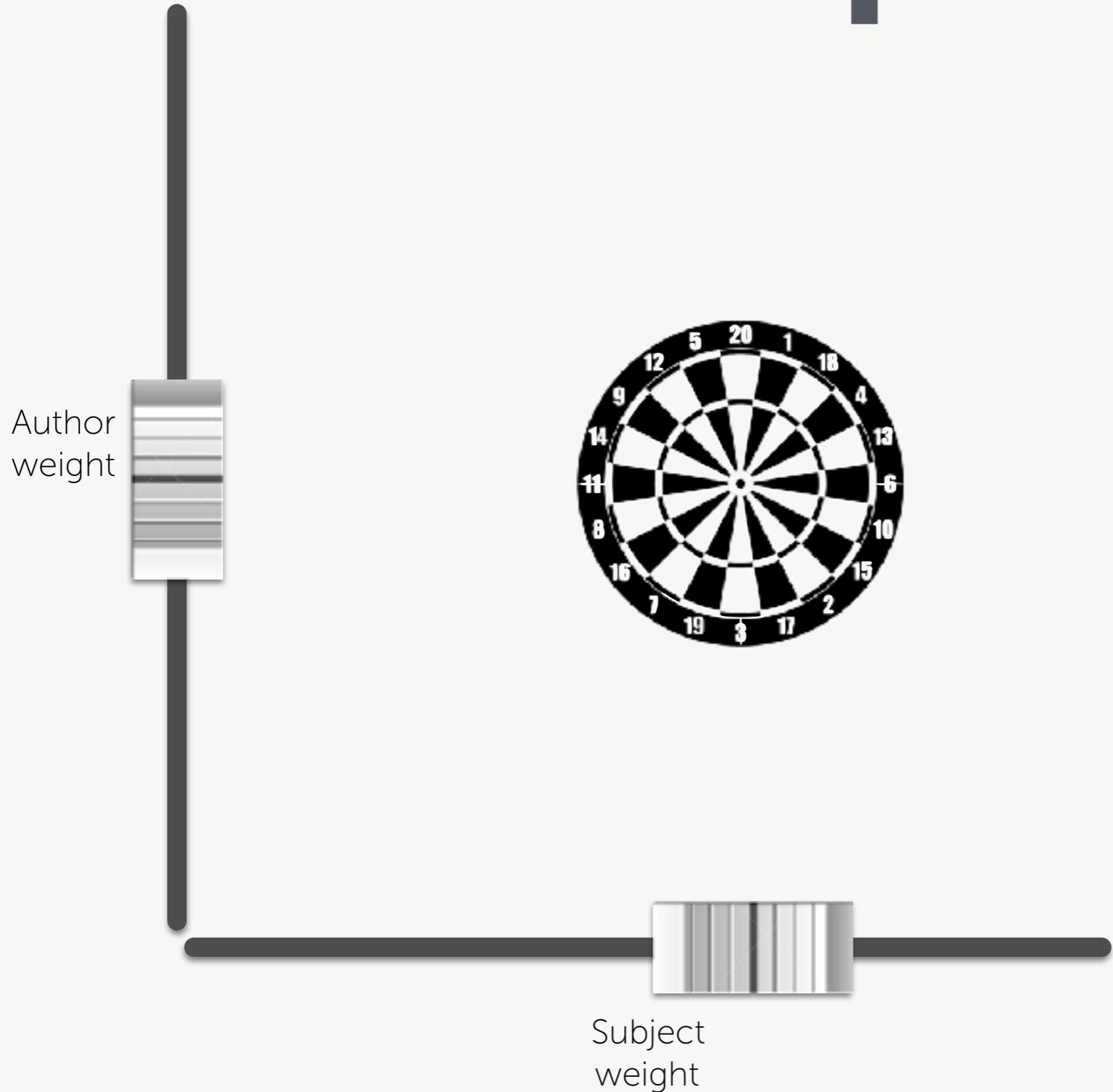
How we personalise



How we personalise

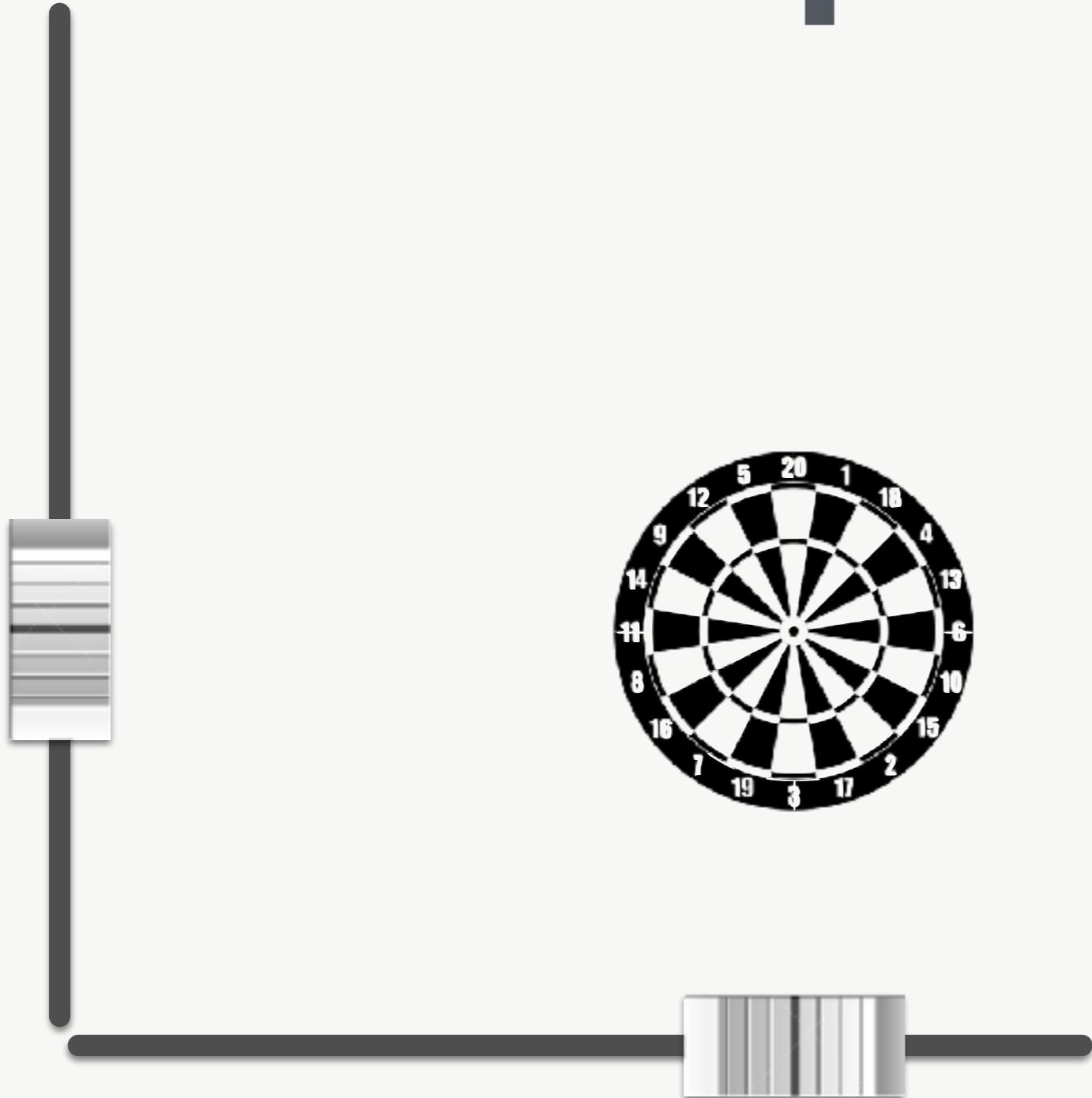


