GEN Hack Project

Project

- Where's the Beef? / Pihvi
- Highlight the most powerful news content

What do we want?

- We want to encourage participation, constructive discussion and solutions
- We want a commenting system that supports our analytics
- We are giving more possibilities for inactive users
- Article is not the basic unit of news anymore, we want something more fine-grained

What is the problem?

- Many news medias place user comments after the article
- Lack of context, misunderstanings, takes more time to write
- How many of you actually write comments on any news article?
- Dealing with abusive comments and harassment

What solutions there are?

- Genius Web Annotator, example: Annotated transcript: The Aug. 6 GOP debate
- Quartz

What inspires us?

- Waveform commenting in SoundCloud: The exact point of a song as a commenting context
- Reactions in Facebook: Giving digital tools for easy human interaction
- Imgur comments: Part of the complete experience
- Highlighted books

What our project brings to the table

- Our unit is the notion of "beef"
- It's a reaction that can be supported with a comment
- Beef as a commenting interface
- Beef as a concept for analytics
- Showing the readers what is powerful