Make Sensitive Media Ecosystem w/ Reader Reports

GiveUsSushiForLunch

Problem Statement

- Minorities are excluded from the news.

Target Audience

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Target Audience

- Minorities
  - are excluded from the news.

- Women, Disabled, LGBT, Foreigners, etc.

Our Solution

- Sensitive Media Ecosystem w/ Reader Reports

  1. Reader Reports

  2. Sensible CMS

  3. Feedback emails

Reader Reports

- Readers can report hate speech of articles.

- Database of hate speech can be constructed.

Reader Reports

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."
"There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain..."

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Expression which is lack of sensibility. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
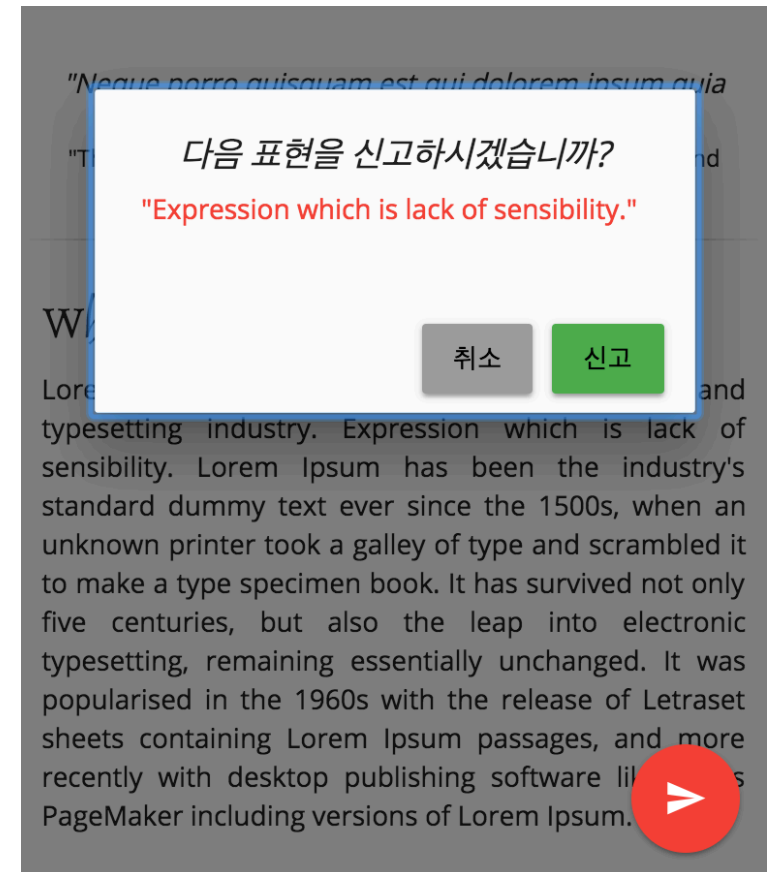

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다음 표현을 신고하시겠습니까?
"Expression which is lack of sensibility."

취소   신고

Sensible CMS

- With machine learning, we can build a CMS which can check hate speech automatically.

- Writers can self-check their own articles, even can check its 'Diversity Index'.

Sensible CMS

Prejudicely

워킹맘이 알아야 할 육아 원칙들을 가슴에 새겨보며 하나씩 실천해보세요.
언론을 병신취급하지 말라 [손석춘 칼럼]

감수성 검사기

■ 여성 ■ 성소수자 ■ 장애인 ■ 지방/지역 ■ 외국인/인종

워킹맘이 알아야 할 육아 원칙들을 가슴에 새겨보며 하나씩 실천해보세요. 언론을 병신취급하지 말라 [손석춘 칼럼]

감수성 점수

80

Feedback emails

- We can send feedback emails to the readers who sent reports.

- This will engage more and more.

- In this email, we can also put 'No-hate-speech stories'

Feedback emails

Sensitively Insights
받는사람 나
4월 15일 세부정보

sensitively

APRIL 9 - APRIL 14

Your Weekly Achievement

Expressions reported by you were used 13 times from 4 different media,
reformed 8 times from 2 media.

EXPRS

Lorem Ipsum	→	Lorem Ipsum
Lorem Ipsum	→	Lorem Ipsum
Lorem Ipsum	→	Lorem Ipsum

ACTIVENESS

You were more active than
81% of Sensitively users.

Further Directions

- Media can treat stories whose diversity index is high more important.

- Not only for minorities but also whole readers.

- We can build the news community which does not exclude minorities.