How we personalise



How we **personalise**

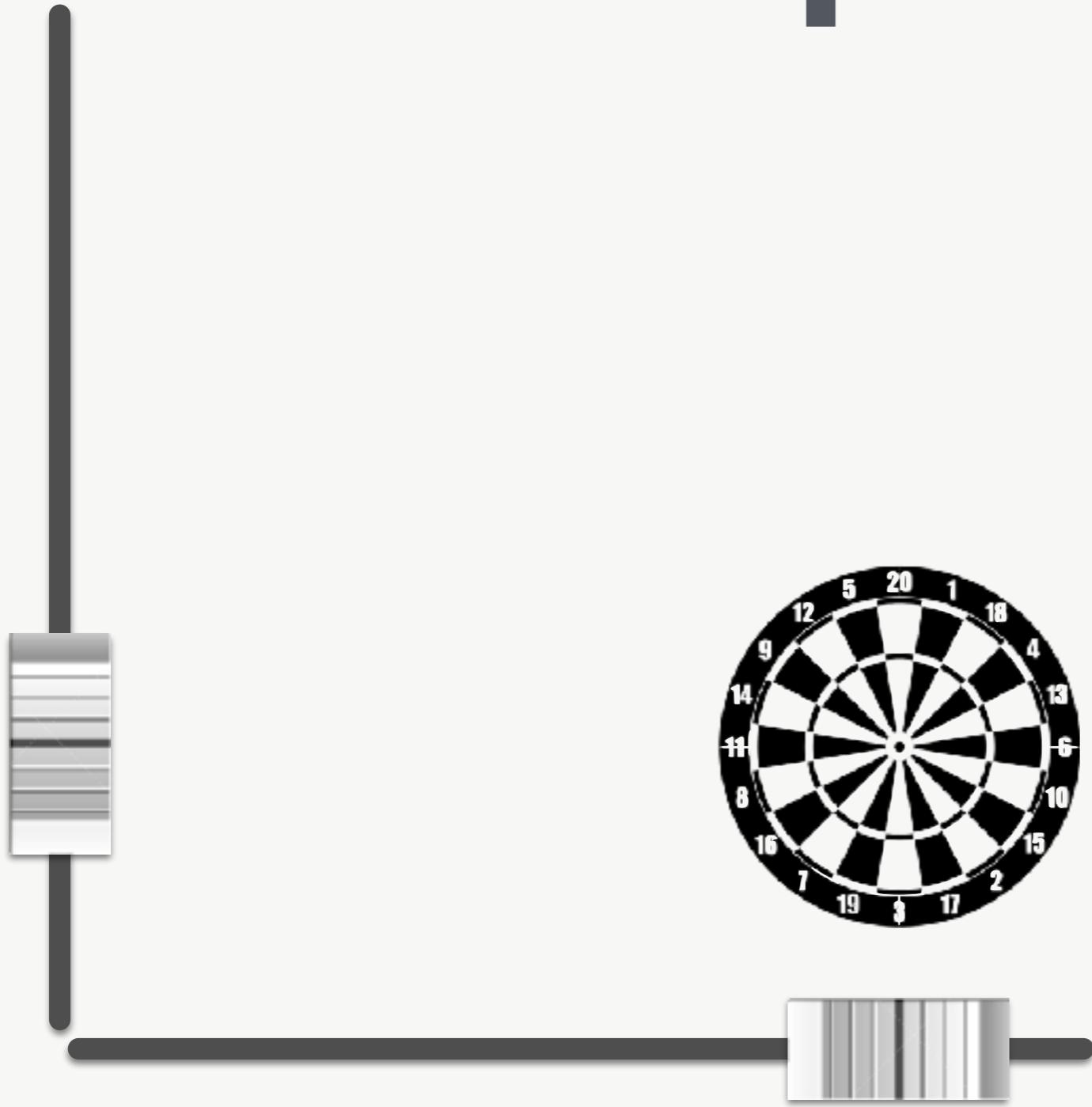
