

Criteria A.i

Explain & Justify the need for a solution

Problem Overview:

In modern times, where global news is often only accessible reliably online, it is essential to be able to eliminate any sources of bias in our feed, allowing for an easy, and more importantly trustable reference point for our intake of global events.

This sadly however is not the case, wherein most reporters & their publishers, are filled with bias; be it politically, financially, religiously or other. This leads to a major threat, both to the consumer, and moreover the truth. A study by the university of Rochester(see bibliography for link - 1), surveyed over 1.8 million headlines from major news outlets all over the world, uncovering the vast differences(up to 35%) in the way the topic is presented, especially in the field of politics.

This topic(often referred to as media bias) is also explored in a study by Nature, and shows that this has been a major global issue since the 1950's, and greatly impacts the everyday life of the average person. More importantly it emphasizes the major role media producers play in this, by consciously involving certain biases in their articles, often political or religious, due to sponsorships or other means of financial gain.

On the other hand, a study by mediacontrol, explains how the consumer is safe when equalling out biases, as when radical left wings & right wings are averaged out, they provide a consistent form of truthful information, at least to the majority of people.

My target audience is easily identifiable; people who consistently need truthful, non-biased news. This can be in all age categories as well as all fields,