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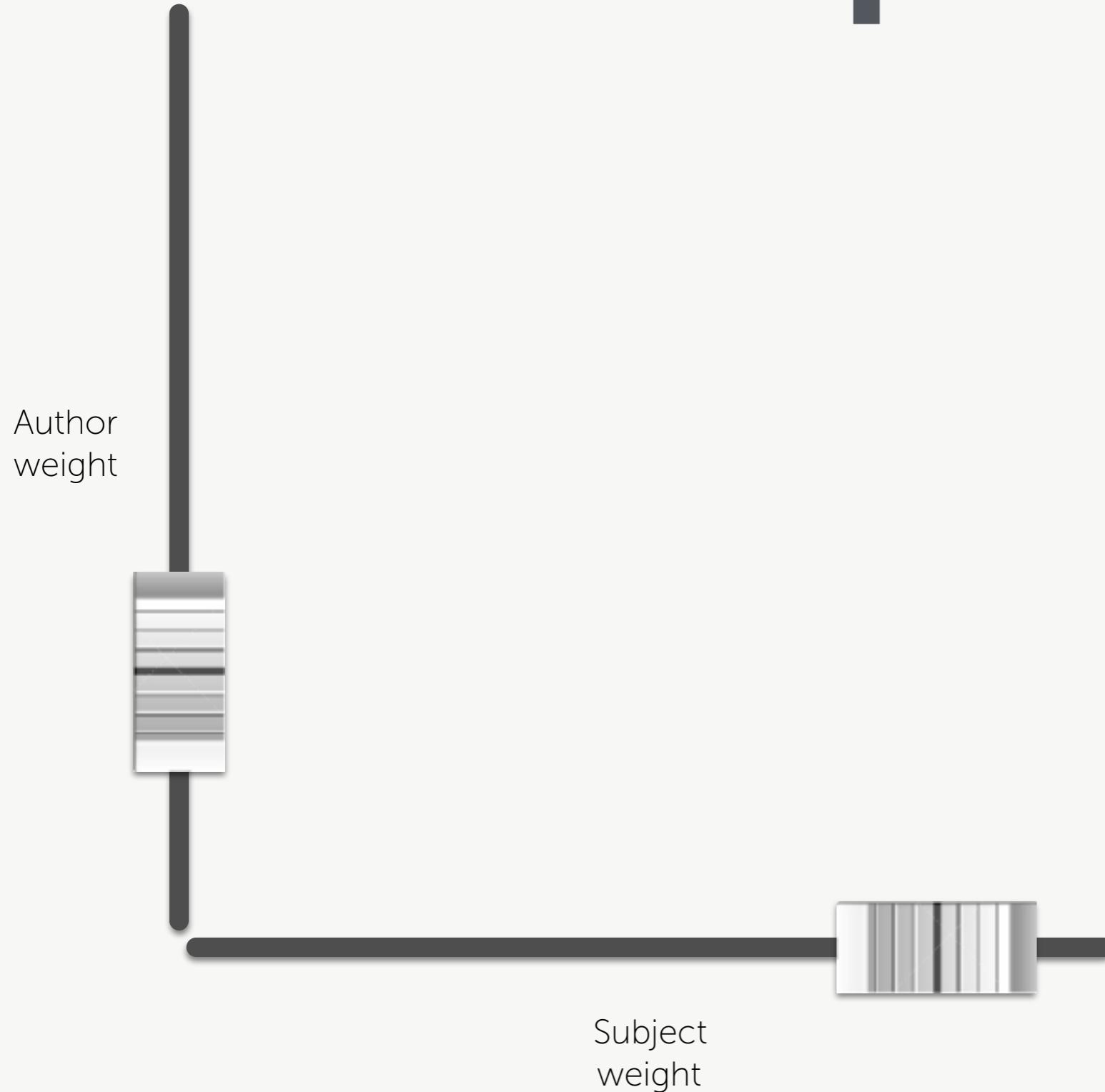
How we **personalise**

Author
weight



Subject
weight

How we **personalise**

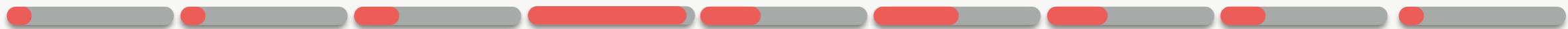


How we personalise

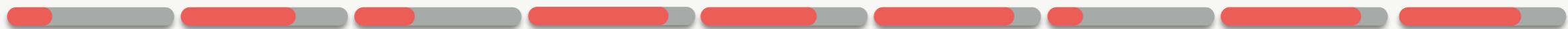


For you

Author



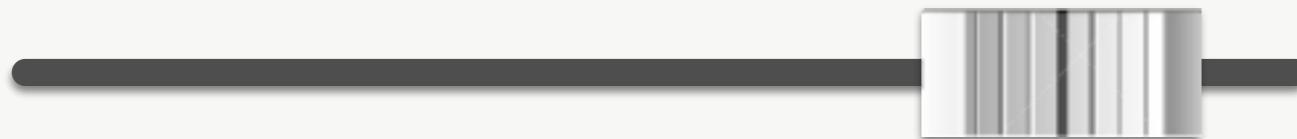
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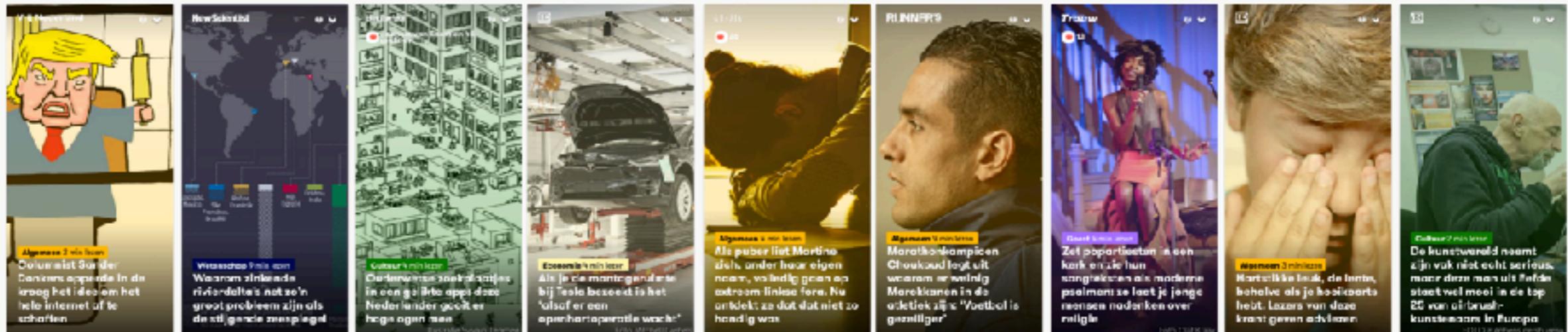
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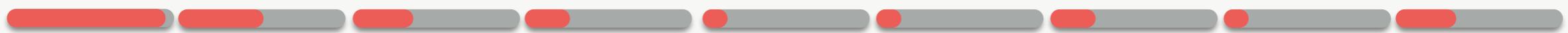
Subject weight



How we personalise



Author



Subject



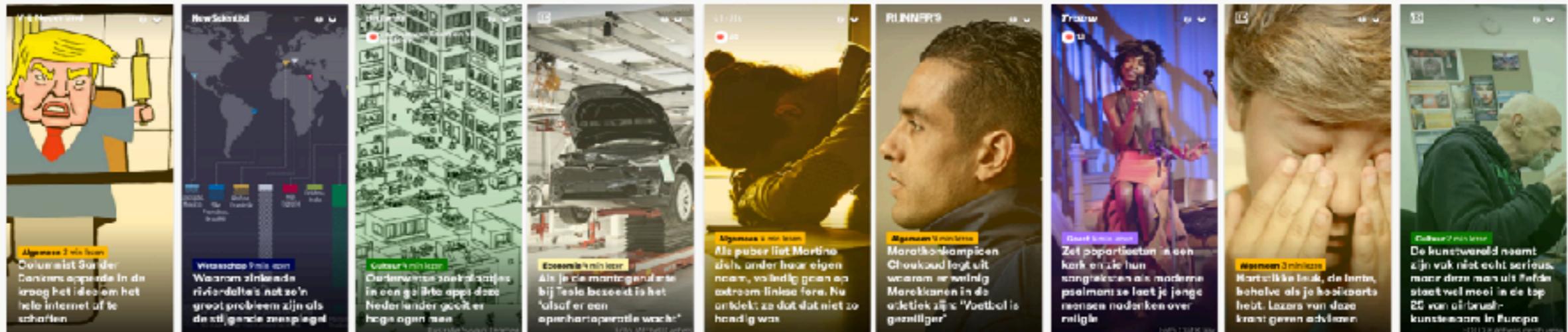
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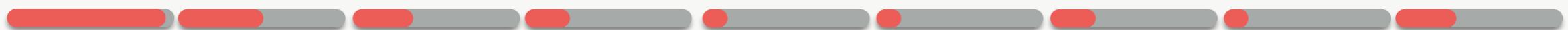
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How we personalise



Author



Subject



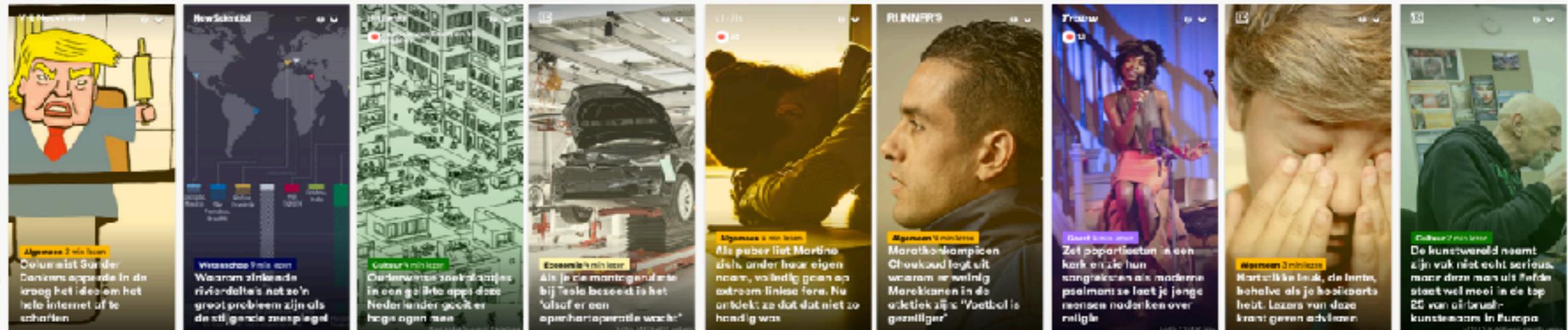
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Subject
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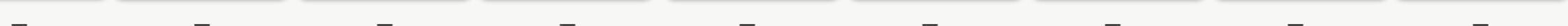
How we personalise



Author



Subject



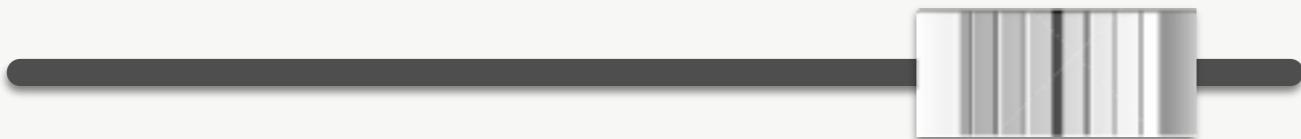
Relevance



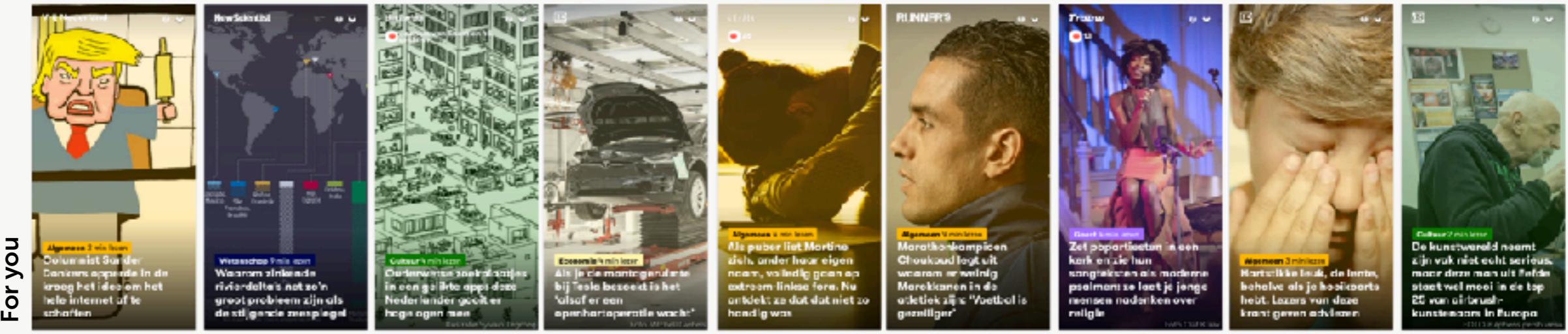
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Subject weight

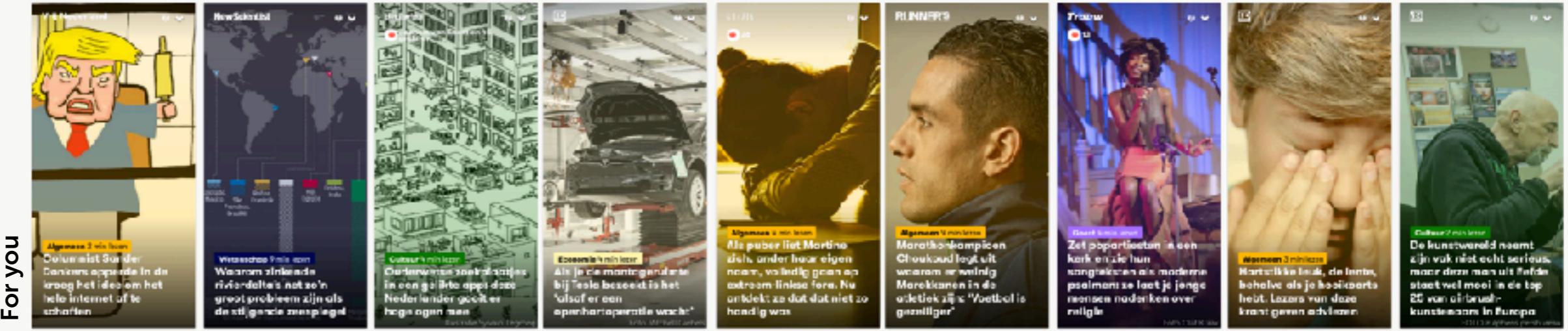


How we personalise



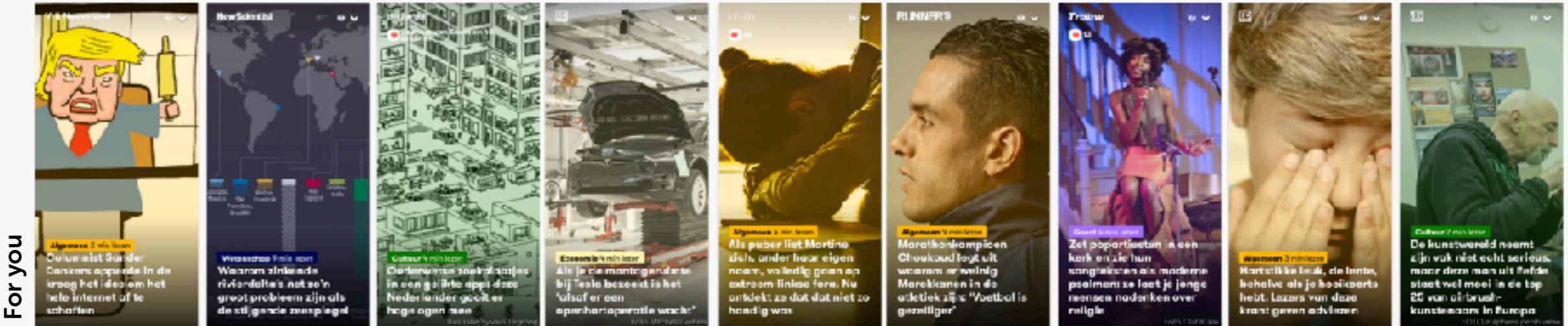
Relevance

How we personalise



Relevance

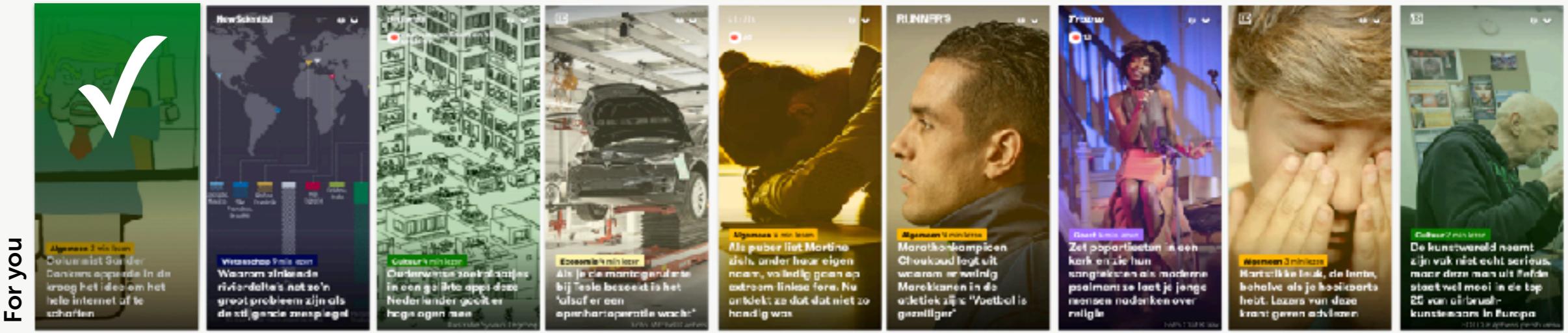
How we diversify



For you

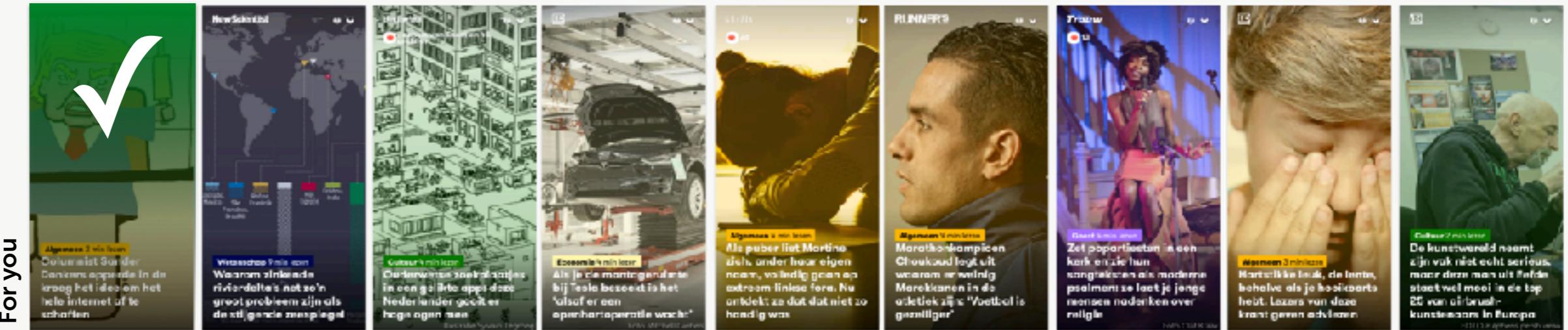
Relevance

How we diversify



Relevance

How we diversify

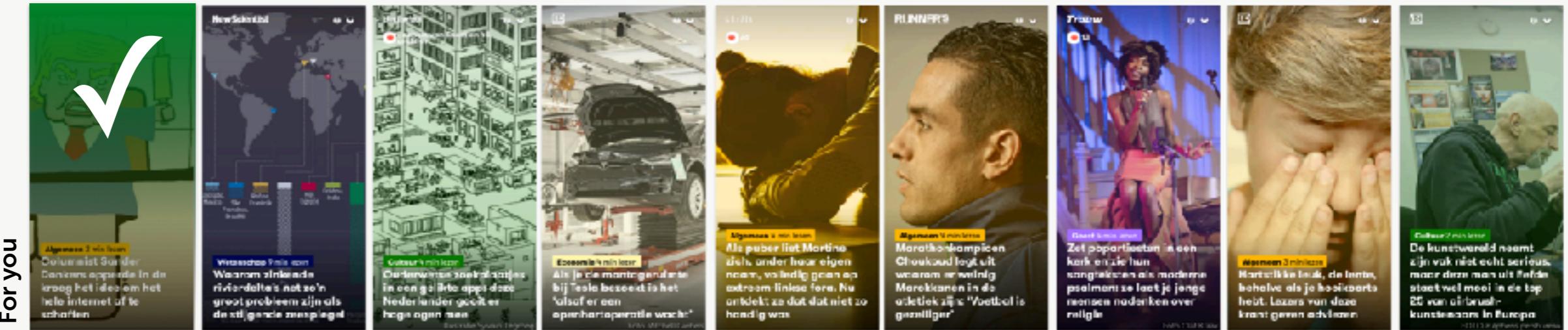


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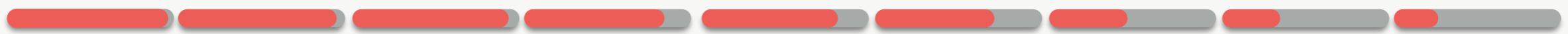
Similarity

How we diversify



For you

Relevance



Similarity



How we diversify



Relevance



Similarity



How we diversify



Relevance



Similarity



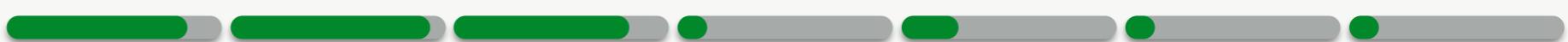
How we diversify



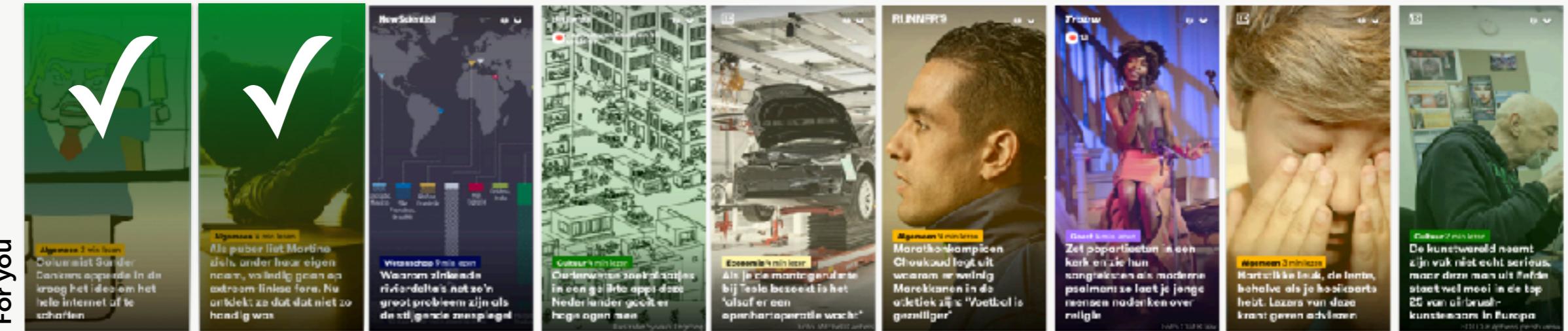
Relevance



Similarity



How we diversify



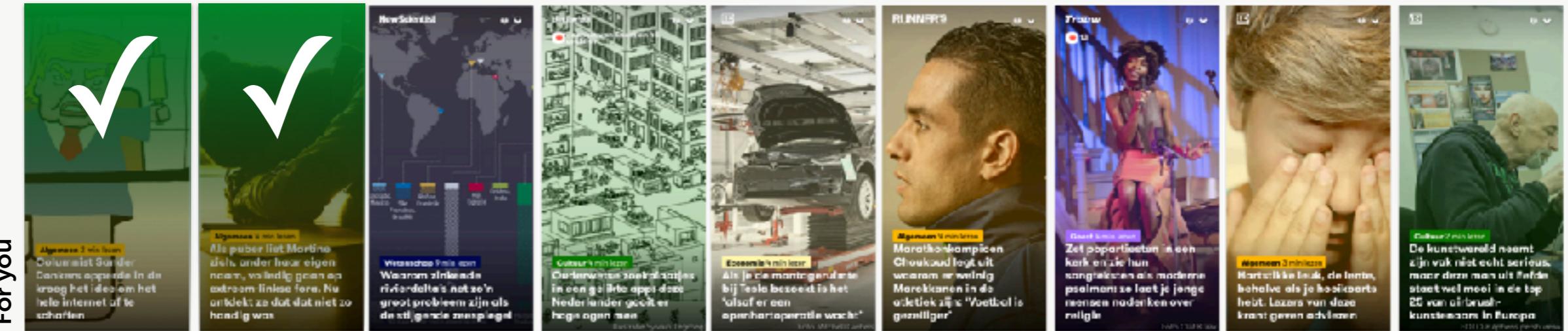
Relevance



Similarity



How we diversify



Relevance



Similarity



How we diversify



Relevance



Similarity



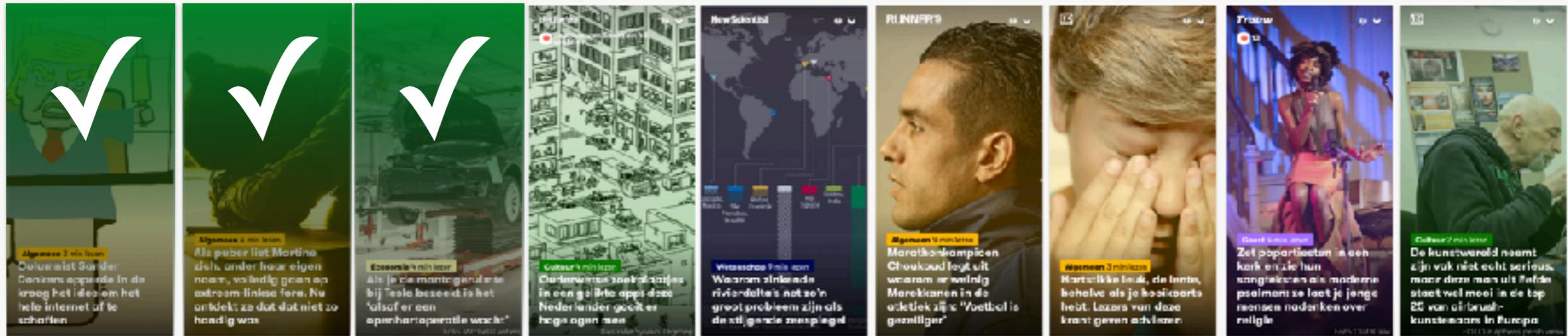
How we diversify

For you



How we diversify

For you



How we diversify

For you



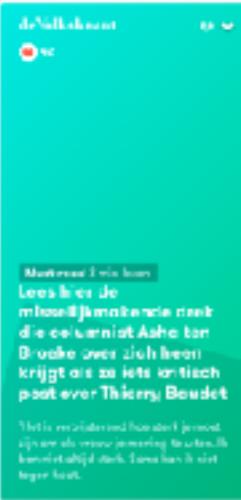
How we diversify

For you

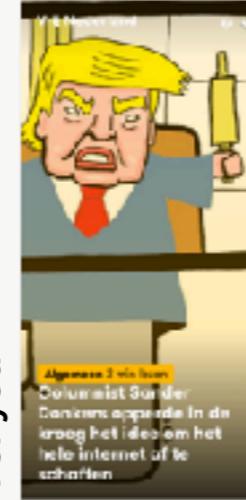


How we diversify

Must Reads

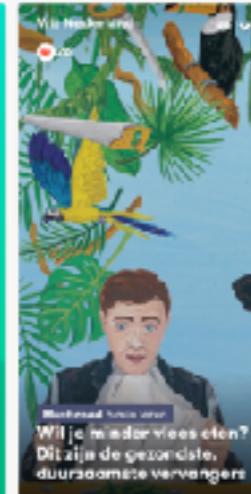
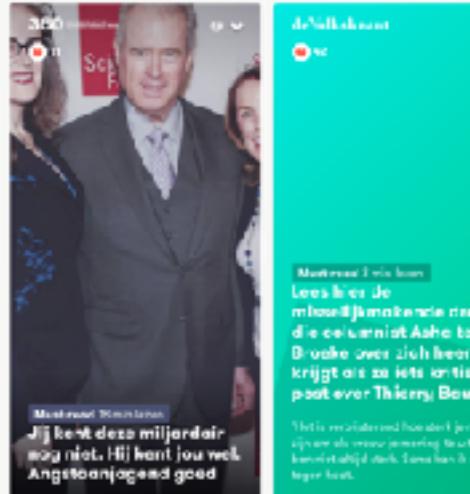


For you



Making and Breaking Bubbles

Must Reads



For you



» Making Bubbles

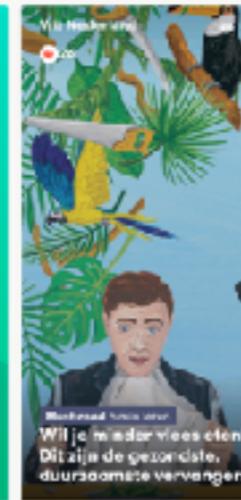
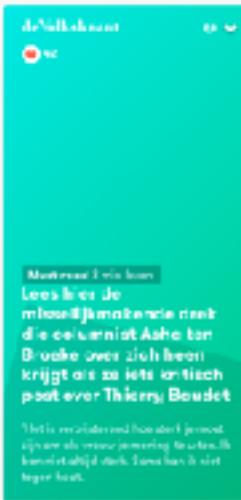
- » Onboarding
- » Reading history
- » Explicit feedback

» Breaking Bubbles

- » Editorial selection
- » Must reads
- » Diversification
- » Little (no) popularity

Blendle and Bubbles

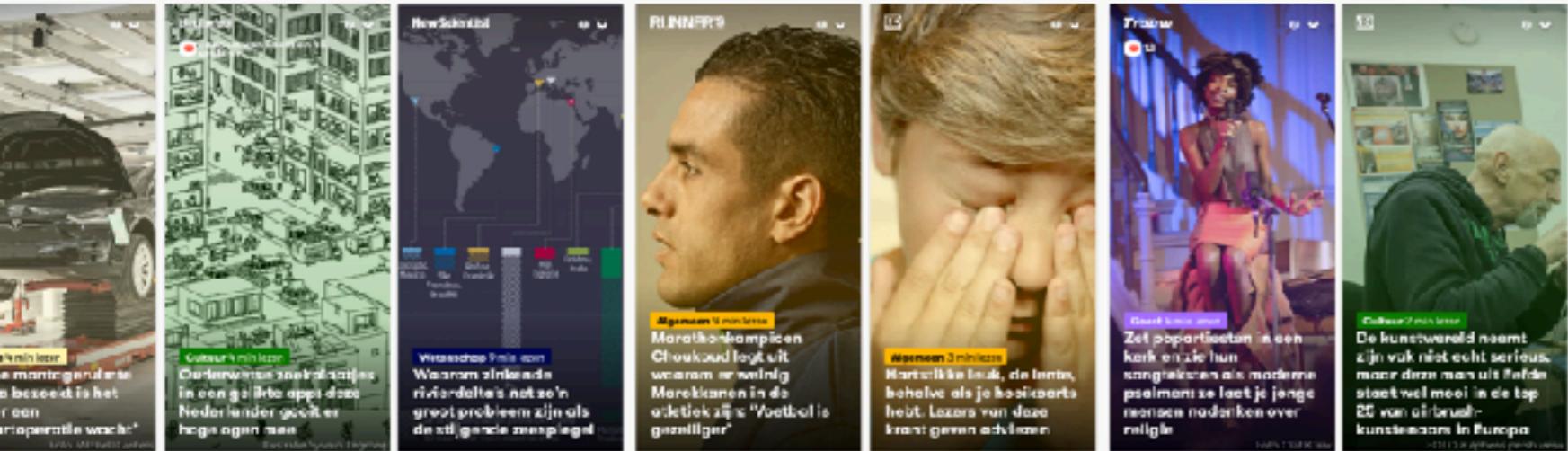
Must Reads



For you

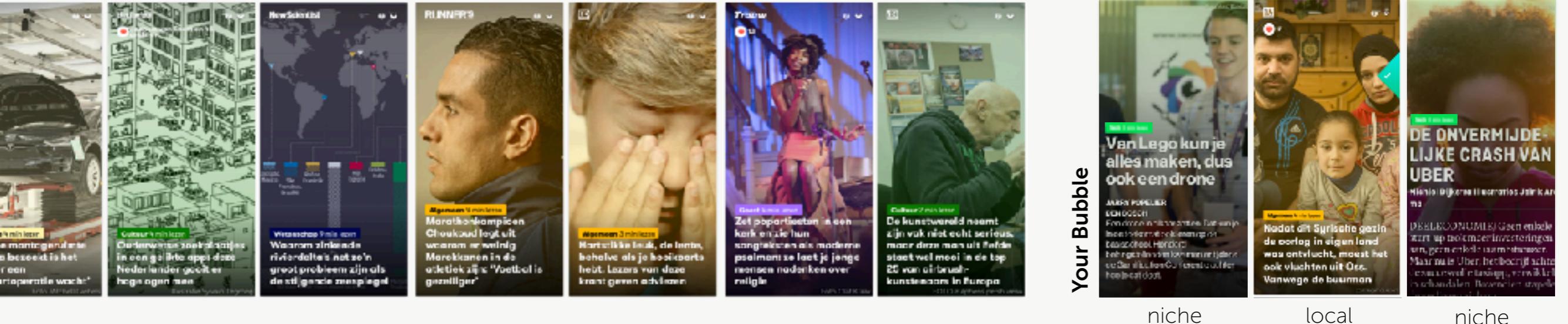


Your Bubble



Your Bubble

Your Bubble



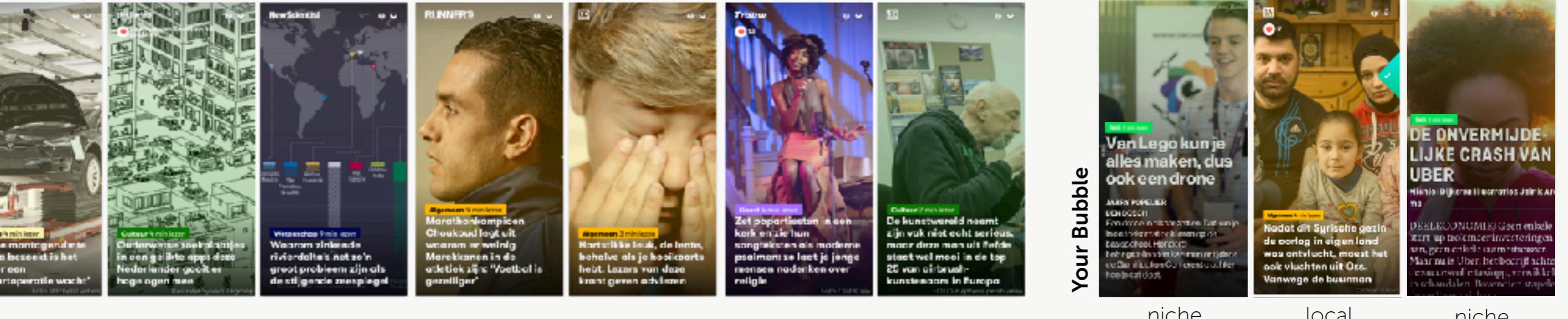
Your Bubble

niche

local

niche

Your Bubble



» Niche bubbles

- » Very specific interests
- » Localised
- » Personalised surprise



Blendle Recommendations



Sign of Time #14: Digital Consciousness
Anne Schuth, data scientist